

TASK 3

Table of Contents

<i>The role that social media tools such as LinkedIn and Facebook</i>	2
<i>Making your business more visible and reaching more people</i>	2
<i>Communicating and getting people involved more easily</i>	2
<i>Targeting Certain Groups of Talent</i>	2
<i>Dealing with problems and moral issues</i>	<i>Error! Bookmark not defined.</i>
<i>Conclusion</i>	3
<i>References</i>	4

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Task 3 : the role that social media tools such as LinkedIn and Facebook

The role that social media tools such as LinkedIn and Facebook

A lot of people today hire people using tools that are based on social media. Companies are using more and more platforms, like LinkedIn, Facebook, Instagram, Twitter, and even TikTok, to find, interact with, and hire strong candidates. These platforms are very popular, which makes them great for reaching a wider range of people and speeding up the hiring process. This is why jobs are moving online. (vogal morga (2018))

Making your business more visible and reaching more people

Thanks to social media, businesses can tell a huge range of people about work openings. Instead of using job boards or private postings like most standard methods of hiring, social media makes it easy to share roles with many people quickly. Companies can post jobs on professional networking sites like LinkedIn, and people who are interested can apply directly or show interest. Advertisements on sites like Facebook and Instagram can also help companies reach people in certain groups and industries, making job openings more visible. (Xiayu CHEN,)For companies to get the best employees, they need to have a good business brand. By posting interesting material on social media, businesses can show off their culture, beliefs, and work environment. Photographs from behind the scenes, employee reviews, and news of business successes can be shared on social media sites like Instagram and Facebook. You can get a sense of the company's beliefs and decide if they match up with those of possible employees this way. Companies can become highly sought-after places to work by keeping a lively and happy online profile. (Xiayu CHEN, ())

Communicating and getting people involved more easily

For quick and easy ways to talk to possible candidates, social media tools are great. Comments, direct messages, and professional groups are all ways for recruiters to connect with job hunters and build relationships long before a job opening comes up. When managers use platforms like LinkedIn, they can reach out to idle people who are open to new chances but may not be actively looking for a job. By being more specific, this method makes it easier to find and connect top candidates. (Chung, T. S. H. & Chen, J. 2020.). By using social media to hire people, you can often save money compared to more traditional ways. Sometimes it costs a lot to post jobs on the big job boards, but it's usually cheap or free to share work openings on social media. Most of the time, paid ads on social media sites are also less expensive than normal ads. You can also track participation data on social media, like views, shares, and clicks, which gives employers useful information about how well their recruitment efforts are working. (tan ron (2021))

Targeting Certain Groups of Talent

Targeting people with specific skills, places, and work experiences is easy on social media sites. To make it easier to find the right person for specific jobs, LinkedIn lets managers sort prospects by skills, fields, and job titles. Employers can reach out to specific groups of people who might be

interested in working for them on social media sites like Twitter and Facebook by using hashtags and groups. That being said, there are some problems with hiring people through social media. A lot of people are worried about bias and privacy. A candidate's social media image could make recruiters form an opinion about them without even realising it, which could be biased. Some people are also worried about what reading personal material means in terms of ethics. It is important for employers to follow privacy rules when they use social media and make sure that the hiring process is fair and clear.

Social networking sites like Facebook and LinkedIn have changed a lot over the years to become powerful tools for hiring. Because of their growth, hiring has become easier, more people have been drawn to them, and job applicants are more interested in the job. LinkedIn began in 2003 as a way for professionals to meet with each other. Since then, it has grown to become the biggest business platform in the world, with about 900 million users. (R. H. & Qian, S. 2016.) In the past, LinkedIn was only a place for professionals to make accounts and connect with each other. Now, it has many features for recruiters, such as advanced search options, job openings, and candidate suggestions. Tools like LinkedIn Recruiter let hiring managers get in touch with prospects who aren't actively looking for work. Companies can also build strong job names and find qualified people with the help of professional groups, skill awards, and content sharing on LinkedIn. (Miao, C., Humphrey)

Since 2004, Facebook has also become an important way to hire people, with over 3 billion users. At first, Facebook wasn't meant to be used for business. But in 2017, (vogal morgia 2018) Facebook Jobs was added, making it easy for businesses to post job openings right on their pages. Companies may be able to find the right candidates by tailoring job ads to people based on their location, hobbies, and demographics. Recruiters can find specific skill pools on Facebook through groups related to businesses or jobs. This is because most platforms offer video chats, live streams, and AI-powered ideas to keep students up to date with job openings. This makes the hiring process easier and faster. Because of these changes, LinkedIn and Facebook are now important parts of modern job processes.

Conclusion

By making it easier for people to connect with companies, social media tools have changed how businesses hire people by increasing their reach and satisfaction. Comparing these platforms to more standard ways of hiring people, they are more efficient and cost-effective ways to connect with possible candidates. Recruiters must, however, keep social issues in mind and do their best to hire people fairly. An increasingly digital world makes it important for businesses to use social media carefully in order to stay competitive and hire the best people. LinkedIn has done amazing job in creating many job opportunity for a lot of students and skilled works and it currently developing in getting people to be skill employees.

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