Role of Social Media in Recruitment Process

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Abstract

Role of social networking sites is increasing drastically in day to day life. New hires looking for work turn to the Internet first, lesser looks in the local newspaper. It's not enough for employer anymore just to post a job vacancy on Monster.com, Naukri.com, Timesjob.com or other online job boards. Employers are spammed with hundreds of resumes from unqualified applicants when they post on the big boards. Employers recognize, that as the online social networking world is expanding, there are better ways to recruit superior employees. Since world of recruiting is changing, Employers are using LinkedIn, Facebook , Viadeo and other popular networking sites for recruitment. Most people at the end of the day are hired through a referral -- a friend of a friend of a friend. This is the basic structure behind social networking sites -- the trusted one-to-one relationship.

This research paper contributes impact of social networking sites in organization and for jobseekers. They are useful for jobseeker as well as employer. But its increasing popularity also giving threat to privacy of an individual. Whatever people are posting can help them or hurt them in regards to their career.

Study has been conducted with the help of inputs received from various sources like publications, websites, Research paper, survey, etc. Comprehensive analysis of the shifting trend has been done and explained through various graphs and figures

Overall, social media has improved the recruitment process by making it more open and democratic. Using this method alone however, takes the 'personal touch' out of relationship building and candidate identification. It is therefore unlikely to completely replace the traditional recruitment methods in the near future

Keywords:-

Social Networking Sites, Recruitment,

INTRODUCTION

Social Media is the current big buzzword in the world. It is already such a big part of the Internet culture. Social Networking mean simply one person meeting another person via internet. It includes sites such as Facebook, Twitter, LinkedIn, Viadeo, MySpace etc. The rise of the Internet, and particularly the rapidly

growing popularity of Social Media websites, has transformed the way employers and job seekers communicate and more recently, the way the recruitment process works in general. In the past, sourcing candidates with the right qualifications, experience and cultural fit was a complicated and time-consuming process, which is why employers generally turned to independent recruitment agencies for professional help. More recently we have seen a shift towards in-house recruiters, (who I must add, are generally very professional and effective in sourcing talent) who, with the rise of social media can tap into a global pool of potential candidates with just a few clicks of their mouse. Whilst this evolution has benefited many employers with their hiring during a period of global downturn and job shortage, I am not so sure it is a sustainable or effective sourcing method medium term.

Use of Social Networking Sites:-

1. Purely Personal Reason-

Due to large demographic people like to be connected with friends or want to make new friends. People use these sites, which gives entertainment as well. Facebook is more popular for this. One great way of taking advantage of the personal side of Facebook is keeping in touch with people hundreds of miles away, maybe somebody who has gone travelling or moved to the other side of the world

2. Business-Connecting with Customer

Due to large use of internet organization use Social networking sites for directly connecting with customer. They can chat with customer directly using sites. Twitter is being mostly used for this

3.Business – Networking

Specially entrepreneur use social networking sites to promote their business. To form solid networking

4. Marketing:-

Another Twitter success story is Dell and their recent Internet Marketing strategy. Their outlet site sells refurbished PCs, and they post details about the newest ones on their Twitter feed. They also post special offers just for Twitter users, and they send information about sales, along with discount vouchers to their Twitter followers. The company has generated $6.5million in revenue from this venture.

5. Entertainment:-

The newest craze is on Facebook, with all the game applications that have appeared over the last couple of years. The most popular of these is a game called Farmville which has managed to acquire 72.9 MILLION users per month. That is a crazy amount of people to be playing a game about running a virtual farm

6. Recruitment:-

Sites Used for Recruitment:-LinkedIn,Viadeo,Facebook,Twitter.

REVIEW OF LITRETURE

Recruitment is an essential part of talent management and can be defined as 'the process of searching the right talent and stimulating them to apply for jobs in the organization' (Sinha & Thaly, 2013, p. 142). Recruiting the wrong individual is costly. Even for low-level positions, a failed hire may cost a company double the person's annual salary, rising to around six times the annual salary at higher levels (Armstrong, 2006; Houran, 2017). Employers are thus making an effort to address issues related to the attraction, recruitment and selection of talent (Holland, Sheehan & Pyman, 2007). Recruitment is not an isolated organisational function. Rather, identifying, attracting and recruiting the right talent is a key success factor of any talent management strategy (Gallardo-Gallardo & Thunnissen, 2016; Tyagi, 2012). Talent can be defined as the entirety of an employee's ability, including attributes such as skills, knowledge, experience, intelligence and character (Armstrong, 2006; Stahl et al., 2012)

