

How can Social Recruiting be used to Attract Talent to Travel and Tourism?



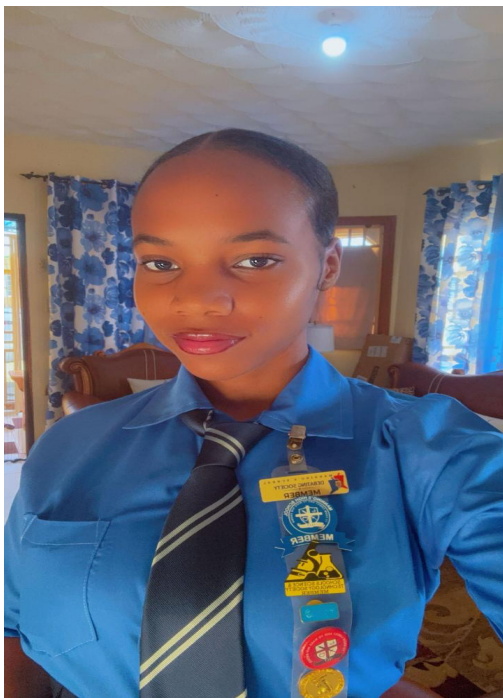
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Authors

The Manning's School has stemmed multiple exemplary students leader. two of which are Brushena Gokhul and El-Murie Noble. Two 6th form science students with a passion for tourism and a determination to change how tourism is viewed in Jamaica.



As an active member of the Tourism Action Club, I embarked on this study with a keen interest in highlighting Jamaica's tourism industry and examining how modern social recruiting strategies can effectively attract talent. The objective of this research is to demonstrate how more modern strategies can be more successful in recruiting interested individuals compared to traditional marketing and recruiting methods. This study aims to develop a targeted social media campaign to draw talent into the travel and tourism sector. The case study provides a comprehensive overview of how we successfully achieved this. Ultimately, the findings of this research have the potential to influence recruitment practices and contribute to the growth of Jamaica's tourism workforce.



I am El-Murie Noble, a 6th form Science student of the Manning's School located in Savanna la mar Westmoreland, serving as the President for the Tourism Action Club. In the future, I intend to pursue a career path as an Oncologist. As the president of the Tourism Action Club, I have taken on this study with utmost interest because I want to shed light on the Jamaican tourism industry and how more talent can be recruited using more modern and social strategies as well as to show that jobs in tourism can be just as beneficial for employment as the island's conventional jobs. The goal of this research is to create a social media campaign to attract talent to the travel and tourism industry. This case study outlines the steps we took to achieve that goal.

Research Topic

An investigation into how Social Recruiting and Campaigns can be used to attract talent to travel and tourism. This study explores modern methods to attract talent to the tourism industry through social recruiting.

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Rationale

Jamaica's tourism industry plays a pivotal role in the country's economy, contributing significantly to GDP and providing employment opportunities for thousands of people. As the industry continues to grow, so does the need for a skilled and dynamic workforce to sustain its expansion. However, despite the sector's potential, attracting top talent remains a challenge due to outdated recruiting methods. Traditional approaches often fail to connect with a new generation of workers who are more digitally inclined, resulting in missed opportunities to engage the best candidates for various roles within the tourism and travel sector.

This research aims to explore how social recruiting—a modern recruitment strategy that leverages social media platforms and online networks—can be utilized to attract skilled talent to Jamaica's travel and tourism industry. By examining the effectiveness of social recruiting, the study seeks to address the current gaps in recruitment practices, offering innovative solutions to modernize the hiring process and ensure the industry remains competitive in both the local and global markets.

Through this study, the researcher aims to contribute valuable insights that could transform how talent is sourced for Jamaica's tourism sector. By analyzing the potential of social recruiting methods—such as the use of platforms like LinkedIn, Facebook, Instagram, and industry-specific online networks—the research seeks to demonstrate how these tools can not only broaden the talent pool but also target more qualified and diverse candidates. This shift in recruiting strategy could help tourism businesses attract tech-savvy, innovative individuals who may not otherwise be reached through traditional recruitment channels.

Ultimately, the adoption of social recruiting could lead to higher employment rates by connecting businesses with the right talent for both entry-level and specialized roles. This could result in improved service delivery, enhanced guest experiences, and overall growth for Jamaica's tourism sector, solidifying the country's position as a competitive destination in the global tourism market.

Introduction

According to the United Nations World Tourism Organization (UNWTO, n.d.), tourism is a social, cultural, and economic phenomenon that involves the movement of people to countries or regions outside their usual environment for personal, business, professional, or religious purposes, typically for a limited time. Jamaica's tourism industry began in the latter half of the nineteenth century and has since become one of the key drivers of the nation's economic development.

Today, Jamaica's tourism sector is the largest foreign exchange earner, a major contributor to the GDP, one of the fastest-growing industries, and the second-largest employer in the country (Encyclopaedia of World Geography, n.d.). According to the article "Jamaica's Tourism Sector is Resilient" (September 2022), the industry directly employs 175,000 people and generates indirect employment for another 354,000 Jamaicans. It also supports 15.0% of construction, 10.0% of banking and finance, 20.0% of manufacturing, and 21.0% of utilities, agriculture, and fisheries. Over the past 30 years, the sector has grown by 36.0%, compared to a total economic growth rate of 10.0%.

