IMPACT OF SOCIAL MEDIA IN RECRUITMENT PROCESS

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Abstract:

Modern recruitment methods driving towards novel methods apart from traditional process. In this journey social media playing vital role to complete the task successfully with zero cost. It can provide a useful additional source of information on potential job candidates, especially since some data (at the personal as well as the professional level) may not be generated for the purpose of recruitment, and therefore may provide candid supplementary information on the applicant. For candidates it potentially offers multiple sources of information about the employer and the possibility of contact with existing employees to gain a more realistic job preview. However, there are a number of issues that need to be considered. Firstly, there are ethical questions of privacy and the extent to which it is appropriate and relevant for employers to seek information about workers' private lives. According to USA survey found that the most common reasons for not short listing and rejecting candidates were based on 'lifestyle' rather than employment-related information. This paper will focus on recruitment sites impact on job selection.

Keywords: Recruitment, social media, print media.

I.INTRODUCTION

Social media as "a group of Internet-based applications that build on the ideological and technological foundations and that allow the creation and exchange of user generated content." Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user generated content. They introduce substantial and pervasive changes to communicate between organizations, communities, and individuals. Social networking site is the phrase used to describe any website that enables users to create public profiles within that website and form relationships with other users of the same website who access their profile. Social networking sites can be used to describe community-based websites, online discussion forums, chat rooms and other social spaces online, people looking to connect with other business-associated contacts usually the sites like LinkedIn, Twitter etc., but one need to understand that social media is beyond Twitter, Face book, LinkedIn and Blogs. Social networking sites such as Face book, Twitter and LinkedIn are some of the most powerful tools available to recruiters today. Face book has more than 500 million members and regularly surpasses Google in site visits per day. LinkedIn has increased its number of registered users from roughly 40 million in 2009 to more than 100 million in 2011. As usage continues, more businesses are recognizing the fact that high-quality candidates can be reached faster and at lower cost using social networks than traditional recruiting methods. Social networks can give recruiters a competitive edge in locating and engaging the best candidates available to reach company's recruiting objectives. Job seekers use social media for a host of reasons. Searching for a job may not be the single most popular activity on social media, but it is an important one. Recruitment, correspondingly, is one of the main activities that bring corporate users to social media, alongside branding, product news, attracting customers and nurturing existing customers.

The employer's perspective is different. Not all employees are actively looking for a new role and these individuals are also usually the most sought after candidates. Employers are aware of this and therefore, in some cases, are urging employees not to promote themselves too effectively online, as they can essentially become vulnerable to poaching. The wider issue of confidentially also comes into this. Most employers don't want certain information about the company published online. These details are often essential in the assessment of an individual but they won't necessarily be available online. Recruiters, however, have relationships with active and

non-active candidates in the marketplace and either intimately know, or quickly become aware of, someone's achievements, after a detailed assessment process.

II. LITERATURE REVIEW

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). The process of Recruiting 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).

Social media is composed of different ways of communicating, sharing, and interacting, and social networks are just one of these ways. Other forms of social media include blogs, wikis, videos, podcasts, and so on (Joos, 2008) But it's not by chance that the concepts of social media and social networks get mixed and are sometimes seen as one, certainly, social networks represent the major form of social media due to the immense popularity of sites like Facebook, Linkedln, and Twitter (Hunt, 2010) Also, by looking at the definition of social networks, it's easy to understand how it can easily get mixed with the concept of social media.

According to Boyd and Ellison (2008 p 211), "social networks are web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system" It's important to notice the keywords used in this definition of social networks and how they relate directly to the definition of social media Words like "web-based", "system", "profile", "articulate", "connections", and "traverse", all relate back to the concepts of participation, openness, conversation, community, and connectedness applied by Mayfield (2008) in his description of social media As observed above, social networks are just one of the many forms in which social media is presented, but certainly a very significant one The next section will list, analyze, and discuss the three major social network sites (Facebook, Twitter, and LinkedIn) and their current use by organizations in their recruitment processes

III.METHODOLOGY

Objectives:

1) To know the social media impact on recruitment process.

2) To identify role of social media in deciding right candidate.

3) To know the support from social sites to unemployed youth.

Hypothesis:

H_{01}: There is no association between experiences of the employee and their opinion on recruitment sites are helping in choose right employees

H_{02}: There is no significant relation between age of the respondents and their opinion on recruitment sites replace with print media.

H_{03}: There is no significant association between occupation of the respondents and their opinion on professional sites will dominate CV's in recruitment

Sample & Sample size:

The study sample contains recently employed youth in IT/BPO sector who are working in Hyderabad /Cyber bad town. A sample of 100 respondent's data was capture by using structured questionnaire.

