



Module code: LCLM4002

Module: Digital Skills

Digital Skills- Portfolio of Tasks

Task 3

(The role that social media tools such as LinkedIn and Facebook can have in the recruitment of staff)

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1. Introduction

This report will analyse the role of social media, specifically LinkedIn and Facebook, in recruitment by discussing its major features, advantages, and challenges. Relevant theories, statistical data, and organisational examples have been used to provide actionable insights.

2. Overview of Social Media Platforms in Recruitment

According to Khosla (2024), social media being used by over 45% of hiring managers has transformed recruitment, empowering companies with the ability to reach out and attract talent across the globe. Two of the leading players in this field are LinkedIn and Facebook, each performing unique roles in this space. Hazzam *et al.* (2024) have reported that LinkedIn has 930 million users to date, and it is solely built for professional networking, thus making it a leading platform for talent acquisition. In comparison, Facebook uses 2.9 billion active users to reach a demographically diversified audience, helping business brands target both active and passive job seekers (Kraus *et al.*, 2022).

Hosain and Ahshanul (2023) have highlighted that LinkedIn's key features include its advanced job search capabilities, targeted job postings, and recruitment-specific tools such as LinkedIn Recruiter, which uses algorithms for matching candidate profiles with a job description. Its Skills Assessments and Endorsements feature further helps recruiters validate their candidates' skills (Hosain and Ahshanul, 2023). The recommendation algorithm used by LinkedIn ensures that every job seeker receives relevant opportunities while businesses find suitable candidates. Baert (2018) noted that Facebook has a feature called Facebook Jobs, which allows companies to post directly on their pages. Its ad system, which is excellent, bases the connection of employers and job seekers on data such as age, interests, and location. Communities within Facebook also act as informal recruitment hubs for niche roles and other community-focused positions (Baert, 2018).

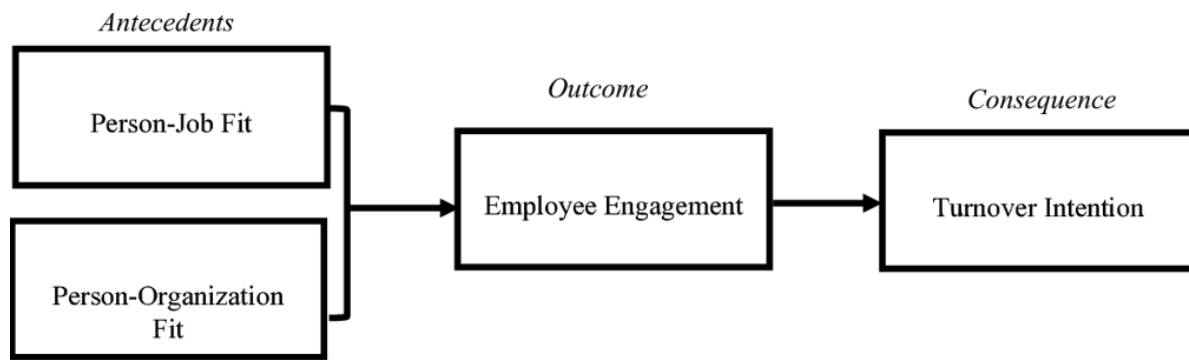


Figure 1: Person-Job Fit and Person-Organisation Fit Theory

(Source: Ali Memon, Salleh and Rosli Baharom, 2024)

The key characteristic of the two platforms is placing candidates in relevant positions while giving opportunities to businesses to create a talent pool. This aligns well with the *Person-Job Fit* and *Person-Organisation Fit Theory*, which emphasises the need to align an individual's skills, abilities, and personality with job requirements and that of an organisation to ensure sustained success (Ali Memon, Salleh and Rosli Baharom, 2024). LinkedIn and Facebook do this by identifying the right people for the job by using candidate profiles and data. According to Jacobsen (2023), Granovetter's *Strength of Weak Ties Theory* highlights the importance of indirect connections in finding new opportunities. LinkedIn establishes such loose ties by exposing members to extended professional networks, while Facebook expands these networks even further by targeting passive job seekers through its vast demographic reach and data-driven ad system.

