

The role that social media tools such as LinkedIn and Facebook have on recruitment

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Introduction

As the humans develop, their social needs develop as well. From the very basic times when people could communicate through simple language forms to today's time where they are completely dependent on the skill of communication. It is expected that such dependence will create the need for specialized tools that will ease the way that people use their skills of communication. One such tool is the social media, which has revolutionized the way people obtain and share knowledge, interact with each other, consume information's and in general influence their life in every aspect. In the past decade, people have utilized social media in the job recruitment industry, which has proven to be a very proactive way of distributing job listings and filtering top talent employees.

What is social media

The term “social media” describes a range of technological tools that allow people to share information’s and ideas with each other. The first social media platforms emerged as soon as technology could support their operation. Today over 5 billion individuals utilize social media such as Facebook, LinkedIn, Instagram , Youtube etc. Upon its creation, social media was mainly used for communication and staying connected, but it developed as the technology developed. In the modern era these varied platforms cater to a wide range of user interests and objectives. Some social media tools are more appealing to professionals. Some social media tools are even used by governments and political parties. Other social media platforms have been customized as a vital tool for businesses. Social media is even used to recruit professionals and speed up the selection process.

The role of social media in recruitment

To succeed in the process of recruitment, there is no need to use a particular social media platform. The key point is to use the social media tools in the same time and place as the prospective candidates are. In addition to the marketing initiatives demonstrating the work conditions and offers, and highlighting the distinctive corporate culture is the best approach to inspire recruits. To make it more likely for future recruits to notice the possibility of recruitment, social media tools aid in the effective distribution of the job positions available. Besides all the above mentioned, social media tools ease up the recruitment process by allowing the individuals to utilize resources unique to a given site such as LinkedIn's quick apply button, restricting form fields to those that are just required and enabling the upload of resumes, CVs and personal documents as electronical files.

Linkedin



Founded in 2003, LinkedIn is the most significant and widely used professional site. LinkedIn provides a platform for people to create professional profiles and showcase their skill sets. It also gives businesses a platform to advertise their brands, post job openings and communicate with potential recruits. LinkedIn serves as a vital conduit between job seekers and suitable job openings. It helps businesses find and acquire outstanding candidates with the job skills and requirements needed for specific positions in an efficient manner. Recruiters can streamline their hiring processes by taking advantage of LinkedIn's sophisticated search methodologies to filter potential candidates based on specific criteria like job titles, experience levels etc. This targeted approach saves time and effort by focusing only on the candidates that meet all the criteria in full. Additionally, LinkedIn profiles often include endorsements and commendations from other professionals, providing insightful information about a candidate's qualifications.

Advantages and disadvantages

Advantages	Disadvantages
Broad pool of candidates for professional positions	Sharing personal and professional details may give rise to privacy and data security issues
Top-tier profile features that help differentiate your employer brand	It possibly might be dangerous to for individuals to receive unwanted connections from fake or spam accounts
Outstanding ability to find candidates	The platform may aggressively promote their goods or services, which can eventually lead to overconsumption
Effective tool for creating and sustaining business relationships	Users may over exaggerate their abilities which can make it hard to verify their qualifications
Functions as a digital CV	Cause constant pressure when and if the individuals are not selected for the job opening
Keeping up with changes in the targeted sector	The use of the platform may be useful for some target audience but be completely useless for others
Monitor news and trend particular to the business interests	Being active on this platform takes up a lot of time and effort
Gives the ability to interact with the base networks and showcase blogs, articles, posts and other materials of interest	Not as well suited for manual labor employment
Provides opportunities for both personal and professional growth and skill advancement through various learning courses	Limited to posting only one free job at a time
Growth and expansion internationally, since it has a wide base of users	Budget can be rapidly used

Conclusion

In conclusion social media tools have many benefits for both individuals and corporations when recruiting. It gives a forum for people to promote their professional profiles, showcase their work. Grow their network and find new career prospects. On the other hand users should be aware of possible downsides, such as information overload, privacy breach and job market competitiveness. Despite its shortcomings, social medial tools are still a useful platform for individuals and corporations to connect, communicate, expand their professional networks and recruit.

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