

Digital skills

by Norman Lewis

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Introduction

In this assignment social media effects and usage on the recruitment of staffing via Facebook and LinkedIn will be explored. These are two major tools for social platforms holding credibility for being effective in getting information out to the public. The topic was chosen as social media's networking forum is vast and still growing after many years, especially during the pandemic of 2020. Networking sites such as social media are sites used on the web where interactions amongst 2 or more people take place where information is exchanged. According to Headworth A. (2015) social media has its advantages and disadvantages in every aspect generally speaking. A major advantage of using social media is it saves time, revenue and resources. Nearly every individual has access to a phone or a computer device for surfing the internet. Hence using Facebook and LinkedIn for building a brand, accessing people and recruitment. Consequently, social media will also have its disadvantages in the recruitment process of staff. One main disadvantage of using social media is the risk it poses in giving out information to individuals that are untrue and potentially dangerous in passing on vital details out for example an address, a person full name and date of birth.

Social media is the goldmine for information in aspects either it being given out or being on the receiving end. According to Atherton, J. (2022) social media has its consequences when using. A person has to be very careful when using such platforms while giving out information. In the world we live in today, social media would not only emerge as a powerful source for hiring staff but also serve to grow and enhance the any brand of the employer. Some advantages of social media in recruitment in today's society are organizations have been able to reach out potentially to employees much better via communicating using Facebook and LinkedIn, while branding for their employer's. Another advantage of social media in recruitment of staff is that it is more cost effective in comparison to the hiring of staff through the traditional old fashion way including post advertising where a person has to be shortlisted then interviewed. This method is very time consuming and can be inconvenient at times. Methods via social media are used when recruiting staff as it benefits the employee and the employer in

comparison to the older ways of recruitment. An individual can be at home using Microsoft Teams website for interview, saving themselves travelling expenses. Sites used for networking such as Facebook and LinkedIn have become channels to listening and observations of what others say about the organization as a entire unit. However, there is a downside to social media when recruiting staff. These are as follows a risk of confidentiality/data breach and misleading vague information, giving false information out to the public. These types of issues happen very often, which makes news headlines at times. The advancement in technology is growing and by using social media platforms in advertising it brings about a very positive response. However, it can also deliver a negative response as well, regarding clients of the public sector and also huge well-known companies. Traditional ways of recruitment of staff are still being used today comparing to the new innovative way of recruitment, these include Facebook and LinkedIn. Although many companies use social networking sites and platforms reaching out to the public, it does not necessarily work for them. Like in everything we do there are pros and cons in doing so especially if the market is very competitive. As stated by Guedes, S. (2015) more and more social networking sites have been created that have the same function as Facebook and LinkedIn or are even bigger in establishment. Some of these social networking platforms are tik tok, Instagram and snapchat. Therefore, pushing the tools of social media's world in marketing to implement new ideas on their platform to stand apart and be different. Competition is very high and platforms such as Facebook and LinkedIn have to be more creative to gain attention from the public differentiated them from the others.

Conclusion

In conclusion to this assignment all these major social networking platforms for example LinkedIn and Facebook are very good tools used for recruitment. Statically it works for them in the perfect way for business and for professional networking. It is an organized concept to work within and reaches out to the public globally, making the recruitment process very simple. In saying this the old school method of recruitment still stands out in large companies such as Gucci, house of Fraser and Marks and Spencer. These

companies follow the traditional way of recruiting staff as it meets the right candidates in comparison to the modern dynamics of the digital world such as social media. Large companies as such work very old school in regards to paper and pen rather than online. In my opinion the traditional way of the recruiting process works better. It might not be as fast as social networking, but having a one-to-one meeting with the person before interviewing gives a better insight if they are suited for the job. Traditional ways of recruitments target a specific crowd whereas when using social media for advertising a job can be daunting. Any individual can apply that might not hold the required criteria for the job role and it's almost like wasting time and man power by looking at these unnecessary applications. The process would definitely be longer by having to go through all the applications and shortlisting the candidate. Although every job has its specific job role description. Using the traditional online process when recruiting is much better when comparing to platforms/tools such as Facebook and LinkedIn for recruiting of staff.

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