



28/04/2024

The role that social media tools such as LinkedIn and Facebook can have in the recruitment of staff



MODULE NAME: DIGITAL SKILLS

MODULE CODE: LCLM 4002

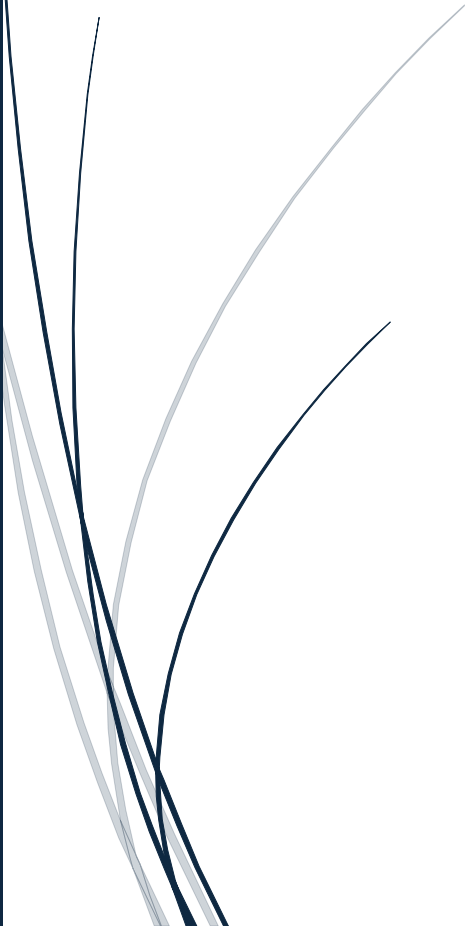
STUDENT NAME: DANIELA CASTRAVET

STUDENT ID: 2321952

GROUP: 2

LECTUREE'S NAME: KOUSHIK MODAK

UNIVERSITY OF WALES TRINITY SAINT DAVID
(LONDON CAMPUS)



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Introduction

In the modern world, social media is a pervasive and dynamic force that has drastically changed the ways in which people engage with one another, communicate, and obtain information. For billions of people, social media sites like Facebook, LinkedIn and many more have become essential components of everyday life. These platforms have produced a virtual space where people and organizations may interact, exchange, and work together globally.

Social networking platforms are powerful recruitment tools for identifying people with specific skills sets and a vast, qualified talent pool. Employers can now use the enormous number of groups across numerous networks to narrow down a search to a specific sort of organisation, qualifications, and skills set they are trying to hire (Fred & Kinange, 2016).

Main Body

Social media in the recruitment of staff

Recruitment is the process of finding, evaluating and assigning the best applicant to the best position, at the best possible time and cost.

Businesses use social media to market themselves to prospective employees and to establish their company's brand. Even though businesses use social media to locate applicants, conversely, the candidates are using it to learn more about their possible employer; this is a two-way exchange of information. This implies that businesses need to decide how best market themselves online and have a clear plan for their social media presence. Making sure that the corporate website has information that is helpful to candidate is one way to do this. Websites like LinkedIn, Facebook must to be updated to present the greatest possible image of the business.

LinkedIn - recruitment tool

The largest professional network in the world, LinkedIn, with more than 1 billion users across more than 200 nations and territories (LinkedIn, 2024). It is the only social networking platform that is devoid of privacy concerns, because it is a job-oriented to social networking site. Both- job seekers and recruiters. Many organisations have LinkedIn accounts where they post job openings, discuss employment-related information, and provide training and workshop material.

LinkedIn offers a variety of employment-related information aimed at job searching. Users can include and save a wide range of information about themselves, including education, professional development, experiences, projects, volunteer or association activities, abilities, or computer applications they are knowledgeable with. LinkedIn profiles may thus be viewed as extended online cv.

Advantages of LinkedIn:

- **Professional interaction-** for professionals in their business or field, LinkedIn is an excellent resource. Users can stay in touch with coworkers, recruiters, and possible employers while expanding their professional network.
- **Job search-** the ability to connect with recruiters, look for positions, and highlight their skills and talents.
- **Research-** LinkedIn is a helpful resource for learning about companies and industries, as well as for staying current with industry news and advancements.
- **Recruiting-** For recruiters looking to fill openings, LinkedIn is an excellent resource for skilled prospects. This enables hiring managers to look for applicants according to their qualifications, backgrounds, and region.

Disadvantages of LinkedIn:

- **Confidentiality-** LinkedIn is a public website, so anyone may view your profile and contact information. This could be a barrier for those who want to keep their sensitive information private.
- **Spam-** LinkedIn is prone to spam since users receive a lot of unsolicited messages from recruiters and other users.
- **False Profiles-** Although some people register on LinkedIn in order to get access to other users' networks, phony profiles can also be found on the platform.
- **Time Consuming-** Maintaining a current network and profile on LinkedIn may require a significant amount of time to update on a regular basis.
- **Cost-** A few of LinkedIn's paid features, including premium accounts and job posts, can be pricey for certain users.

Facebook- recruitment tool

The most popular website these days is Facebook. Direct sourcing can be difficult on Facebook because it is a relatively closed network. Sourcing on this site can be challenging because visitors are granted varying levels of access based on their security settings. There are still ways to increase the pool of candidates, find candidates, and fill jobs through Facebook recruitment. With Facebook's ad network, recruiters have a rare chance to tailor job ads to Facebook users based on criteria like age, area, education, and keyword. Users of Facebook are sharing news and comprehensive information about their own interests, pastimes, pursuits of knowledge, and activities at startling rates throughout the day.

Facebook's advertisements take advantage of its users and the information they voluntarily provide, giving advertisers extremely narrow target audiences to choose from at a relatively low cost. Businesses need to use Facebook ads for recruitment if they want to stay competitive in the talent market. Similar to a company blog or chances to interact and inform the target candidate market directly, a Facebook fan page can be used as a recruiting and sourcing tool.

Advantages of Facebook

- **Private or professional data-** Although Facebook is mostly used for personal purposes, some people still use it for networking. Recruiters may easily convert a "Facebook friend" into a candidate there. It is possible for any friendship to develop into a professional partnership.
- **Quick reaction to posts-** Considering how many people use Facebook, especially if you use it frequently, you presumably already know that anything you post will likely get a quick response.
- **Connect with a large number of people-** Facebook's popularity as a social networking platform can be attributed to a number of factors. With one billion users and counting, its user base is made up of people from all different backgrounds. Because of this, you can find a wide range of individuals with different skill sets depending on what you need.

Disadvantages of Facebook

- **Private or professional data** - The majority of users and/or potential candidates believe that their personal and work life should be kept apart and use Facebook for personal purposes. A candidate may become discouraged if they see recruiters using Facebook to establish a professional relationship.
- **Fake job postings**- The majority of applicants deal with this issue: Verifying again the authenticity of a job posting from a company. Yes, in order to ensure your application, you need to research the company's history and character. Make the time to check if you want to be hired; if not, you should assume the risk.
- **It's challenging to be yourself**- Make sure your social media page appears neat and professional once you apply. Your inebriated photos wouldn't be desired by recruiting employers. Hence, if you created a professional-looking profile using Facebook's job search function, try to use it.

Conclusion

With the use of social media connections, recruiters can access a pool of suitable applicants that they might not have otherwise been able to reach. Potential hires can help the company achieve its goals and become competitive in the market.

Creating a social media presence for your business also tells prospective employees a lot about it and gives the impression that it wants to interact with them. Utilizing social recruiting is an additional tactic to locate the most qualified applicants.

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