Analysis:

H_{01}: There is no association between experiences of the employee and their opinion on recruitment sites are helping in choose right employees

The above chi square test indicating the significant value is less than 0.05 (0.015) , hence the

Hypotheses Rejected. i.e. as per employee experience opinion wise the recruitment sites are effectively working on choosing right employees for their companies.

Table 1 : Chi-square test values of sites help

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.664[a]	8	**.015**
Likelihood Ratio	4.128	8	.154
Linear-by-Linear Association	1.869	1	.172
No of Valid Cases	100		

9 cells (60.0%) have expected count less than 5. The minimum expected count is 1.08

H_{02}: There is no significant relation between age of the respondents and their opinion on recruitment sites replace with print media.

The above chi square test indicating the significant value less than 0.05 (0.01), hence the
Hypotheses Rejected. i.e any experienced employees are not accepting that, print media will dominate of sites for recruitments.

Table 2 : Chi-square test values of print media

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.817[a]	8	**.001**
Likelihood Ratio	.864	8	.313
Linear-by-Linear Association	.122	1	.727
No of Valid Cases	100		

5 cells (33.3%) have expected count less than 5. The minimum expected count is 1.71

H_{03}: There is no significant association between occupation of the respondents and their opinion on professional sites will dominate CV's in recruitment.

The above chi square test indicating the significant value is greater than 0.05 (0.972) , hence the **Hypotheses Accepted**. i.e as per occupation of the respondents they agreed that, professional sites like Linked In will replace CV's in recruitment process.

Table3 : Chi-square test values of CV preparation

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.871[a]	8	**.274**
Likelihood Ratio	12.108	8	.146
Linear-by-Linear Association	5.318	1	.021
N of Valid Cases	100		

10 cells (66.7%) have expected count less than 5. The minimum expected count is 0.96

IV. FINDINGS

● The respondents are strongly agreed that, they are able to reach maximum number of respondents a day through social media sites to advertise about job.

● Nowadays social media sites are playing a vital role in identifying and recruiting employee more effectively.

● The Business world is highly depending on digital operation rather than manual operations and digitalization take major share in it.

● The social media sites are producing and able to get more efficient employees through online sites.

● The present situation indicating that, print media may not occupy again and dominate on social sites.

● Professional sites like Linked in and face book and Twitter will are more efficient way to choose right employees to the organizations.

● The online sites are easy to access every body

● The recruitment sites are cost less to both the Employer and employee.

● The present generation is very much intended to use technological things rather than traditional things.

● It is a very easy process to share your competencies to outside world and employers

V. CONCLUSION

It has been found that 47.27 % of students are on face book and 20 % on LinkedIn, 14.55 % are subscribed Naukri.com, which helps the students to update with the availability of jobs provided by companies and consultancies. most of the students are satisfied, some are very satisfied by applying the jobs on social sites, they felt its very useful to know about the details of jobs, and companies, also shared that those sites quick in responding and so easy to search the jobs. Some are got the job on LinkedIn but due to some personal issues they didn't join. 83.3 % of management and consultancies are given their opinion that they can successfully and effectively hire the candidates through social sites and 76.9 % are feeling that recruiting through social sites like LinkedIn will be more effective over the next few years.

Most of the companies are still using traditional way of recruiting the candidates, so companies should adopt the modern method of Social networking sites for recruitment which is cheaper alternative method of hiring instead of giving advertisements in newspapers, news channels and job portals, or consultancies which leads to more expenses.   If companies start to adopt this method, management can study candidates' psychology- lot of information that is available on these sites can be used for understanding the psychology of the potential candidates and thus helps the company in understanding the employee-job-fit. This will not only give a boost to successful recruitment but also help in enhancing employee retention initiatives. By using social sites in recruitment process, employer branding will be increasing in the business world today. These sites can be effectively used by organizations to establish themselves as good employer brands in order to attract the best talents of the industry thus companies has to bring awareness in job-seekers mind. They need to highlight the benefits and ways in which recruiters can tap potential talents.

VI. SUGGESTIONS

This study concludes that Most of the management, job consultancies and students from graduates as well as post graduates are aware about social recruitment through various social networking sites like face book, twitter, and LinkedIn. Some of the students are applied the job on these sites, they are highly satisfied of searching the jobs on social platforms and they have also got the job but due to some personal problems they didn't join the company. Job consultancies and HR managers are revealed their opinion that recruiting through social sites will be become more effective in the HR functions and it will below cost of recruitment for the company compared to other traditional methods of recruitment and also they have felt that social site like LinkedIn will become more effective tool to search the candidates as it is the professional site and professional interactions will be carried out. Management and consultancies are ready to implement this modern method but they feel, need to learn.

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