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# VISIBILITY AND DIGITAL RECRUITMENT

## How Facebook Job Postings in Poland Target Overseas Filipino Workers in the New Immigrant Destinations



Presented by:

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# Research Idea

## Empirical basis of the paper

- *'Poland's Inclusion to the Global Network of Job Placement: The Case of Overseas Filipino Workers' (2020-2024) National Science Center, Poland (pre-results) (33 interviews with 40 OFWs and 16 with 18 actors (DMW, intermediaries, employers, consuls, NGOs, journalists and scholars)*
- *Combine the efforts of Polish-Filipino researchers*

### Testimonial 1

So I'm in Poland I just found this agency on Facebook, because on Facebook they have... we have a community of people in there, so I'm trying to join 'Filipino job in Poland' or something like that. There are many jobs (...). They have one agency like recruiting for jobs, so just tried, just tried and they got me the interview, like: Okay you can start in a [hotel] restaurant. (33 years-old Filipino Edgar)

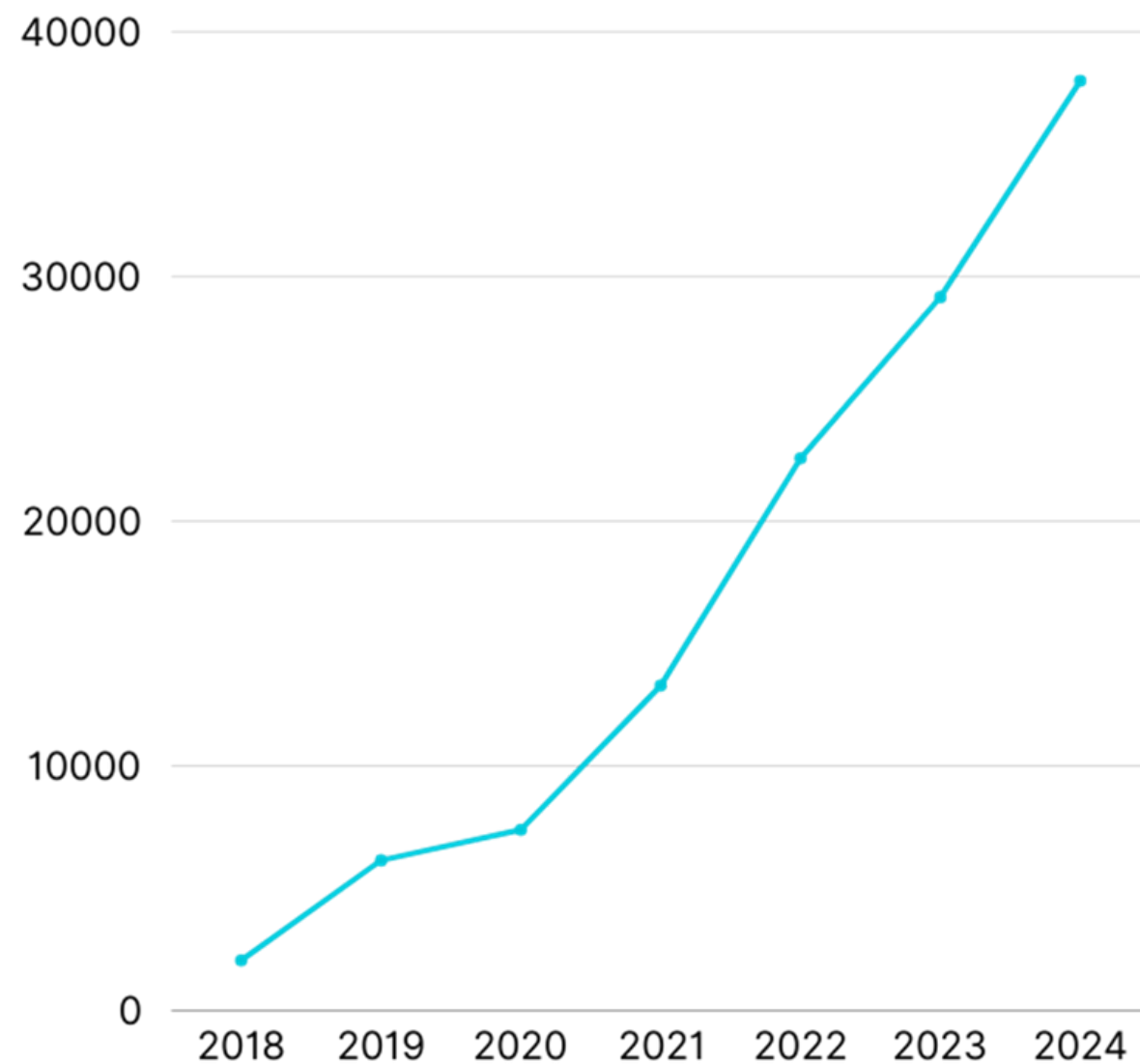
### Testimonial 2

We currently employ about 100 employees from the Philippines (...), these employees are distinguished by their determination and conscientiousness, they rarely rotate and do not have big claims, they easily adapt to the company's rules. (...) **An additional advantage is their activity on Social Media**, where they are eager to promote our company by uploading videos of their work or activities outside the company. (Krystian, Polish employer)

