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Social media as staff recruitment tool

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1 Introduction

This report is about the role of social media on recruitment of staff. How the recruitment process has been changed on the past years and what is the advantages and disadvantages that can be noted from this change.

Social media refers to websites and applications that enable users to create and share content or to participate in social networking (Oxford Dictionary, 1994). All this online information shared by the users can be used for different purposes, from casual enjoyment to professional tool.

By the advancement and democratization of technology, modern businesses have seen an opportunity for change in the way they recruit their employees: using social media.

Once established through frequent use, we can have contact and observe the advantages and disadvantages of social media. Build connections, sharing ideas and improve knowledge (advantages) conflicts with unverified information, digital divide and cybercrimes (disadvantages) about how it worth to be used in the workplace (Yadav, 2023).

2 Social Media

In the modern world, people are constantly and easily connected to each other, and this facility is just possible because of the growing and popularization of the social media.

Most people when are presented to the topic of social media, immediately associate it with enjoyment and a fun place. By their overview, it is a typical place where people can share their personal experiences and news to their friends, family and followers. But the globalization has turned social media into way more options to use, and one of these uses is in the workplace, especially for staff recruiting.

According to Robins Geuens research, from 2013 to 2024, the average time spent on social media increased from 90 minutes to **143 minutes** per day, an overall increase of 53 minutes. And this fact is making business reformulate all the 'analogic' process that they used to use.

Modern businesses are strategically using social media and explores the role of social media in keeping businesses competitive in the global economy (Management Association, 2021), and to build a modern and efficient team is a key point for having success on that.

3 Staff Recruitment

Recruitment can be defined as the process of finding people to work for a company or organization (Cambridge Dictionary, no date).

Over the years, with the changes in the ways of communicating, the way of recruit staffs also has changed. Companies who used to use the traditional methods for recruiting people, started to notice that they could be outdated.

Knowing how to research properly the right candidate for the role can drive the business for a higher place in the global economy (Taylor, 2022). The following methods are known as one of the most popular and traditional recruitment forms (Morris 2023).

3.1 Recruitment agency

Here, the responsibility of posting job openings and finding qualified applicants for interviews is delegated to a seasoned external recruiter, who frequently has contacts

to qualified applicants who are actively looking for work, usually in a particular industrial sector.

3.2 Internal recruiting

This is the process by which a business posts a job advertisement internally to find applicants for a position from inside the current workforce, say via the staff company intranet or message board. In contrast, in an external recruitment process, the employer seeks for and hires new candidates from outside the company.

3.3 E-recruitment

The activity of use internet to find new employees for companies and organizations, for example by employers advertising online and employees making job applications online (Cambridge Dictionary, no date).

The use of social media tools as Facebook and LinkedIn to have contact with the past experiences, academic and professional knowledge of the role candidates are inside of the concept of e-recruitment.

4 Facebook and LinkedIn

With the popularity of e-recruitment, social medias as Facebook and LinkedIn became a strategy place to be (for employees and recruiters). Building a strong company presence on Facebook and LinkedIn is crucial for attracting and engaging potential candidates, especially considering the platform's immense reach and influence in the job market (Nzenze, 2023). And create a strong profile (specific information about the background and personal skills) can put the candidate in the front of the concurrence for the role.

4.1 LinkedIn

LinkedIn is the most popular social media related to employment. The website offer a lot of tools that can grow the chance of meet the right candidate for the right job vacancy.

Using the LinkedIn, the users can create a professional profile showing their background and their past jobs experience. The users can also do a connections, fact that improve their networking, which makes total difference in the professional life.

Based on all these facilities that the website offers to the users, the process of recruitment by LinkedIn is done by this way. The recruiters having access to the profile of the appliers, they can judge (by their profile) if the appliers are qualified enough to work on their business.

4.2 Facebook

The Facebook is very famous for entertainment purposes, but it is also used for professional. By the Facebook job postings, the candidates for a job vacancy can have contact with the recruiter.

The fact that Facebook is very popular and have a huge audience and laser-focused targeting is one of the good things about staff recruitment from there. Facebook boasts the widest candidate reach by far, Facebook has 3.03 billion monthly active users and 2 billion active daily users (Semetaite, 2023). That makes Facebook a ideal place for staff recruitment.

5 Conclusion

The modern world enforces the use of social media, and knowing this fact, businesses can grow and become more efficient and modern.

Using social media as a tool on the recruitment of staff, businesses can have a high percentage of finding a good professional for their team, and make this professional work for the best of the company.

In summary, be modern and use all the tools that the technology offers on the recruitment process might drive the business for the right place, more efficient, with better professional and better team.

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