

SOCIAL MEDIA RECRUITMENT

Prepared by:

Monika Thapa | 478546

Anemilia Sobalvarro | 483089

Leonard Boshnjaku | 466310

Mathilde Guitard | 503295

Prasanna Rajbhandari |
490994

Professor:

Dipl.-Ing. Johannes Göllner

CONTENT

- Introduction to Recruitment
- Evolution of Recruitment
- Social Media for Recruitment
- Social Media: Facebook and LinkedIn
- Benefits of Social Media Recruitment
- Conclusion

What is Recruitment?

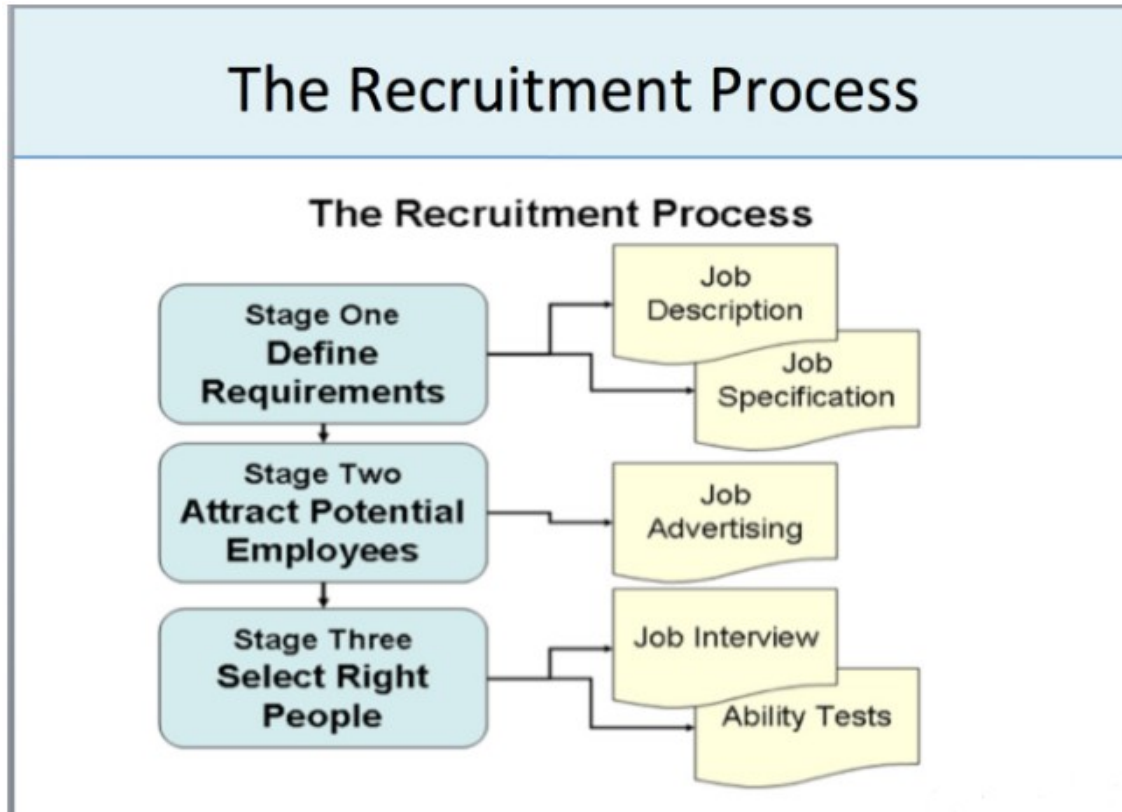


Figure: The Recruitment Process ([tutor2u, 2020](#))

- ▶ Recruitment refers to the overall process of attracting, shortlisting, selecting and appointing suitable candidates for jobs (either permanent or temporary) within an organization (“Recruitment,” 2020)
- ▶ Ideal Stages of Recruitment
 - ▶ Stage 1
 - ▶ Stage 2
 - ▶ Stage 3

Evolution of Recruitment

Evolution of the Modern Recruiter

Head Hunter Habilis 1940s-1970s



Tools

Rolodexes, typewriters, name generators, newspapers & trade journals

Activities

Post print job ads, collect paper resumes, hoard business cards, cold call for name generation

Recruiter Erectus 1980s-1990s



Tools

In-person career fairs, desktop computers, online job boards, resume databases, applicant tracking systems (ATSs)

Activities

Pursue active candidates, fill job requisitions

Social Recruiting Sapien 2000s-Present



Tools

Mobile devices, social professional networks, online job boards, referrals, company career websites, internal hires

Activities

Source passive candidates, build employer brand strategy, network for referrals, uncover candidate pools, build talent pipelines, advise hiring managers by sharing data

▶ History of Recruitment

- ▶ Recruitment until 1980s
- ▶ Recruitment from 1980s to 1990s
- ▶ Recruitment after 2000s

To evolve your own career, check out [The Savvy Recruiter's Career Guide](#)

<https://lnkd.in/recruitercareers>

 Talent Solutions

Recruitment on Social Media

IMPORTANCE OF SOCIAL MEDIA IN HIRING



48%

of candidates believe their social media presence is important or very important to potential employers.