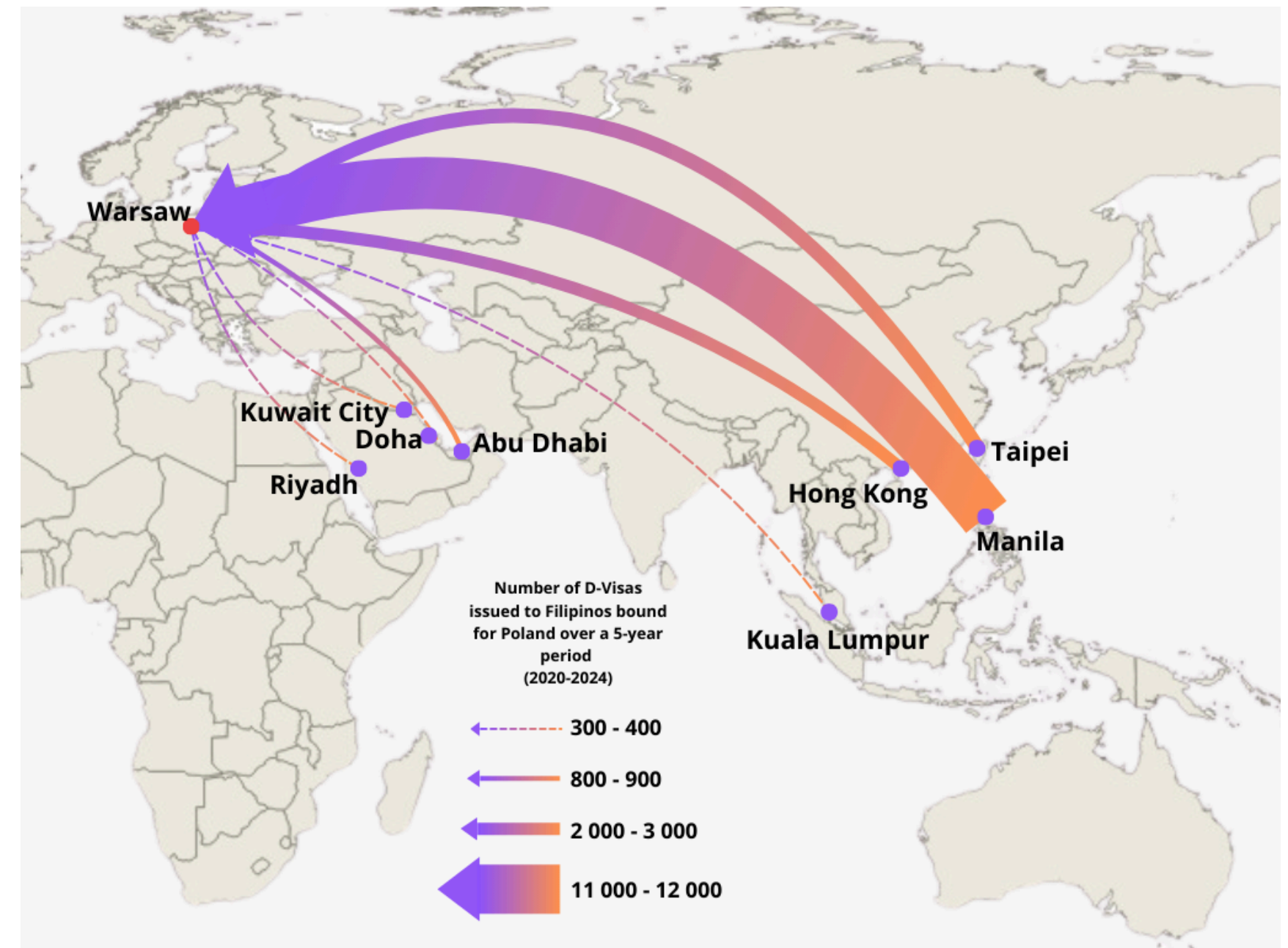


EDSA Street job announcements,  
Mandaluyong City. Metro Manila,  
15 February 2024, OW

# Overview - OFWs in Poland



**Figure 1: Work Permits issued to Filipinos (2018-2024)**  
(Ministry of Labor, Family and Social Policy)



**Figure 2: Schematic mapping of D-Visas issued to Filipinos bound for Poland in different consular posts (2020-2024)**



Attendees of Pinoy Warsaw Summer Potluck, Anthonian Institute, 28 July 2024, OW



### Chen et al. 2023

New Immigrant Destinations



**Ayadin 2020:** Digitalization of job placement  
**Triandafyllidou 2025:** Social Media as critical communicative space



**De Guzman and Garcia 2017**  
Facebook as informational support for OFWs in Poland; New space for promoting employment possibilities.



### Russel and Wood 2013:

What is the role of social media in NIDs?

- Providing evocative images of destination countries.
- Portraying migrants living and working abroad, which shapes the imaginaries of prospective workers.
- Facilitating transnational ties.



Image generated by ChatGPT 4.0

# Facebook job placement landscape within Poland as a NID

# Visibility Regimes

Social objects are also spatial, which makes the adjective socio-spatial a pleonasm (Lussault 2003).