Despite this stable workforce, the sustainability of Jamaica's tourism industry is under threat due to the promotion of more traditional career paths and a lack of enthusiasm for tourism jobs among younger generations. However, positioning tourism as a more traditional career option in Jamaica could have numerous positive effects on both the economy and culture. Traditional careers in Jamaica, such as those in agriculture and craftsmanship, are deeply embedded in the nation's history. By integrating tourism into this framework, Jamaica can generate sustainable economic opportunities while preserving its cultural heritage.

This approach not only helps to sustain the economy but also aligns with the principles of sustainable tourism, benefiting local communities and the environment, while offering tourists authentic and memorable experiences. Building a more resilient workforce by promoting tourism is not only advantageous but also critical for Jamaica's sustainable development. Several compelling reasons underline the importance of giving tourism greater prominence and support, especially through the use of social recruiting in the sector:

1. **Attracting a Wider Talent Pool:** Social recruiting enables tourism businesses to reach a more diverse and geographically dispersed pool of candidates. Platforms like LinkedIn, Instagram, and Facebook allow companies to promote job opportunities directly to candidates who may not be actively seeking employment but are ideal for roles in tourism. By broadening the reach through social media, Jamaica's tourism industry can attract fresh talent, including younger and tech-savvy individuals who might not consider traditional job-seeking avenues.
2. **Engaging the Younger Workforce:** Social recruiting is especially effective in engaging younger generations who spend a significant amount of time on social media. This demographic often seeks out dynamic, flexible job opportunities, and tourism offers precisely that—experiences that combine cultural, personal, and career growth. By promoting tourism careers through social channels, the industry can spark interest among young people, encouraging them to pursue careers in this sector rather than in more traditional fields.
3. **Cost-Effective Recruitment:** Traditional recruitment methods, such as newspaper ads and job fairs, can be costly and inefficient, especially for an industry as expansive as tourism. Social recruiting allows businesses to reduce recruitment costs by using more targeted, digital campaigns. Companies can post job listings directly to social media at little to no cost and target specific demographics, such as candidates with customer service or hospitality experience, ensuring more relevant and qualified applicants.
4. **Strengthening Employer Branding:** Social recruiting allows tourism companies to build a strong employer brand by sharing their values, work culture, and unique selling points on platforms where potential employees are already active. This creates a more engaging and authentic connection with candidates, helping to present tourism careers as attractive, fulfilling, and aligned with personal values, such as sustainability and cultural appreciation, which are important to modern workers.
5. **Real-Time Interaction and Faster Hiring Processes:** Social media enables real-time interaction between employers and job seekers. Tourism companies can respond quickly to inquiries, set up interviews, and engage potential employees more efficiently than through traditional methods. This speed is crucial in a fast-paced industry like tourism, where seasonal demand and quick staffing adjustments are often necessary.

Aims and Objectives of Study

- To develop a social media campaign that demonstrates how social recruiting can effectively attract talent to the travel and tourism industry.
- To identify the problems with traditional recruiting methods in Jamaica's tourism sector and see how social recruiting can solve them.
- To analyze the effectiveness of different social media platforms in reaching potential candidates for tourism-related jobs.
- To assess the long-term benefits of social recruiting for building a skilled workforce in Jamaica's tourism industry.

Delimitations and Limitations

Certainly, conducting a study on tourism and social Recruiting in Jamaica, with the goal of promoting tourism using modern strategies is a worthwhile endeavor. However, like any research project, there are inherent limitations that researchers must consider to ensure the study's validity and relevance.

- **Limited Access to Data:** Obtaining comprehensive data on the effectiveness of social recruiting strategies in the tourism sector may be challenging due to privacy concerns and the lack of publicly available information from companies.
- **Rapidly Evolving Technology:** The landscape of social media and recruiting is constantly changing. Keeping up with the latest trends and tools can be difficult, and strategies that are effective today may not be relevant in the near future.
- **Limited Scope of Study:** If the project focuses primarily on a specific region or demographic within Jamaica, the findings may not be generalizable to the entire tourism sector or to other countries.
- **Time Constraints:** Conducting a thorough analysis of social recruiting practices and their impact may require more time than anticipated, especially if it involves collecting data from various sources and stakeholders.

Delimitations ensure that the research remains manageable and feasible within the available time, resources, and expertise. They also help researchers maintain clarity and precision in their research objectives, preventing the study from becoming overly broad or unfocused.

- **Social Media Platforms:** The study will examine only a select number of social media platforms (e.g., LinkedIn, Facebook, and Instagram) rather than all available platforms, to keep the research focused and manageable.
- **Recruiting Strategies:** The research will specifically analyse social recruiting strategies, excluding traditional recruitment methods to maintain clarity in objectives and avoid conflating different approaches.
- **Exclusion of Other Factors:** The study will not explore external factors such as economic fluctuations or global tourism trends, focusing instead on the internal dynamics of social recruiting within the Jamaican tourism context.

Challenges Encountered in Hiring within the Tourism Industry

Although tourism is a significant driver of Jamaica's economy and serves as the island's largest source of foreign exchange, the hiring process within this vital sector is not without its challenges. Many of these difficulties stem from outdated recruitment methods that fail to attract the skilled and diverse workforce needed to sustain growth in the industry. As the tourism landscape evolves, it becomes increasingly crucial to identify and address these hiring challenges to ensure that businesses can meet the demands of an ever-changing market.

