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Business Skills for the Workplace

Social media and the recruitment of staff



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Introduction

In the modern age, where social media has become an indispensable part of corporate culture, recruiters are able to magnify their avenues to reach potential talented candidates on social media platforms with less hardship and cost. Social media such as LinkedIn and Facebook have created ease of recruitment for the recruiter and candidates as it is highly efficient to look for jobs and candidates simultaneously through these platforms. This paper explores the substantial role of social media tools such as LinkedIn and Facebook in the recruitment process, along with a justification for their effectiveness.

Digital Task 3

Write a report about the role that social media tools such as LinkedIn and Facebook can have in the recruitment of staff.

The expansion of candidates' reach

Social media platforms render recruiters of an organisation such as Techno Innovation the accessibility to a wide range or vast pool of potential candidates, which is challenging for recruiters in conducting through traditional methods. For instance, LinkedIn and Facebook, with their professional networking focus, can allow recruiters to address the target individuals who are looking for appropriate applicants to respond to their recruitment proposition and target individuals based on their experience and aptitude requirements (Boudreau and Rynes, 2022). On the other hand, companies are also able to post job openings, search for appropriate candidates, and increase their engagement with target candidates directly through messaging or comments. For example, a marketing agency looking for a computer operator can use LinkedIn to reach out to highly experienced and professional individuals for specific tasks without conducting complex traditional methods or spending unnecessary money. The marketing agency can attract qualified candidates from different backgrounds by utilizing linked search filters and job posting features and eventually recruiting computer operators who perfectly tick the boxes of the requirements.

Building employer brand

Social media platforms provide organisations such as Techno Innovation the facility to present their culture, ideology, work environment, and values, thereby achieving the most appropriate candidate with a unique talent to uphold the company's brand image. Through regular update sharing, presenting behind-the-scenes shorts, and showcasing employee satisfaction, management can create a strong brand image for their organisation, appearing more appealing to the potential individual who is a perfect fit for the organisation (SPENCE LASCHINGER et al., 2023). On the other hand, Facebook's interactive features are particularly effective tools for increasing employee engagement and enhancing brand presence through different activities in the organisation. For example, local start-up companies with a limited budget are able to leverage the unique features of Facebook to share their day-to-day journey, employee

testimonial photos and videos of the team along with innovative projects in order to increase their strong position before potential candidates without troubling with excessive investment full stop this whole feature create a viral and dynamic brand image of the organisation leading to increase excitement from the candidates and the job seekers who can resonate with the culture of the organisation and as a result the organisation will be able to achieve higher number of talented applicants for vacant position.

Benefiting referral program

The social media platform can be used as a specific hiring employee referral program in which existing employees recommend qualified candidates for job openings, and talented applicants are able to apply for the job opening, with the particular facilities in LinkedIn that enable management to share job posting within their related network highlighting the reach and credibility of job opportunities. For example, retail chain organisations such as Techno Innovation executed a referral program utilising Facebook and LinkedIn, encouraging employees to share drop openings with their no referral, which can lead to the company's achievement over a higher number of talented individuals who will apply for the job opening from referral and the organisation will be able to obtain as much talented candidate acid can who will be trustworthy and efficient. The entire process will result in successful hiring, which can ensue organisation growth and employee satisfaction (Valand, 2022).

Highlighting company culture

With the utilisation of social media platforms, organisations are able to showcase an excellent avenue for their cultural threshold exam to find the unique company culture and environment along with employees' motivational factors. By highlighting photos, event program stories, and videos that illustrate the regular activities and experience of the employees' management is able to render potential applicants of wimps into the culture and environment of the organisation, which can make them sure of the efficiency and cultural prominence of Techno Innovation organisation (Corbet et al., 2020). It is, moreover, necessary for a small company such as Techno Innovation to apply social media such as LinkedIn and Facebook since they are unable to showcase their transparency and organisation of culture through prominent branding due to limited resources and budget. Therefore, it is highly effective for Techno Innovation to use the Facebook and LinkedIn which are highly efficient and expensive for small and medium companies to explore the job market to find excellent candidates within their capacity. In addition, showcasing the transparency of the organisation can enable the management to obtain

candidates and analyse their potential difference to understand if they would be good for the company's culture, which can result in more informed and mutually beneficial decisions related to recruitment.

For example, the organisation can regularly post employees spotlight features on its Facebook page, which offer the opportunity for hiring manager to interview the members about their responsibilities, roles, and projects, and experience of the organisation full stop the post will both humanize the organisation and reflect their cultural positivity through the social media which will provide valuable inside into is culture and values. Prospective candidates who resonate with the company's culture are more likely to apply for vacant positions and grow their careers.

Engagement with talented communities

Social media platforms help recruiters connect with fast-growing talented communities and enable them to effectively engage with talented professionals and industry groups, where professionals come together to share knowledge, create networks, and discuss markets and industries. By being active on social media, an organisation is able to highlight its brand image, become highly engaged with a talented community, and have a strong relationship with potential candidates (Jovanović and Vašiček, 2022). For example, Techno Innovation organisation posts their different innovations, looks for suggestions, and uploads short videos daily, helping them reach a fast range of individuals who also share similar ideologies, thoughts, and values. Moreover, active engagement gives the organisation exposure on social media, making them popular in the job market.

Conclusion

In conclusion face, LinkedIn and Facebook are a highly essential platform that renders different benefits for recruiting manager, including presenting companies' value, enhancing their brand image, and leveraging target advertising to engage with pool a talented community. It is suggested that by incorporating these platforms strategically, start-up organizations with restricted budgets and resources can attract talent and their brand image and achieve a competitive edge in the corporate world. As social media continues to evolve, its role in benefiting the organisation's recruiting challenge has intensified drastically, which surfaces traditional media to look for talented candidates to some extent.

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