New report uncovers true impact of social media on recruitment

A major study has been conducted by Nigel Wright Recruitment to uncover exactly how social media has transformed the world of work and jobs – and assess how it is likely to shape the future of recruitment.

With the rise of online empires such as Facebook, Twitter and Linkedin showing no sign of slowing, social media sites are increasingly impinging on the way employers select talent and individuals navigate the job market.

However, despite the global phenomenon of social media hiring and firing, traditional recruitment methods are unlikely to be replaced by social media tools, according to The Impact of Social Media on Recruitment report.

Meanwhile, the study also highlighted some of the negative fallout that the social media phenomenon has had on the recruitment industry, alongside its largely positive impact. Senior Manager Sue Ormerod said:

"Having an intimate knowledge of someone's capabilities or knowing who the best person for the role is can only be gained through personal knowledge of an individual and of a particular sector.

"You can't simply rely on who may or may not have an online profile and also that the information contained on it is true."

According to figures cited in the report, more than half of all UK job seekers use social media sites in their job search, including 18% on Facebook and 31% on Linkedin. On the other side of the interview table, 83% of employers were using or planning to use social networks for hiring in 2010, with 46% planning to spend more on social recruiting.

For all the benefits of using social media tools in recruitment – such as its cost-effectiveness and speed – the Nigel Wright paper warns that diversity could be compromised when using sites such as Linkedin to cherry-pick top talent. Recent studies have found that as many as 83% of Linkedin users are Caucasian – which could have an obvious impact on diversity when using that website exclusively during a round of recruitment.

You can download the full report by clicking here.