

The role that social media tools such as LinkedIn and Facebook can have in the recruitment of staff.

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What is social media? Social media is something that people use to interact with each other, create or exchange information and ideas in the virtual world and networks.

Can social media be used for recruiting and finding staff? Social media platforms have been growing a lot in the recent years and instead of them only being used for sharing your life with people online and keeping up with family and friends, social medias are starting to get used for things like advertisements, starting a lot of new businesses and people to get new job opportunities through their social media accounts like LinkedIn or even Facebook.

The general positives from social media recruitment are that the HRs departments of these businesses looking for people to fill the ranks of theirs are going to save a lot of money and time recruiting people through social media platforms because the recruitment market can be very costly, especially when you are throwing advertisements everywhere so you can inform the people about that you are recruiting, that is why social media recruitment will lower the budget used for the so called recruitment and also will eliminate the time used for the recruitment, which is something good and that way you can find potential candidates for the job with real time connection that you will have on the social media platform you are using. Or let's say you don't want to cut costs for recruitment but want to find a new way of recruiting new people to the business, so it can grow faster and with more resources, so using social medias for that will help on top of the normal recruitment and advertising that the business is doing to help themselves find new recruits. Another big positive with this way of recruitment is that you can reach passive job hunters who are not actively looking a new job but will not instantly rule out a new opportunity which aligns with what they are looking for which in general means that you are expanding the reach of the company/business and are making it more visible to other people no matter if they are looking for work or not.

There are two types of people who are looking for jobs which are the active and the passive. The active candidate for jobs is actively trying to find a new job because (There can be a lot of reasons), they are not employed at the moment, they want to get a new job as soon as possible while holding the job they are at the moment so they can be secure. The passive candidate is a candidate who is not actively looking for a new job but will happily look at a new opportunity which the candidate finds good. As an example, the person may be employed and everything is fine but they won't rule out new opportunities and offers for the good of their careers.

The biggest social media for jobs, business and recruitment at the moment is LinkedIn and about 90% of the recruiters are there looking for new people to fill the place. Also LinkedIn is a big place for professionals and people with careers and all where they can advertise themselves to these recruiters and show their work there. Another good mentions are social media platforms like Facebook, Twitter (Called X at the moment, after it was bought by Elon Musk) and Instagram and for sure there will be less recruiters than in platforms like LinkedIn because LinkedIn is a platform which is specially used for work, so job hunting, advertising yourself and your

experience in hope that a recruiter will spot you and try to get you a job that you need a bit easier than on other platforms like Facebook or Instagram.

Also building a business using social media to boost your social presence do advertisements and show examples of what is it to work at your business and is it pleasant or not because nobody would like to work in a place which is toxic. Building an image for your business using online sources is really good because that way people will learn about the business what is it about in general.

Using social media platforms also gives you the option to vet the people you are trying to recruit and let you analyse them as a person and that way you will get insights if they are a pleasant person to work it which I think is also very important when it comes to professional work and should be taken very seriously when it comes to recruitment.

Overall social media platforms give a big boost for new businesses and already existing businesses in making their presence known for more and more people and with that they can sell more of their products or services and become a bigger business and hire more people, so using social media to grow is a very good way and sometimes you just rely on the algorithms to be found and expand. There a lot of social media platforms that can be used differently and every one of them have positives and negatives and sometimes it is realty down to how big or small your luck is.

References:

- [The Advantages of Using Social Media to Recruit | Occupop](#)
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