Peer response 1(Respond to peer must be 150 words and include a scholarly reference)

Internet technology has significantly overhauled employee recruitment and selection processes. For instance, corporations have shifted from posting job advertisements in conventional newspapers to sourcing employees from online platforms such as social media, blogs, and career homepage. In this case, Facebook and companies’ website present the following benefits and shortcomings in sourcing prospective workforces.

**Social Media: Facebook**

Facebook has myriad benefits in the selection and recruitment process. According to Villeda et al. (2019), this channel curtails time and cost of hiring, facilitates access to younger generations, attracts passive job candidates, upsurges reach to multitudes of potential applicants, and provides corporations with crucial indicators to forecast employees' future performance. For instance, Facebook ads are cheaper than the conventional newspaper advertisement. Additionally, companies can entice competent prospective candidates who were not actively searching for an employment opportunity to consider applying for the job. Simultaneously, this social media network bolsters brand awareness and visibility by reaching millions of internet users from all age cohorts. What is more, Facebook allows employers to screen applicants through their social media profile, scrutinize their background, analyze their interests, and determine person-job-fit qualifications. Thus, these merits have buttressed the lucrativeness of using social media to recruit and select potential staff.

Despite the pros, Facebook has the following shortcomings in the recruitment and selection processes. This platform instigates information validity and reliability concerns as well as privacy and legal issues during the hiring process (Landers & Schmidt, 2016). For example, Facebook users could fabricate their identity by opening accounts with fake profiles. Simultaneously, the Facebook feature of tagging people contaminates job applicant profiles, causing employers to develop a false impression about the candidates. This notion implies that individuals' data displayed on Facebook pages adversely affects information validity and the accuracy of predictive models created to forecast job performance. Additionally, the undue influence of reaching recruitment decisions based on applicants' profile information such as race, religion, national origin, or skin color could underlie legal sanctions. Besides, potential job applicants perceive screening of their social media profiles as an infringement of privacy rights. Therefore, the employment of Facebook in the recruitment and selection process has both pros and cons that employers must consider when sourcing workers.

**Company's Website**

Recruitment and selection processes through the company's website have the following advantages. Sabha (2018) affirms that corporate websites are cost-effective, foster clear communication, hasten appointment time, improve compliance, and standardize sourcing activities. Unlike newspaper and magazine advertisements that are costly, posting job positions on a corporation's website is free. Additionally, automated application procedures streamline communication by providing immediate feedback concerning candidates' qualifications for the job position. Moreover, standardization of the recruitment and selection process allows candidates to follow a uniform format when applying for the work to ease information comparison. In this case, recruiters can objectively scrutinize the candidates and compile a shortlist while complying with the regulatory employment policies. Lastly, organizations' website accelerates the recruitment and selection process by automatically discharging unqualified candidates and creating a shortlist within the shortest possible time. Therefore, the company's website optimizes the staff sourcing process and ensure the recruitment and selection of competent applicants within minutes.

E-recruitment and selection through corporations' websites have the following drawbacks. These challenges relate to the quantity and quality of job applicants, computer savviness, and duplication of online curriculum vitae that preempt the appointment of qualified candidates (Okolie & Irabor, 2017). For instance, job applicants lacking fundamental computer skills fill in information about their qualifications, name, and residential places erroneously. Moreover, individuals can easily replicate online resumes, leading to the dismissal of real candidates and the appointment of sham applicants. Furthermore, employers complain of attracting multitudes of unqualified job candidates when sourcing staff through their homepage. Therefore, these hitches plummet the efficacy and reliance of online recruitment and selection processes.

References

Landers, R. N., & Schmidt, G. B. (2016). Social media in employee selection and recruitment:     An overview. Social Media in Employee Selection and Recruitment, 3-11.       [https://doi.org/10.1007/978-3-319-29989-1\_1 (Links to an external site.)](https://doi.org/10.1007/978-3-319-29989-1_1).