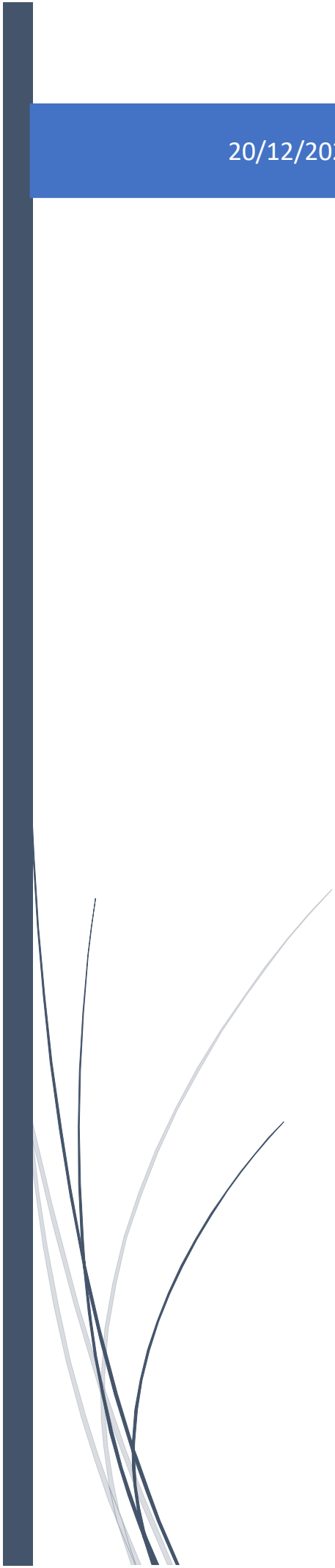




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The role that social media tools such as LinkedIn can have in the recruitment of staff.

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Introduction

The topic is about evaluating significance of both social media and social tools that as LinkedIn which is used for hiring potential staff members. Significant aspects related to this topic will elaborate on social media, advantages and disadvantages associated with social media and LinkedIn. In this aspect, concepts will be elaborated and evaluated followed by advantages and disadvantages of those identified concepts. LinkedIn in the form of social networking helps in establishment of professional relationships and career development (Davis *et al.*, 2020). Other platforms of social media such as Facebook, Instagram and others do not prioritise professional and career developments as LinkedIn which is the reason this platform will be discussed.

Main Body

Overview of social media, utilisation and development

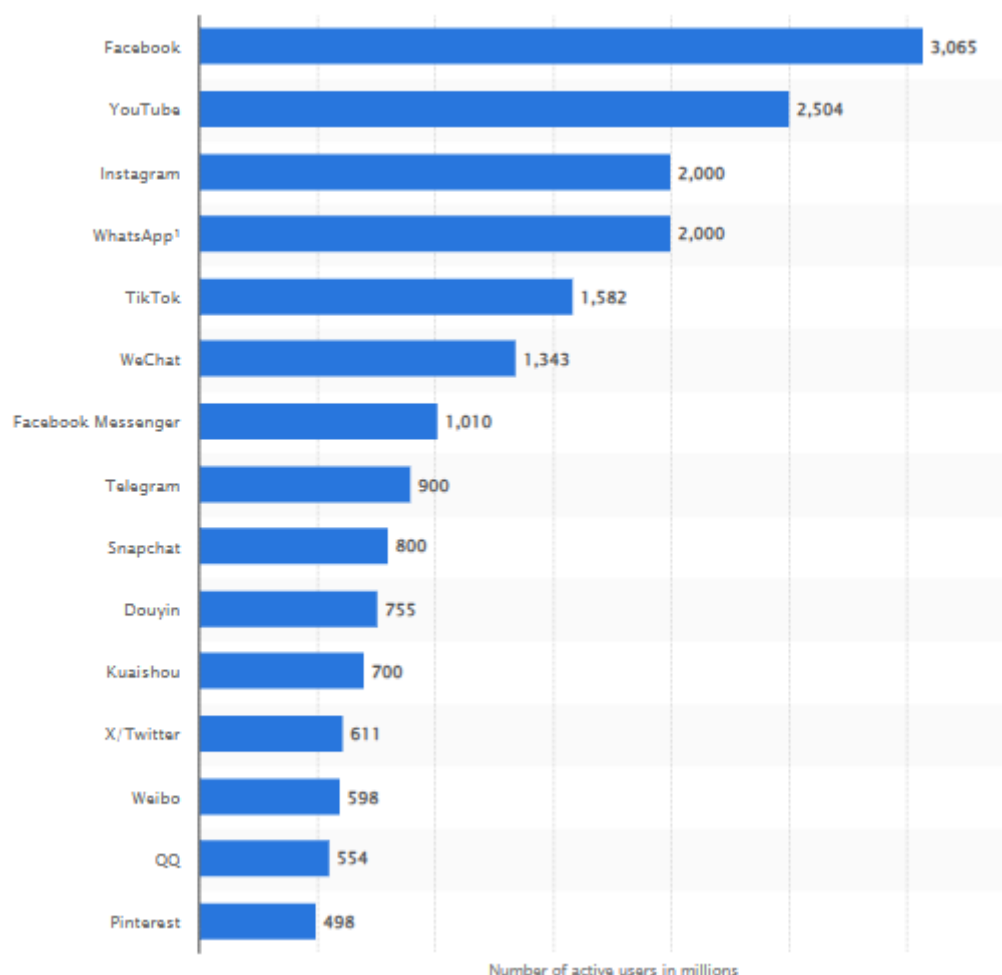


Figure 1: Number of users of varied social media networks

(Source: Statista, 2024)