Nevertheless, these objects, in their great variety, have very uneven visibility. We speak of the visibility regime... to refer to their presentation to the eye.

(Géoconfluences- ENS Lyon 2016)

- **Brighenti (2007) on Visibility**- “lies at the intersection of the two domains of **aesthetics** (relations of perception) and **politics** (relations of *power*).”
- Extending the notion of “**visibility regimes**” to unpack what is visible not only in **physical spaces** (like recruitment agencies, factories, migrants’ living quarters), but also in **virtual spaces** (like online FB groups)



 URGENT! POLAND 

We need 13 employees for this vacancy (men or women) on 03.04:  
(with valid working permit/trc, can speak & understand english is a must)

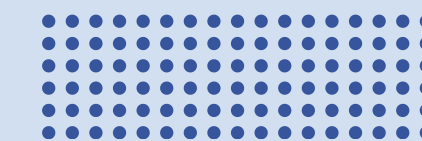
Fish Factory  
 Białogard (40 km from Kołobrzeg)  
 Salary:  
- 20.50 PLN/hour  
 Work schedule: two work shifts 06.00 - 15.30 and 16.00 - 2.00 (6 days a week) + + there are additional hours  
 Number of hours: 200-220 hours/month  
 Accommodation - 300 zł/month (two rooms for 4 people, one - for 2 people, one - for 3 people)  
 You can get to work on foot (about 1 km)  
 Responsibilities:  
- Unloading of raw materials, decapitation, trimming of ribs and fats, production of cleaned meat and minced meat, deboned, skinning, packaging etc.  
 Temperature at the factory: 12-16 degrees