Some of the key challenges faced in the hiring process in Jamaica's tourism industry include:

- **Outdated Recruitment Practices:** Traditional hiring methods, such as newspaper advertisements and in-person job fairs, may not effectively reach younger, tech-savvy candidates who predominantly use online platforms for job searches.
- **Lack of Engagement with Younger Generations:** The tourism industry often struggles to engage younger workers due to a lack of engaging or “trendy” advertising that may appeal more to their generation.
- **Slow Hiring Processes:** Lengthy hiring timelines associated with traditional recruitment can lead to losing top candidates to other industries that are quicker to respond and make offers. Which is why using social media platforms may be beneficial due to the fact that the employer is able to communicate with interested individuals in real time.
- **Inadequate Employer Branding:** Traditional methods may not effectively communicate the employer's brand, values, and culture, making it difficult to attract candidates who align with the organization's mission, while, social media platforms are able to do exactly that in a more engaging way than the newspaper or local news could.

What is Social Recruiting?

Social recruiting is the process of utilizing social media platforms and online networks to attract, engage, and hire talent for job openings within an organization. Unlike traditional recruiting methods, which often rely on job boards, newspaper advertisements, and recruitment agencies, social recruiting harnesses the power of social media channels such as LinkedIn, Facebook, Twitter, Instagram, and others to connect with potential candidates in a more dynamic and interactive manner.

Social recruiting is primarily managed by a collaborative effort among the Human Resources (HR) team, social media managers, and the marketing department. The HR team oversees the entire recruitment process, developing strategies and creating job postings that align with the company's hiring needs. Social media managers handle the organization's online presence, curating and sharing engaging content to attract potential candidates while also monitoring engagement across various platforms. Meanwhile, the marketing team works closely with HR to ensure that the messaging and branding of the recruitment campaigns are consistent and appealing, effectively showcasing the company's culture and values to draw in top talent. Together, these roles form a cohesive approach to social recruiting, enhancing the effectiveness of talent acquisition efforts.

This modern approach to recruitment involves creating and promoting job postings, sharing company culture, and engaging with both active job seekers and passive candidates—those who may not be actively looking for a job but could be interested in new opportunities. By leveraging social networks, companies can not only broaden their reach but also build a strong employer brand, enhance their visibility among potential employees, and create meaningful connections that lead to successful hires.

Key Components of Social Recruiting

1. **Branding and Engagement:** Organizations can showcase their workplace culture, values, and employee experiences through engaging content, such as videos, blog posts, and infographics. This helps in building an attractive employer brand that resonates with job seekers.

2. **Targeted Advertising:** Social media platforms offer sophisticated targeting options that allow employers to reach specific demographics, interests, and locations. This enables tourism businesses to attract candidates who are a better fit for their roles.
3. **Networking and Relationship Building:** Social recruiting facilitates direct communication between recruiters and potential candidates, allowing for relationship building before any formal application process begins. This is particularly useful in industries like tourism, where interpersonal skills and cultural fit are crucial.
4. **Content Sharing:** Sharing industry-related content, insights, and updates can engage both current employees and prospective candidates, showcasing the organization's expertise and commitment to the tourism sector.
5. **Data Analytics:** Many social media platforms provide analytics tools that help organizations track the effectiveness of their recruiting efforts. This data can inform future strategies and optimize the recruitment process.

Social Recruiting in Jamaica's Tourism Industry

In the context of Jamaica's tourism industry, social recruiting can play a transformative role in addressing some of the challenges associated with traditional recruitment methods. Here's how it can be effectively utilized:

1. **Attracting a Younger Workforce:** Jamaica's tourism sector often struggles to attract younger workers, who are typically more engaged on social media platforms. By using social recruiting, tourism businesses can reach this demographic, showcasing the vibrant opportunities within the industry and promoting tourism careers as viable and exciting options.
2. **Enhancing Visibility:** With tourism being a major contributor to Jamaica's economy, social recruiting can help businesses stand out in a competitive job market. By actively promoting job openings and company culture through social media channels, organizations can increase their visibility and attract top talent.
3. **Showcasing Unique Opportunities:** Social media provides a platform for tourism businesses to highlight the diverse roles available in the industry, from hospitality and event management to eco-tourism and marketing. By sharing success stories and employee testimonials, companies can illustrate the varied and enriching experiences that a career in tourism can offer.
4. **Building a Community:** Social recruiting allows tourism organizations to foster a community of interested candidates, current employees, and industry professionals. Engaging with followers through interactive content, such as live Q&A sessions, webinars, and behind-the-scenes tours, can create a sense of belonging and excitement around the brand.
5. **Streamlining Recruitment Processes:** By utilizing tools and features on social media platforms, such as direct messaging and job application buttons, businesses can streamline their recruitment processes. This can lead to quicker responses and more efficient hiring, which is essential in an industry often characterized by seasonal demand.
6. **Understanding Candidate Preferences:** Social recruiting enables employers to gain insights into candidate preferences and behaviours through social media analytics.

This information can help tailor recruitment strategies to better meet the expectations of prospective employees, ultimately enhancing the candidate experience.

In summary, social recruiting is a powerful tool that can help Jamaica's tourism industry modernize its approach to attracting and retaining talent. By leveraging social media platforms to engage with potential candidates, tourism businesses can build a strong employer brand, foster connections, and ultimately enhance their workforce to meet the evolving demands of the sector.

Advantages of Social Recruiting

As traditional recruitment methods become less effective, social recruiting offers numerous advantages that can help businesses attract the right talent while adapting to the evolving landscape of the workforce.