h□p://www.sajhrm.co.za Open Accessenables recruiters to specifically identify and target talented but passive or semi-passive job candidates and to lure them to potentially attractive employment positions. It appears that South African researchers have given little or no attention to how social media has changed the recruitment processes employed by recruiters, and the ability of social media to attract talent. The question thus remains whether the use of social media in South Africa is a significant development to take note of or if it is just a hype without much practical value. The objective of the research discussed in this article is to explore the possible impact of social media

on recruitment.

Literature review

Recruitment

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The aim of recruitment is to draw important resources into an organisation – namely, human capital (Ready et al., 2008; Thunnissen, 2016). Thus, its purpose is to identify, attract and

secure the most qualified and competent employees for an organisation's current and future talent needs (Armstrong, 2006; Thunnissen, 2016). Recruitment is the process of finding the right person who is interested in working for an organisation, influencing these particular individuals to apply for the job and convincing them to accept the position (Phillips & Gully, 2012). This can be divided into internal and external recruitment. Internal recruitment refers to the recruitment of employees who are currently employed in different positions within an organisation, whereas external recruitment refers to targeting employees currently outside an organisation (Breaugh, 2008; Hughes & Rog, 2008; Stahl et al., 2010). One could assume that internal recruitment is one of the best ways to fill vacancies as employees are already immersed in the company culture, and management knows how a certain employee performs. However, this is not always possible or desirable and there are several reasons for organisations to find talented employees outside of the organisation, in order to fulfil its present and future talent needs (Armstrong, 2006). For example, organisations might recruit from outside when specialised skills are not available within the organisation and/or there is a need for an increase in the diversity of the workforce (Pynes, 2013).

Social mediaSocial media can be defined as the use of web-based

conversational media (applications that make possible the creation and transmission of content in the format of words, pictures, videos and audios) among communities of people who meet online to share information, knowledge and opinions (Safko & Brake, 2009). Four key motivations drive the use of social media: connect, create, consume and control (Hoffman & Fodor, 2010). A wide variety of social media platforms are available and well established, for example,

Facebook, LinkedIn, Instagram, Twitter, et cetera. However, a large body of previous research indicates that among the various social media platforms, Facebook, LinkedIn and Twitter are mainly used in the sourcing process (Caers & Castelyns, 2011; Doherty, 2010; Dutta, 2014; Singh & Sharma, 2014). LinkedIn and Facebook could be classified as social networking tools, in other words, tools that allow users to share information about themselves, often through an online profile that they have created themselves (Safko & Brake, 2009). Twitter falls under the subcategory of microblogging tools, which allow users to communicate a message in less

than 140 characters.

According to Hootsuite, a social media management platform, in January 2017 there have been registered:

Worldwide

3.773 billion internet users (10% growth from January 2016)

2.789 billion users are active social media users (21% growth from January 2016)

One of the fastest-growing recruiting trends in recent years has been social recruiting, using social media networks such as Facebook, LinkedIn and Twitter to source and recruit candidates. Recruitment through social media can offer many benefits to companies, as it allows them to reach a larger pool of potential candidates.

In the 21st century, due to the constant progress in the field of electronic and mobile usage, methods of the verification process for candidates for jobs, as well as recruitment and selection solutions, are undergoing changes. Candidates' approach to work and employers is also changing. A few years ago, there was a higher percentage of candidates actively looking for jobs using traditional methods in Poland, such as: browsing offers in papers or on the Internet, or sending applications directly to the companies. Then, it was rather the so-called passive recruitment, or Recruitment 1.0. Companies looking for employees limited themselves to posting job offers. The candidate had to be committed in order to get a job. It cannot be said that Recruitment 1.0. has been supplanted. Instead, it has been replaced by the increasingly advanced types of recruitment, from Recruitment 2.0., where the companies actively look for candidates via social media (AtmanCo, et. al 2017), to Recruitment 5.0. functioning in highly specialised businesses (eGospodarka.pl, et. al 2017).

