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Module Code: LCLM4002_LON

Module: Digital skills

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Introduction

The rise of social media has fundamentally changed various industries, and recruitment is no exception. Social media platforms such as LinkedIn and Facebook have become key tools for employers seeking to recruit new talent. Traditional recruitment methods, such as newspaper ads or recruitment agencies, are still in use but have been gradually overshadowed by the powerful capabilities offered by these platforms. In my report I will explore the role that social media tools like LinkedIn and Facebook play in recruitment, discussing their impact, benefits, challenges, and how they have transformed the hiring process. “Active participation, that is, posting updates or writing contributions in groups (in the case of LinkedIn and Facebook), can also increase the informational benefits people receive.” (Deloitte, 2015)

LinkedIn in Recruitment

LinkedIn, launched in 2003, is a professional networking site that allows users to create a detailed online resume and interact with other professionals within their industry. For employers, LinkedIn is a powerful tool for recruiting staff because it allows them to search for candidates based on specific qualifications, skills, and experience. Employers can filter potential candidates by industry, location, experience level, and even mutual connections. LinkedIn’s job section is widely used by companies to post open positions and attract applicants who match the role’s criteria.

A major benefit of LinkedIn for recruitment is that it enables recruiters to actively search for candidates rather than waiting for applications to come in. This is especially useful for roles that require niche skills or hard to find talent. However, LinkedIn allows employers to review candidates’ professional backgrounds, recommendations from colleagues, and endorsements for specific skills, which adds an additional layer of insight into a candidate’s qualifications beyond the resume.

Additionally, LinkedIn offers various tools for companies to brand themselves and showcase their workplace culture. Companies can share updates, employee success stories, and other content that highlights their values, making it easier to attract candidates who fit their company culture. For job seekers, LinkedIn also offers the opportunity to display their skills and achievements, making it a mutually beneficial platform.

Facebook in Recruitment

Facebook is one of my personal favourites and primarily known as a social platform for connecting with friends and family, it also plays a role in the recruitment process, in a more informal way compared to LinkedIn. Facebook allows companies to create business pages

where they can post job openings, engage with followers, and promote their brand. The wide range of Facebook groups focused on specific industries, job types, and geographical locations also provides an opportunity for job seekers to find job listings and for employers to promote vacancies to a targeted audience.

Facebook's value in recruitment is primarily through its ability to leverage its massive user base and various community groups. Companies can create posts or advertisements that reach a vast audience, and the platform's algorithm ensures that these posts are targeted to users who may be interested in the job. This makes Facebook a cost-effective recruitment tool, as businesses can advertise their open positions with a high level of precision.

Facebook also enables employers to engage with potential candidates in a way that LinkedIn does not. Because of the more informal nature of Facebook, candidates may feel more comfortable engaging with a company or sharing feedback on a job posting. It also allows employers to build brand awareness and community engagement, two critical components of modern recruitment strategies. "With over 800 million active users, Facebook is changing the way hundreds of millions of people relate to one another and share information." (Marmot et al., 2012)

Benefits of Social Media in Recruitment

Social media tools like LinkedIn and Facebook offer several benefits in recruitment. First, they provide a wider reach, allowing companies to connect with a global talent pool, which is particularly advantageous for filling roles that require specialized skills. Social media platforms also enable cost-effective recruitment since advertising jobs on these platforms is often cheaper than traditional methods like print ads or recruitment agencies. Additionally, targeted advertising on social media ensures that job posts are seen by relevant candidates, improving the quality of applicants. Social media encourages engagement between recruiters and potential candidates, fostering a more interactive hiring process. Lastly, platforms like LinkedIn help build a strong employer brand, attracting candidates who align with the company's values, which can lead to better job fits and long-term employee satisfaction. "Social media yielded a higher enrolment rate (37%; n = 54/146) compared with hospital-based recruitment (7%; n = 21/289) and required fewer study resources." (González, van de Weijer and Rodríguez, 2019)

Challenges of Social Media in Recruitment

"Employers use social media to search for and connect with prospective employees. However, they face some challenges when they use social media for recruitment purposes. To enable employers to overcome these challenges, a systematic review was adopted to identify barriers for the use of social media by recruiters." (Pérez-Moreno et al., 2020). While social media offers numerous benefits in recruitment, one major issue is privacy concerns. Social media profiles often contain personal information that may not be relevant to the hiring process, leading to potential ethical dilemmas. Additionally, employers may face an overreliance on online

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presence, which can exclude qualified candidates who don't maintain a strong social media profile. Another challenge is the risk of bias, as candidate's personal posts or activities on social platforms can inadvertently influence hiring decisions. Lastly, the vast amount of information available can lead to data overload, making it difficult for recruiters to sift through large volumes of applications or profiles effectively.

Conclusion

In conclusion, social media platforms like LinkedIn and Facebook have become essential tools in the recruitment process. They offer significant benefits, such as reaching a larger audience, being cost-effective, and increasing candidate interaction, which makes hiring more efficient and effective. However, employers need to be mindful of challenges like privacy concerns and the possibility of bias. By adopting best practices and using social media wisely, companies can better identify the right candidates and build diverse, strong teams. As digital platforms continue to grow, the role of social media in recruitment will only expand. Moving forward, I plan to use these platforms to help grow my business by reaching a wider audience, attracting talent, and building a strong, engaged community.

Reference

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