



MODULE NAME: DIGITAL SKILLS

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Introduction:

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

Social media is an interactive technology which include creation, sharing of content (such as interest connection with more people and other forms of expression) amongs virtual virtual communist and networks.

Social media helps the Social media helps the development of online social networks by connecting users profile with the other people or groups of people.

The term social in regard to media suggest platforms inable communal activity.

Social media are used to learn how to connect with other people and make bussineses and finding people for work,and promote your bussines,product and and ideas.

Social media can be used to publish announcements,and sharing news.

Main Body

- The LinkedIn was launched on 5 May in 2003 by Reid Hoffman, and begin to develop through different ways in expose business.
- In more than 200 countries and territories, LinkedIn boasted over 400 million members as of 2015. In comparison, Viadeo is far behind (50 million as of 2013).Its membership increased by about two new members every second in 2011. The number of LinkedIn members increased to above 690 million in 2020. There are 774+ million registered members on LinkedIn as of September 2021, representing more than 200 nations and territories.
- Depending on your unique objectives, you may choose to choose between LinkedIn and Facebook paid advertising for hiring. Facebook can be a better choice if you want to reach out to a large number of candidates and interact with them informally. LinkedIn, however, can be the better option if you value getting in touch with really knowledgeable people and having access to comprehensive candidate data.
- Because social recruitment is cost-effective and takes less time to hire, it can also save you money. You may communicate with possible applicants in real time on social media, which facilitates quicker responses and simpler communication. You'll be able to employ the best applicant faster and maintain great working relationships as a result.

Main Body

- Finding new workers using social media is usually less expensive, but it can still cost a lot of money. Even though it costs less, the benefits you get from finding jobs this way might not be very high. For example, using a Facebook ad can help you get noticed more than using old-fashioned methods like newspaper ads or job postings.
- Think of a brand that has worked hard to make friends on social media, using tools like Growr to grow naturally. They keep talking to their followers and sharing interesting things. When they post about a job opening, it helps more people notice them. When someone wants to learn more about the job, their social media page gets busier. Some people leave comments, some share the news with their friends, and others send private messages to ask questions. Talking to people online can help you find new workers for your company. Some of these people might not have even thought about applying for a job with you if you weren't using social media.
- You'll miss out on relevant data on the off chance that somebody hasn't upgraded their profile in a whereas. Also, you may be scrutinizing the off-base individual – parcels of individuals have comparable names and can appear up in a speedy online look.

Main Body

- The facebook was launched in May 2007, at the primary f8 engineers conference, Facebook declared the dispatch of the Facebook Engineer Stage, giving a framework for computer program engineers to form applications that associated with center Facebook highlights. By the moment yearly f8 engineers conference on July 23, 2008, the number of applications on the stage had developed to 33,000, and the number of enlisted designers had surpassed 400,000
- On social media you'll be able to make conversation to see the potential of the candidates this will assist you to find the right candidates in no time.
- One of the preferences of using facebook is permitting specifficly reaching to those candidates and opening a pool finding culminate candidate for the part you wish to fill.
- On website like facebook which you may reach to friends online and offline you'at your casual best. These days, numerous companies are getting their businesses online. They are broadly utilizing social media for creating promoting and deals techniques. They are expanding brand mindfulness, publicizing their recently shaped commerce, and offering important substance and blogs, etc. With increasingly individuals locks in in social organizing locales numerous companies have begun utilizing social media enrollment stages such as Facebook, and many other.

Main Body

- Social media enrollment is an progressed way of ability securing. It is utilized to discover and lock in with potential candidates. Over 90% of selection representatives are presently utilizing social organizing destinations in their enlistment handle. Whereas the conventional continue contains as it were a chunk of data approximately the candidate, social media accounts open the entryway to the potential employee's work, capabilities, encounter, identity, interface, and so on. In reality, these days, a few experts moreover utilize their social media accounts to grandstand their work, abilities encounter, and capability to pull in prospects. This gives managers an introductory see of their proficient capacities. LinkedIn, Facebook, and Twitter are on the beat records of selection representatives for posting promotions for Work opening.
- Posting a work on social media stages like a Facebook gather, Facebook page or LinkedIn costs nothing and spares a part of assets for the company. While the fetched that's went through on publicizing through organizations, distributing work sheets, and putting up notices in daily papers costs you cash and time. Contracting through social media stages costs much less than any other channel.
- There are a few sorts of social media enrollment, counting work postings on individual profiles, proficient systems such as LinkedIn, and specialized websites such as Without a doubt or Beast. Moreover, organizations may utilize video interviews, virtual career fairs, Facebook chats, and more to reach work searchers. Social media too permits bosses to share substance almost their company culture and values to draw in potential candidates with comparative interface

Conclusion

- I have learned from this report that a social media from a good side and bad side, the good side is that you can find a lot of friends and new jobs and from the social media you can find what you were searching for, bad side is that when you post a post searching for job you can meet a lot of people that can try and scam you and laugh at your posts. There is also a lot of people who can waste your time just to get your information and details to make money out of it.

Reference

- [Social Media Recruitment: Advantages and Disadvantages | by Alice Mark | Medium](#)
- [https://en.wikipedia.org/wiki/Facebook#:~:text=In%20May%202007%2C%20at%20the,interact%20with%20core%20Facebook](#)
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