

THE IMPACT OF SOCIAL MEDIA ON HUMAN RESOURCE INTERVENTION

¹ Raashidah Gani, Research Scholar,

School of Management Studies, Baba Ghulam Shah Badshah University, Rajouri (J&K), India

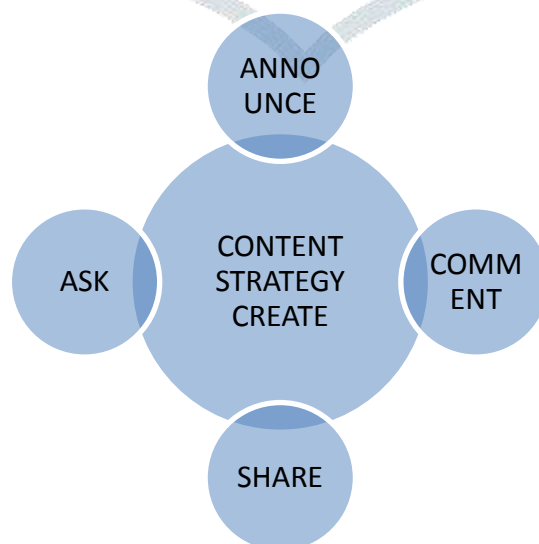
Abstract: In the today's era, Social Media has become an essential tool of communication which enables people to stay in touch with each other and keep themselves abreast with new trends that are happening around them. Gone are the days when individual meetings were conducted for policy sharing and when HR people used to travel from one location to another, announcing new practices, promotions, and separations, but with the emergence of social media, a single tweet/Face book update or a post on the Internet-based organization management system serves as a public notice for any type of organizational change, throwing a wrinkle in the corporate communication process. The use of the Internet continues to grow and social media is becoming a bigger part of our private and professional lives. Therefore in this fast changing environment there arose a need among Human Resource professionals with regards to the usage of social media tools among employees which forced them to develop and redesign various HR practices & process. As a result, social media got introduced into the world of human capital management. Thus HR interventions and processes were put into practice in the business so that employees know their preferences in order to use and perform such practices. This paper tries to explore the impact of social media on various HR functions like talent management, recruitment and selection, performance management, employer branding, and how HR interventions would help in its application.

Keywords: Social Media, Recruitment, Human Resource Functions, Human Resource Intervention.

Introduction

Social media has been broadly defined to refer to the many relatively economical and generally reachable electronic tools that facilitate anyone to publish and access information, collaborate on a common effort, or build relationships.

Most of the world-class leaders authorize and identify key employees to become a significant tool for the firm on social media platforms, helping customers, building the image, attracting new talent, and presenting a unique face to the company. In future days the present business in most organizations would be run and controlled by younger employees and they will have a significant influence on organizations as it has been observed that organizations which have a social media presence are viewed as more advantageous to open information sharing than others. The application of social media may differ from organization to organization, industry to industry, but its presence cannot be ignored by enterprise in general and by HR professionals in particular. Social media is well-established as a consumer and brand oriented set of tools. Increasingly, social media is being offered as an innovative solution for internal effectiveness. When strategy and governance are integrated with social media tools, they can positively impact the organization. Human resource management interventions aim to enhance overall organizational performance by improving the performance of individuals and groups within the organization."HRM Interventions can also improve health workers performance. Moreover Human Systems Information is the design and implementation of interventions in social settings where adults are confronted with the need to change their perspectives, attitudes, and actions. Depending on the philosophical and theoretical orientation of the intervener, the process can be approached as a planned, systematic, and collaborative activity. The field of HSI is based on social science research that seeks to understand social change and to improve the effectiveness of intervening in a diverse range of social systems.



Research Objectives

- 1) To study the impact of Social Media on Human Resource Functions
- 2) To study the relationship between social media and HR interventions, and
- 3) To suggest various policy implications for making HR intervention more useful and pragmatic for the overall application of social media.