3. Advantages of using Social Media in Recruitment

More than 930 million members in 200 countries and regions worldwide

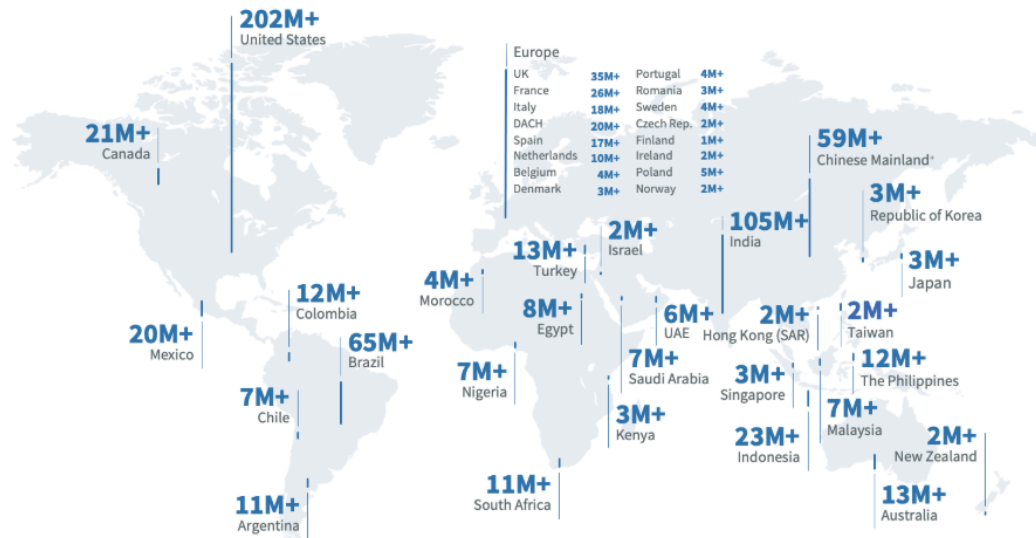


Figure 2: Total number of LinkedIn users worldwide

(Source: Anwar, 2023)

Benedict et al. (2019) have pointed out that social media offers immense advantages for recruitment making the process much more efficient, cost-effective, and far-reaching. Through the medium of LinkedIn and Facebook, a company can reach the world talent pool given that LinkedIn has already amassed over 930 million professional profiles by 2024 (Anwar, 2023). This huge network provides recruiters with a massive list of candidates, including passive job seekers who may not actively apply for jobs but remain open to opportunities. A report published in 2023 reported that 72% of recruiters managed to find high-quality candidates on the platforms, displaying their effectiveness (Shepherd, 2023).

Social media also decreases recruitment expenses. For example, Khosla (2024) has mentioned that HCL has saved more than \$500,000 in recruitment costs by using LinkedIn instead of the traditional recruitment process. Additionally, the complex algorithms on these sites ensure high-precision targeting. For instance, LinkedIn's Recruiter tool automatically matches job descriptions with profiles of candidates reducing time-to-hire by up to 30% (FullEnrich, 2024).

Social media also facilitates employer branding, which is an important aspect of attracting talent. Carlsberg Group and Coca-Cola successfully utilise LinkedIn in the sharing of employee stories and display its workplace culture, thereby attracting qualified applicants who share similar values with the company (Daniel *et al.*, 2023).

4. Disadvantages and Challenges

According to the article published by PwC (2024), some of the significant challenges consist of privacy concerns, because 78% of job seekers worry about how their data is utilised during hiring processes. For instance, Facebook's ad-targeting algorithms attracted criticism when it was said that recruiters could exclude demographics, raising ethical and legal questions about fairness in recruitment (Hao, 2021). Similarly, LinkedIn's dependency on professional profiles creates the risk of entrenching biases because the information presented might unconsciously favour those who are well connected against equally competent but less visible candidates (Sharone, 2018).

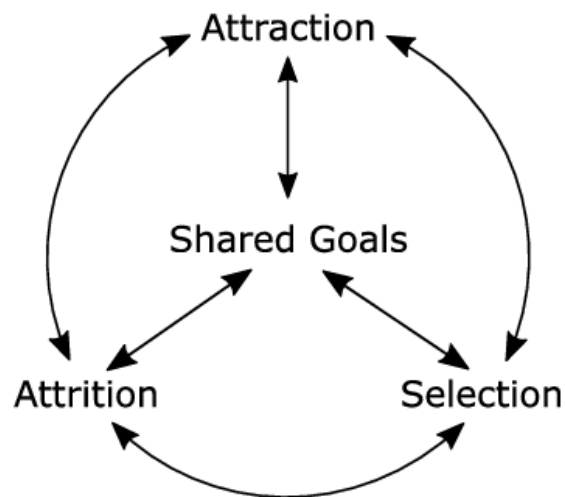


Figure: Attraction-Selection-Attrition Framework

(Source: Link and Jeske, 2021)

According to Link and Jeske (2021), the *Attraction-Selection-Attrition Framework* states the way people in an organisation are determined by three interrelated processes, which are attraction,

selection, and attrition. The challenge here is regarding attrition, which include people who do not fit in and may probably leave that organisation. Companies may attract candidates who align with their existing culture but lack capabilities potentially stifling personal and organisational growth. Another factor is that fake profiles and spreading misinformation remain a persistent issue since research shows that over 78% of job applicants lie with LinkedIn reporting over 19.5 million fake accounts blocked in 2023 (PRNewswire, 2020; LinkedIn, 2024). This emphasises the need for cautious and critical recruitment strategies.

5. Recommendations

Enhancing social media recruitment requires ensuring data privacy in accordance with GDPR and other such regulations, the ethical use of AI to counterbalance bias, and investments in tools to verify the authenticity of candidates. The implementation of different types of recruitment strategies like inclusive targeting and employee advocacy programs would attract talent that is more diverse and improve employer branding.

6. Conclusion

LinkedIn and Facebook have been shown to be transformative recruitment tools since they can leverage large-scale networks and algorithms to attain increased efficiency and reach. Even with cost savings and enhanced employer branding as advantages, issues such as privacy concerns, biases, and fake profiles remain. Implementing ethical practices and diverse strategies is important for effective and inclusive recruitment.

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