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LinkedIn and Facebook impact have in the recruitment of staff

Introduction

It is a fact that both social media platforms are extremely useful in terms of recruitment, for the reason that they are free of charge. Promoting efficient communication, In addition permit that recruiters evaluate candidates through their credentials and their posts. For candidates it offers greater visibility for their experiences and skills, creating new opportunities of career projection. However, social media also has disadvantages, lack of control over the image that the candidate can project, resulting in a wrong perception of the brand, devaluing the reputation of the company or employer. Although social media can be advantageous in recruitment, it is essential strategic and ethical use to minimize risks.

The evolution of social media with advantages and disadvantages

Social media has evolved significantly in recent years, coming out of traditional way to the digital age. A few decades ago the traditional method was the only one known, finding a job was through the newspaper, job vacancies, recruitment agencies, job centres, flyers were accompanied by the employer's number or address. The obligation to commute and pay for a newspaper shows some disadvantages compared to today, according to "THE INTERNATIONAL JOURNAL OF INTERDISCIPLINARY ORGANIZATIONAL STUDIES" (Page 123/124) Digital marketing has become a crucial tool of modern marketing and recruitment for considerable reasons. Initially companies and organizations can access their target audience easily, directly and effectively. Among all the tools, we have: "Search engine optimization or SEO, social media marketing, content marketing, email marketing, displaying advertisements". Digital marketing has also brought a connection between employer and candidate, such as LinkedIn, a free App that makes easier the process of hiring, for example: people can build them profile with the profile picture that gives credibility when it comes to being hired, also being able to upload all your skills and experience, personal details in case of success the employer can get In

contact with the candidate, uploading professional curriculum vitae also known as CV that saves time for the employer and also job preferences.

However, from another perspective, there are some disadvantages that must be considered due to their free access and ease of use, candidates can be victims of spam or even false connections, in some cases, fake recruiters may promise jobs that don't exist, it can cause the time waste, losing a real opportunity for employment or even financial loss.

The exposure of personal data can be one of the biggest problems, The loss control of privacy, can lead to identity theft, scammers may steal personal data like Social Security numbers or banking details, using it for fraudulent activities, opening credit accounts, or selling information.

Searching for jobs online can be very disadvantageous in terms of costs; Facebook and also LinkedIn can provide premium services, which may include things like exclusivity to certain job listings, and this usually requires some payment. Also, subscriptions to continuing career websites and job boards incur monthly or sometimes yearly payments, and also online ads. In all these cases, the services do not guarantee some good job opportunities, wasting time and money.

According to "Recruitment and selection" by Elearn Limited The competition of companies in the recruitment of new employees is not a scientific discovery. "The purpose of selection is to match people to work. It is the most important element in any organisations management of people simply because it is not possible to optimise the effectiveness of human resources, by whatever method, if there is a less than adequate match." **Roberts** (1997).

From the perspective of a company, hiring the wrong person for the position can directly affect all the teamwork built over time, in the motivational part or even productivity, It also costs time and money, depending on the contract made, the company may be detained with the person until their contract ends or if the company chooses to do so, they will have to pay some additional fees for the employee's dismissal, We can also mention the money spent on employment agencies, maximizing more money and time spent due to the unproductivity of the recruiter.

Following this information, recruitment for a company it is extremely important because it is from there where everything begins, A recruitment process is key for success and long-term growth any companies. Recruitment is the process to hire the right candidate at the right time for the right position. It is vital for place performance by emphasizing culture-fit as a part of a robust recruitment strategy, promoting teamwork and employee satisfaction and retention, reducing turnover and costly hiring cycles. Recruitment includes a process that a company should follow which start from a job analysis, job description, person specification, advertising and selection. The process of traditional recruitment is lengthy and costly for companies and because of the rise of technology and Artificial intelligence, companies can now use digital platform such as LinkedIn .

Besides these, effective recruitment increases productivity, right people can join straight into the business and deliver results immediately. solid recruitment will bear sustainable growth, stability, and competitive advantage in the market, and benefit the organization and workplace.

Conclusion

In summary this report conclude the main idea of social media and the impact of social media on recruitment and selection process to hire the right candidate. The report also focus on the advantage and disadvantage of social media . However with the rise of technology from traditional to digital era where the traditional means of recruitment started by word of mouth and later evoluted through newspaper, email and banners and now move to digital which is the use of computers to facilitate the process and being more cost effective.

Reference

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