



THE EVOLUTION OF HIRING THANKS TO LINKEDIN AND FACEBOOK

Task 3: report. Module: digital skills
(LCLM4002). Term: 1. Group: 5

Assignment title:

write a report about the role that social media tools such as LinkedIn and Facebook
can have in the recruitment of staff
Lecturer's name: Amer Kareem.

Edis Mjekra
Student number: 2336012

Introduction

Social media are channels of communication that targets community-based data, in the beginning their main use was as the name suggests for social interactions between two or more individuals, where they were able to connect through the platform and share their interests, concerns and experiences, good or bad,

thanks to their huge success they got recognised by major companies that saw the benefits of social media, with that the exploit of these new platforms begun, from marketing to recruiting these new tools paved the way for many businesses success.

Recruiting was a very difficult process for both employer and employee, an employer needed to Extend their reach as wide as possible, so they could get as many candidates as they can that gave advertising a bigger workload just for hiring. On the counterpart employees needed to make a CV and afterwards job scouting online or in person every day just for a chance of an interview.

LinkedIn

one of the major players in recruitment these past years is LinkedIn the platform created for hiring, is a platform similar to Facebook but is more professional orientated. It has more than 850 million users and it is used in more than 200 countries, giving to somebody that is looking for jobs the possibility to get in contact with more than 57,000,000 companies, making it the largest platform for recruiting in the whole world. On LinkedIn Three people get hired every minute, 500,000 companies recruit every day and there are 14,000,000 open jobs.

To get started on LinkedIn you need to:

- 1) Set up your profile (tell your professional story).
- 2) Share your interests.
- 3) Add your connections.
- 4) Add your job preferences.
- 5) Find your job.

Successful LinkedIn account is based on four factors

content	community	jobs	learning
Stay up to date with the latest industry news and professional insights.	Make as many connections as possible create your own professional network.	Find the job that suits you or try with new Types of job opportunities.	Be part of various online courses that will elevate your portfolio.

Professional content can be found in:

- LinkedIn news where information about various industries is posted every day.
- Community content is where the members of the community you are part of Posts about Updates regarding the companies then you are interested in.

- Events and webinars Where you can develop new skills stay up to date with the industries that you are interested and learn about different companies that may add up to your knowledge.

The professional community is where you can make new connection, get network updates, stay in touch with other people in the same industry as yours and get references from coworkers or companies that you might have worked before.

Jobs: LinkedIn gives you the opportunity to find your next job, You can search for millions of open jobs or get notified as soon as our position that it matches you opens, You have the possibility to get discovered by companies that are part of LinkedIn communities where they can see your profile and they might match you with the employee that they are looking for, You can also research new companies and see how they work. You can apply for jobs on LinkedIn directly as well as have salary insights.

Learning gives you the opportunity to expand your skills with online courses that can give you:

- technical and soft skills (many courses regarding business, creativity, and technical categories).
- Job search guidance (assistance on creating a CV and tips on how to have a good interview).
- career pivots (how to learn new skills so that you can transition into a different career).

Facebook

Because Facebook is more centred on socialising is a bit more difficult to apply for jobs or post job opportunities, as we said LinkedIn is based on a professional aspect of social media, so they don't have topics that differs from that, on Facebook Information that you post or read about needs to be filtered for the purpose that you want to use them.

Major difference is the reach that Facebook has, obviously with their 3.2 billion users You are able to reach Far more small and big businesses, The way you can get hired on Facebook is by community searches for example if you are a pilot by posting About you looking for a job as a pilot in different groups that concentrate on flying, planes, travelling, ETC. You will have the possibility of getting in contact with someone or some company that needs a pilot. Another example could be a company that works international clients and that is looking to hire somebody that speaks a certain language they might post on specific groups that uses it, or maybe some private client needs painter that lives near to him, so he posts onto local group.

Facebook gives you the opportunity to specify whatever type of person you need to carry on the task that you want to do, but in the same time doesn't give you the possibility of verify the type of candidate that you are looking to hire: for example if you post that you need a plumber to fix your bath, you will probably post the job description, the location, your contact information so they can get in touch with you and maybe the price that you are willing to pay for the job, in this scenario as we can

see you have no control on who's going to call you what type of references they have, what type of certificates they have, if they are experts or beginners or what kind of tools they use or have, you will know all that only when they come to probably do the job.

Summary

To summarise everything both these tools gave recruiting a major boost is easier to find a job nowadays then it was 20 years ago and more specifically is easier to find a job that suits you or your employer, an individual that lives in London could be finding a job in Tokyo Japan, or a private customer that needs an electrician to move a socket from one room to another, could find one maybe two houses down his address, only by uploading some information online, all of this made possible by social media does the benefit outweighs the losses? In my opinion it does.

References

Song Nicolette, Chandawarkar Vish (2021) W welcome webinar: LinkedIn 101, available at: <https://youtu.be/JX81I0jlzXo?si=9orlJDtiAdygmuST> (last accessed 26/08/2024)

Knowledgebase (2023) how to post a job in Facebook (hire from Facebook) available at: <https://youtu.be/9PIT-KHVyW4?si=FcYpz2Sud1UJjxJ> (last accessed 26/08/2024)