A REVIEW OF RECRUITMENT THROUGH THE SOCIAL MEDIA

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ABSTRACT

We live in a domain in which data and assets stream continually and social media is a crucial piece of our regular daily existence. Social media has since a long time ago developed and isn't utilized for individual purposes any longer. Social media spread out and now gives clients the chance to speak to themselves online in the expert world. Job seek process includes indicators, practices and results. The indicators considered are EI, adapting procedures and scholastic execution. The job look practices considered are power of job seek, source used to gather job data and the measure of job data gathered by the first run through jobseeker. The job seek results considered are execution in the meeting, number of job offers got and the quantity of endeavors made to land a position. The work quality is estimated by ESI and the general fulfillment with the job offer. The other variable contemplated is the mental prosperity. This work is mainly focusing on the job seeking process through the social media factors.

Keywords: Social Media, Online Recruiting,Theory of Reasoned Action,Recruiting channels

INTRODUCTION

Social Media

Firstly social networking begging mostly as a phenomena for young people. In year 2002 programmer Jonathan Abrams created a web site where people could gather in virtual communities, exchange profiles and broaden their scope of friends. This site was called Friendster and it started the revolution of socializing through Internet and the up-come of social media sites. One year later in 2003 MySpace came to a picture and after few months also Facebook was established as inspirited by Friendster. (Schepp&Schepp 2010, 3-4)The definition social media game to use first time around year 2005 and the definition of social media has changed and broaden as time has gone by. One great example of the fact that the definition of social media is not so one dimensioned is Wikipedia.

In the year 2008 the definition of Social Media in Wikipedia simply was the following: "Social media are primarily Internet-based tools for sharing and discussing information among human beings", and today Wikipedia's definition for social media is many pages long. (Pönkä 2009) The most common way to

categorize websites as social media sites is the three dimension model. This model says that websites can be called social media sites in cases were firstly the majority of the content is user generated, secondly there is ahigh degree of participation and integration between users and thirdly the sites are easily integrating with other sites. (Campbell 2010) Pönkä (2009) introduces in his blog that by definition, social media platforms include for example blogs (Blogger, WordPress, Typepad), social networking sites (Facebook, Linkedin), social bookmarking sites (Delicious, Stumble Upon) news sharing sites (Digg, Yahoo! Buzz) and photo and video sharing sites (Flickr, Vimio and YouTube).

The definition still nowadays is a pit blur and the concept has gotten a lot of criticism throughout the years. One criticism is that theMedias which we consider to be traditional Medias have been somehow"unsocial" which in deed is not the case. Another criticism has been towards the usage of world media as the content on social media is usually being from one to few or one to many, which is traditionally not the case in Medias. Lietsala and Sirkkunen success in their book Social Media (2008, 16-17) to take the definition social media as an umbrella term, in which under you can actually put various different cultural practices related to the online content and people who are involved with that content.Another definition closely related to social media is social software, which is a definition describing the technology behind social media sites, which makes social media possible.

Before only large multinational companies could afford that type of technology to their use and nowadays we are all able to use incredible advanced technologist resources even for free thanks to social media sites. (Lietsala&Sirkkunen 2008, 12) Monetary incomes and incentives are not obligatory or even common in social medias as the freedom to express yourself is usually the key value on these sites and the free-entrance is usually seen as the basis for social media. Many sites yet have got chargeable applications also included to their services to people who want more from their sites. Also biggest social media sites like Facebook makes a lot of money through advertisements but for users it is free, and it always will be, as Facebookstates in their opening page. (Lietsala&Sirkkunen 2008, 12) There are various social media sites around the world and only small range of those are commonly known and used in Finland.

1. Facebook

Facebook is at the moment by far the most commonly used social media site in Finland and around the world. When Facebook started, it was meant for youngpeople, mainly college students. Mark Zuckerberg and his college roommates and classmates studying computer science, created a web page for themselves to communicate. After a while, the membership widened to limit to Harvard students, and shortly after that expanded to other collages in Boston. Gradually it was also opened to various university students and then afterward also to high schoolstudents.