Social Media In The Recruitment Process – A Chance Or A Threat by Maria Olejniczak mentioned that It cannot be fully confirmed whether the fact that social media's gradual interference in the recruitment process increases, is a chance or a threat. On one hand, social media reduce the distance, the barrier between the company and a potential employee. New ways of reaching candidates show up, via social networks or other tools, such as Instagram or YouTube. Reduced distance equals saving time on getting through to a particular candidate/employer and a higher chance to build an employee/employer – company relationship. On the other hand, there still exist business networks, and their obvious purpose is to build business relationships, establish brands, and make it easier for the applicants and employers to find an ideal company or an employer for a particular industry. On the contrary, social networks are used for personal reasons, to contact friends. Permeating and combining social and business networks leads to disturbing the work – life balance concept and a misuse by the employers. It is worth to remember that despite legal protection, the content posted by users on websites and forums of various kind is also used by other entities for various reasons. In view of the foregoing, it seems that regardless of the occupational status and the position, the key to safety is to share information and personal content in moderation. When making posts on social networks, one must be aware of the risk that the posts may be monitored.

Use of Social Networking sites for Recruitment:-

Studies reveal that 65 % of the time, the hiring process is the deciding factor in establishing whether the recruiter will get a good performer or not. Social networking is one of the most sought out solution for sourcing and recruiting employees in companies as it offers an exciting means for linking employers and potential employees. Employee recruitment across levels has become more challenging as the market for qualified job applicants is shrinking.

Giving advertisements in newspapers and internet-based job boards is expensive and it is a constant challenge to target the narrowly defined candidate types through mass advertising. This is when social networking becomes an emerging and an exciting imperative. As Ashish Garg, Director of Recruitment for Convergys Customer management operations in India, reveals, recruiters perform more than 30 % of their sourcing activities through social networking sites. They have a team of social media recruiting specialists and hope to develop many more such specialists in the next few years.

According to a US survey of 2,667 HR professionals, 45 per cent check job applicants' social network profiles before hiring while a further 11 per cent intended to do so over the next year (careerbuilder.com 2009). A smaller UK survey found that only 27 per cent of employers did so, although it was a more common practice in media, professional services and finance industries and less common among charities and retailers (Peacock 2008). It should also be noted that sites such as LinkedIn are professional networking sites that can be used explicitly for recruitment

Famous Sites used for Recruitment

Linked In

Linkedin is one of the social networking sites in India which are used by many professionals

When anyone searches in Google for you, it is always a positive if you can be easily visible and this is possible with Linkedin as the page rank of such social networking sites in India is high. So care must be invested in making the profile and things must be added based on priority as people see the stuff in your profile. Not only you get connections but also advices from the experts from the features available in Likedin. Along with these features Linkedin help finding your friends or your old associates of business.

Highest % of site traffic by country

Highest Percentage of Traffic by Countries on Linked In

1. United States   **42.8%**

2. India   **13.7%**

3. United Kingdom   **6.7%**

4. Netherlands   **3.7%**

5. Canada   **2.8%**

6. Italy   **2.3%**

7. Germany   **2.3%**

Viadeo

Viadeo is often labeled as LinkedIn's rival in professional social networking, however it is important to note that the site is relatively unheard of in the USA; where LinkedIn dominates the market. To extend its presence on the Asian Pacific continent, Viadeo opened a new office in San Francisco in 2010

Users of Viadeo County wise

T Table of users by

Latin America | 11.3 *million*

Europe | 8.1 *million*

China | 5.5 *million*

France | 4.5 *million*

USA | 5 *million*

India | 3 *million*

Other countries | 2.1 *million*

Facebook

It was initially started as college networking site. Later on this expanded and now each and every one can be included. With Facebook you can share your status updates, photos, videos etc and your friends can like and comment on your shares. Facebook has more than 500 million users, of which 50% log into the site every day. Around 33% of all internet users visit Facebook at least once per month. The UK, Italy, France and Germany are the highest represented European countries on Facebook. Open networks such as Twitter and LinkedIn, it is assumed, are the most useful tools for professional networking and recruitment rather than closed networks such as Facebook.

How to use Social Networking Sites for Recruitment:-

- **Develop and expand a personal network of professionals** to whom the employer or recruiter can send a request for a referral of a recommended candidate for a particular job opening. According to About.com's Alison Doyle, at LinkedIn, "There are members from all 500 of the Fortune 500 companies. LinkedIn members comprise 130 different industries, and include well over 100,000 recruiters."

