



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

DIGITAL SKILLS REPORT

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

*STUDENT NAME: IGNACIA MANAOG TABANGCO
STUDENT ID'S: 2415933
MODULE NAME: DIGITAL SKILLS
MODULE CODE: LCLM 4002
GROUP: 04*

*LECTURER NAME: REYWAN BIN SULAIMAN
DATE: 17 Dec. 2024*

INTRODUCTION:

The Role that social media tools such as LinkedIn and Facebook can have in the recruitment of staff. Now a days is very convenient to use social media for everyone who is working online more on who have a Business to introduce through social media, looking for Job, hiring an employee, searching for a thing, studying, adding Friend, Communications this is the fastest way to post and find what they are looking for.

The role of LinkedIn-is a platform you can navigate easily businesses and professional data bases.that you can create your Profile Personal Information apply for a job, hang up your CV and getting by seen by Employer.

The Role of Facebook -Is a Platform that you Can also used for Building friends, Finding People that you might know for very long time Ago, also known for Marketing involved Advertising your Business wider instead of flyer you may do it this way so many people who is using Facebook may know your Business, Reaching costumer through this site. You can target only inside or out of your Location.

LINKEDIN- is a network that allows everyone Employers and employees to Create Profiles and connect to to other in social network which may represent to a real-world professional relationship. You can navigate easily the Platform that works through **website** and **Mobile apps**. if you are looking for someone to hire help your Business you can put the Ads here in LinkedIn. and you looking for a new job here can help you finds the work that suits to your skills. While you are log-in to your profile you can look of kind of work that others are posted their vacancies job offer.

It was Launched on May 5, 2003, by Reid Hoffman and Eric Ly. **about** LinkedIn Corporation 2015.Archieved from the Original in December 2016.

LinkedIn has been a wholly owned subsidiary of Microsoft. The Platform is Primarily used for professional networking and career development and allows jobseekers to post jobs. From 2015, most company's revenue came from **selling access to information about its members** to recruiters and sales professionals and has also introduced their own ad portal named LinkedIn Ads to let company advertise their own platform.

The Importance of social media in recruitment.

July 10,2024

In today's digital age, social media has become an indispensable tool for various facets of business operation including recruitment. Beyond the traditional methods of candidates search social media offers a multifaceted approach to hiring that enhanced the effectiveness and efficiency of the recruitment process.

One of the primary advantages abusing social media and recruitment is the extensive reach and visibility it offers platforms such as LinkedIn Facebook and Twitter boost millions of active users allowing recruiters to access a global talent pool this which surpasses the limitation of traditional job boards in classified ads ensuring that jobs posting are visible to the broader audience traditionally social media algorithms can target specific demographics ensuring that jobs and advertisement reach the most relevant candidates based on their skills experience an interest . Traditional recruitment methods often focus solely on active job seekers neglecting a vast pool of passive candidates who may not be actively looking for a job but are open to new opportunities social media bridges this gap by allowing recruiters to engage with passive candidates through targeted content and personalised outreach for into instance linked in's in mail enables recruiters to directly message potential candidates fostering relationships that can lead to future hiring opportunities.

Disadvantages of using LinkedIn limited effectiveness for non-professional roles linked is less effective for recruiting blue-collar workers, entry level positions or roles in retail, hospitality in manual labour. **Risk information inaccuracy** not all LinkedIn profiles are regularly updated or accurately reflect a person's current skill and experience. **Cost of premium features** while basic LinkedIn services are free more advanced future like recruiters and sponsored job posting can be expensive. High **competition** with many companies and recruiters using LinkedIn there can be intense competition for top candidates making it challenging to stand out in attract the best talent. **InMail limitations** LinkedIn's InMail feature used for directly messaging non connections, is restricted in the number and reach unless you use their paid solutions even then

response rate can vary. **Generic enquiries and Spam** LinkedIn user often receive generic recruitment messages and spam which can lead to message fatigue. Personalised well-crafted messages are required to capture attention and demand more time and effort. **Potential for unwanted solicitations** Employers may receive unsolicited messages from jobseekers or salespeople which can be time-consuming to manage. **User privacy settings** some users have strict privacy setting that limit their visibility on LinkedIn, making it challenging for recruiters to find or contact them. **Dependence on digital presence** LinkedIn recruitment heavily relies on a candidate's digital presence and networking skills which might not accurately represent their true professional abilities or potential. **Risk of Bias** there's a risk of unconscious Bias recruitment when using LinkedIn, as recruiters may form opinions based on a candidate's profile picture connections or other non-professional factors. **Time investment for employer branding** maintaining an active engaging company profile for employer branding purposes requires a significant time investment and consistent effort.

FACEBOOK-Promote yourself Employers can post Directly to their company page or a specific jobs page via Facebook. And you can apply to those jobs directly through Facebook. Visit [Facebook.com/jobs](https://www.facebook.com/jobs) and search jobs in and around a particular location, filtering by job type and sector.

REFERENCES:

LinkedIn Corporation.2015 archived from the original on December 1, 2014.Retrieved March 5, 2015.

Microsoft Buys LinkedIn Archived from the Original on May 24,2023. Retrieved May 25, 2023.

Dhebee Mae Loquias Talent Sourcer, Candidate Generation at Froedtert Health July 10,2024

Written by: Geoff Newman

Written by Career Services