Mark Zuckerberg saw the potential with growing the site and finally opened it to all people, aged 13 and over. (Schepp&Schepp 2010, 4) Facebook is at the moment the most commonly used and known social media site and many people see that Fcebook and social media are synonyms. Facebook has got over 500 million active users all around the world. 50 % of these active users log in to Facebook every day. The main idea behind Facebook is that the user creates a personal profile site, adds other users as her/his friends and communicate with them, adds pictures about them and their friends and tells friends what is going on in his/hers life. The user can also join groups which can relate to the user's personal interests, workplace, school or hobbies. (Factsheet about Facebook, 2010)

2. LinkedIn

Another Social media site that is widely talked in conversations about recruiting through social media is site called LinkedIn. LinkedIn was established in 2003 and has since then dramatically grown to a professional interactive site. LinkedIn had in summer 2010 more than 70 million users from 200 countries around the world. Every second a one new member signs up for LinkedIn. (Schepp&Schepp 2010, 6) An interesting fact about LinkedIn is also that the average user of LinkedIn is 41 years old and earns more than $110 000 per year. The members of LinkedIn are mainly male, 64% and 36 % are female. (Schepp B. &Schepp D. 2010, 6) LinkedIn is a social networking site, mainly designed as a networking tool for business purposes.

In LinkedIn the users can upload their profiles, almost like their CVs, which can include information like education, previous jobs, current job etc. When on Facebook people are mainly telling things about their private life, LinkedIn is the opposite. Users can also make recommendation of other users if person's working results have met their expectations. Users can also network through different groups where the members can discuss with other members of the group.LinkedIn is not in Finland so commonly known but in some circles it is actually quite used for networking especially in professional and working maters. LinkedIn is nowadays also in Finland used for recruiting purposes especially in business relatedcompanies.

The main disadvantage on LinkedIn is that at least at the moment it is quite heavily restricted only for business people's place and only small range of business fields and professions is actually represented in LinkedIn. This is why forsome fields LinkedIn can be a good option for recruiting but for others it's a definite no.

3. Social media and its potential

Social media is a really rapidly growing phenomena. It is actually estimated that 2/3 ofall Internet users are using social media sites and for example the most popular socialmedia site around the world called Facebook has got over 200 million users everyday. Visiting social media sites is the 4th most common

activity done on the Internetnowadays, the most common one is using a personal email. The time spent in socialmedia sites is rapidly growing, and in spring 2010 the average user of Facebook spent55 minutes every day on Facebook. The user number of Facebook is also growingrapidly, as approximately 700 000 new users log in to Facebook every day.

SOCIAL MEDIA AND RECRUITING

The viral nature of social media is a key benefit thinks Verity CU's HR consultant Daryl Rother .Veirty CU is a recruiting company in U.S.A. focusing on social media. "Maybe the people who are reading the message aren't actually looking for a job themselves –that's not our expectation - but they might have a friend or a family member who is," Rother says (2009). (Henricks 2009, 3)
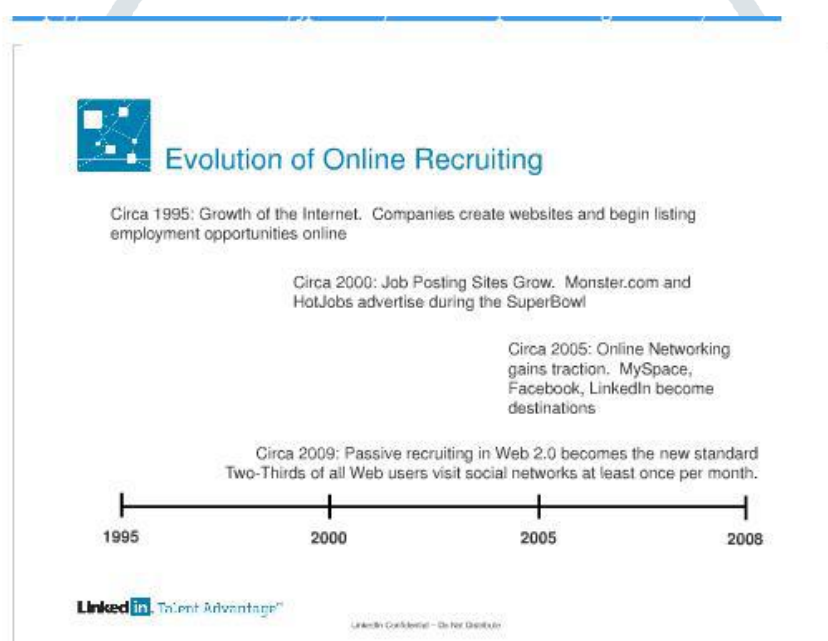

