

Recruitment through Social Media Networking Sites: A Study of the Concept & Practices

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ABSTRACT

The recruitment process has evolved at a rapid pace since last few decades. Millennials, shaped by societal overhaul and tech sector shifts, are expected to make up three-fourths of the global workforce in the future. The millennial generation has significantly influenced the rapid expansion of the internet and social media, using these platforms to generate awareness and form relationships, spending significant time on them. The recruitment landscape is becoming increasingly competitive, with companies using various strategies to tap into potential job seekers and skilled professionals. HR departments face challenges in establishing recruitment objectives to ensure organizational success. Social media recruitment benefits companies by matching job requirements with candidate skills, increasing employer brand awareness, reaching candidates faster, and being free, making it an effective tool for future employee recruitment. The study explores how employers can effectively use social media to recruit employees aligned with their vision, mission, and culture. The study aims to understand the increasing use of social media for recruitment, its awareness, and compare it to traditional recruitment methods like newspapers, advertisements, and job fairs. The study explores the cost-effectiveness and time-saving benefits of social media recruitment for organizations, focusing on finding the right candidate for the right job, directly connecting with candidates, and comparing it to traditional recruitment methods. It uses secondary data from analytics reports, articles, and research papers, and analyzes multiple case studies to understand human resource department practices.

Keywords: *Recruitment, Social Networking websites & traditional recruitment.*

CONCEPTUAL FRAMEWORK

Technology is rapidly evolving globally, influencing all aspects of life, including communication and information technology, which significantly impacts the development of mass media. Managing a business or organization requires leaders and workers, with a skilled workforce. To meet demands, human resources must develop effectively and efficiently, ensuring the business's growth and expansion. In a competitive business environment, employees significantly impact organizational performance as individuals or as a team (Hosain & Liu, 2020). The effectiveness and efficiency of an organization are largely determined by its efficient utilization of human resources, rather than relying solely on financial resources or the best strategy (Hosain, 2017). Human resources are a crucial competitive advantage that firms can develop and maintain (Karim et al., 2015). Employing the right person is crucial for a company's competency and competitive advantage. It involves attracting, developing, and retaining professional staff to thrive in the competitive environment (Silzer & Dowell, 2010). Information technology and scientific discoveries have significantly impacted the business world, increasing the demand for qualified and talented workers by offering a wide range of employers (Cascio & Montealegre, 2016). Public-private initiatives and incentives have enabled widespread access to online resources, leading to a growing popularity of corporate websites and organizational profiles on social media (Bicky & Kwok, 2011). Social media is utilized in human resource management for recruitment and selection (Tufts et al., 2014). Employers increasingly utilize technology in the hiring process to acquire specialized talent and gain a competitive edge in the labor market (Deloitte Consulting, 2014). Employers can use social media as a recruitment tool, enhancing efficiency and attracting highly qualified applicants. It can provide additional information on job possibilities and allow applicants to meet with current employees. However, research on the impact of social media on employee recruitment has been limited (Emanuela, 2018).

The increasing significance of social media in human resource management is a significant topic. Virtual communities are social networks where individuals create, share, and exchange information and ideas, potentially crossing geographical and political boundaries to pursue mutual interests or goals. Social media refers to a collection of internet-based applications that utilize ideological and technological foundations to facilitate the creation and exchange of user-

generated content (Subramaniam& Kumar, 2017). They significantly alter the communication channels between organizations, communities, and individuals (Banerjee, 2012). Social networking sites allow users to create public profiles and form relationships with others on the same site. They can include community-based sites, online discussions forums, chatrooms, and business-associated contacts, going beyond Twitter, Facebook, LinkedIn, and blogs (Archana L et al.,) Social networking sites like Facebook, Twitter, and LinkedIn are powerful tools for recruiters, with LinkedIn's registered users increasing from 40 million in 2009 to over 140 million in 2016(Archana L et al.,). Businesses increasingly utilize social networks for faster and cost-effective recruitment, gaining a competitive edge in locating and engaging top candidates to achieve their recruitment objectives. Job seekers utilize social media for various reasons, including recruitment, branding, product news, attracting customers, and nurturing existing ones, making it a crucial platform for corporate users. LinkedIn, Facebook, and Twitter are the most popular social media platforms for recruitment, yet only 15% of companies allocate over 5% of their HR budget to these platforms.

