## AC2.4 Assess the strengths and weaknesses of different methods of recruitment and selection to build effective workforces.

Recruitment Methods:

* Social Media:

Social media as recruitment tool is a very powerful one because of its reachability because they have a huge base of users which make them reachable for a high number of potential candidates. It also helps with better employer brand awareness (Chesser, 2022). However, it might create a room for passive candidates to apply for the job (Reworking, n.d.) which makes selection process cumbersome.

* Advertising:

Job advertising is a more targeted tool so that the ads target certain category of audience. It is more likely than not that the audience would be active candidates which will reduce time to fill (Cardenas, 2022). Nevertheless, effective job advertisement would be a budgetary constraint.

Therefore, the best strategy is to mix and match different recruitment methods.

Selection Methods:

* Interviews:

Job interview is one of the most known and useful selection methods out there. It enables the interviewer to evaluate the social and communicative skills of the applicant. It also enables interviewers to know the candidate well and if they are the best fit. Despite that, interviews are prone to cognitive biases (e.g., halo effect, stereotyping, etc.) and discrimination.

* Job references:

Job reference enables employer to verify the candidate’s experience and skills in action in previous places they worked with. Candidates, however, may not provide references that would give authentic feedback about them; they would not mention negatives about them (Rocket, 2023)