35%

of employers formally evaluate candidates' social media profiles, or are considering it.

39%

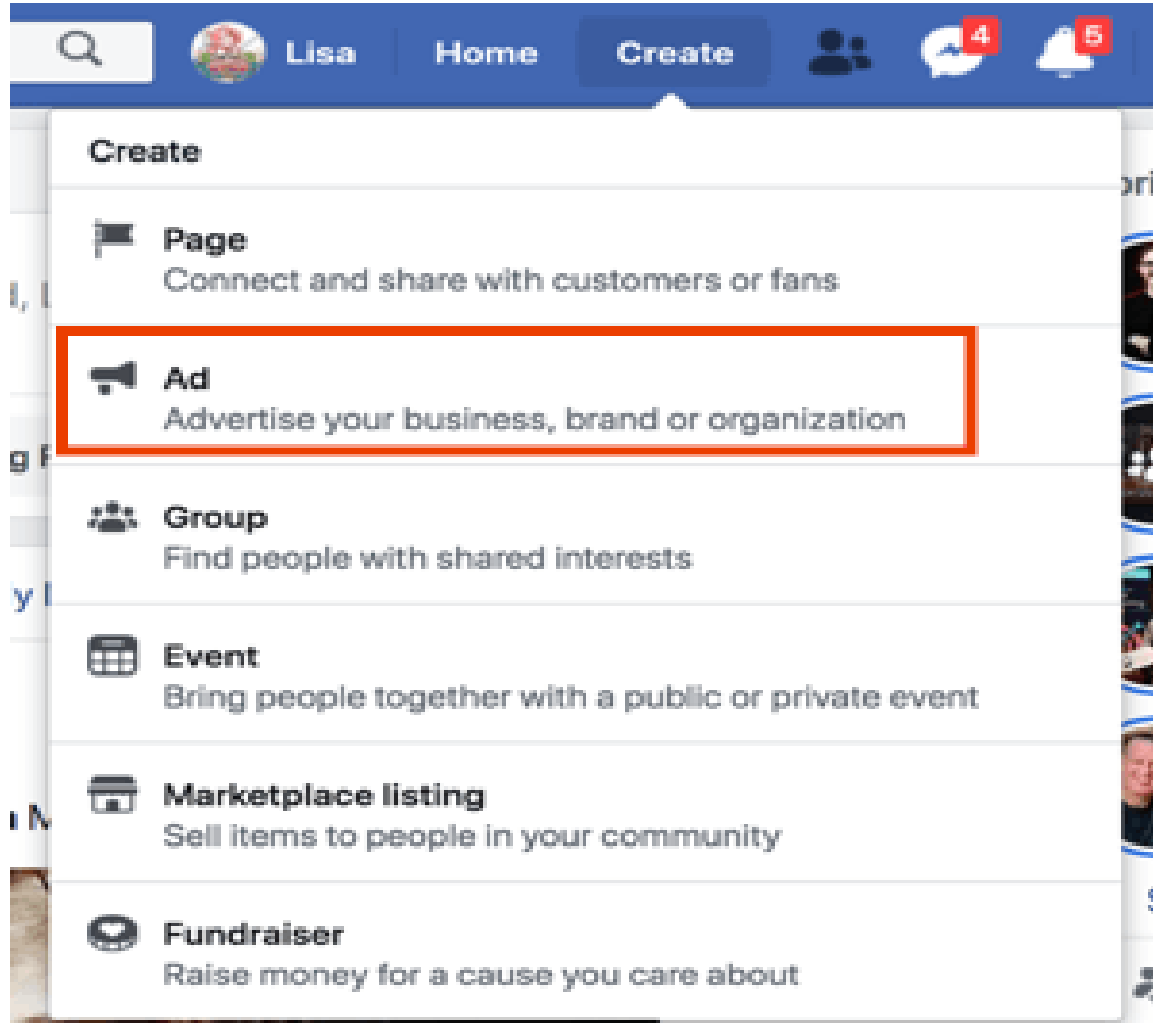
of hiring managers say questionable content or behavior is the No. 1 thing they look for.

Source: 2018 MRINetwork Reputation Management Study

- ▶ Why Social Media?
- ▶ Importance of Social Media
- ▶ Importance of Social Media for Fortune 500 Companies

Source: MRINetwork Reputation Management Study 2018 <https://www.mrinetwork.com/articles/industry-articles/how-important-is-social-media-in-the-hiring->

Social Media: Facebook



- ▶ Introduction to Facebook
- ▶ Timeline of Facebook
- ▶ Advertisements on Facebook
- ▶ Why Facebook?

Social Media: LinkedIn

LinkedIn



- ▶ Introduction to LinkedIn
- ▶ Why LinkedIn?

Source: Potter, J., 2020. *Welcome To Events – A New LinkedIn Feature*. [online] Business2Community.

Benefits of Social Media and Conclusion



- ▶ Time Saver
- ▶ Cost Effective
- ▶ Extend Candidate Search
- ▶ Employer Brand

Source: Dare2Compete. 2020. *Campus Recruitment Process: Here's Everything You Need To Know* - Dare2compete. [online]