



The Use of Social Media within the Recruitment and Selection Process

Susana Guedes

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Bachelor Thesis from the year 2015 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 2:1, London Metropolitan University, course: BA Hons Business Management, language: English, abstract: Social media, in addition to allowing people to be able to connect and communicate socially with each other, has allowed employees and employers to connect for business purposes. The following research presents an analysis on the use of social media with recruitment and selection from two different perspectives. One through a sample of 40 participants, which are either current employees or current candidates looking for work, by filling out a 10 item questionnaire. Another was through semi-structured interviews that were used to get insight from interviewing two employers from within the Human Resources and Marketing department of different organisations. Results revealed that the questionnaire participants felt that even though that certain social media networks can be beneficial, it can have its considerable disadvantages. Meanwhile, the interviewees felt that social media is a valuable supplement, while online recruiting is basically the nature of modern recruiting, even when it might not be used for all types of jobs and may not always make candidates seem as they are on their online persona.

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