

Digital Skills

LCLM4002

Task 3 – Written report

The role of social media tools in recruitment

Constantin-Sebian Avasilcii
Student ID: 2416075

Table of Content

Introduction	3
Social Media in Recruitment:	4
Advantages of Social Media in Recruitment:.....	4
Disadvantages of Social Media in Recruitment:.....	5
Balancing the Use of Social Media:	6
Conclusion.....	7
References.....	8

Introduction

With the availability of the social networks such as LinkedIn and Facebook, the recruitment process has undergone a complete overhaul in terms of cashiering and pool of talents reachable. This report aims to discuss those tools based on literature and analyses the benefits and shortcoming of using them as a part of the current recruitment approach.

Social Media in Recruitment:

The use of social media in recruitment continues to grow because it is cost efficient, and it is a very effective method of reaching prospective candidates. **LinkedIn for example is designed for professional networking**, which contains options like job listings, candidate referrals and skills to endorse. Recruiters are able to sort through even more to find the candidate with the exact qualifications and experience.

As a social site, recruitment could also be made through Facebook but through paid advertisement, group or through events. It is especially relevant for reaching younger audiences and the purpose of advertising employers' brands. In the view of (Neundorff and Öztürk, 2021) social media encourages free flow of information and the company is able to reveal their organisational values and its culture to enable like-minded candidates to come forward. However, social media recruitment must be done cautiously. Health concerns and possible prejudice make it necessary that companies have standard procedures and ethical conduct. In doing so, organisations can engage in the use of these platforms in gains while preserving standards of fairness and professional working.

Advantages of Social Media in Recruitment:

Wider Talent Pool: With the help of social media sites, people can reach world audiences easily. LinkedIn, for instance, has over 900 million members in different parts of the world (Hutchinson, 2023). It allows the recruiters to look for candidates by the skill and experience levels that they may lack the time or resources to do manually, definitely going way beyond a job board. **Some companies including Google and IBM among other companies use LinkedIn as a channel for recruitment.** Google's recruitment process also incorporates the use of LinkedIn to search for the best candidates through its advanced search features demonstrating the site's ability in the recruitment of high profile positions. It is an ideal place for sharing industry specific content. Facebook on the other hand with its diverse user base enables the companies in reaching a wider range of candidates.

Cost-Effectiveness: The recruitment costs can be cut by adopting social media. Recruiting through **Facebook or LinkedIn is often cheaper than other media ads or through recruiting agencies** (Katwa and Mishra, 2020). Also, there are basic functionalities, which can be used for free, for example, sharing the post of a vacancy on the employers' company pages. This will enable the firms to attract talent with cost efficient approach

Enhanced Engagement: Being that social media is a medium of communication it is a two-way process. Using comments, messages, or a live session, recruiters can engage the candidates better than through regular email. This interaction can assist organisations in establishing a strong and well-developed employer image that attracts desirable candidates choosing a career with the employing firm. Facebook has been utilised successfully for campus recruitment more so in reaching the youthful persons. For Employment Relation, it opens up a direct channel for the companies to interact with students integrated with early career relation.

Data-Driven Insights: LinkedIn especially has analytics which can be used to determine the success rate of the post jobs, age, gender and other qualities of applicants. It is useful for organisations to make their decisions and enhance their results in the field of hiring workers.

Disadvantages of Social Media in Recruitment:

Bias and Discrimination Risks: People disclosed personal information on social media profiles including age, race, and gender – information that can subconsciously affect the recruiters. This may result in stereotyping and hence discrimination this makes the hiring process unfair (Demir and Günaydın, 2023). This bias can often lead towards perpetuating inequality within the workplace. Therefore, overcoming these unconscious biases is essential for ensuring the exclusive and fair process of recruitment.

Privacy Concerns:

The candidates feel that job offers sent to them through social media recruitment are intrusive, especially if the employer has used Facebook to send the offers. Intrusion of privacy affects a firm's image; thus the potential candidates may decline to be interviewed. Organisations are required to ensure compliance

Accuracy and Reliability: The candidate's work-oriented profiles of social networks don't always describe his or her potential abilities and personal traits. Inaccurate or inflated information on profiles can negatively influence decision makers during recruitment hence wrong hiring (Demir and Günaydın, 2023).

Limited Audience:

Professionals have LinkedIn, for example, but skilled employment workers themselves may not use social media frequently. For example, manufacturing or construction sector personnel are less present on such platforms and fewer in number.

Balancing the Use of Social Media:

To maximise the benefits and minimise the risks, organisations must adopt a balanced approach to social media recruitment:

Develop Clear Policies: Social media should be regulated in recruitment to avoid discriminating candidates and also meet the GDPR requirements.

Combine with Traditional Methods: By using social networks together with authorised methods, the organisations can increase the coverage of applicants.

Focus on Professional Platforms: While reaching the general population is relatively easy through Facebook, **the site more appropriate for career-related connections is LinkedIn.**

Training for Recruiters: Recruiters can be taught basic information on how different ethnic groups can be hired and what unconscious bias is in order to be fair.

Conclusion

LinkedIn and Facebook have emerged as new useful tools in the recruitment process because it expands coverage to another level, saves money and introduces new forms of hiring. However, there are some limitations; biasness, data privacy and reliability of information are some of the challenges that should be undertaken keenly. Thus, businesses can use all the opportunities of social networks along with traditional formats of work and have reasonably clear regulations for the fairly professional looking for job-seekers.

References

Demir, M. and Günaydın, Y., (2023). A digital job application reference: how do social media posts affect the recruitment process?. *Employee Relations: The International Journal*, 45(2), pp.457-477.

Hutchinson, A. (2023). LinkedIn Now Up to 900 Million Members, Continues to See "Record Levels" of Engagement. Retrieved from <https://www.socialmediatoday.com/news/LinkedIn-Up-To-900-Million-Members-Record-Engagement/641215/>

Katwa, A.S. and Mishra, K.M., (2020). A Study on The Growing Use of Social Media for Effective Recruitment. In *International E Conference on Adapting to the New Business Normal–The way ahead December* (pp. 3-4).

Neundorf, A. and Öztürk, A., (2021). Recruiting research participants through facebook: Assessing facebook advertisement tools. *OSF Preprints*.