

DIG: ASSIGNMENT 3

IMPACT OF LINKEDIN ON STAFF RECRUITMENT PROCESS

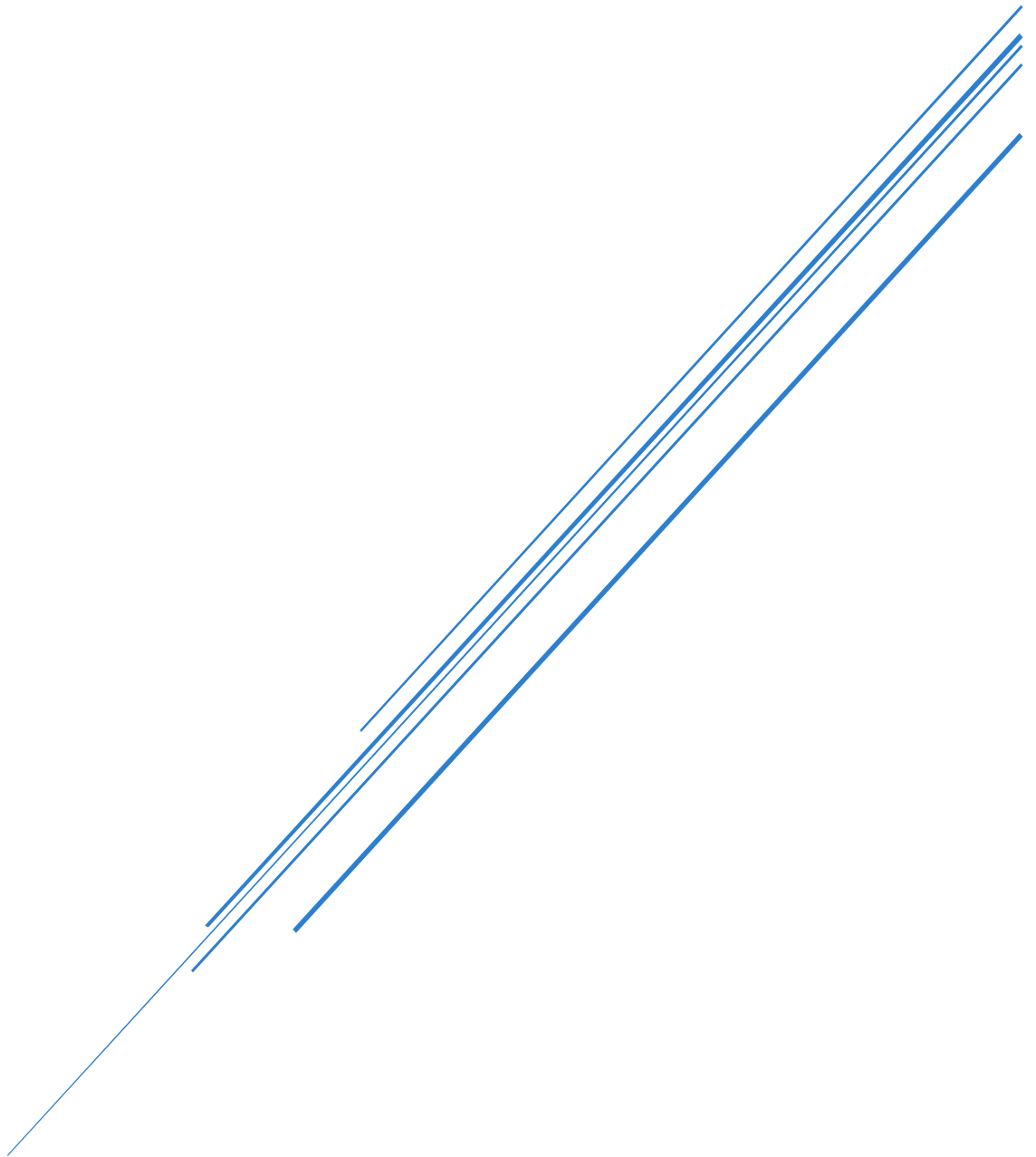


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What is LinkedIn?

“LinkedIn is a social platform designed for business purpose, which can be used free of charge partly, although upgraded versions can be purchased. Created in 2003, the platform gives people from previous and actual workplaces, opportunity to build professional relationships, exchange views on business ideas. It helps people searching for jobs and employees to find new recruiters. Having a LinkedIn account gives people opportunity to connect with others within the platform.