Social Media and Human Resources

Social Media has emerged as a powerful business and Human Resource tool. This discipline deals with selecting appropriate Social Media sites and formats from the innumerable options available and leveraging the same to create value for the organization. This requires an in-depth understanding of the key benefits and pitfalls of Social Media and managing these effectively in the organization's context.

This discipline emphasizes harnessing Social Media for effective Human Resource Management, which includes recruitment, collaboration, and engagement. It also explores the non-financial impact as well as the approaches to measuring the return on investment in Social Media. In addition, it outlines the future trends and implications of Social Media for Human Resource Professionals.

Social media has exploded over the past five years, with companies using different channels to post job openings, interact with clients and employees and make major product announcements. So, how does a social medium impact the human resource industry? We will tackle this question by the following answers so that human resource managers know how social media impacts their daily activities, their recruitment practices and much more while on the job.

Social Media Makes Recruiting Easier and More Successful

One of the biggest advantages of human resource managers using social media on the job is that it makes the recruiting process easier and more successful for the company. HR managers can post job openings on all the company's social media sites, including links to the listings on the company website. This makes it easier for the company to get the notice out to the public when jobs become available and for candidates to apply for those open jobs. Companies are also seeing more success using social media to recruit new employees as they can browse the social media sites of potential candidates to determine if he or she will fit in with the company culture.

Social Media Helps Company Branding

When it comes to highlighting the brand of a company, social media is fetching the marketing teams and human resource departments. When an issue arises with the image of a company due to a customer complaint or other reason, the HR department can take to social media to reinforce the brand of the company and make sure the outcry does not get out of control and turn into a viral frenzy.

Monitor Employees Activities

On the downside, for at least some people, social media allows HR executives to keep an eye on the activities of their employees. If employees are posting to their personal social media accounts during the day and those posts do not relate to work or relate in a negative way, then the company can enforce its social media policy. Some companies allow employees to use social media throughout the day so long as their posts relate to the company in a positive way. For example, members of the media (newspapers, TV stations and radio stations) encourage their employees to post on social media regularly in order to keep the public informed.

Communication with Employees

Another way social media has impacted human resources is that companies are now beginning to communicate with their employees using social media. Some companies will talk to employees on Twitter to discuss company events so the public can learn about them. Other companies use messaging apps such as Google Hangouts to talk with employees in one location or all over the world.

As you can see, the role of social media in the human resource world has grown exponentially over the past five years and continues to grow.

Employee Engagement

Employees tend to feel busier in the workplace if they feel informed and if they believe their opinions are heard. Social media can give employers a way to spread the word as well as a way to channel employee comments.

Some organizations use a corporate Facebook page to communicate new programs or policies to their employees. A key benefit is that employees can react to announcements immediately with comments or questions. Other employers use a corporate blog or video sharing to keep employees around the world engaged in regular meetings. Social media can be an excellent tool for quickly disseminating information on the state of the organization and have all employees feel involved, making them feel more connected and more a part of the organization and its mission.

Policy on the use of information technology

Today more than ever it is essential for employers to adopt a written policy on information security and the use of information technology. Such a policy should in particular:

- Lessen employees' expectation of privacy when using the employer's computer system;
- Remind employees that they do not have the right to use the Internet for non-work related reasons;
- Remind employees that they are responsible for comments they make on social media that directly or indirectly concern their employer or co-workers;
- Clearly, explain the consequences of failing to respect the rules stipulated in the policy.

In order to be valid, the policy must be reasonable and made known to all employees.

Human Resource may be tempted to leave social media matters to the organization's information technology managers. But experts warn that the issues involved in social media use—privacy, confidentiality, appropriate communication styles, productivity and time management—are squarely in HR's wheelhouse. Policies on appropriate use of these evolving media are HR's responsibility.

