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**REPORT ON THE ROLE OF
SOCIAL MEDIA TOOLS IN RECRUITMENT
LINKEDLN AND FACEBOOK**

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Introduction

In the digital age, social media has transformed various aspects of our lives, including the hiring process. Prominent platforms like LinkedIn and Facebook have changed the way companies and candidates interact. Not only do these tools make job search easier, but they also allow organizations to access a broad talent base more directly and efficiently. This report analyzes the role LinkedIn and Facebook play in recruiting and hiring staff, highlighting their advantages, challenges, and best practices

LinkedIn

The professional platform par excellence LinkedIn has established itself as the leading professional social network globally, with more than 900 million users in 2024. Its focus on professional relationships, networking and the formation of a digital resume has made LinkedIn a key tool for personnel selection processes. The functionalities offered by this platform include:

Digital transformation is influencing the development of new business models such as Facebook and LinkedIn. Digital transformation is taking on such a

protagonism that the survival of many organizations is at stake if they do not adapt to this

Digital tools are changing the

production processes, creating new strategies both external and internal to organizations and

producing a real cultural change within organizations.

Human resources have not been left out of digital transformation. The new

digital tools allow for more efficient management of the same, increasing the

productivity, performance and satisfaction of human capital. Citing Stone et al (2015), the advance

of new technologies has had a profound impact on organizational processes, including

in those related to human resources management

Detailed profiles: Candidates can create comprehensive profiles that include their work experience, educational background, skills, and recommendations. This allows recruiters to have a clearer view of candidates before contacting them

Advanced Candidate Search: **LinkedIn** offers advanced search filters that allow recruiters to find candidates with specific skills, work experience in certain industries, or even geographic location.

Networking: The ability to connect with professionals from different industries and countries expands options for recruiters, who can access a global talent database.

Targeted advertising and paid recruitment: LinkedIn offers targeted advertising options that allow you to reach professionals with the specific characteristics they are looking for for a position.

Advantages of **LinkedIn** in recruitment:

It facilitates the proactive search for passive candidates (those who are not actively looking for employment but might be interested).

Profiles allow a candidate's career to be more fully assessed.

It encourages the construction of a network of professional contacts that can be useful in future hires.

LinkedIn Challenges:

There can be a saturation of profiles, which makes it difficult to select relevant candidates.

Some profiles may be outdated or inaccurate, leading to risks in the selection process.

Facebook

A more informal but valuable space for recruitment

Facebook is primarily a social network geared towards entertainment and social interaction, it has been incorporating features that allow businesses to find and connect with potential candidates. In recent years, companies have begun to use Facebook as a complementary tool for recruitment, highlighting the following features:

Facebook groups: There are numerous groups dedicated to job searches, specific to industries, cities or skills. Companies can join these groups or even create their own to share job openings.

Facebook in hiring:

It allows you to reach a wider audience, including profiles that may not be on LinkedIn.

It is more informal, which makes it easier to reach out to young candidates and those interested in jobs in creative or service sectors.

Ad targeting is highly accurate, allowing you to reach candidates with specific interests and behaviors.

Facebook Challenges:

The more casual nature of the platform can raise questions about the professionalism of the candidates' profiles.

Information overload and high volume of users can make it difficult to locate specific candidates.

3. Comparison the use of **LinkedIn** and **Facebook**

While LinkedIn and Facebook play different roles in the hiring process, the two social networks can complement each other effectively:

LinkedIn is ideal for recruiting for professional and executive positions, as well as finding candidates with

Conclusion

Social media tools like LinkedIn and Facebook have profoundly changed the recruiting landscape. LinkedIn has established itself as the leading professional platform, ideal for sourcing highly qualified talent, while Facebook offers a broader, more informal approach to reaching a diverse audience and increasing the visibility of job opportunities. Both platforms, when used in a complementary way, can optimize the hiring process, allowing companies to access a wide range of candidates and connect more directly with them. However, it is crucial for companies to adapt their recruitment strategy to the particularities of each platform to maximize its effectiveness.

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