

Social Media for Staff Recruitment

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MODULE NAME :DIGITAL SKILLS

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STUDENT'S NAME :ABDULHADI ALTARBOUSH

STUDENT'S ID :2327609

GROUP : 4

LECTURE'S NAME :KOUSHIK MODAK

Introduction

This report aims to study the role of social media in recruitment processes. The growing technological development has changed the way organisation approach recruitment, and social media has emerged as an influential tool that transcend outdated recruitment methods. Like facebook, instagram, linkedin, and twitter, social media has gradually evolved dynamically in the recruitment process (Benitez, et al. 2020). The reports examine how social media is restructuring the recruitment landscape and identify its importance as an indispensable resource for both employers and job seekers. Traditionally, recruiting is trusted through job boards, business websites, and skill networks, whereas social media platforms have significantly changed this recruitment scenario. Today these stages are no longer just a way to stay in touch with friends and family, but these platforms have become centres of self motivation to achieve talent.

Social media stages can be customised to post jobs to candidates with exact skills, knowledge, or interests, ensuring that people see job position. Recruiters and HR managers often use social media to conduct contextual checks on potential candidates. As a result, HR department have developed methods to remember social media and integrate it as an appropriate part of company strategy. Social media recruitment helps companies motivate and target a wider range of candidates more efficiently than older recruitment methods (Singh et al. 2021).

Main body:

The role of social media in recent years:

Social media refers to the variety of technologies that allow users to share information and concepts. From facebook and instagram to twitter and youtube. It is estimated that more than 4.7 billion people use social media, which is about 60% of the world population (Varadaraj, et al (2021). It has been observed that in 2023 chat and messaging apps and websites were the maximum recovered platform with 94.8% of employer, social media follows them carefully at 94.6% (Gilch, et al. 2021) social media provides businesses with the opportunity to accommodate a larger and more diverse viewership than ever before, such as posting a job on platform like linkedin and job disclosure posts to a huge network of professionals internationally, this extended reach increases the likelihood of searching for candidates with the right skills and knowledge, job advertisements can be tailored to accommodate applicants with specific skills, involvements or welfare, and ensure that individuals see job opportunities accurately. In this innovative are, HR managers often use social media to conduct situational checks on potential candidates.

Recruitment methods:

Recruitment is the process of attracting, classifying, evaluating, selecting and qualifying qualified applicants for a vacant position within a company. Traditional recruitment operations have relied heavily on internal holdings and had partial spillover.

The traditional method of recruiting is print advertising, posting jobs in newspapers, employment magazines, or trade publications, and recruitment agencies, placing jobs on operational job forums, with partial operational searches, endorsement from within the existing employee pool, and accepting uninvited applications from individual residing in the company. However, legacy development has several limitations, such as that these method are time consuming, rely on manual processes and slow communication channels .

The role of linkedin and facebook in recruitment:

Social media platform linkedin and facebook act as decisions in the recruitment process of the organisation. Linkedin and facebook are professional career development platform that focus specifically on careers and careers. These platform help companies search for candidates who focus on their skills, educational experience and other applicable criteria. These platforms reach a large number of professionals who are actively searching for job opportunities. Moreover, it helps to coordinate directly with applicants and engage

in conversations about potential roles. Candidates can search a wide range of job holidays published by many companies globally . In addition, they can network with experts in the relevant field to gain knowledge and opportunity to expand their network.

Advantages and disadvantages of social media in the recruitment process:

There are several advantages of social media in the process of recruitment are

- Extensive pool of talent
- Targeted search
- Cost effective process
- Employer branding
- Enhanced diversity in organisations
- Passive candidate targeting
- Improved candidate experiences

There are several disadvantages to social media staffing

- Time consuming
- Candidate quality
- Negative employer branding
- Limited candidate information
- Privacy concerns
- Fake profile

Conclusion:

It is concluded that social media has appeared as influential tool that exceeds outdated methods of hiring. Such as from facebook to instagram, and linkedin to twitter, social media has developed progressively dynamic in the process of recruitment. Recruiters and HR managers often use social media to demeanour contextual checks on probable candidates. It is an additional cost effective process than predictable recruitment exertions such as on campus proceedings and in person job carnival, which frequently require collapsable, and numerous hours to systems the recruiting process and staffing. This prolonged reach upsurges the probability of candidates with the correct skills and knowledge. In this innovative are HR managers often use social media to conduct circumstantial checks on possible candidates.

References:

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