

MODULE NAME: DIGITAL SKILLS

MODULE CODE: LCLM 4002

STUDENT'S NAME: Youcef islam nakib

STUDENT'S ID: 2320156

GROUP:

LECTURER'S NAME: KOUSHIK MODA

UNIVERSITY OF WALES TRINITY SAINT DAVID (LONDON CAMPUS)

	Page
1- Introduction	2
2- The Role of LinkedIn in Staff Recruitment	3
3- The Facebook-Part in the Community Development	3
4- LinkedIn and Facebook Compares	3
5- Challenges and Limitations	4
6- Conclusion	4
7- Refreneces	5

Introduction

With the rise of social media platforms such as Facebook, LinkedIn, etc. the ways in which organizations recruit staff have gone through major changes in the last few years. This report investigates the role of this type of social media tools in the staff recruitment process. Social media involves online portals and websites, it is where people are capable of interacting and communicating.

Social channels such as LinkedIn and Facebook have totally revolutionalized modern day job search process in this century. The report explains how these platforms now affect how staff are recruited. Social Media defines any online platform where people interact and share their views. LinkedIn is a professional networking site that serves mainly job browsing and business contacts, while Facebook serves as a general social networking platform with versatile functionalities like job postings and networking. Social media platforms also, nevertheless have their corresponding setbacks.

share content. LinkedIn is a professional networking site for jobseeking and business relations among friends as compared to Facebook that is a general social networking site with a wide range of uses including job postings and networking functions. On the bright side, social media offers numerous benefits, but on the dark side it is accompanied by the disadvantages it poses.

The Role of LinkedIn in Staff Recruitment

LinkedIn offers various tools and features specifically designed for recruitment purposes. Users can create professional profiles highlighting their skills and experiences. Companies can utilize LinkedIn to post job openings, targeting specific demographics and industries. Additionally, **LinkedIn provides networking opportunities, allowing recruiters to connect with potential candidates and leverage referrals.** The platform also offers recruiter tools and analytics to streamline the recruitment process.

The Facebook-Part in the Community Development

Actually, college graduates use FB, not majorly as a professional networking platform, but they like FB as a recruitment tool in the last days. Employers can set up special pages to discuss about their culture, and job openings. Facebook's precise targeting tool gives the employers a chance to direct their ads to prepared age range, profiles and action users. Besides, practical activities such as employee referrals and word-of-mouth marketing are one of the contributions from the Facebook as the main source.

LinkedIn and Facebook Compares.

LinkedIn and Facebook are diversity and necessitating purposes of staff recruitment for different user groups. **Social media platforms such as LinkedIn are known to focus more on professional networking and job search, thus they could be applied to identify those with particular skills and experiences.** Facebook features the potential of attracting a more vast audience and is better for causing interest in passive candidates and visibility of the brand as an organization. However, success of an online platform in recruitment is dependent on elements such as the sector of the economy, the nature of the job position, etc.

Challenges and Limitations

However, the staff recruitment process has problems on social media platforms compared to the benefits it offers. Personal data and information security are the main concerns of privacy where the individual information being accessed unethically is a big issue now-a-days. Furthermore, there exists the [risk that recruiters might become overwhelmed by the big amount of information they have to look through on these portals](#). The existence of discriminatory and prejudicial recruitment practices are also risk, which might happen because of the use of algorithms and targeting tools without awareness of favoring some groups.

Conclusion

Eventually, social media platforms, e.g., LinkedIn and Facebook are the main tools for staff recruitment which offer differentiated benefits like targeted advertising, networking , and cost-effectiveness. Simultaneously, they may result in some obstacles, namely privacy issues and information overload. Through using the strengths of each platform rather than focusing on the limitations, the organizations can recruit strategies in the digital era as well as the can optimize them.

4

5

6

7

8

9

10

11

12

13

14

References

<https://www.theguardian.com/technology/2022/mar/13/linkedin-gen-z-social-media-revival>

<https://business.linkedin.com/talent-solutions/cx/22/01/uki-recruiter-demo->

<https://www.linkedin.com/pulse/how-linkedin-evolved-from-professional-networking-platform->

<https://journals.sagepub.com>