One aspect of LinkedIn is that allowing people to update their status, like if they are traveling for work or on what they are working on as well as giving people from outside the platform, the opportunity to check profiles partially” (Peek, 2023).

Difference between LinkedIn and other social media platforms

A particular aspect of LinkedIn is that the platform is used for professional purpose only while other platforms, like Facebook or Instagram are concentrating on personal aspects of life. “The difference between Facebook and LinkedIn is suggested in Baker, Bricout, Moon, Coughlan and Pater (2013) study that Facebook is generally associated with community and group interaction while LinkedIn is associated solely professional networking” (Chang, Liu and Shen, 2017). LinkedIn is designed to pay attention on privacy and professionalism, giving people opportunity to focus on career goals likewise for businesses to exchange information and communicate with other businesses. On the other hand, LinkedIn and other social platforms sharing similar particularities, users can be part of groups and participate on conversations based on the same subject.

How LinkedIn helps for job seeker?

LinkedIn is the top professional platform and creating a profile, can help massively to find a job. Having a profile used accordingly will give the opportunity to reach employers or employers to reach you. However, taking some actions can optimize the process of exceeding on a new career. Providing an up-to-date profile, using a professional picture, having activity within platform, connecting with professionals in the same work areas, following companies, developing new skills by completing new qualifications. Another important aspect of LinkedIn is that you can apply for new jobs

within platform, which is offering limitless opportunities, LinkedIn is hosting over one billion of professional profiles (Kohler, 2024).

How LinkedIn helps Employers?

A LinkedIn account can maximise value of company by promoting own business. “LinkedIn is the most suitable platform and trustful for the needs of business” (SLR Marine Recruit, 2023). Employers can connect with recruiters, search for right candidates. Keeping an up-to-date account, provide accurate information and details about company and engaging within platform will draw attention to skilfully jobseekers.

“Also, recent research shows that SNS may be beneficial for businesses in multiple ways related to product research, sales, marketing, customer service, and human resources...” is stating an article in Since Direct. (Chang, Liu and Shen, 2017)

How to create an active LinkedIn account?

To create a LinkedIn account, requires accessing the link LinkedIn.com, press Join now and following instructions, step by step, completing personal information (name, email address and creating a password) followed by more information regarding education, work experience, abilities and interests. Once the profile is created, you can connect with other users of platform.

Although creating a LinkedIn profile is not difficult, some important aspects will require a good command. Adding an appropriate picture, this will help the user to make a good first impression. Describing detailed information regarding work experience, skills will help the user reach potential employers or customers. Updating the profile according to experience gained will lead to professional growth.

Challenges of having a LinkedIn account

LinkedIn is offering great benefits, but on the other hand challenges may occur due to various factors having a negative impact on professional development of users.

One of the top challenges of having a LinkedIn account is consistent engagement on the platform and may become challenging if user is facing a busy schedule day-by-day. Due to a very demanding engagement, a job seeker may miss job other opportunities available outside LinkedIn. Users may feel pressure due to a highly competitive environment. Can become overwhelming due to high level of users and

notifications. Due to specific system errors which LinkedIn platform is facing called, algorithm bias, may lead to discrimination for several users. Personal information may be at risk oftentimes for the reason is visible to large number of users as well as to people from outside LinkedIn which may lead to privacy concerns as well as unsolicited job offers. LinkedIn may not be the right place to promote themselves for people which prefer privacy. Old-fashion qualifications may not be validated, and

LinkedIn is not recommending adding them to profile, instead is encouraging users to gain new skills as well as learning new technologies. Considering all underlying issues users are facing, LinkedIn should consider taking action. "Its imperative for LinkedIn to adapt and respond to these challenges to maintain its relevance and utility for professionals across diverse fields" (Raymond, 2024).

Conclusion

LinkedIn is having a proven capacity for business purposes and despite the fact is having negative sides as well, is providing a suitable environment, endless opportunities for both jobseekers and employers. With all the information I gained after doing the research for my report, without doubt I will explore more the platform. I have learned how to create my LinkedIn account, engage efficiently and reach potential employers. Being aware of all challenges I may experience while using the platform and I will try to avoid them or depending on circumstances to minimize the effects of them.

Referencing list:

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