Social media usage is becoming increasingly prevalent among young graduates, with underlying technologies becoming commodities. Recruitment marketing and communication processes should focus on user experiences rather than underlying technologies. Effective recruitment involves hiring the best people, as per Fletcher (2011). Technology has significantly influenced our interactions and information sharing, leading to the emergence of social media platforms like blogs, microblogs, and e-networks, which have rapidly developed in our daily lives(PicazoVela, Gutiérrez-Martínez, & Luna-Reyes, 2012). Social media has become a crucial tool for 21st-century businesses, providing new ways to share ideas and stimulate discussion (Eren & Vardarlier,2013). From a business perspective, it has revolutionized the way businesses connect and engage with customers, employees, prospective employees, and other stakeholders (Chan and Guillet, 2011; Kumar, Bezawada, Rishika, Janakiraman & Kannan, 2016). To succeed, organizations must understand social media usage among key players and align their functions with it. The human resource department is crucial, as Millennials are predicted to make up three-fourths of the global workforce. Their expectations, needs, and requirements differ from previous generations, making social media a lifeline for users (Kaplan & Haenlein, 2010). Organizations are

leveraging social media to attract employees, enhance engagement, and foster communication, fostering a culture of innovation and openness to change. HR functions in recruitment involve job seekers applying for vacancies, engaging with the organization through social media platforms like LinkedIn, Pinterest, and Twitter, while employers use social media as corporate advocates and brand ambassadors.

LITERATURE REVIEW

Social media is increasingly used for recruitment purposes, providing reliable information about organizations. Job seekers often contact current employees for questions, and recruiters often use their references before hiring new employees. The impact of social media on HRM and recruitment is significant (Arjomandy, 2016). Human resources must understand social media to replace traditional recruitment methods (Muduli & Trivedi, 2020). Social media offers cost-effective information in e-recruitment, assists applicants in finding better positions based on qualifications, and helps them understand the business and its policies (Hosain et al., 2020).

Social media has become the second most common source of hire, after corporate career websites. Employers are increasingly using LinkedIn for specialized talent, with a 42% increase from 2011 to 2016, compared to a 29% increase from 2011 (Lal & Aggrawal, 2013)

[2]

Social networks enable recruiters to reach qualified candidates, improving the recruitment process by making it more open and democratic, and employers can gain a significant advantage by adopting social media-based hiring methods. LinkedIn dominates search, contact, vetting, and candidate tracking, with nearly universal adoption across industries in 2008-78%, 2011-89%, and 2016-97%.

Corporates face challenges due to hypercompetitive economic conditions, requiring necessary skills, knowledge, attitude, and resourcefulness. Debates surround management graduates' employability skills, with only 10-15% of nearly 4000 B Schools being employable. This research aims to identify corporate skill expectations in interpersonal, communication, attitude, decision making, and ethics (Tewari & Deshpande, 2015).

The benefits of an android-based placement management system, emphasizing its efficiency, error-free operation, and prompt notification capabilities, and recommends its utilization and analysis for stakeholders (Gosavi et al., 2015)

Social networking websites are effective job search tools, with companies having formal pages for job seekers to learn about the organization's business, culture, and ethics. This cost-effective and efficient part of the hiring process allows recruiters to find potential employees (Subramaniam& Kumar, 2017). Recruiters primarily use SNS for middle management positions, top management positions, and lower-level positions due to abundant talent availability and limited reliance on top level positions (Archana L et al.,).

Employers should utilize social media for e-recruitment, focusing on industry trends and job seekers' concerns. Mobile devices and apps are becoming essential tools for recruiting and choosing employees, allowing employers to develop platforms and apps to attract highly qualified candidates (Esch & Mente, 2018).

Facebook and LinkedIn are widely used for hiring professionals, providing behavioural and job-related information. Employers should have a consistent recruitment strategy and develop precise selection procedures to protect themselves on social media (M. S. Hosain, 2021).

Facebook Fan Pages can be used as recruiting tools, while LinkedIn is used by 38% of job seekers in 2012. The average LinkedIn user is 35 or older, 60% male, 62% under 40, 51% earn over \$75,000, and 50% college graduates [1].

