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Title: Task 3- The role that social media tools can have in the recruitment of staff

Social networking platforms have grown increasingly important in the hiring process in recent years, giving companies new ways to interact with possible employees. This study investigates the function of social media platforms, particularly Facebook and LinkedIn, in hiring new employees. It looks at how both companies and job seekers use these platforms, stressing both the benefits and difficulties they bring to contemporary hiring procedures. In addition to considering the possible risks and ethical issues associated with their use, the report attempts to offer insights into how organisations can use LinkedIn and Facebook to recruit, evaluate, and hire talent by analysing their functionality and effects on the hiring process. This investigation will allow the report to evaluate the effectiveness of social media in staff recruitment and discuss best practices for both employers and candidates.

Over the past 20 years, social media has swiftly changed from being just platforms for communication to being powerful tools that influence a wide range of facets of daily life, such as politics, commerce, culture, and education. Social media platforms, which were first created for social networking, now have many uses, providing a forum for communication, content sharing, community building, and even the promotion of international movements. An outline of social media's recent evolution is given in this part, which also looks at the platforms' increased capability, influence, and reach. In 2019, Facebook, the world's biggest social media network, boasted 2.4 billion users. There were more than one billion users on other social media sites, such as YouTube and WhatsApp. (Ortiz-Ospina, 2019).

Social media can also be used to link employers and job seekers. LinkedIn is used for hiring by the great majority of Fortune 500 companies.¹⁵ In 2020, it will have over 660 million members, making it a valuable resource for businesses looking to increase their pool of talent. This pool of people is expanded since social media's nature enables recruiters to find and target talented passive or semi-passive applicants in addition to active users, and to entice them to apply for potential job openings. Indeed, recruiters can post job openings on social media sites like Facebook, Twitter, and LinkedIn to entice candidates who are not actively seeking employment. (Aichner et al., 2021).

Identifying, luring, choosing, and employing qualified applicants for open positions within an organisation is known as recruitment. Making sure that a candidate's qualifications, experience, and talents fit the demands of the company is the main objective of recruitment. Finding the greatest individuals is simply one benefit of effective hiring; it also has a significant impact on an organisation's performance, culture, and long-term success. There are several steps involved in recruitment. The first step most companies would take is job analysis, including making the applicant aware of the job demands and the standard they need to adhere to. The second step would be to advertise the job for recruitment. The third step would be to select the candidates with the most suitable applications and credentials for that role. The last step would be to hire and onboard the applicant.

Recruitment tactics like headhunting and classified ads were common until the early 2000s, and although they were successful back then, they are no longer as successful today. Traditional

methods are still used today; however, the rise of social media and technology has made it easier for businesses to recruit by using less time and less money. (SourceBreaker, 2023). Through print media, businesses may connect with a wide range of people, including some who might not be actively looking for work online. Advertisements for jobs can target areas or industries because newspapers and magazines have established readerships, especially through publications tailored to a particular industry.

Businesses and recruiters are mostly now using modern-day recruitment methods. This reason for this being, recruiters may access a far wider pool of candidates by using digital recruiting and recruitment technology, which increases the likelihood that they will identify the ideal candidate for the position. It is now much simpler for recruiters to connect with candidates worldwide because the digital world has opened up the recruitment landscape. This is particularly true with the introduction of social media and other digital platforms that enable recruiters to connect with candidates globally. (SourceBreaker, 2023). However, due to the potential for personal information to sway judgements, social media recruitment may result in prejudice, limited reach, and privacy issues. Additionally, it could lead to a flood of unfit applicants, false profiles, and legal issues. The procedure can also be laborious, impersonal, and detrimental to employer branding if done incorrectly. (JobStreet, n.d.)

Two particularly successful social media platforms for recruitment that this report will be focusing on are LinkedIn and Facebook. LinkedIn is Facebook for businesspeople and companies. Your profile effectively serves as an online CV that highlights your areas of competence. It makes it possible for businesses to find you and get in touch with you more quickly. (The University of Sheffield, 2024).

Facebook has more than 200 million active users, according to its demographics. Success stories in recruitment, such as the Ernest & Young Facebook community, indicate that recruiters may access and choose from a large pool of qualified individuals if Facebook is used effectively. Building relationships with prospective employees is essential to become their preferred employer when it comes to Facebook recruitment. (UKEssays.com, 2010). Facebook is another tool that recruiters may use to network with possible applicants, cultivate relationships, and share talent-attracting content. Facebook offers tools for monitoring the success of advertisements and job postings. Recruiters may improve their recruitment tactics by using this data to see what kinds of job postings and content are drawing the most attention and interaction.

In conclusion, Facebook and LinkedIn are essential in today's hiring process, and each has special benefits. LinkedIn is the most popular professional networking site. It is perfect for finding competent candidates because it emphasises thorough resumes, career histories, and talent endorsements. However, Facebook may draw fewer professional or targeted applicants, but it is superior for reaching a wider, more diversified audience through job postings, advertisements, and community participation. Facebook increases brand visibility and interacts with a larger pool of possible applicants, including passive job seekers, while LinkedIn provides a professional, direct approach. When combined, they offer a comprehensive strategy.

References

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