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ROLE THAT SOCIAL MEDIA TOOLS SUCH AS LINKEDIN AND FACEBOOK CAN HAVE IN THE RECRUITMENT OF STAFF.

This report will briefly analyze the use of social media to recruit staff for a company. Firstly, this report will investigate the role of social media. Social media is a digital technology that helps share information and ideas through virtual networks and communities. Social media has many tools, but LinkedIn and Facebook are the most popular for recruiting. Using social media to recruit companies can boost their brand and company and save on recruiting costs(LinkedIn.org)

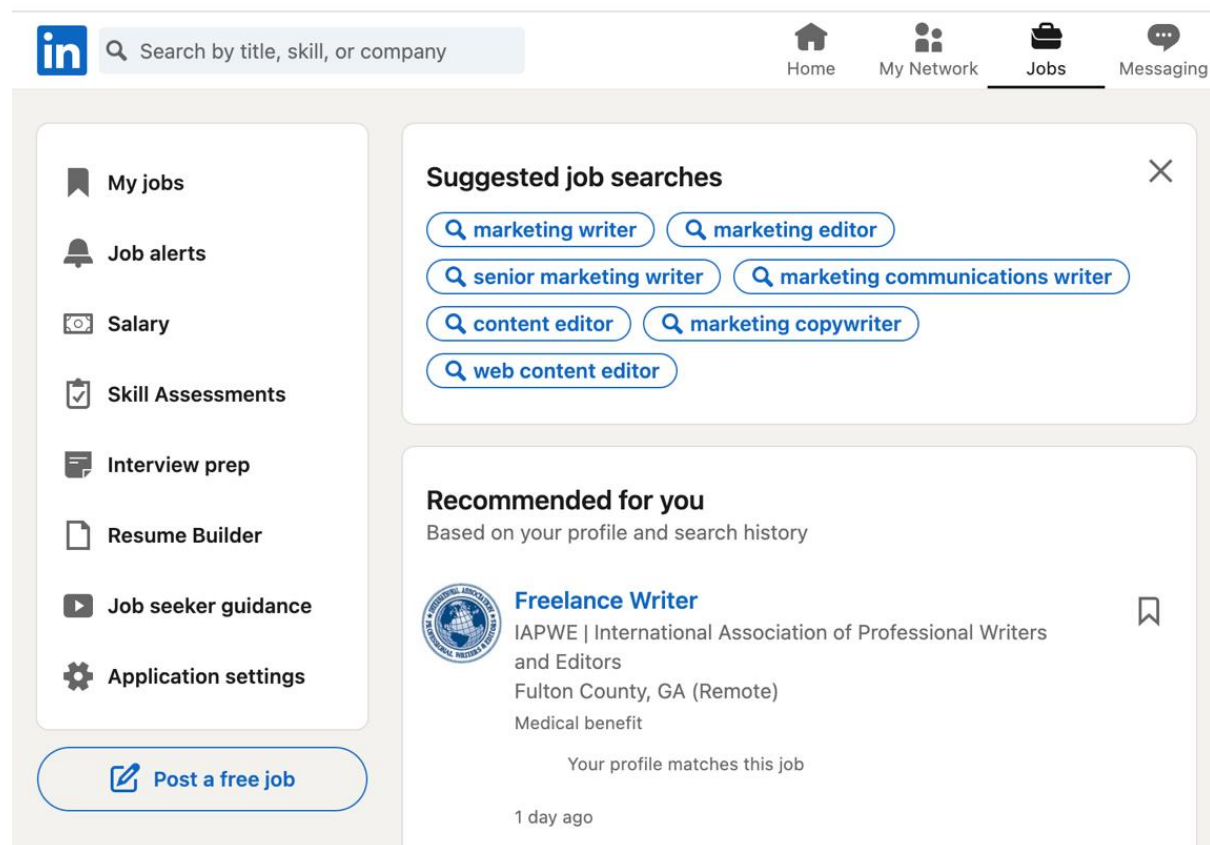
This report will define LinkedIn and Facebook and how to use them for recruitment.

LinkedIn was launched in 2003 and soon became the largest professional social network. LinkedIn's mission is to 'Connect the world's professionals to make them more productive and successful.' Business professionals and millennials are the most platform users.

Through LinkedIn, professionals can network, advertise, post content, and recruit for their business.

Each week, many people are looking for a new job through the LinkedIn job search. You can upload your CV on

LinkedIn and share it with employers when there is a job opening. This allowed recruiters to see how job applicants complete their profiles, send their portfolios, and find qualified candidates more easily.



Source: Socialshepherd.com

Recruiters use the platform to target very specifically qualified applicants.

According to Social Shepherd.com, 67% of recruiters say that professionals hired through the platform are of higher quality than professionals they find through other job sites and methods.

An Asian newspaper analyzed how employers use LinkedIn as a tool for recruitment. Forty-nine employers whose organizational LinkedIn profiles were hand-picked

from two cities in Bangladesh were part of the trial. To make it more relevant, 153 graduates looking for paid internships were chosen to apply for jobs in those forty-nine companies. The employers recruited 66 candidates among the ones who applied. This is to show that LinkedIn is indeed a powerful tool for recruitment.

It is a powerful tool, but not everyone uses it to its full potential. It is possible to upgrade your LinkedIn account to either a premium or a recruiter account. The website itris.com says that 75% of recruiters were more successful when they upgraded their recruiter package.

For companies who are looking to recruit internationally, LinkedIn's worldwide presence allows employers to source candidates from different regions and countries efficiently.