Pm us for more details

Analysed Facebook ad, posted by unofficial intermediary, June 2024



## Methodology



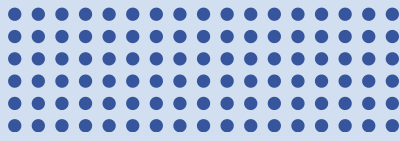
# Group Topology Matrix

Profiling the 6 selected digital ecosystems

Group ID	Admin Type	Creation Date	Member Size	Notes & Typology
Group 4	Private Person	Jan 2024	>110,000	Public, General Issues.
Group 3	Travel Agency	N/A	>10,000	[VOLATILITY MARKER] Disappeared completely on June 26, 2024.
Groups 1 & 2	Official Temporary Work Agencies	Jan 2019 / Oct 2023	7,000–8,000	Visually branded with agency logos.
Groups 5 & 6	Private Individuals	Spring 2021	~700–750	Highly localized, niche targeting.



# Methodology



- Together **111 posts** speaking about employment posted by: *official & unofficial intermediaries, employers, migrants*
- Analysis period: **June-July 2024** - every day
- 6 FB public groups for Filipinos in Poland (out of indetified 43), 3 run by privates, 2 run by temporary work agencies, 1 run by travel agency.
- **What did we check?** Visibility, and frequency of information on:
  - support for stay legalization, conditions related to work possibility, type of employment, type of work, accommodation, transport, food, health insurance, payment, or the number of working hours.

## Intermediaries role

Post publishers were mostly informal intermediaries (employed or commissioned by TAW for recruitment).  
(85 cases)

## Manufacturing domination

Advertisements concerned factory/production work (more than a half).  
(58 cases)

## Using Filipino group for others

Targeting 'Asians, Nepalese, Indian, Sri Lankan, Colombian or Indonesian' (on groups for OFWs). (12 cases)



# Ethical approach

1. **IMPLICIT CONSENT MODEL:** Public discourse analysis framework. Users posting in large, public-facing groups implicitly consent to reception.
2. **NON-PARTICIPATION (LURKING)** Strict non-interference protocol. Researchers never engaged in group discussions, reacted to posts, or influenced interactions.
3. **TOTAL ANONYMIZATION** - No specific agency names, user handles, or identifiable personal data associated with job postings were recorded.
4. **AGGREGATION & PARAPHRASING** Exact quotes were aggregated. Longer excerpts only used if identical content appeared across multiple postings to prevent reverse-engineering.





## Very visible, but blurred Salary

- LOOKING FOR ASIANS WHO CAN JOIN AS SOON AS POSSIBLE. EARN 5000 zł to 6000 zł A MONTH'

- 'Malaki salary offer above minimum wage'

- 'DONUT FACTORY : PAYMENT: - 20 PLN / hour netto for FEMALE; - 21 PLN / hour netto for MALE; 6000-6500 zł netto / month +1 PLN to the rate if you complete 250 hours per month'

- 'What we offer:

- Umowa zlecenia
- The salary PLN 28.10 gross/hour
- Salary on the 20th of each month to the bank account
- Bonuses up to PLN 400 or more per month (depending on the fulfillment of the norm with good attendance and depending on which process you are assigned)
- Working hours – 8-12 hours, two shifts,
- 5-6 days a week'



## Medium visible, medium blurred Transportation

- '📄 Getting to work (within 🚶 walking distance')
- 'We offer: Transportation'
- 'HOSTEL/ TRANSFO: -400'
- transportation: walking distance in company'

- 'Transportation : Not Provided'
- '🚗 Transport to work 100 zł/month'
- ' bus to work 160 pln ✅'
- 'it would be nice if you have your own car'



## Very invisible, very blurred Legal Assistance

- 'Our company provides all documents for TRC application'
- '📄 TRC : We will provide'
- '🗳️ Assistance with residence permit application'
- 'Our professional and expert team can help you with career selection, visa assistance, and even job deployment'