- **Wider Reach:** Social recruiting allows companies to access a larger and more diverse talent pool. By leveraging popular social media platforms, organizations can connect with candidates who may not be actively searching for jobs but are open to new opportunities.
- **Targeted Recruitment:** Social media platforms provide advanced targeting options, enabling recruiters to reach specific demographics, skills, and interests. This helps attract candidates who are better suited for particular roles.
- **Cost-Effective:** Compared to traditional recruitment methods, social recruiting can be more cost-effective. Posting jobs on social media is often free or low-cost, and the targeted nature of advertising can lead to higher conversion rates without significant investment.
- **Enhanced Employer Branding:** Social media allows organizations to showcase their culture, values, and work environment. Engaging content, such as employee testimonials and behind-the-scenes videos, can help build a positive employer brand that attracts top talent.
- **Improved Candidate Engagement:** Social recruiting fosters direct interaction between recruiters and candidates, making it easier to build relationships and engage with potential hires. Quick responses to inquiries and a more personalized approach can enhance the candidate experience.

Disadvantages of Social Recruiting

While social recruiting offers a range of benefits for talent acquisition, it also comes with its own set of challenges that organizations need to consider. As companies increasingly turn to social media platforms to connect with potential candidates, they may encounter issues such as information overload, inconsistent messaging, and the potential for bias. Additionally, the informal nature of social media can lead to miscommunication and privacy concerns among candidates. By understanding these disadvantages, organizations can better navigate the complexities of social recruiting and develop strategies that enhance their recruitment efforts while minimizing potential pitfalls. Some disadvantages include:

- **Quality Control Issues:** The open nature of social media allows anyone to comment or interact with job postings, which can sometimes lead to negative feedback or misinformation that may deter potential candidates.
- **Targeting Challenges:** While social media offers targeting options, reaching the right candidates can still be challenging. If not executed properly, organizations might attract unqualified applicants or miss out on ideal candidates.
- **Negative Company Reviews:** If a company has received negative reviews on social media or job review sites, it can significantly impact their employer brand and deter potential candidates from applying.
- **Potential for Miscommunication:** The informal nature of social media can lead to miscommunication or misunderstandings regarding job expectations, company culture, and application processes.
- **Risk of Scams and Fake Accounts:** The open nature of social media increases the risk of scams, fake job postings, and fraudulent accounts, which can mislead candidates and damage the organization's reputation.

Examples of Social Recruiting in Jamaica

Here are a few examples of companies in Jamaica that have successfully utilized social recruiting as part of their talent acquisition strategies:

1. **Jamaica Tourist Board:** The Jamaica Tourist Board actively uses social media to promote not only the country's tourism but also job opportunities within the industry. Through platforms like Twitter and Instagram, they engage with followers by sharing updates on tourism initiatives and highlighting careers in tourism and hospitality, reaching a wide audience of potential candidates.
2. **Sandals Resorts International:** As one of the largest hospitality companies in the Caribbean, Sandals Resorts leverages social media platforms like Facebook, Instagram, and LinkedIn to promote job openings and showcase their vibrant company culture. They often share employee testimonials, highlight events, and use visually appealing content to attract candidates passionate about hospitality.
3. **The Jamaica National Group (JN Group):** The JN Group, which operates in the financial services sector, uses social media to promote job vacancies and share their company culture. They actively engage with potential candidates on platforms like Facebook and LinkedIn, providing insights into their values and work environment.
4. **KFC Jamaica:** KFC Jamaica frequently uses social media to promote job openings and engage with potential employees. They share recruitment events, job fairs, and employee stories, allowing candidates to gain insights into the company culture.

Managing a Business's Social Recruiting

Here's a reworded version of the management of social media platforms with one-sentence annotations for each point:

1. Developing a Clear Strategy

A well-defined social media strategy establishes goals, target audiences, and key performance indicators (KPIs) to guide engagement efforts.

2. Choosing the Right Platforms

Selecting the appropriate social media platforms is essential to reach the target audience effectively, as different platforms cater to different demographics.

3. Content Creation and Curation

Producing high-quality and engaging content, including job postings and company updates, is vital for attracting and retaining followers.

4. Consistency in Branding and Messaging

Maintaining a uniform brand voice and messaging across social media channels enhances brand recognition and builds trust with followers.

5. Engaging with the Audience

Actively interacting with followers by responding to comments and participating in conversations fosters a sense of community around the brand.

6. Utilizing Analytics and Insights

Leveraging analytics tools helps organizations assess audience engagement and the performance of content to refine their social media strategy.

7. Monitoring Trends and Competitors

Staying updated on social media trends and observing competitors can provide valuable insights for adapting strategies and remaining competitive.

Let us elaborate on a few of these points.

Developing a Clear Strategy

Developing a clear social media strategy is the foundation for effective platform management. It involves setting specific goals, identifying the target audience, and defining key performance indicators (KPIs) to measure success. By outlining these elements, companies can ensure their social media efforts are focused and aligned with broader organizational objectives. This strategy helps guide the type of content that is created, the platforms used, and the engagement tactics employed, ultimately maximizing the impact of social media efforts while ensuring consistency across all channels.

