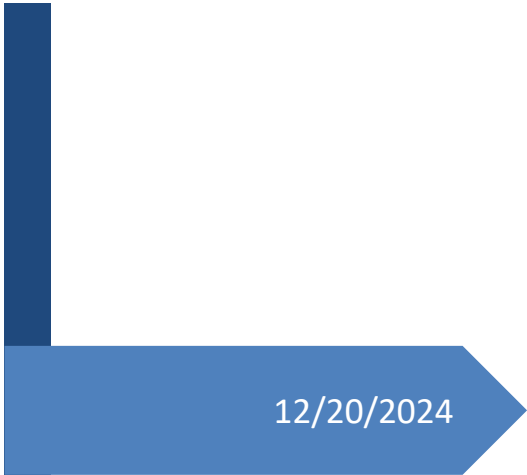




12/20/2024

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



MODULE NAME: DIGITAL SKILLS

MODULE CODE: LCLM 4002

STUDENT'S NAME: SVITLANA
STRETYNSKA

STUDENT'S ID: (2415554)

GROUP: 7

LECTURER'S NAME: KOUSHIK MODAK

UNIVERSITY OF WALES TRINITY SAINT
DAVID (LONDON CAMPUS)

Table of Contents

INTRODUCTION.....	3
RECRUITMENT TOOLS.....	4
LinkedIn	4
Facebook.....	4
ADVANTAGES OF SOCIAL MEDIA TOOLS IN THE RECRUITMENT PROCESS	5
CHALLENGES OF SOCIAL MEDIA TOOLS FOR RECRUITMENT	5
RECOMMENDATIONS FOR BUSINESSES.....	6
CONCLUSION.....	8
REFERENCES	9

Introduction

Digital skills are the ability to find, evaluate, use, share, and create content using digital devices, such as computers and smartphones (Correa et.al. 2020) Social media sites such as LinkedIn and even Facebook have eased the process of recruiting talent through the use of social media sites. For instance, they are critical when advertising job positions, recruiting employees and even determining the appropriateness of a candidate. The purpose of this paper is to discuss their function in recruitment, some benefits and drawbacks, and the effect on present business.

Recruitment Tools

LinkedIn

LinkedIn is a connection site suitable for professional connections and employment searching (Farsi, 2021). It allows employers to post their employment opportunities and job seekers to create company profiles, post resumes, and the employment requirements using narrowed search criteria including proficiency, experience, and geographical area.

Networking Opportunities: LinkedIn helps employers connect with working professionals at a global level and is effective for both active job seekers and those who are not actively searching but are willing to consider a switch.

Brand Visibility: Employer branding can be experienced by sharing posts that depict industry specialization, organization culture and accomplishment which incline the organizations toward skilful employees (Vicente, 2023).

Recruitment Analytics: LinkedIn provides businesses with abilities and applications that allow an organization to track application submissions, profile interactions, and engagement metrics, which provides businesses with insight into hiring.

Facebook

As a social media, Facebook facilitates recruitment through posting jobs, advertisements, and group discussions (Ruparel et.al. 2020).

Targeted Advertising: Facebook's algorithms help businesses target the right demographics, behaviour, interests, and geography, thus enhancing recruitment efforts.

Community Engagement: One way to establish relationships with potential candidates is to engage in, or sponsor, groups and events.

Candidate Insights: Employers use public posts and interactions besides the traditional screening process to get to know candidates better (Hartwell and Campion, 2020).

Advantages of social media tools in the recruitment process

Cost Efficiency

Recruitment through social media channels is more economical than when using print media or getting the services of a recruitment agency. For instance, using LinkedIn job postings can pull a large number of well-qualified candidates compared to considerable investment, which means it is beneficial to businesses of any size (Kibby, 2022).

Wide Reach and Accessibility

Social media eliminates geographical constraints opening opportunities for access to a wider and international talent. This advantage is particularly valuable for the SMEs who may not afford large advertising campaigns and hence level the playing field for such organizations to attract

Time-Saving

Pre-screening operational features are implemented on social media tools to ease many aspects of the recruitment activities including keyword search. They cut the time needed for some initial hiring processes hence leaving the real work such as interviewing in the hands of the recruiters (Talvsto, 2024).

Enhanced Employer Branding

Through a LinkedIn or Facebook account, a company can demonstrate what it stands for, what it has accomplished and what it is like to work for the company. This in turn enhances their employer brand and in the process appeals to candidates who are more principled on the organization's standards.

