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

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Introduction

LinkedIn is a social platform that is designed to connect with individuals and companies in a solely professional and work environment, unlike Facebook LinkedIn focuses on the creation and maintenance of a professional network that serves to apply for a job or now facilitating the work for Human Resources staff, and finding the staff they need to fill the vacancies they have available in their companies, LinkedIn helps by facilitating the exchange of knowledge and collaboration between professionals from various industries, when creating our profiles including all our work experiences, our knowledge and our studies will open dimensions of doors to a more successful work world through the connections and knowledge that we will acquire through a simple social network like LinkedIn.

Main Body

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

In recent years, social networks have transformed and facilitated communication. It began with the social networks of Myspace, Hi5 focused on the ease of connecting with your friends who are in other countries and with the purpose of making new friends and of course focused on sharing a bit of personal content.

Over time, these social networks evolved and others emerged such as Twitter (now called X), Instagram and Snapchat, Facebook, which offered more diverse ways of interacting, with the arrival now of TikTok, the focus completely changed because it is easy to make a short video and make it viral, in the pandemic it was one of the most used social networks to clear your head for a moment of all the situations that were being experienced at that time, while LinkedIn was consolidated as the main professional.

Social network, networks also played a crucial role in politics, social mobilization and the dissemination of news, although at the same time they face the challenges of fake news, currently social networks are essential in Digital Marketing and content creation.

Recruitment Methods

Companies can use a variety of methods to recruit candidates, and these can be divided into two broad categories: traditional and modern.

1. Traditional Recruitment Methods

These are methods that have been used for a long time and usually involve more manual and face-to-face processes:

- Newspaper and magazine advertisements: Publishing job openings in the written press is one of the oldest methods of recruitment.

- Job fairs: Companies attend events where they can interact directly with potential candidates.
- Employment agencies: Companies hire specialist agencies that search for candidates on behalf of the company.
- Posters and physical advertisements: Placing job advertisements in public places, such as notice boards, is still common practice in some areas.

Modern recruiting methods

With technological advances, companies have adopted new forms of recruiting that are often more efficient and allow them to reach a wider audience:

- Online job platforms: Websites such as LinkedIn, Indeed, and Glassdoor allow companies to post vacancies and candidates to search for jobs quickly and easily.
- Social media: The use of networks such as LinkedIn, Facebook, Twitter, and other platforms to attract talent is becoming more common.
- Mobile recruiting: Mobile-optimized applications and platforms allow candidates to search and apply for jobs from their phones.
- Artificial Intelligence and Big Data: Companies use algorithms and data analysis to identify and select the most suitable candidates.
- Video interviews: Interviews through platforms such as Zoom or Microsoft Teams are now common, especially in international processes.
- Corporate job portals: Companies may have their own “Careers” section on their website, where candidates can apply directly to vacancies.

Differences between traditional and modern methods

- ❖ Reach: Modern methods allow for a wider and more diverse audience to be reached, while traditional methods are often geographically limited.
- ❖ Speed: Modern methods are often faster, from posting the job to selecting the candidate.
- ❖ Cost: Some modern methods can be cheaper, especially in terms of time and resources, while traditional methods may require a greater investment in physical media.
- ❖ Interactivity: Modern methods allow for greater interaction with candidates, including the ability to filter, sort and contact directly through online platforms.
- ❖ Accessibility: Modern recruitment, being online, is accessible 24 hours a day, which is not possible with traditional methods.

Internal referrals

A common practice in many organizations is to leverage recommendations from current employees to fill vacancies. They suggest people in their inner circle who they consider suitable for available positions, which facilitates the hiring process and increases the chances of selecting well-qualified candidates.

Using LinkedIn and Facebook for recruiting

LinkedIn is an ideal tool for recruiting, as it allows access to an extensive database of professionals with detailed profiles, making it easier to identify candidates who meet the specific requirements of a position. Facebook, on the other hand, allows recruiters to explore both the professional and personal profiles of candidates, offering a more complete view of their suitability for the company culture.

Advantages of using social networks in recruiting

Social networks allow quick and inexpensive access to a large number of candidates, which speeds up the selection process. In addition, they facilitate the evaluation of the online reputation of applicants, providing additional information about their professional and personal behaviour.

Disadvantages of using social media in recruitment

However, the use of social media can lead to bias in selection, as recruiters could be influenced by personal aspects of candidates that are not directly related to their professional skills. In addition, there is a risk of violating candidates' privacy by reviewing personal information that was not intended for employment processes

Conclusion

Using social media such as LinkedIn and Facebook are valuable tools in the hiring process. Leveraging recommendations from current employees ensures the selection of trustworthy candidates, while social media allows for quick and broad access to diverse talent. However, it is important to consider the risks, such as bias and invasion of privacy, that can arise when evaluating candidates on personal platforms. Balancing these factors is essential to achieving effective, fair hiring that is aligned with company values. And also allowing us to expand our minds a little, opening ourselves up to the new opportunities that are presented to us with modern technologies that will make our lives easier, even helping us take it to another level that will increase our knowledge and take us to the next level, which is the job of our dreams.

Referencies

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