Choosing the Right Platforms

Choosing the right social media platforms is crucial for reaching your target audience effectively. Different platforms cater to different demographics, so knowing your target audience can help guide this decision. For instance, older generations tend to engage more with Facebook, which is ideal for reaching a more mature audience. On the other hand, younger generations are more likely to be active on Instagram and TikTok, platforms that prioritize visual content and quick interactions. By understanding where your audience spends their time online, businesses can tailor their social media efforts to the most relevant platforms, ensuring that their messaging resonates with the right people in the right places. This approach not only enhances engagement but also increases the likelihood of successful recruitment or marketing outcomes.

Content Creation and Curation

Content creation and curation are essential parts of managing social media effectively. To capture attention, the content must be visually appealing, easy on the eyes, and aligned with the platform's best practices. For younger audiences, incorporating popular TikTok trends can be a powerful way to engage and attract them, as it shows that the brand is current and relatable. Beyond trends, it's important to ensure that content is simple, aesthetically pleasing, and informative, allowing users to quickly grasp the message. Whether through eye-catching images, videos, or creative captions, well-curated content helps maintain audience interest and drives engagement.

Engaging with the Audience

Engaging with the audience is a critical aspect of social media management that fosters a sense of community and loyalty. This involves actively responding to comments, messages, and mentions to show that the brand values its followers and is attentive to their needs and feedback. Regularly interacting with the audience through Q&A sessions, polls, and interactive content like stories or live videos can also boost engagement. By acknowledging and participating in conversations, brands can build stronger relationships with their audience, create a more personalized experience, and encourage more significant interactions. This active engagement not only enhances brand reputation but also increases the likelihood of followers sharing content and advocating for the brand.

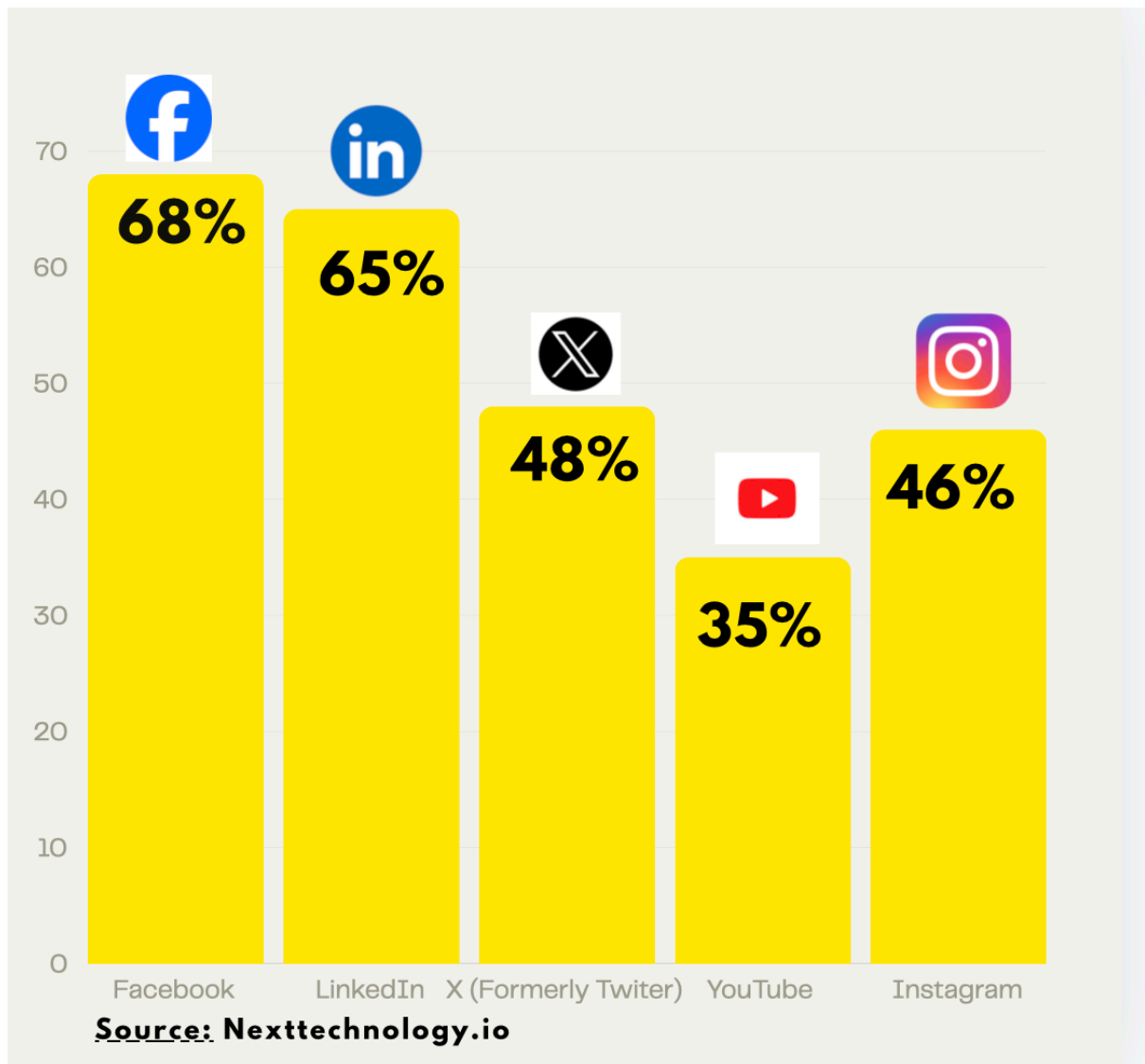
Utilizing Analytics and Insights

Utilizing analytics and insights is essential for tracking the success of social recruiting efforts and refining strategies to ensure maximum effectiveness. A recent study shows that 68% of recruiters use Facebook, 65% use LinkedIn, 48% use Twitter, 46% use Instagram, and 35% use YouTube to find and engage with potential candidates. These percentages don't add up to 100% because most recruiters use multiple platforms simultaneously, which is an advantage in today's diverse job market. By employing a multi-platform strategy, recruiters can tap into different demographics, broadening their reach and increasing the likelihood of finding suitable candidates across various industries.

