

Report on
“The Role of Social Media, such as LinkedIn and Facebook in Recruitment”

Navruzshoev Dovar

2417185

LCLM 4002

Digital Skill

Kazeem Oseni

Introduction

It appears that at least 7 in 10 organizations are now using social media channels to identify candidates (Qureos (n.d.)), evidence of the new world of work that emerged during this century. Industry players also could not imagine their work without using social networks to find the best employees. LinkedIn and Facebook are among the leading platforms for recruitment, which have transformed the process through the identification of numerous suitable candidates; the fast-tracking of the recruitment process; and the development of employer image. Using social media in recruitment, therefore, offers advantages beyond those achievable with conventional channels, namely the global access and favourably low price. Employers are allowed to advertise vacancies, conduct searches by parameters, and find information about unavailable job seekers. However, there are various challenges experienced with the adoption of social media in hiring. Challenges of this approach include privacy issues and accessibility of this channel by only those with social media profiles. This paper seeks to take a closer look at how social media, specifically the two most important recruitment tools, LinkedIn and Facebook are harnessed for recruitment, their pros and cons and today's relevance.

Benefits of Social Media in Recruitment

Companies' talent acquisition scope increases dramatically when using social media networks. Nicholas Nikolaou in his article argues that these platforms make it easy for a recruiter to find 'passive' jobs seekers who are not on the lookout for jobs but are willing to work. This is especially helpful when organizations look for unique talent or niche knowledge which is hard to source in the conventional ways (Wowor et al., 2022). LinkedIn and Facebook have a special feature of advertising, which enables recruiting personnel to filter candidates according to location, gender, and skill sets. This

functionality minimises applicants' access to the position and enhances the quality standard of the applications being submitted (Nikolaou, 2014). Further, these platforms are a means of positive promotion of the employer brand. For example, taking the form of company events, employees' opinions and perception of organizational culture can influence the interest of candidates who are most likely to uphold the said company values (Hosain, 2021). Improved employer branding contributes to the accomplishment of higher level of staff commitment and staff retention. So, though social media recruitment may cost more than job boards, it still remains a relatively cheap source. In fact, 95% of current social media advertising facets can be done at a lower cost than traditional marketing, and organizations are able to analyze and evaluate the impacts of their campaigns (Wowor et al., 2022). In addition, by way of instance, Facebook opens an avenue for development of friendly interfaces for recruitment. The social tools that are employed in Facebook for instance bring into reality the real time interaction between recruiters and candidates, and hence a more interactive hiring process (Nikolaou, 2014).

Challenges of Social Media in Recruitment

With all the above benefits, social media recruitment has the following challenges: They are also most successful if constantly updated, high quality, and are frequently engaged, which is time consuming and can be challenging for HR teams (Nikolaou, 2014). Screening becomes a complicated process, mostly due to the large number of applicants and the high visibility of the process. Employers have to set standards to ensure they conduct proper assessment of talents to be recruited. Privacy can be named among the major concerns as well. Employers face certain obligatory legal requirements which they have to fulfill, for example, GDPR (The General Data Protection Regulation) regulation for candidates' data protection to gain trust (Digital Guardian, 2024). They added that failure to do so could have legal repercussions as well as dent the company's reputation. Discrimination and partiality are also evident especially where the use of what is called algorithms to interview candidates is used.

Developing measures that can reduce bias in the hiring process is very important in preventing discrimination in the hiring process. Last but not the least employees play a crucial role in managing the employer branding; negative sentiments expressed by the employees about their own organization on social media platforms become a major concern for employer branding. They may also portray the organization in a bad light, which potential applicants will think twice before applying at such an organization. This is the reason why companies require sound managerial decision making processes to manage and control for these risks.

The Impact of LinkedIn and Facebook on Recruitment Strategies

Recruitment through social media sites is vastly popular, and out of all the platforms, LinkedIn and Facebook stand out as the most effective. LinkedIn, being a social site meant for professional networking, offers various facilities for hiring. Recruiters are able to communicate with targeted potential candidates, view comprehensive summaries of skills and training experience, as well as perform targeted searches. LinkedIn is connected to the world's significant sectors, with over 950 million members spanning 200+ countries. Additionally, 48% of its users access their accounts and engage with the network monthly, making it highly efficient for sourcing talent (Qureos, n.d.). Its advertisement reach also covers 14.6% of the global population, establishing it as a global leader in professional networking and recruitment (Qureos, n.d.). On the other hand, Facebook offers unique flexibility in recruitment tools. Organizations can use subsets of the Facebook domain to announce vacancies and target relevant professionals. These groups enable companies to reach candidates based on interests and associations (Nikolaou, 2014). Furthermore, 81% of job seekers and 60% of recruiting managers use Facebook for career opportunities, highlighting its growing influence in the hiring landscape. The platform's real-time communication capabilities also allow recruiters to engage with candidates instantly, fostering dynamic interactions (Qureos, n.d.).

Conclusion

According to the results, using social media tools like LinkedIn and Facebook has made recruitment and all of its aspects much more effective. This is because they help with managing employees, positioning brands, and having more open and interesting conversations with potential candidates. As a result, these platforms have many benefits, such as low prices and a wide reach. However, they also have problems with privacy and discrimination, and they can hurt an employer's brand. Still, the fact that more and more people are using LinkedIn and Facebook to look for jobs means that these two sites can't be ignored when it comes to hiring people in today's businesses.

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