

REPORT ABOUT LINKEDIN AND FACEBOOK

MODULE NAME: DIGITAL SKILLS

MODULE CODE: LCLM 4002

STUDENT NAME: SORIN GRIGORE

STUDENT'S ID: 2321908

TERM 1 GROUP 1

LECTURER'S NAME: AMITAVE BANIK

HOW CAN LINKEDIN AND FACEBOOK HAVE EFFECT ON RECRUITMENT?

Introduction.

BRIEF HISTORY ABOUT LINKEDIN

- Established for over 20 years LinkedIn is a social media platform for professionals.
- Officially, set up on May 5. 2003 by co-founders Reid Hoffman and Eric Ly.
- December 2002, LinkedIn is frequented by over 3 billions monthly active users in over 200 countries, in the world. The company launched LinkedIn jobs in as its first premium service that allows managers to list recruiting and hiring positions.
- LinkedIn AI is another recently launched tool that can, compose messages to hiring teams.

BRIEF HISTORY ABOUT FACEBOOK

- A psychology student at Harvard University, being also a passionate computer programmer (Mark Zuckerberg founder of Facebook in 2004) in just 24 hours after its launch, hundreds of Harvard students had a Facebook account, and in just few months most students in the US had a Facebook profile. In august 2005 after the address was bought for 200.000 dollars it became Facebook.com from September 2006 it started to spread over the world to anyone who had an e-mail registered.

BENEFITS OF USING LINKEDIN

- LinkedIn is undoubtedly the most extensive business-oriented networking site by professionals in the field, a well-written professional LinkedIn profile will allow you to create an ethical professional brand that can help you open doors to great opportunities that without the help of social networks you would have known them. LinkedIn emphasizes that your profile is the first professional impression about you, gives you the opportunity to present your profile with a good recommendation, Expertise and Connection, when recruiters and employers access LinkedIn to search for candidates, it will prove credibility in your industry and achievements will be highlighted. There are people who still underestimate the importance of LinkedIn in the search for a job, so in the following I will show you why LinkedIn can add value to your search for a job. Over 90% of recruiters use LinkedIn to research and recruit candidates. LinkedIn makes it easy for you to have a personal brand online, that will make you visible to decision makers and recruiters, meaning that when your name is entered into search engine like google your online personal brand will appear in the search result. That's why you need to treat your LinkedIn profile in an equivalent way to your CV, to make sure that your LinkedIn profile will sell in the most practical way. You must prove your knowledge and credibility in leadership. Having a professional ethical LinkedIn profile will help in building trust with employers and recruiters. LinkedIn is completely free, and you can also join LinkedIn groups and it can easily help you find a job. LinkedIn is also brilliant for researching organizations and the people who work for them.

BENEFITS OF USING FACEBOOK

- The advantages that distinguish Facebook from other social media platforms are the following: starting from its massive user base and up to the wide range of functions, especially companies and professionals can benefit enormously by accessing Facebook top digital marketing partner companies as well can bring great benefits because experts can use customized strategies of the extensive functions and tools of the Facebook platform, as companies aim to achieve their marketing and engagement goals. Facebook has a base of billions of monthly active users that is hard to match, offering an impressive audience size for companies and marketers. It's not just about numbers, it's about diversity and the global reach it represents, versatility in different industries. Facebook is unique through marketing strategies in various: industries, retail, e-commerce, non-profit, educational institutions that Facebook offers certain features that can be customized to meet various marketing needs. This type of content can be shared, from text posts, photos, videos to live streams, approaching marketing with variety. The adaptability of the platform gives it added value for companies of all categories and sectors, promising to connect with the public in a meaningful way. Connection and audience targeting is the most powerful feature of the Facebook platform. Advertisers are interested in refining the audience based on detailed

criteria, this direction ensures that marketing efforts increase the probability of engagement.

CONCLUSION

- This study investigates professionals use LinkedIn and Facebook during their recruitment and selection procedures and to what extent. A total of 398 and 353 respondents, respectively from various sectors and from organizations of various sizes, responded to an online questionnaire concerning Facebook and LinkedIn. Descriptive analyses indicate that both the social network sites have become extra tools for recruiting applicants, to find additional information about them, and to decide who will be invited for an interview. The professional's recruitment and selection do, however, use LinkedIn and Facebook in a different way, both for recruitment and for selection. Finally, it is shown that while recruitment and selection professionals claim profile pictures on Facebook do not provide signals on personality dimensions like emotional stability and agreeableness, they do tend to recognize signals of extraversion and maturity. The latter creates the risk that common selection biases occur even before the first interview.

REFERENCES:

- Sarah Rycraft (May 24. 2018) 7 benefits of using LinkedIn
- 1. Phillips, Sarah (July 25.2007) "A brief history of Facebook.
- Anderson N (2003) International journal of Selection and Assessment, 11,121-136
- Bertrand M., Malainathan S. (2004). Are Emily and Greg more employable than Lakisha and Jamal. American Economic Review,94, 991-1013.
- Teresa W (february.28.2020) Nurse researcher.