Using analytics is crucial to understanding how each platform contributes to recruitment success. Through analytics tools, recruiters can track engagement metrics, assess which types of content resonate most with audiences, and analyze the performance of specific job postings or campaigns. Additionally, data insights help determine which platforms generate the most qualified candidates, allowing recruiters to focus their resources and efforts where they are most effective. This data-driven approach ensures that social recruiting becomes a more efficient, targeted, and successful process, enabling companies to make informed decisions

and adjust their strategies to attract top talent from the platforms that deliver the best results. Over time, this can enhance the overall talent acquisition process and improve long-term recruitment outcomes.

Graph showing the percentage of recruiters that use each social media platform.



Using Ai in Social Recruiting

Artificial Intelligence (AI) is rapidly transforming various aspects of recruitment, and social recruiting is no exception. In today's digital age, where social media platforms play a crucial role in connecting employers with potential candidates, AI can significantly enhance the effectiveness and efficiency of recruiting efforts. By leveraging AI, companies can streamline the hiring process, improve targeting, and engage with candidates more effectively. From automating candidate sourcing to personalizing content, AI offers innovative solutions to attract and retain top talent, making it an invaluable tool in the ever-evolving landscape of social recruiting. Here's how AI can help in social recruiting:

1. **Automating Candidate Sourcing-** AI can automatically scan social media profiles, online resumes, and job boards to identify potential candidates that match the required skills and qualifications. It can quickly sift through large volumes of data, finding individuals who may not actively be looking for jobs but fit the company's needs, a process known as "passive recruiting."
2. **Improving Job Post Targeting-** AI can help recruiters target the right audience by analysing user behaviour, engagement patterns, and demographics on social media platforms. This ensures job postings are seen by the most relevant candidates, increasing the chances of attracting qualified applicants. Platforms like Facebook, LinkedIn, and Instagram already offer AI-powered ad targeting features, which can be used to reach potential candidates based on specific criteria.
3. **Reducing Bias in Recruitment-** AI systems can be programmed to eliminate unconscious bias by focusing on candidate qualifications and experience rather than personal characteristics like gender, ethnicity, or age. This helps ensure a more fair and diverse recruitment process, which is particularly important in industries like tourism that benefit from diverse perspectives and cultural backgrounds.
4. **Personalizing Recruitment Content-** AI can help create personalized recruitment content for potential candidates. By analysing a candidate's online behaviour, interests, and interactions with the company's social media platforms, AI can suggest tailored job recommendations or personalized messages, making candidates feel more valued and increasing the chances of engagement.

Our Social Media Campaign

We launched a social media campaign under the brand name "**Jamaica, Work and Play**", with the slogan "**Sun. Sand. Skills.**" The campaign was designed to promote tourism in Jamaica and emphasize the value and appreciation of every type of talent within the industry. Our goal was to highlight the wide range of opportunities available and position Jamaica as a desirable location for both local and international professionals seeking a career in tourism.

To reach a diverse and extensive pool of candidates, we utilized multiple social media platforms, including Instagram, Facebook, LinkedIn, YouTube, Pinterest, and Twitter. This multi-platform approach allowed us to target different demographics, ensuring that our message resonated with people of varying backgrounds, professions, and geographic locations. By leveraging the unique strengths of each platform, we were able to maximize engagement and attract interest from potential candidates across various sectors of the tourism industry.

As part of the campaign, we designed eye-catching posters and content to guide interested candidates through the recruitment process. These visuals showcased Jamaica's vibrant tourism industry and encouraged potential hires to explore the available opportunities. We also provided step-by-step assistance for those pursuing roles, ensuring a smooth and transparent hiring process. In addition, we created specific content to promote international hiring, offering support to foreign applicants, including guidance on obtaining work permits. This helped us broaden our reach and attract international talent, reinforcing Jamaica's tourism sector as a global career destination.

Through our brand "Jamaica, Work and Play," we successfully conveyed the message that Jamaica's tourism industry is open to all talents, whether local or international, and that each role plays a crucial part in driving the country's vibrant tourism economy.

Methodology

The methodology for the GTTP Social Media Campaign will be structured around clear tasks, scheduled collaboration sessions, and a well-defined timeline. The members of the team, Brushena Gokhul and El-Murie Noble, will focus on using a combination of digital tools and in-person meetings to ensure efficient and timely completion of the project.

The first step is to conceptualize and construct the campaign's content strategy. This will be accomplished through Google Meet sessions in which Brushena and El-Murie will present research from the GTTP report on how social media can revolutionize the tourism industry's recruitment practices. These online meetings will allow the team to brainstorm ideas, identify significant themes such as social media's global reach and cost-effectiveness, and plan the content to showcase these aspects. Each Google Meet session will be around two to four hours long, depending on the breakthrough gained, with another two to four sessions scheduled per week.