Challenges of Social Media Tools for Recruitment

Privacy and Ethical Concerns

Employees could hurt the privacy laws of other people and open doors for litigation when employers come across personal information on sites such as Facebook and LinkedIn (Bodie, 2022). This creates an ethic consideration of the necessary blurred distinction between the private sphere and the workplace.

Bias and Discrimination Risks

Employee's photographic images, wall posts, profile updates, and memberships may cause pre-employment screening to be biased. There is a higher possibility of discriminating the candidates based on some non-job-related characteristics like gender, colour, sexual preferences, etc., and the recruiters can form some prejudices about the candidates.

Quality of Applications

Recruitment through social media attracts a lot of traffic as most of them are not qualified for the job. This normally translates to more time and effort going into sifting through individuals since the company did not be more selective in their sourcing techniques.

Dependence on Technology

Other risks include the fact that external recruitment from sites such as LinkedIn or else-founded Facebook accounts may cause disadvantaged seniors or those less computer literate (Smythe et.al. 2021). This reliance can reduce diversity by removing applicants who perhaps are not effective in navigating social media in a professional environment.

Recommendations for Businesses

Establish Clear Guidelines

There are advantages and disadvantages of using social media in recruitment, employers should adopt the following measures to maximize the strengths while at the same time observing the following weaknesses: Ideally, these guidelines should also state which information is appropriate for review and in what way it may be utilized.

Use Advanced Analytics

The use of such tools such as LinkedIn Talent Insights can be very useful since it gives factual information to the recruitment process hence minimizing bias (Allal-Chérif, et.al. 2021). These analytics can enhance candidate acquisition and increase the efficiency of the decision-making when the candidates should be hired.

Integrate into Traditional Approach

Businesses ought to incorporate social media with conventional Staffing methods like career fairs and agency connections to help them source talent from a larger diverse talent pool. This approach minimizes the dangers of overreliance on innovative ways of recruiting and increases the recruitment scope.

Continuous Monitoring and Training

Employers face the necessity to provide updates on social media tools and techniques to recruiters frequently (Rahman et.al. 2022). Such continued learning can increase the efficiency of the recruitment approaches that are used and increase candidate interest.

Conclusion

In conclusion, LinkedIn and Facebook are significant sources of employment, and they are relatively cheap and can reach a large audience. However, the challenges which have to be faced include privacy issues and biases. They argued that by combining these platforms, companies can match traditional, effective recruitment and retention strategies with ethical means.

References

- Allal-Chérif, O., Aránega, A.Y. and Sánchez, R.C., 2021. Intelligent recruitment: How to identify, select, and retain talents from around the world using artificial intelligence. *Technological Forecasting and Social Change*, 169, p.120822.
- Bodie, M.T., 2022. The law of employee data: privacy, property, governance. *Ind. Lj*, 97, p.707.
- Correa, T., Pavez, I. and Contreras, J., 2020. Digital inclusion through mobile phones?: A comparison between mobile-only and computer users in internet access, skills and use. *Information, Communication & Society*, 23(7), pp.1074-1091.
- Farsi, D., 2021. Social media and health care, part I: a literature review of social media use by health care providers. *Journal of medical internet research*, 23(4), p.e23205.
- Hartwell, C.J. and Campion, M.A., 2020. Getting social in selection: How social networking website content is perceived and used in hiring. *International Journal of Selection and Assessment*, 28(1), pp.1-16.
- Kibby, H.V., 2022. *Analyzing Business-Focused Social Networks in Hiring: The Influence of a Job Candidate's Network on a Recruiter's Hiring Recommendation* (Doctoral dissertation, University of South Alabama).
- Rahman, M., Aydin, E., Haffar, M. and Nwagbara, U., 2022. The role of social media in e-recruitment process: empirical evidence from developing countries in social network theory. *Journal of Enterprise Information Management*, 35(6), pp.1697-1718.
- Ruparel, N., Dhir, A., Tandon, A., Kaur, P. and Islam, J.U., 2020. The influence of online professional social media in human resource management: A systematic literature review. *Technology in Society*, 63, p.101335.
- Smythe, S., Grotlüschen, A. and Buddeberg, K., 2021. The automated literacies of e-recruitment and online services. *Studies in the Education of Adults*, 53(1), pp.4-22.
- Talvsto, E., 2024. Role of social media in Finnish international SME recruitment.

Vicente, H.D.D., 2023. *Communicating employer branding in a VUCA context: the Carlsberg Group case* (Doctoral dissertation, Instituto Politécnico de Lisboa, Escola Superior de Comunicação Social).