

University of Wales Trinity Saint David

Using social media as a tool for recruitment of staff

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

In our days, using the internet and computer is mandatory, it does not matter if you are recruiting someone or being recruited, because you will have to use it one way or another. Facebook and LinkedIn are some powerful tools when it comes to reaching huge amount of people, but these two are different from one another.

Using social recruiting, which is a new tool for finding a job, was one of the most choice for finding a job. In fact, 92% of companies use social media for recruitment purposes, according to a report by Adweek. By using social media, the companies can attract candidates passively, according to a survey **“73% of candidates are passive job seekers”**. By using this technique, the companies attract candidates, both active and passive, where they spend already most of their time online.

Almost everyone uses Facebook as a tool for entertaining, but Facebook is also a great tool to advertise for hiring in your workplace. More than 2 billions people already have a Facebook account but this does not mean that everyone will be interested in a position, but they can use the share button and by doing this, more and more people will see the initial post and it will maybe spark the interest of someone. By using this app, the companies are likely to find more candidates than they would find by using another platform. Facebook has one of the highest job visibility out of them all, just because it's large users count, and also have more potential candidates.

Using this would also help the company with the recruitment cost, this being lower with the usage of a social media. This would also bring an easy application process that will encourage more qualified candidates to send their resume, continuing the recruitment process. With an automated application process, this would help the company by refocusing their resources towards something else that would benefit the wellbeing of the overall company.

The best way to achieve your desired type of candidates would be to post personalised ads that will appear to a specific type of people that matches the criteria the company is looking for. By using this tactic, it would be easier to create a community or a group, where there will be activities that will develop a connection with the candidates. In this group, there would be live events or Q&A sessions where the candidates can ask anything about the current state of the company, their future and the opportunities this job would offer.

By using Facebook, the employers can also check their candidates past looking at their profile page and make an impression about what kind of person they actually are by looking at their shares, photos and other types of interactions posted online.

The downsides of using social media for recruitment are also present, some examples are not reaching the desired audience, candidates unprepared, lying in their resumes, spam accounts and a flood of resumes that have to be verified.

Bringing a flood of resumes is a bad thing on its own due to the fact that every individual's resume has to be checked and contacted regarding their status, approved or declined. This usually means that a large chunk of manpower has to be used.

Another big downside that can be met, when using social media for recruitment, is that the desired candidate may not have a social media account LinkedIn or Facebook, which can limit the potential of finding someone fit for the job.

Even if some candidates meet the required criteria, some of them may be difficult to directly be contacted, due to their low activity online. For example, if you message someone today regarding their approval of application and trying to set up an interview with them, you can wait up to a couple of days for a response, this can be due to their lack of interest towards the job or their activity online.

Overall, using social media on finding new staff for your company can be a useful tool but it has as many downsides. Due to their capabilities in terms of reach, there would be numerous candidates to choose from and choose the best prepared. Every advantage presented has its downside, which indicates that, even if social media is useful for reaching a wide area of interested individuals, it can also bring bots, unprepared candidates or floods of resumes.

References:

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