- **Stay in touch with former, valued, trusted colleagues for potential future employment** relationships. You don't want to lose touch with people who have worked successfully for you or with you in the past. They could be your best future employees - or send you your best future employees.

- **Actively search for candidates among LinkedIn members by searching on keywords** for people with the required qualifications listed in their LinkedIn profile. (This is why keyword rich, well-developed,

complete profiles are recommended for professionals on LinkedIn.) Share your contact information so others can easily contact you whether you are actively or passively job or employee searching.

- **Develop a complete, keyword-rich profile for your company on LinkedIn.** Prospective employees, who are looking for employers, search LinkedIn by keywords, too. They also look at company profiles to make up lists of companies for whom they'd like to work. Potential employees may even contact you through LinkedIn's mailing system, In mail. Be prepared to respond as you want to hire these social media savvy candidates.

- **Search for potential employees by past or current employer** who may have employed people with the skills and experience you seek for your company.

- **Search for employees based on references from recommenders you trust**, the process used on LinkedIn in which members of your network can write notes of recommendation for you.

- **Can ask your current employees to activate their networks to reach out to potential passive candidates for jobs.** (Not everyone is looking, but most people are open to discussing the right opportunity.) Employee referrals are valued because most employees will only refer to you people with whom they want to work.

OBJECTIVES OF STUDY

- To study the influence on social media on Recruitment process
- To study the pros and cons of the social media in recruitment process

METHODOLOGY

This paper mostly concentrated on secondary data using of different articles, journal and online material.

FINDINGS

- ➢ Almost 83 % of the firms feel that social networking sites will revolutionize the trend of recruitment and will emerge as a new age tool for recruitment with only 16 % saying that is an overhyped tool for recruitment
- ➢ There is a significant increase in number of companies using Social Networking sites for Recruitment
- ➢ Most of the job seekers, today, have their profile uploaded on both Facebook as well as Linked In.
- ➢ Many papers revealed that on an average to active on the social networking sites for more than 2-3 years.
- ➢ Most of the professionals spend approximately 21-30 hours every week on these sites

➢ Candidates view companies recruiting through these sites as having good employer branding and modern and up to date. They feel that these companies know how to blend into the existing trends of the market thus work culture is expected to be global and employer friendly

➢ Companies are using social Networking sites for cross checking and finalizing the candidate. They are visiting to their personal database which can act for them or against them

➢ This recruitment tool more often used for recruiting Middle level managers

ADVANTAGE

- Use of Social Media for Recruitment is Fast and cost-effective process
  - It helps to target specific job level to recruit candidate
  - It gives Employer Branding and Recognition. By putting advertisement online of the organization
  - It can target candidate with specific key skills
  - It is trusted networking
  - Jobseeker can track vacancy through his friends in network

DISADVANTAGES

- **Privacy Issue**

  There is no legislation which prohibits employer from using personal database of person for an individual's Facebook profile when making a recruitment decision but there are

  a number of issues with using social networks in this way. Firstly, there are

  questions of privacy and the extent to which firms should have an interest in the private lives.

- **Discrimination Hiring**

  Assessing someone's potential employability based solely on an online profile leaves the door wide open for unethical practices

- Online profile does not paint actual picture of an employee

- Social media not work more for Lower level recruitment.

- Ultimately the candidate can decide what information they are willing to share.

CONCLUSION

This paper looks at the impact social media is having on the recruitment industry. It focuses on how companies and recruitment professionals are taking advantage of the social media landscape to promote

brands effectively and solve talent issues. In particular, it considers the role sites such as LinkedIn, Viadeo, and others are playing within this context.

Social Media is very important for student because they are future job seeker so they have to be aware of the post. They are the maker or breaker. So, jobseeker need to make good profile on these sites as if they are marketing to themselves. While the benefits of using social media in recruitment strategies are numerous, it's also important to point out that adequate content management is also needed.

The growth in the use of social media sites is phenomenal. Companies and recruiters, therefore, need to be where candidates are in order to engage them in the recruitment process. This involves engaging with talent across a wide range of social networking platforms. To do so effectively, they need to work together. It is very important to target Right professional right job.

To secure and retain the quality of employee team in the future, it's important to maintain a good relationship with a truly specialist recruitment business who is well networked across your sector. This recruitment partner will have the capability to utilise a variety of traditional recruitment methodologies, combined with all available social media channels to help recruiters in handpick the perfect candidates for your business in any economy.

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