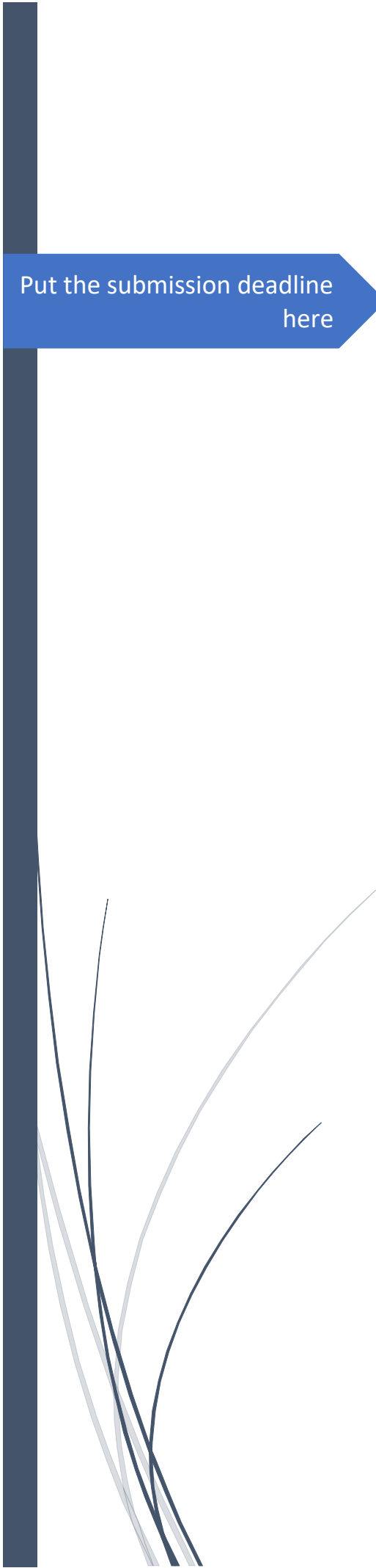




Put the submission deadline
here

27/08/2024

Write a report about the role that social media tools such as Facebook and LinkedIn have played in the recruitment of staff.

MODULE NAME: DIGITAL SKILLS

MODULE CODE: LCLM 4002

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Introduction:

In recent years, social media platforms such as Facebook and LinkedIn have been integral tools in staff recruitment. Arguably these platforms have been credited for pushing staff recruitment into the field of technological credibility through their ability to reach wider audiences for recruitment. Despite moving away from traditional to more modern methods of recruitment, they have been marred with the effects pertaining to digital safety such as data breaches, biases and over-reliance on technology. In light of this the agenda of this report is to critically examine both Facebook and LinkedIn and the implications they generate. Therefore, this report's narrative is as follows: social media tools are essential in this technological environment but should be used with other traditional methods.

As outlined above, social media tools have played an essential role in allowing staff to recruit a plethora of individuals at a faster rate. Social media tools can be defined as networking sites and apps that are designed for the purpose of people swiftly and effectively posting information in real-time (NFI, 2021). Currently, social media has rapidly developed from their initial form of people broadcasting their lives and connecting with people, to emerging as an integral part of job recruitment. Social media is described to be an innovative tool particularly in the context of collaboration with businesses, and have showed importance in job recruitment by catering to our current and connecting to a diverse pool of individuals (Bhimani et al., 2019).

Methods of recruiting staff can be divided into two forms which include traditional direct marketing and digital and social media forms of marketing. Although the aims of recruitment despite their chosen methods still remain the same (maximising customer engagement), the traditional aspect of social media tools include direct-response TV marketing and direct mail marketing (Kotler et al., 2018); whilst digital social media marketing focus on online platforms, blogs and websites (Kotler et al., 2018). Despite these options readily available, there remains a strong preference towards social media forms of recruitment due to the benefits it entails which involve reaching a wide range of individuals. As the report question suggests, Facebook and LinkedIn are powerful platforms that allow recruiters to maximise the number of potential staff they reach.

Firstly Facebook, created in 2004 is renowned for having a large user base of roughly 3 billion users (Amoa, et al., 2019). Initially Facebook was primarily used for the intention of increasing personal connections amongst people but has now been leveraged by companies for recruiting individuals due to its ability to push job vacancies to a plethora of people with various experience and diverse backgrounds. Though similar to Facebook as it is a social media tool that focuses on connecting people, LinkedIn however is solely a professional networking site that is explicitly designed for recruitment and career-based activities. Therefore, this emphasises its position as key social media platform in managing staff recruitment. Furthermore, LinkedIn and Facebook can be effectively used for staff recruitment, as previously mentioned, they have a large user base meaning that more people can be sought after for a particular job as the selection pool increases.

Moreover, using social media tools such as LinkedIn and Facebook come with a wealth of advantages. The main obvious advantages that they offer are cost effective forms of recruitment. Using Facebook and LinkedIn adhere to the modern forms of recruitment

compared to the traditional forms of recruitment mentioned above. Utilising this modern way cuts down on the costs of using the traditional forms of recruitment such as TV-advertisements, door to door recruitment and more (Madia, 2011). Other benefits of utilising LinkedIn and Facebook are networking referrals, which can generate positive implications for both the recruiter and the potential staff as those who are the most qualified and experienced for the job can be targeted more by the recruiters. Furthermore, this creates a streamlined direction of recruitment due to their inbuilt tracking systems, so more hired and qualified applicants get accepted.

Although social media has many benefits, they are marred with disadvantages that cause implications in both the social and personal aspects of job recruitment. A common criticism is that jobs tend to receive an overwhelming number of applicants which can make the process of recruitment difficult. Although this was presented as a positive thing in accessing individuals and it can allow many individuals to find jobs to apply, which generates benefits the personal aspect of implication, however this confers difficulties on the recruiters (Rozenblum, 2012). A further disadvantage is bias and discrimination as recruiters are making their initial judgment of potential employees through their appearances on social media which may not always be the best reflection of individuals (Acquisti et al., 2020). Furthermore, because recruiters are viewing individual's information, there calls into question the possibility of ethical concerns, such as accessing individual's private information and possible data breaches therefore questioning the extent of digital safety (Bender et al., 2017). Lastly, as more modern methods of recruitment become established, there is a trend of abandoning the traditional methods. The over reliance on technology presents its own problems as likelihoods of data breaches can increase and issues can be generated.

Conclusion:

To conclude, social media tools have been important vehicles in staff recruitment, particularly Facebook and LinkedIn and it appears that they will be remain utilised indefinitely in the coming future. As mentioned in the report they have the benefits of maximising the recruitment of staff at a cost-effective rate and in a relatively short span of time compared to other traditional methods such as face to face meetings and relying upon submitting manual CV copies. However, there are undeniable issues associated with social and digital forms of recruitment which can cause severe impacts and call into question the integrity and professionalism of recruiters. Therefore, a direction for the future is to still acknowledge the undeniable benefits associated with social media tools of Facebook and LinkedIn, whilst

suggesting they be used in tandem with other aspects of traditional methods to improve their uses and maximise the success of their outcomes.

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