In addition to online meetings, the team will have in-person brainstorming and content development sessions at Savanna Cafe in Savanna-la-Mar, Westmoreland. These meetings will concentrate on improving the social media posts, visual design, and video scripting. Over the course of two weeks, Brushena and El-Murie will meet in the cafe for around five hours every session to finalize content details and make adjustments based on feedback and insights gathered from their research.

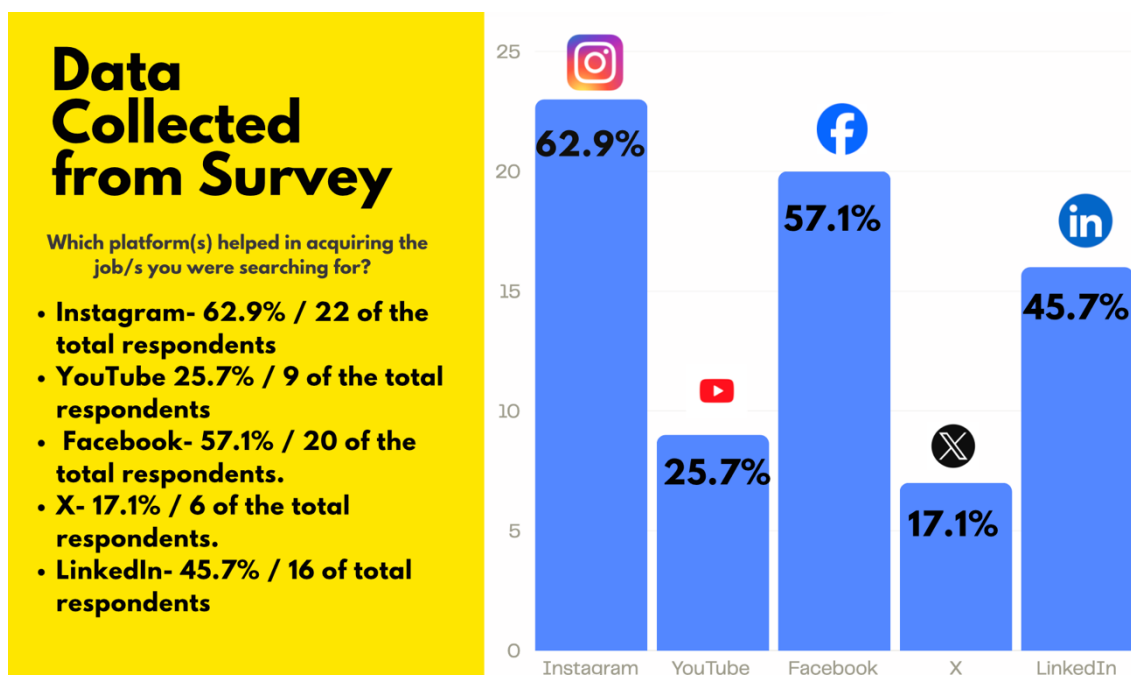
Shooting the video content is an important milestone in this endeavour. The team will gather at Sean Lavery Faith Hall to record the various scenes for the educational video that will delve into the topic at hand. The location was chosen due to its availability and compatibility for the required professional appearance and atmosphere. Filming will last two days, with the first day dedicated to obtaining general video and the second to editing and evaluating. Each shooting day is planned to take four or five hours at most, with various factors that may come into play to affect that.

Throughout the campaign development process, communication will be maintained by email and instant messaging app WhatsApp to track progress, swap drafts, and provide real-time updates. The project is scheduled to take six weeks tops to complete, including content

development, final video production, and submission. This includes review sessions in which the team will solicit feedback from peers and mentors before finishing the deliverables.

By the end of this campaign, the GTTP Social Media Campaign will have fully incorporated the research on how social media can enhance talent acquisition in the tourism sector, showcased through engaging videos and targeted social media posts that align with the project's objectives.

Graph showing which social media platforms helped people in the acquisition of a job that they were searching for.



Analysis of Data

The data from the bar graph provides insightful information on the effectiveness of various social media platforms in helping individuals acquire the specific jobs they were looking for. According to the data, **Instagram** proved to be the most impactful platform, with **62.9%** of respondents reporting that it helped them secure their desired job. This high percentage suggests that Instagram's visually driven platform, along with its wide reach and user engagement, plays a significant role in connecting job seekers with opportunities, especially in industries that emphasize creativity and visual appeal, such as tourism.

Facebook followed closely behind, with **57.1%** of individuals stating it was helpful in their job search. Facebook's extensive user base and the variety of tools it offers for job postings and networking make it a valuable platform for both employers and job seekers. Its diverse range of users likely contributes to its success in helping candidates find employment across multiple industries.

LinkedIn, known as a professional networking platform, helped **45.7%** of individuals acquire jobs. This result reflects LinkedIn's reputation for being a go-to platform for professional opportunities, especially in more formal or corporate environments. Though it ranks below Instagram and Facebook, its specialized focus on career networking and recruitment makes it an essential tool for many professionals.

YouTube, at **25.7%**, plays a smaller but still relevant role in job acquisition. YouTube is primarily a content-sharing platform, but it can be effective for job seekers, particularly those in creative industries such as media, marketing, or education, where video portfolios and tutorials showcase skills and expertise.

Lastly, **Twitter**, with **17.1%**, has the lowest percentage of people finding jobs through the platform. While Twitter is a powerful platform for real-time communication and networking, its role in direct job acquisition appears more limited compared to the others. However, it can still serve as a useful tool for staying updated on industry trends and making quick connections.