- ! Vacancy for employees who are already in Poland now ! 🚗 We invite citizens of Philippines with a Polish work visa to work🌍'
- ! 🚗 We invite citizen of all Nationality ,With Polish Visa or TRC or Stamp on the Passport'
- 'Requirements: Student Visa or Temporary Residence Card (TRC) or work permit'
- 'REQUIREMENTS - visa/biometrics from 1 month'

# Reflections on Methodology

## 1. Risk Management

- a. Volatility of groups' lifespan
- b. Possibility of bots

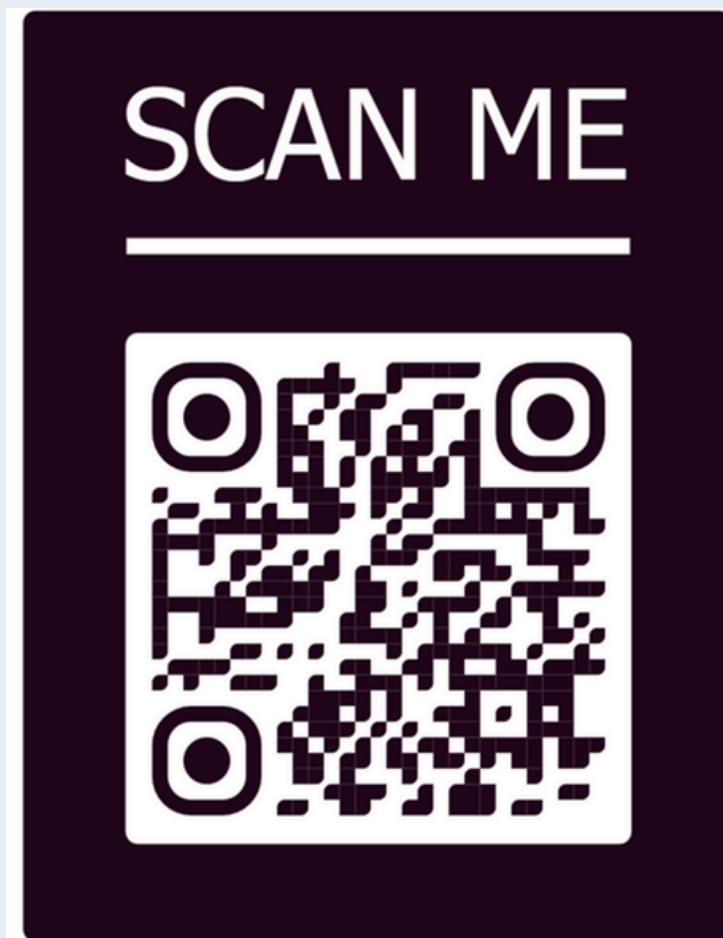
## 2. Ethics

- a. Self-determination, privacy, anonymity and consent

## 3. Reflexivity and Positionality

- a. 'Reflexivity as care' (Moralli, 2023)

## Project Website



The research was undertaken as part of the project 'Poland's inclusion to the global network of job placement: The case of Overseas Filipino Workers' (2019/35/O/HS6/02329), supported by the National Science Center, Poland

# Thank you for your attention

## Filipino Migrants

Poland's inclusion to the global network of job placement: The case of Overseas Filipino Workers

HOME

POLSKI [POLISH VERSION]

RESULTS

RESEARCH TEAM

CONTACT

### HOME

The main purpose of the project is to examine new cross-border Overseas Filipino Workers – OFWs' migration networks in the context of Poland's inclusion in the global circulation of employment services.

In recent years, Poland has entered a stage of migration, which situates it in global networks. Increasingly imported labour migrants from distant regions of the world are complementing the growing shortage of labour supply, which cannot be met by migrations from countries in the region (mainly from Ukraine). OFWs have become an interesting example of labour migrants to Poland in recent years.



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➤ **Questions? Feedback? We would love to hear from you!**

➤ **Contact**

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