Figure 1. Evolution of Online Recruiting. About Linkedin. 2009

As already stated there are over million daily users of Facebook in Finland (09/2010). Worldwide Facebook has got over 500 million users. Facebook has rapidly grown as the most popular social media site in the world and companies have also realized the opportunities of Facebook. All the time more and more companies are having their own Facebook-sites also here in Finland. Marketing in Facebook is already quite common in Finland but recruiting in Facebook has not been so popular yet. In Finland Facebook recruiting and recruiting through other social media sites is not really common, at least not at the moment. It is still a hot topic and in the future I truly believe that we will hear a lot more recruiting policies happening trough social media. One case, which is commonly known in Finland is what happened with dockers in spring 2010.

Dockers had their strike and harbors were about to close done and this was suspected to be really harmful for Finland's economical situationand reputation in business wise. Then suddenly every media was talking about Facebook Dockers. (Facebook ahtaajatavaavatkaksisatamaa – Facebook doccers willopen two harbors, 2010)People recruited through Facebook, so-called Facebook Dockers, opened two Finnish harbors, first Kotka's and then also Loviisa's during dockers strike on March 2010. Over 2000 people were volunteered to do dockers work while they were on strike and Finnish first well-known Facebook recruiting was a huge success. (Facebook ahtaajatavaavatkaksisatamaa – Facebook doccers will open two harbors, 2010) A recruiting company Kiitos made a research about recruiting and social media for Finnish employers during summer 2010.

They got about 500 answers, mainly from smaller companies (1-10 employees, 28,3%). The results were quite interesting as almost 35% of companies said that they are using social media as part of their recruiting processes. The most common method was still using the company's own websites (76%), the second method is their current employees and grapevine (65%) and then mol.fi (57%) and news papers (55%). Even though that many said they are using social media as part of their recruiting, only 8 % claimed that the role of social media in recruiting is important. The role of social media was mainly seen as small, 35 %, and this reveals the fact that social media in Finnish recruiting process is still being just as an assistant tool, rather than the main tool for recruiting. (Korpi 2010)

