

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



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Introduction

Social media plays a big role in our lives. It brings people together worldwide and can provide a lot of information and knowledge. It creates an opportunity for businesses and marketing. Businesses can reach more customers than ever before. More than half of the world now uses social media. According to DataReportal 1 (DataReportal 2024) global overview more than five billion people all over the world use social media, two hundred and sixty-six million new users have come online during the past year.

The history of the social communication began in 1970s when organizations started exploring ways for computers to communicate with each other. In 1980s more people started using computers, social media began to take shape. In the early 2000s, the first globally known social platforms were created.

Facebook and LinkedIn emerged alongside other major social platforms like Myspace and Friendster. The most significant moment in social media history is when Facebook was created on February 4, 2004, by Mark Zuckerberg and his friends. It started as site just for Harvard students, it soon opened to everyone over 13 years old. Facebook grew rapidly, becoming one of the most visited sites globally. Mark Zuckerberg still leads Facebook as CEO today.

LinkedIn was founded on December 28, 2002, by Reid Hoffman, Allen Blue, Jean-Luc Vaillant, Eric Ly, and Konstantin Guericke. It is a networking site for professionals focused on careers and HR managers looking for talent. Ryan Roslansky became CEO in 2020.

Both platforms have had a very big impact on how people connect and interact in the digital world. Facebook has been focusing on personal connections and social

interaction online, while LinkedIn has become a base for professional networking and career development. 2 (Postfity 2020)

LinkedIn is a top social media platform designed for professionals. At the present time, it counts more than 610 million members, spending an average 17 minutes per month on the platform, which 40% using it daily. Notably, 92% of Fortune 500 companies use LinkedIn and 57% of all companies have a profile on the platform. 3 (Alessandro Ecclesie Agazzi, 2020)

ADVANTEGES

Using LinkedIn for recruitment is usually more low-priced than traditional methods of recruitment. Posting a job on LinkedIn is free and recruiters can look for potential candidates using the recruitment mechanisms without having to pay for a recruiter's services.

LinkedIn is easy to use. Employers can smoothly create job postings, research for candidates, and interact with them. The simplicity of the platform design makes it easy even for the new users.

LinkedIn is a great recruitment tool because it provides detailed candidate profile, giving employers a clear picture of a candidate's work experience, education, and skills.

Using LinkedIn helps employers stay updated on the latest recruitment tools and technics in the industry. This helps them find potential candidates and build relationships with other professionals who can refer candidates for job opportunities.

DISADVANTEGES

When using platforms like LinkedIn for recruitment can raise privacy concerns. Candidates' profiles often contain personal information like work history and

education. It is very important for employers to handle this information with responsibility and privacy laws when using LinkedIn as a recruitment tool.

As more employers use LinkedIn for recruitment, the platform has become more competitive. Standing out and attracting qualified candidates to job posting can be challenging without effective recruitment tools. 4 (HTSS 2020)

Facebook is another powerful recruitment tool since it has been so popular with over two billion active users worldwide. (Resources 2020) More than half of all promotion spending goes to digital marketing, with Facebook being a big part of it. Facebook captures almost 20% of the digital advertising market. This platform gives marketers the best return on their spending and making it the top choice among social media platforms. 5 (Resources for employers 2023)

ADVANTEGES

Facebook provides access to a wide range of potential candidates from different backgrounds and locations and promote job opportunities to a global audience. With Facebook's Graph Search, it is a possibility to find potential candidates based on location, profession, or their university. This helps to reach out to people who might not be actively looking for a job but have the skills employers are looking for.

Nowadays, only businesses using Facebook for marketing can post jobs. It is a handy feature that lets people apply for jobs with just one click. Like other social media job tools, the information fills in automatically.

Facebook helps a lot with referrals. Employees share job posts with friends, and third-party referrals also happened because of posting on Facebook.

Using Facebook for recruitment boosts brand awareness. Posting job openings tells people that company is growing and successful, attracting potential customers. Free advertising spreading brand's message to a wider audience.

DISADVANTAGES

Some candidates may be hesitant to apply for jobs on Facebook due to privacy concerns. They might prefer platforms where their professional and personal lives are more secured.

With so much content on Facebook, job postings can easily get lost. It can be challenging to capture the attention of qualified candidates. To avoid this, it is important to create attention-grabbing posts with clear information.

Conclusion

Nowadays, modern recruitment heavily relies on social media platforms. Companies use platforms like LinkedIn and Facebook to find and attract talent. Job posting, networking, and even initial screening often happen through these platforms. It is become a key part of the recruitment process in today's digital age.

Social network platforms have transformed the way individuals and organizations interact, collaborate, and share information on global scale. Geographical barriers become irrelevant in the virtual world of the public network.

Real-time communication allowing users to exchange messages, share updates, and engage with others immediately. This improves productivity and decision making.

In modern recruitment, social media platforms are key for linking job seekers with employers. LinkedIn is the top choice for recruiters. 40 million people actively searching for job availability on the platform every day. LinkedIn is very well known for its professional networking, followed by Facebook which offering unique advantages in recruitment process. 6 (HR Vision)

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