Working with Information Technology, risk management specialists and marketing personnel, Human Resource must structure policies to minimize risk to both the employer's security and its reputation. At the same time, Human Resource must help the employer leverage the use of social media for the organization's benefit. Human Resource is also typically responsible for enforcing social media policies.

Human Resource also generally takes primary responsibility for developing and promoting guidelines and training to ensure that employees understand the expectations about their use of social media, both at work and at home. Lessons for employees on social media etiquette, together with clear expectations from the employer, ensure that employees know how, when and where they can use social media. Human Resource also takes the lead in developing appropriate internal documents to communicate policy requirements, changes, and clarifications to a company's employees.

Social media and the Internet, in general, are now an inevitable part of human resources management. Employers have no choice but to acclimatize to this new reality.

Possible Risks of Using Social Media

The growing use of social media is not without risks. Employee use of these sites, whether for personal use or as an official part of the employer's social media strategy, can open the door to certain liabilities.

Exposing networks to attack

Employees may not be aware of how their actions online could compromise organizational security. Visiting social networking sites at work can expose company networks to malware, including adware and spyware. Malware, or malicious software, is designed to take control of and damage a computer. It can help hackers steal identities and data.

Organizations must educate employees about how a downloaded application or even a simple click on a received link can infect their computers and the network at large. Employers should also warn workers not to click on suspicious links and to pay careful attention when providing personal information online.

Distributing confidential information

A serious concern about social networking platforms is that they encourage people to share personal information. Even the most vigilant and intelligent people can give away information they should not; the same applies to what is posted on company-approved social networking platforms.

Organizations that maintain an official twitter feed or a corporate Facebook page want public recognition—in fact; the point is to attract followers. These employers keep, and often publicize, statistics about their numbers of followers and views. This dynamic is where the danger lies. In an attempt to be personal and provocative, employers that allow any employee to post on the company account also leave themselves open to problems—such as potential disclosure of confidential organization information, violation of employment policies or other rules, or public relations headaches.

Creating tattletales (reports others wrong doings)

Another issue for employers is that some of the employees report some wrong doings to the manager about their' personal posts on social media sites, especially when those items could get the image in trouble at work. HR needs to look forward to this eventuality and have a procedure in place.

Advantages of Social Media:

- Social media helps in achieving the productivity in the organization.
- It plays a crucial role in employee engagement which thereby increases the morale of employees.
- Social media is an effective tool in the hands of organization for fostering growth and innovation in the business.
- Allows employees to discuss ideas, post news, ask questions, and share links.
- Expands market research, implements marketing campaigns, delivers communications and directs interested people to specific websites.

Disadvantages of Social Media:

- Employees inadvertently or deliberately leak privileged information that belongs to the organization
- The creation of public, and therefore “discoverable,” public record related to internal employment issues
- Misrepresentation of organization's position on public issues
- Damage to company's reputation or desired brand image
- The potential for viral growth of negative sentiment either in response to organization communications or simply a market discussion on products or services

Conclusions

It's clear that social media tools are transforming the way we work and will continue to do so in ways we can only imagine. It is critical for Human Resource professionals to understand what these tools are used for and assess the risks and opportunities they may present to an organization. Social media is redefining how companies innovate by connecting people and ideas in ways that have previously not been explored. Organizations now have the ability to utilize knowledge from external audiences around the globe that they could never reach before. It is changing the way we do business today. Additional benefits include the ability to enhance your public image, improve interactions with customers, and promote employee engagement. But it is not without internal and external risk.

Suggestions

From the above conclusions the following suggestions are made:

- Employee engagement and employee communication can be accelerated with social media
- Social media is transforming the entire recruiting process and the candidate/company relationship which will help in acquiring right talent
- Learning is an enormous opportunity for leveraging social media; therefore appropriate atmosphere should be available.
- Social media has the potential to transform talent management and performance management which can lead to image building and increase in turnover.
- HR service delivery can be improved through emerging technologies which would help in increasing the know - how of employees about latest trends and technologies.

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