In summary, the analysis reveals that **Instagram** and **Facebook** are the most effective platforms for helping individuals find specific jobs, with **LinkedIn** also playing a significant

role, particularly for professional careers. Platforms like **YouTube** and **Twitter**, while less dominant, still offer opportunities in niche areas. This data highlights the importance of using multiple platforms to maximize job search success, as each one offers distinct advantages depending on the industry and type of job.

Conclusion

In conclusion, the analysis of the data highlights the varying effectiveness of social media platforms in helping individuals secure the jobs they are looking for. **Instagram** emerged as the most influential platform, showcasing its ability to connect job seekers with opportunities, especially in visually-driven fields like tourism. **Facebook** and **LinkedIn** also played significant roles, reflecting their importance in reaching a wide and professional audience. While **YouTube** and **Twitter** were less effective, they still provided valuable opportunities for niche industries. These findings underscore the importance of utilizing multiple platforms in a social recruiting strategy, as each platform offers unique benefits depending on the job market and industry focus. Overall, leveraging the strengths of each platform can significantly enhance the recruitment process and attract a diverse pool of talent.

Lesson Plan

Lesson Plan: Utilizing Social Media to Attract Talent in Tourism

Audience: GTTP

Duration: 20 minutes

Objective: To understand how social media can transform recruitment strategies in the tourism industry and develop a social media campaign to hire top talent.

Lesson Objectives:

- Explore the benefits and challenges of using social media for recruitment.
- Identify key platforms and strategies for tourism job hiring.
- Develop an initial social media plan for attracting talent to Jamaica's tourism sector.

Materials:

- Laptop
- PowerPoint presentation
- GTTP Social Media Video
- Internet access
- Social media platform profiles (e.g., Facebook, Instagram, LinkedIn)
- Handout with strategies from the GTTP Social Media Campaign document

Lesson Structure: 1. Introduction

- **Objective:** Introduce the concept of social media recruiting and its relevance to Jamaica's tourism industry.
- **Activity:** Discuss traditional methods of recruitment in Jamaica (e.g., job fairs, newspaper ads) and compare them to digital platforms (e.g., instagram, LinkedIn)
- **Talking Points:**
 - Shift from traditional hiring methods to digital ones like job boards and social media.

- The role of social media in widening the reach, especially in attracting young Jamaican talent for the tourism sector. **Local Example:**

- Discuss how Jamaica's tourism industry, such as **Sandals Resorts**, uses Facebook and Instagram to post job openings, highlight company culture, and engage potential employees.
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2. Presentation: Benefits of Social Recruiting

- **Objective:** Understand how social media can be leveraged for hiring talent in Jamaica's tourism industry.
- **Activity:** Use a PowerPoint presentation to walk through key benefits outlined in the GTTP document:
 - **Wider Reach:** Social media platforms access a global talent pool, helping Jamaican tourism industries reach both local and international talent.
 - **Cost-Effectiveness:** Posting jobs on social media is cheaper than traditional methods like newspaper ads.
 - **Efficiency:** The hiring process is faster, as candidates can apply instantly via online platforms.
- **Discussion:** Engage participants with examples like Marriott International and Hilton Worldwide. Highlight how social recruiting improved applicant quality and reduced time-to-hire, noting how Jamaican tourism companies can adopt similar strategies.

3. Hands-on Activity: Identifying Social Media Platforms for Tourism Jobs

- **Objective:** Equip participants with platform-specific strategies for attracting tourism talent.
- **Activity:** Assign each participant a social media platform (Facebook, LinkedIn, Instagram, YouTube).
 - ○ Have each participant discuss how their assigned platform can be used to attract talent based on GTTP campaign statistics.
 - ○ Use example prompts like:

- "How would you attract job seekers on LinkedIn for Jamaica's hotel

Local Example:

industry?"

■ "What type of content works best for job postings on Instagram for a

Jamaican tour company?"

● Mention how the **Jamaica Tourist Board** uses Instagram to showcase vibrant workplace culture and job opportunities, connecting with younger Jamaicans interested in tourism careers.

4. Developing a Social Media Campaign

- **Objective:** Create a draft social media campaign for hiring talent in Jamaica's tourism industry.
- **Activity:** Participants will develop a campaign using the following steps:
 1. **Define the target audience:** E.g., recent HEART Trust/NTA graduates, hospitality professionals, or returning Jamaican diaspora.
 2. **Choose platforms:** E.g., Facebook, Instagram, LinkedIn.
 3. **Outline content ideas:** E.g., job posts, employee success stories, videos showcasing Jamaican hospitality.
 4. **Plan an engagement strategy:** E.g., Q&A sessions with current employees, Instagram Stories, and promoting #TourismAttractsTalent.
- **Local Example:**
 - Use the example of **Sandals Resorts'** Instagram campaign that highlights staff stories and behind-the-scenes content to engage with potential job seekers.

5. Conclusion & Q&A

- • **Objective:** Reinforce the key lessons and provide time for questions.
- • **Activity:** Review the key takeaways:
 - ○ Why social media is essential for modern recruitment in tourism.
 - ○ How specific platforms can be used to target the right talent for Jamaican

tourism businesses.

- • **Q&A Session:** Open the floor for questions on implementing social media strategies

in Jamaica's tourism recruitment.

Assessment:

- • Participant engagement in identifying platform strategies.
- • Quality and creativity in the social media campaign drafts.

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