Social media acts as a digital technology for facilitation of important information and ideas among virtual communities (Gupta *et al.*, 2024). It is a diverse platform as social media can be

categorised into six aspects such as social networking, microblogging, social bookmarking, online forums, media sharing and social news. Microblogging offers online communication for sake of sharing messages, videos and others among people. Social media development has taken place with use of most significant platforms such as Facebook which has 3065 million users, Instagram with 2000 million users and others (Statista, 2024). LinkedIn is a site for professionals as these professionals engage in communicating and finding job opportunities (Safdar and Abbasi, 2020). It can be utilised for getting right jobs, and internships and for reinforcing professional relationships. Number of users on LinkedIn has increased from 745.84 million to 770.97 million in 2023 and 2024 (Statista, 2024).

Outline of recruitment and methods of recruitment

Recruitment encompasses a whole hiring approach of an organisation that revolves around recognition of hiring needs, formulation of a recruitment plan, information on a job description, advertisement and recruitment about job position, initial screening, assessment of applicants and others (Fraij and László, 2021). Therefore, there is a long process associated with recruitment carried out by human resource management (HRM) department of an organisation. Traditional method of recruitment focuses on a print advertisement that revolves around posting about a job on traditional mediums such as newspapers and billboards. Internal hiring is about developing reliability in referrals of employees whereas headhunting refers to figuring out potential candidates through personal connections. Modern methods of recruitment are about use of new technologies to figure out best talent for filling up job positions. Utilisation of software such as application tracking systems groups candidates according to skills and experiences whereas social media engages in promotion of the jobs within potential candidates. Social media as a recruitment method offers every time of information before the job to candidates. For example, Morrison as a large retailer has carried out a recruitment drive to hire around 3500 employees to assist staff members during Christmas (Houlton, 2022). Recruitment drive involves sourcing out candidates from career fairs, social media and others. Figuring out candidates through career fairs indicates carrying out traditional recruitment while use of social media indicates conducting modern recruitment. News of recruiting 2000 drivers and pickers of Waitrose has been advertised online, especially in an online newspaper which is a part of social media as this news can be further advertised on social media (Calnan, 2020). Use of modern methods of recruitment is more for recruitment of candidates in comparison with traditional methods of recruitment.

LinkedIn in case of recruitment

LinkedIn is a recruitment platform that helps a recruiter post jobs, develop the company brand and create connections with both active and passive applicants (Robson and Banerjee, 2022). Recruitment on LinkedIn emphasises on use of #Hiring that informs candidates that an individual from an organisation is involved in recruiting. After creation of job and addition of #Hiring, recruiter posts about the job among its networks whereas networks share the job with other networks or job-seeking groups. LinkedIn messaging is an important option through which recruiters are involved in sending out messages to candidates. In this regard, it is important to note that recruiters may recommend a job in the message section while recruiters cannot compel that candidate.

Benefits of social media for recruitment

Social media assists in boosting online visibility of a job for recognition of talented people willing to work within an organisation. It helps in reduction of costs related to recruitment whereas the name of a brand of the company can be developed to attract candidates. Through the help of social media, target-specific pools of talent can be hired by hiring managers who make use of filters, hashtags and others (Davis *et al.*, 2020). Social media helps in development of connections with active and passive candidates therefore, rather than only posting a job, engagement with candidates can be made by managers. LinkedIn offers more online visibility regarding a job, curbs costs, and targets only potential candidates with use of search filters and others by hiring managers.

Dis-advantage of social media for recruitment

There is no guarantee that a candidate in reality fits with job position after gaining information on social media. Therefore, there is an aspect of inaccurate presentation of information about candidates on social media. Prevalence of job scams on social media influences recruitment as not original recruiters rather fake scammers will develop a job and advertise on social media (Tuten, 2023). Similarly, candidates on LinkedIn sometimes do not update about latest information and hence lack of information makes these candidates unfit for a job role. Fake scammers get involved in developing a fake job that makes candidates fall into traps.

Conclusion

The report has developed a differentiation among concepts of social media and LinkedIn where social media encompasses various types of platforms and among these platforms, Facebook has been seen to be used among users than others. However, LinkedIn use has also been pointed out in this report where it has been estimated that use of LinkedIn will increase more in the

future. Enhancement of online visibility, cost-effectiveness and other benefits of social media and LinkedIn have been discussed to figure out similarities and dissimilarities. LinkedIn is a professional network of social media which is found to be different from other mediums as only recruiters and job seekers get involved in such a media.

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