



26/08/2024

Social Media as a recruitment tool



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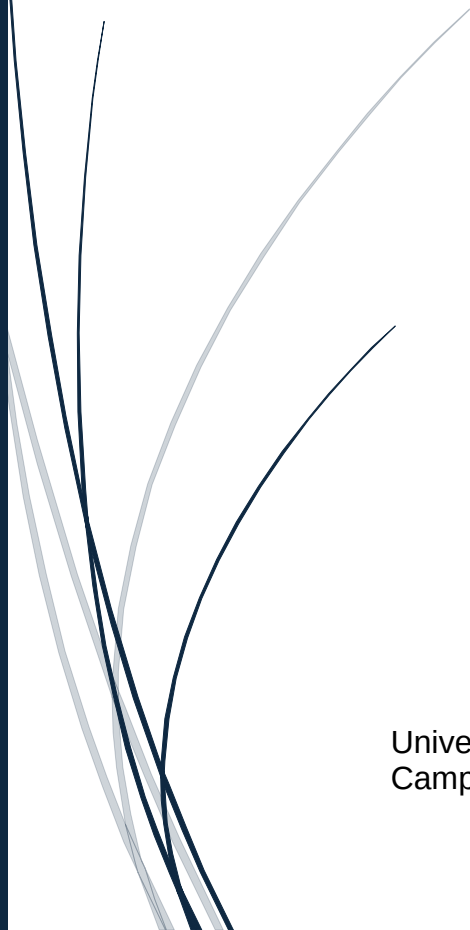
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Module Code: LCLM4002

Module Title: Digital Skills

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Introduction

According to Cambridge Dictionary social media are websites and computer programs that allow people to communicate and share information. In recent years, social media has grown in popularity as a recruitment tool.

This report will talk about two specifically social media (Facebook and LinkedIn) and how this tool has been useful on recruitment process, reducing hiring costs, optimising time, enhancing visibility and helping on the process to find out more about the candidates

This report will be organized in three parts: on the first one we will talk about social media and recruitment, and how this tool has been useful to optimize the recruitment process, on the second part we will discuss more about LinkedIn and all the pros and cons to use this social media to recruit on your company. After that we will talk through Facebook as a recruitment tool and specify all the benefices and risks to use it.

Social media and recruitment

Social media, when used as a recruitment tool, has the ability to attract highly skilled job searchers to your job advertisements and systematically generate interest among individuals looking for a job. This are some of the reasons that made social media one of the most effectives recruitment tools in recent years.

Social media can smooth the process of finding and hiring candidates for your company and also facilitate the way these candidates apply for a job vacancy. Acquiring the skill of using social media for recruiting will assist you in connecting with more highly qualified individuals who share your company's values and also assist the candidates to find the more suitable job for them.

Although this process can be trick. Dealing with online information can be dangerous, online profiles can often be untrustworthy. Either a job seeker can apply a fake CV with untrue information, or this same candidate can find a significant number of deceptive job listings. Finding the suitable candidate, or the right job can require a significant amount of effort.

Recruitment process can be long and exhaustive, the use of the social media to speed up the process is valid and very helpful. This technology has the potential to significantly expedite the hiring process if utilised carefully.

LinkedIn

LinkedIn is a professional networking platform where professionals can create and maintain a professional profile. This platform can be used to find a job, make network connections and share your professional interests and acquire the skill and abilities necessary to excel in your career.

One of the most useful and efficient recruitment tools online is LinkedIn. Utilising LinkedIn for recruitment has significant advantages, as it grants access to an extensive pool of skilled individuals. This platform allows you to advertise job openings, enhance your company's reputation, and establish connections with possible prospects.

Starting the recruitment process at LinkedIn is easy, just access the platform, create a profile, add all your skills and abilities, build your network and start navigating. You can also use the platform to share images and videos, publish articles, join groups, plan offline events, and more.

As with any online platform, there are drawbacks to using LinkedIn as well. To ensure that your hiring process is successful, you must take certain precautions. The platform's intense competition, rising expenses, constant risk of fraud, possibility of inaccurate information, and excess information are some drawbacks.

Overall LinkedIn is a very powerful and useful tool on recruitment, if used with caution the platform can deliver an efficient result on recruitment process, either for the companies or the candidates.

Facebook

Facebook isn't used only for young people for entertaining anymore, the platform has become an integral part of the recruitment process for many businesses. Helping recruiters connect with candidates and build great teams around the world. It's also an effective way businesses can develop their brand and get noticed by passive talent.

Facebook can help you in the hiring process by saving you time and effort. Facebook job postings is the toll that will help you to optimise your recruitment process, add this toll at your company profile and start to seeking for potential candidates and for more details and an application.

One of the best advantages of using Facebook as a recruitment toll is that this toll is free, some recruitment platform charges abusive fees to have the job done, Facebook has a complete platform that will optime the recruitment process for free. Another benefits are that Facebook enables you to connect with a wider range of candidates and reduces time to hire.

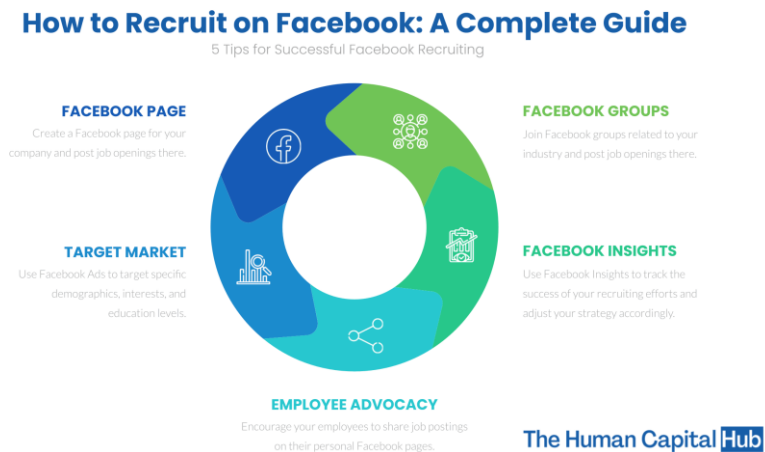


Figure 2: (The Human Capital Hub 2023) *How to Recruit On Facebook: A Complete Guide*

Using Facebook as a recruitment tool can also help you reach people you weren't previously connected to, and it can help reach a wider range of people.

Conclusion

In summary, using social media to improve your recruitment process can be a very successful strategy. The rationale behind this is its benefits, which include decreased recruiting expenses, time savings, increased visibility, and assistance in the candidate screening process.

However, it is important to acknowledge the potential obstacles and disadvantages that may arise from using this approach to recruitment, even though the benefits are evident and significant is important to be aware of the risk of frauds and possibility of inaccurate information.

Although LinkedIn and Facebook are reliable and very useful resources for accelerating the sometimes difficult and lengthy hiring process. These technologies have the potential to significantly speed up the hiring process when used carefully.

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