Some Popular Platforms for recruitment throughsocial media

<p>Facebook Recruitment</p>	<p>Facebook, with over 2 billion users, is a crucial recruitment resource, used 66% of the time, offering a casual atmosphere, job board, and numerous ways to connect with candidates. Facebook offers numerous opportunities for candidates to interact, create groups, share content, and promote company and employer brand. Companies like Secure Link and Scopely use Facebook for recruiting.</p>
	<p>YouTube is the dominant recruitment platform, used 11% of the time, with 72% of internet users preferring video. Few recruiters have embraced the channel, giving early adopters an advantage.YouTube attracts 1.8 billion global</p>

YouTube Recruitment	users, including 184 million US, making it easier to recruit candidates. Companies like Head Space and Carbon Black Hones use YouTube for recruitment.
LinkedIn Recruitment	LinkedIn is a popular recruitment platform, used 96% of the time, with over 11 million active job postings and over 562 million professionals globally, including 160 million in the US, connecting with and following potential candidates. LinkedIn is a popular platform for recruiting companies, where individuals can start conversations, share industry content, and build rapport by recommending talented individuals.
Twitter Recruitment	Twitter, known for its short 280-character limit, is utilized 53% for recruitment and has become a popular source for news and events, engaging with 330 million global users in over 40 languages. Twitter is a platform for recruiting companies like Spot X & Unacast, where candidates can engage with like-minded individuals through hashtags, live-tweeting, and live-streaming.
Instagram Recruitment	Instagram, a popular recruitment channel with over one billion global users, is utilized by less than 10% of recruiters, presenting a significant early mover opportunity. Instagram attracts 70% millennial and Gen Z candidates through visually appealing content, engaging with followers, trending topics, and hosting Q&A sessions. Companies like Exactly Corp and Teachable use Instagram for recruitment.

FINDING AND DISCUSSION

Talent management is a crucial aspect of HR, focusing on talent acquisition and creating an environment where employees thrive and achieve personal and organizational goals. With technology changing expectations and perceptions, HR must adapt and modify practices accordingly. The new HRM process should balance rigidity to withstand rapid changes and flexibility to avoid becoming redundant over time. Social recruiting uses social platforms to advertise job openings and attract candidates. 85% of companies prefer it over traditional

methods, targeting both active and passive job seekers. This method increases a company's visibility, opportunities, and competitive advantages, making it more effective in recruitment. Organizational policies should incorporate social media in portfolios, support technology-related talent acquisition, and provide appropriate infrastructure for data mining, warehousing, and scraping.

The recruitment process is increasingly influenced by social media, with platforms like Facebook, Twitter, Google+, Instagram, and LinkedIn becoming popular for connecting with friends and family, as well as for hiring managers seeking information to inform their screening processes. The use of social media for recruitment is increasing, with companies experimenting with new tools like LinkedIn, Face book, and Twitter.

Employers should advertise vacancies using channels that attract the best candidates. Professional social media also plays a significant role in shaping job seekers' impressions of potential employers, with professional networks outperforming other sites. Employers must maintain high-quality content and participate in industry-specific online groups.

The use depends on factors like company size, sector, and employee type. Triggers for using social media include operating in a competitive environment, targeting specific groups, and linking it to brand awareness. Social media tools are usually used in combination with traditional recruitment strategies. Benefits include cost and time savings, accurate recruitment targeting, and increased brand awareness. However, there are potential risks and costs associated with social media for recruitment, such as the cost of dedicating resources to social media sites and the unpredictable traffic.

Social media tools for recruitment raise legal concerns, including accuracy and potential discrimination. Employers should consider legal aspects such as HR decisions based on inaccurate information, employee privacy, equality, and diversity. Standardized information about candidates is also problematic. The diversity of information on social networking sites makes it difficult to compare candidates fairly.

CONCLUSION

Social media has proven beneficial for recruitment, increasing job visibility, attracting high-quality candidates, boosting employer brand awareness, reducing hiring costs, and reducing hiring time. It also facilitates easy screening and better

match between job requirements and candidate skills. Social media recruitment is a crucial tool for companies, providing better job opportunities and hiring better employees. Job seekers often contact current employees for questions, and recruiters often use their references before hiring new employees. The impact of social media on HRM and recruitment is significant.

Job consultancies and HR managers believe social sites like LinkedIn will be more effective and cost-effective for recruitment, as they serve as professional platforms for professional interactions and candidate search. The study suggests that proper implementation of social media recruitment can significantly improve job opportunities and employee hiring in the future.

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