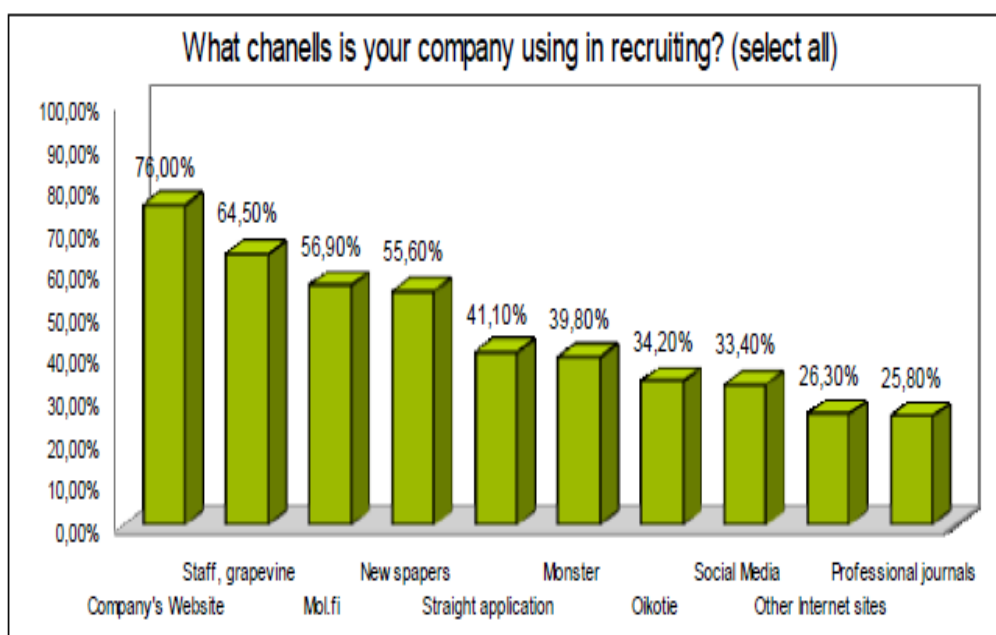**Table 1. Recruiting channels used by Finnish companies. Adapted from Korpi, 2010.**
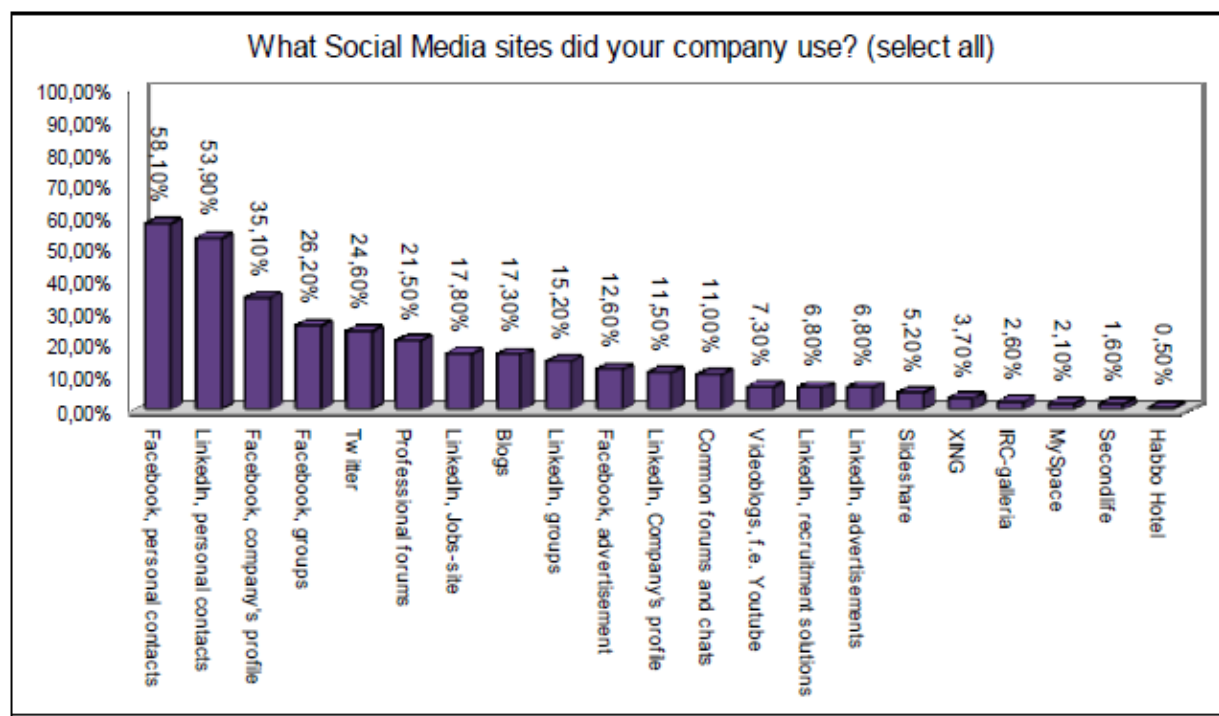
Table 2. Social media sites used by Finnish companies in recruiting. Adapted from Korpi, 2010.

