

**CERTIFICATE OF HIGHER EDUCATION BUSINESS SKILLS
FOR THE WORKPLACE**

Digital Skills - Portfolio of tasks

Task 3 – Written Report

**Role that social media tools such as LinkedIn and Facebook
can have in the recruitment of staff**

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Executive Summary

LinkedIn and Facebook can be used for a successful recruitment process. LinkedIn's large user base helps companies find more candidates for recruitment. The networking capabilities of this application help recruiters build meaningful relationships and promote their organisation. Durable qualities streamline diversified recruitment and save time. With its vast user base and platform for interacting, Facebook fosters engagement and connection, allowing recruiters and applicants to communicate directly. Facebook referral plans can use pre-existing networks to acquire outstanding applicants. Although different, both platforms are crucial in modern recruitment, using their unique strengths to ease processes and attract top talent.

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Introduction

Social media encompasses many online platforms and networks that facilitate interactions between individuals, enabling them to create, share, and exchange ideas and information. Social media platforms often showcase content created by users, which encourages interaction by enabling users to express their approval, share, comment, and join in conversations. There exist three distinct types of social media tools. Facebook and LinkedIn are distinct social media sites that might assist in accomplishing various social media and business objectives. Recruitment is a fundamental responsibility of the Human Resources department. It is a comprehensive process that encompasses several stages, including identification, attraction, screening, shortlisting, interviewing, selection, hiring, and onboarding of personnel. This paper aims to ascertain the impact of the specified social media platforms on worker recruitment.

Effectiveness of social media in the recruitment process

In the modern era, the Internet plays a crucial role in the process of recruiting and searching for employment. Various websites and social platforms provide recruiters with the ability to search for candidates for specific employment positions, hence facilitating candidates in finding the desired job. Due to the increasing popularity of social media platforms such as LinkedIn, Facebook, and Twitter (Rajeswari, 2017). Every organisation utilises these social networking sites to identify skilled workers. Social networking sites are more popular for recruitment purposes due to their superior offerings compared to traditional employment sites (Shahbaznezhad *et al.* 2021). Utilising social media for hiring purposes not only facilitates the identification of suitable applicants but also enables the sharing of candidates' actions and behaviour on social media platforms (Deepthi, 2023). This, in turn, entices recruiters to consider hiring people who possess the requisite skills and expertise for certain roles inside the organisation. The involvement of social media platforms in recruitment can be better comprehended by examining the distinct roles played by two types of social media tools, namely Facebook and LinkedIn.

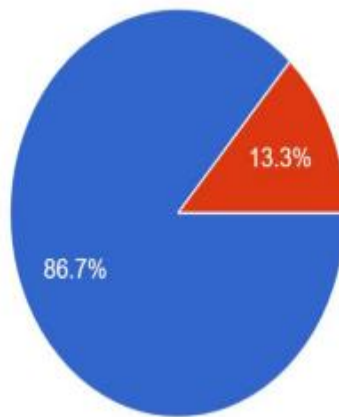


Figure 1: Use of social media in organisation

(Source: Deepthi, 2023)

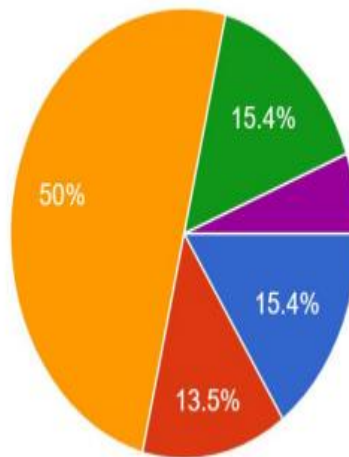


Figure 2: Use of different social media tools

(Source: Deepthi, 2023)

The above analysis was done by Deepthi, (2023) on an organisation where the first chart shows that 86.7% people of the organisation agree with the fact that they use different social media tools or platforms for the recruitment of staff whereas nearly 13.3% did not agree with the fact. The second chart shows the percentage of using different social media tools for the recruitment process by the sample organisation where 50% agree with using LinkedIn as the social media platform for recruitment, 13.5% agree with using Facebook and others as highlighted (Deepthi, 2023).

Role of LinkedIn as social media in the recruitment of staff

According to Bondar, (2024), LinkedIn is currently one of the most influential social networking platforms for professionals to connect and hire. The report shows that LinkedIn boasts a colossal user base providing an extensive range of possible candidates from various industries and career positions. It allows organisations to expand their reach to a wider audience of potential applicants, interact with them in real-time, and successfully showcase their employer brand.

There is some role that LinkedIn plays as a social media platform to manage the recruitment of staff.

Expansion of user base: LinkedIn holds a vast user base which is nearly 1 billion professionals from 200 nations (Bondar, 2024). This diversified range provides recruiters accessibility to a wide range of potential candidates and also expands the likelihood of finding the perfect fit for their organisational requirements.

Networking: LinkedIn has networking capabilities which enable every recruiter to develop relationships with potential professionals. Through this platform, recruiters can initiate meaningful interactions, understand credibility and expand the likelihood of a successful recruitment process.

Robust features: LinkedIn comes with robust features that are tailored to the recruitment process which includes talent insights, job posting, recruitment tools, messaging, and sending files to each other (Allal-Chérif *et al.* 2021). These features streamline different aspects of recruitment, starting from sourcing the right professional to application tracking and enable to saving of resources, time and effort. Apart from these specific roles, LinkedIn also plays some other roles like personalised engagement, data-driven decision-making, search filters, competitive advantage and others which help to make the recruitment process for any organisation successful.

Role of Facebook as social media in the recruitment of staff

Facebook is the most known social media platform owned by an American technology conglomerate named Meta (Meta, 2024). Facebook is generally used for connecting with different persons, to create networks and others. Nowadays Facebook has been used as a tool to make a successful recruitment process. Facebook recruitment has the scope to get success due to the average age of the users. Though it's not only focused on recruitment, job searches or applications it also can be used as a tool for

recruitment. As per the report by Statista (2024), there are nearly 2.9 billion active users on Facebook.

Networking platform: Facebook serves as the networking platform. Recruiters who are on Facebook can easily get connected with potential candidates by posting their job criteria and requirements on their Facebook page.

Engagement and interaction: Facebook plays a role as a tool to make people engaged through interaction. Recruiters can get engaged with candidates through Facebook groups, pages, and timeline posts which fosters a sense of community and also facilitates direct communication for potential hires.

Referral Programs: Recruiters available on Facebook can leverage the platform as a tool for promoting their employee referral programs. This action can encourage existing staff to recommend potential and experienced professionals from their networks leading to high-quality recruitment processes.

Apart from these roles play areas Facebook also plays some other roles like Informal channels promotion for recruitment, Data Analytics, Employer Branding and promotion and some others which help the current recruitment process successful.

Conclusion

In conclusion, social media has been observed as a significant tool for every individual and organisation. Social media platforms make the work findings, recruitment and similar processes easy and efficient with minimum to zero challenges. In this report, two social media platforms have been considered, namely Facebook and LinkedIn where their roleplay in making the recruitment process successful has been observed through the different strategies and features. The recruitment process has now been changed due to digitalisation; people are now more likely to use social media platforms for their job search. This expands the chance for recruiters in the world to use social media to find potential candidates and make the process successful and hassle-free.

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