The disadvantages of using LinkedIn for recruitment may be that not all profiles regularly or accurately reflect a person's current skills and experience. While basic LinkedIn services may be free, more advanced features like recruiter and sponsored job postings can be expensive.

According to starget.com, 72% of recruiters use LinkedIn when hiring new talent. The talent they hire through the platform is of higher quality than the professionals they find through other job sites or methods.

With many companies and recruiters using LinkedIn, there can be some competition for top candidates, making it

challenging for them to stand out and for companies to attract the best talent.

LinkedIn as a Major Social Media Platform



Sources: Jobvite (2020), LinkedIn (2021)

Designed by  FinancesOnline

Source: www.socialshepherd.com

Recruiters are looking at more than just LinkedIn when recruiting on social media. We all know that Facebook is a top-rated social media platform. We need to explore it as a tool for hiring people.

According to 'recruiterflow.com', Facebook is the most popular social media used for recruiting (68%), followed by LinkedIn (65%) in 2024 for 18- to 24-year-olds.

Social media channels most used for recruiting



Facebook:
68%



LinkedIn:
65%



Twitter:
48%



Instagram:
46%



YouTube:
35%

Source: www.recruiterflow.com

As recruitment has become more competitive, many still consider LinkedIn for those looking for executive or more professional positions. Recruiting with Facebook is quite easy; the platform provides all the required resources to boost the recruiting process. Facebook was started as a college-based site for connecting families and friends and sharing music, photos, links, videos, and games.

Over the years, Facebook has become a tool for recruitment by offering a variety of features that help businesses find and attract top talent through networking, career pages, and visuals. Facebook uses many visuals showing the company's culture through videos, images, and regular updates. This attractive act made the platform even more successful.

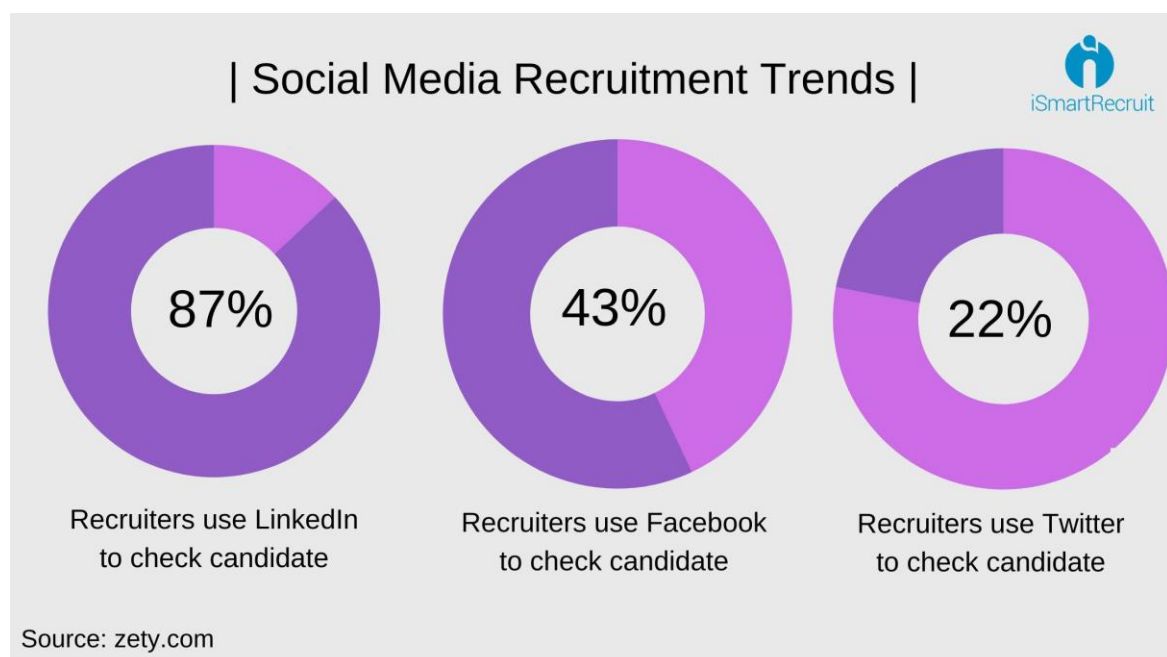
Another way of finding candidates is on Facebook groups. There are many of them with different topics, which makes it easier for employers to recruit and find talent which can

also be endorsed by colleagues and companies.

Facebook groups are active online communities that allow hiring managers to get job postings in front of a targeted audience for free.

Most people use Facebook and prospective candidates for personal reasons and feel that their personal lives should be separate, that recruiters should not use it to make a professional connection, and that it could be a turn-off for some.

Some still use the site for networking, and it is an ideal place for recruiters to turn a 'Facebook friend' into a candidate, meaning that any 'friends' can become a potential work candidate



Source: www.bing.com

LinkedIn is the world's largest professional network and continues to grow yearly. It helps companies and recruiters to identify, source, and recruit excellent candidates. As the primary social network for professionals, LinkedIn is designed to promote careers. It is based on making and managing professional contacts rather than the personal relationships central to Facebook.

On the other hand, Facebook can help you stand apart, as most recruiters are not looking as strongly on Facebook as they do on LinkedIn. It all depends on your priorities and which social media platform you feel more comfortable to use. For both, the benefits are cost-effective, fast ability time to hire, easy to engage with potential candidates, ability to attract active and passive candidates, target a specific and talent group increased interest in open roles, and the employer can build and boost its brand and save on recruiting.

So, which one of LinkedIn or Facebook will you choose to apply for your next job?

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