In this social media and recruiting study Kiitos also asked how companies are utilizing social media in recruiting. In Finland social media seems to have an assistant role in recruiting processes and this also shows in these answers. The most common way touse social media according to this study is using personal Facebook contacts (58%). Another common way to utilize social media is also using personal contacts on LinkedIn (53%). (Korpi 2010) The most important fact revealed by the results (Korpi 2010) in my opinion still was the answers to the question: Did the company find that the usage of social media in their recruiting gave them some extra value for their recruiting.

Every eight answered that social media is not bringing any more value to their recruiting and every fifth couldn't tell. 27,5 % told that they found that social media is bringing some morevalue to their recruiting. 20,7 % said that it definitely is bringing more value to them and about 12% said that it is bringing a lot more value. Even though companies saw social media is bringing more value to their recruiting, only 8,1 % of the answered companies saw the role of social media as a recruiting channel being big or huge. Mainly companies saw the role of social media as small (34,6%). Another valid point that occurred from the research was that the companies using social media as part of their recruiting did not see any correlations between the number of applications and the quality of applications when using social media in recruiting process.

The problem was mainly due to the size of the company; smallercompanies have got problems with getting a good number of good applicants and that is why more often smaller companies did not conduct a recruiting process at all, compared to bigger companies. (Korpi 2010)

LITERATURE REVIEW

A recruitment policy outlines the approach which all participating in the process are expected to adopt and the standards which they should achieve in carrying out an organization's business. A recruitment policy helps the current employees involved in the process, to direct their efforts towards the organization's goals and in the spirit organization wants them to act. A basic recruitment policy should answer questions like what is the overall goal of recruitment and how to maintain the equality of opportunity? (Foot & Hook, 2008, 144-145)

According to the authors, Facebook's Social Jobs App, which was released in 2012, was supposed to leverage the utility of social networking during the process of looking for a job. It connected Facebook's main purpose, social networking, to the opportunity of finding jobs and keeping in mind the ever-growing user numbers of the network, this move could have been beneficial to expand Facebook's services. Kelkarand Kulkami (2013) however point out that the app merely presented a job search engine, which returned results that were otherwise posted already and searchable using other job searching tools. Potentially, the app presents a threat to LinkedIn's services if developed further. With studies showing that LinkedIn is underutilized by young adults, Facebook appears to be the most popular network. In a study on young adults' social media usage, Ezumah (2013) finds that with more than 500 million users worldwide, Facebook represents the most widely used social network.

Sometimes organizations want to prefer internal applications over external ones, to value their current employees. If this is the case, this should also be included in the overall recruitment policy of the company. (Foot & Hook, 2008, 144) Markkanen highlights (2002, 56) that the main idea behind recruiting policies and strategies is answering these three questions: Why we are recruiting, what are we recruiting and how are we recruiting? After these questions are answered carefully and thought through, it is time to start the recruitment procedures.

CONCLUSION

The study builds a path model which demonstrates the potential relationships between the study constructs and result in job search outcomes for the employment seekers through the social media. To understand the process of job search behavior and the impact of different job search strategies on employment outcomes,

the study uses the theoretical lens of Theory of Reasoned Action (TRA). The path model is divided into two parts. The first part presents that the components of Theory of Reasoned Action (career planning attitudes and social support) are the predictors of job search strategies (focused, exploratory, and haphazard search strategies) followed by the job seekers. The next part shows that the job search strategies in turn are predictor variables for job search outcomes (number of job offers, percentage of success, and pre-entry fit perceptions).

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