

MODULE NAME: Digital Skills (Written Report) Task 3
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Topic: The role of social media tools such as LinkedIn and Facebook can have in the recruitment of staff.

Introduction:

Understanding the pivotal role of social media, platform like LinkedIn In Facebook in staff recruitment is crucial in today's job market. According to its own published LinkedIn has over 150 million people log in on to the platform every day. Its available in 26 different languages and users live in over 200 different countries and regions around the world, people used it to post and looking for job it keeps up the industry news, learn new skills and build professional work. Using social media platform like Facebook, twitter and Instagram become powerful tools to connect with people, audience, and build brand awareness. In my report I will be discussing LinkedIn and Facebook and the advantage and disadvantages of these two social medias their uses and why, how, where to use LinkedIn and Facebook. LinkedIn is a great platform for professional networking, it can be extremely useful, while, applying jobs. In my own suggestion I would recommend using LinkedIn to find jobs, and new opportunity.

why? its free while you are sending out your resumes, and this will allow to track and check who is interested in your profile, and seek other opportunities. While

Facebook has a primary uses it's always been about connecting people. Facebook is a social media, networking site that allow users to find and connect with friends and family and stay remain updated on their activity Facebook are more fun than LinkedIn How? because you can put lots of activities like sharing pictures, videos, music, articles, thoughts, and opinions.

Providing information, businesses can use Facebook to get more reviews from customers.

Social Media In a recent year

Social media refers to the means of interactions among people in Which they create, share, and or exchange information and ideas In virtual communities and network. Since its inception 1996, social media has managed to infiltrate more than half of 8.06 billion people in the world. Social network platforms almost tripled their total users base in the last decades, from 970 million in 2010 to the number passing 4.95 billion users in October 2023. in recent years.

Traditional vs Modern recruitment and its methods:

Traditional recruitment - relied on methods such as

- a) news papers
- b) advertisements
- c) resume
- d) face to face interview
- e) employee referrals and
- f) recruitment agency

Modern recruitment -embrace the technology advancement and shifts in candidates' expectations. To make the switch, start by leveraging online platform social media and applicant. There are more ways recruiters can use this techniques and tools to them to their advantages when seeking candidates to attract and engage potential customers:

- a) Sorting through resumes or cover letter
- b) determining whether an applicant is a culture fit
- c) communicating during the hiring process

LinkedIn and Facebook are both social media in modern days.

platform can be used for recruitment in a certain way.

- a) find candidates
- b) learn about candidates
- c) communicates with the candidates
- d) verify information

Facebook can be used to:

- a) find candidates,
- b) find casual part time
- c) learn about the candidates.

LinkedIn is an amazing place to meet interesting people professionally looking for new opportunities abound

ADVANTAGES AND DISADVANTAGES

1. linkedIn offers several advantages

for professional whether your activity looking for a job looking to build your network, or just want to stay up to date on industry trends.

2. Linkedln is a very powerful for finding job.

Access to an extensive profession able user Base of professional from various industries

3. Target recruitment the platform offers

Advance search tools, pay to enable the Employer to target.

4. Passive candidates reach LinkedIn in

Particularly effective for reading passive Candidates who are not active working For new opportunities but may be interested to approach with the right job.

5. Employer branding strong employer brand

On LinkedIn can attract high quality Candidates and enhance the organization Overall reputation.

- 6.) content sharing and thought leadership.
- 7.) Networking and referrals
- 8.) global research
- 9.) job hunting LinkedIn is a powerful job board where you can search for opening by key words, location, and company.
- 10.) Networking LinkedIn is a great way to connect with other professional in your field.
- 11.) build your brand your LinkedIn is your online professional identity.

1. Limited effectiveness for non-professional

roles LinkedIn is less effective for recruiting blue-collar working entry -level position or roles I retails, hospitality and manual labour

2. Risk of information inaccuracy, Not

all LinkedIn profiles are regularly updated or accurately reflect a person, current skills and experience

3. Cost of premium features while

basic LinkedIn service is free. more advance feature like recruitment and sponsored job posting can be expensive.

4. High light competition with many

companies and recruiters using LinkedIn there can be intense for top candidates.

5. Potential for unwanted

solicitation employer may receive unsolicited message from job seekers or salespeople which can be time consuming to manage.

- 6.) user privacy setting
- 7.) dependence on digital presence
- 8.) risk of bias /time investment.
- 9.) privacy
- 10.) spam
- 11.) fake profiles
- 12.) time consuming

Conclusion:

On my conclusion LinkedIn is to connect the world's professionals to enables them to be productive and successful. We can connect with millions of other professionals to exchanges ideas, learn, make deals find opportunities or employees, work and make decisions. To help people finding job, people also use LinkedIn because of other people, primary uses cases find and to be found, to discover and share knowledge to people, people mostly at the hearth of LinkedIn like product, I think using LinkedIn is a better recommendations / suggestion to people finding jobs opportunities using LinkedIn social media compare to Facebook is much better. The next time I'm looking for job I will used LinkedIn definitely.

Reference:

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Written by: Geoff Newman

Geoff Newman has dedicated his entire career to recruitment. He has consulted for many well-known international brands and work with over 20,000 growing business he has helped fill over 100,000 jobs all over the world.

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