

Digital Report

MODULE NAME: DIGITAL SKILLS

MODULE CODE: LCM4002

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Date: 25/08/2024

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1. INTRODUCTION

In this report we will discuss the role of social media such Facebook and LinkedIn in recruiting staff. Social media refers to online platforms and tools that allow users to create, share, interact with content and each other. These platforms facilitate communication and networking through various forms, including text, images, videos, and live streaming. Build communities connect with friends and family, participate in discussions, access news and entertainment. Social media platforms like LinkedIn and Facebook have revolutionized the recruitment process by providing new team members.

2. MAIN BODY

2.1 OVERVIEW OF SOCIAL MEDIA, ITS USE AND DEVELOPMENT IN RECENT YEARS.

Social media has supported rapid development and expansion over the past decade, evaluating from basic platforms for social interaction to powerful tools for communication, marketing, and business operations. With Facebook in 2004 marked the beginning of new era in social media, followed by Twitter (2006), LinkedIn (2003), TikTok (2016). These platforms like Facebook and LinkedIn facility communication with friends, family, participate in discussion access news and entertainment.

2.2 WHAT RECRUITMENT MEANS, WHAT METHODS ARE OPEN TO COMPANIES, TRADITIONAL AND MODERN.

Recruitment is the process of identifying, attracting, interviewing, selecting, hiring the right person for the right job at the right time. Companies have a variety of methods to achieve their objectives, ranging from strategic planning: newspaper, recruitment agency, university fair, job fairs, recommendation. These methods differ in terms of approach, technology use, and the type of candidates they target.

- Traditional recruitment methods

1. Newspaper advertisement; placing job ads in local or national newspapers.
2. Recruitment agencies: hiring third-party agencies to find suitable candidates.
3. Job fairs-participating in hosting job fairs to meet potential candidates in person.

- Modern recruitment methods

1. Online job: posting job listings on platforms like LinkedIn, indeed, etc.
2. Social media recruitment: using platforms like Twitter, Instagram, and Facebook to attract candidates
3. Video interviews: save time and costs efficiently for remote or international candidates

2.3 DESCRIBE HOW LINKEDIN AND FACEBOOK CAN BE USED FOR RECRUITMENT.

Facebook is a social media and social networking service launched on February 4, 2004 by Mark Zuckerberg with four other Harvard College students and roommates. It allows users to create profiles, upload photos and videos, send messages and stay connected with friends, family, and colleagues.

LinkedIn is a powerful tool for professional networking, career, development, and business growth. Users need to be mindful of privacy, time management, and potential frauds to make the most of its benefits. It is a site that has become a widely recognized skill since its launch in 2003. *“(Zide et al 2014, p584)”*

Both can be used for recruitment, but they serve different purposes and target different audiences.

Facebook: Recruiters can use Facebook to reach a vast and diverse audience. With its advanced targeting options, ads can be tailored based on location, demographics, interests, helping to attract potential candidates who may not be actively searching for a job but fit the desired profile. Facebook career page: the applicants are more informed about the company culture before applying for a job. Create shares: can be easily shared between users, increasing the chance of finding qualified candidates.

Advantage: cost effective, personal connections, sharing photos/ videos and updates with friends and family, content including personal updates, entertainment, and news, the tone is casual and personal, it is less specialized for recruitment.

Disadvantage: Privacy concerns: potential candidates might be cautious about sharing too much personal information on a public platform. Misuse of information, too many applicants to choose from, and violation of personal information.

LinkedIn: Is specifically designed for professional networking, making it the ideal platform for posting job vacancies. Recruiters can easily target professionals with the right skills, experience, and qualifications.

Advantages: Allows recruiters to search for candidates using detailed filters like job title, location, skills, and years of experience, they can directly reach out to potential candidates via e-mail even if they are not connected.

Disadvantage: Privacy concern- need to manage privacy settings carefully, networking and job searching can be time-intensive. Spam and scams- potential for receiving unsolicited messages and connection requests. Competitive job market- high competition for job posting, too many applicants.

2.4 OUTLINE THE ADVANTAGES OF USING SOCIAL MEDIA AS A TOOL FOR RECRUITMENT

Social media has become an essential device for recruitment, offering several advantages that traditional methods lack. Companies have a variety of methods to achieve their objectives, ranging from strategic planning: newspaper, recruitment agency, university fair, job fairs, recommendation. The costs of this platform are more affordable than traditional job boards or print media. Many platforms offer free options for posting job vacancies and sharing content. Companies can build a community of interested candidates and industry professionals by creating and participating in relevant groups and forums.

2.5 OUTLINE THE DISADVANTAGES OF USING SOCIAL MEDIA AS A TOOL FOR RECRUITMENT

Social media also comes with notable disadvantages, invasion of privacy: candidates may feel that their privacy is being invaded when employers analyze their social media profiles. Legal risks: employers risk violating privacy laws if they use information from social media that is protected under employment discrimination laws. Misleading profiles: social media profiles may not accurately reflect a candidate's professional abilities or experience.

3. CONCLUSION

In conclusion, social media can offer access to a broad audience and valuable insights into candidates. The potential for bias, privacy concerns, and misrepresentation requires careful and ethical use of social media in the hiring process. Employers should view social media as a complement to traditional recruitment methods rather than a replacement. By balancing social media insights with other forms of assessments, recruiters can make more informed and fair hiring decisions, ensuring they attract a diverse and qualified talent pool while maintaining the integrity of the recruitment process.

4. LIST OF REFERENCES

- “ (Zide et al 2014, p584) “
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