Social Media as a Recruitment Tool

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Abstract--- *The purpose of this paper is to discuss the effectiveness of social media on recruitment process. In this new era, where people spend most of the time on social networking sites, social media serves as a platform for companies to choose the best talent. LinkedIn, Facebook, Naukri, Monster, Youth 4 works are some of the social networking sites where the employers advertise information regarding vacancies in the organization and the young talents avail access to it. The growth in the use of social media sites has helped in making recruitment much easier. Social media is a fastest, efficient and effective tool which helps in making information available to the younger generation. There are a wide range of benefits associated with using social media in recruitment, centring largely on cost savings, increasing the pool of applicants reached, and being able to target recruitment at specific groups of potential candidates. Social media sites can be used to identify potential applicants with certain characteristics or qualifications and to reach non-traditional applicants—i.e. those who are not in the usual target groups, or who have different backgrounds and experience efficiently and easily. The innovative social media campaign helps to engage and challenge young talents and find the right talent fit for the organisation. Although social media is beneficial for employers as well as young talents, it may lack transparency of information. The young talents wish to see only what they like, so it happens that they might ignore those advertisements which may not seem to be catchy in their perspective.*

Keywords--- *Recruitment, Online Recruitment, Social Media, Networking Tools.*

I. INTRODUCTION

RECRUITMENT is the process of finding and hiring the best qualified candidate for a job opening, in a timely and cost effective manner from within or outside an organization.

According to Edwin B. Flippo, Recruitment is a process of searching for prospective employees and stimulating and encouraging them to apply for jobs in an organization.

According to Dale Yoder Recruitment is the process to discover the sources of manpower to meet the requirements of the staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of an efficient working force.

According to Kaplan and Heinlein Social media is a group of Internet based applications that build on the ideological and

technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content.

Social media serves as the best media which helps in connecting with people easily.

Online Recruitment also termed as E-Recruitment is the practice of using modern technology and in particular, web-based resources for tasks involved with finding, attracting, assessing, interviewing and hiring new personnel. Online Recruitment makes the process of recruitment more effective and efficient as well as less expensive. Online recruitment is the best technique to reach large pool of potential employees and facilitate the selection process.

Networking Tools

- 1) Facebook: It is a social networking service where users create personal profile and adds other persons as friends and exchange messages. Thus information can be spread among a large number of people more easily.
- 2) Blog: It is a discussion or informational site published on the internet that consists of entries that are displayed in order of the date they are posted.
- 3) Google: It is an American multinational corporation specialized in Internet-related services. It is a search engine that can provide a large amount of information to its users.
- 4) LinkedIn: It is a business-related social networking site mainly used for professional networking. Users maintain a list of contact details of people with whom they have some level of relationship called 'connections'.
- 5) Myspace: It is an online community of user's personal profiles. Users send one another messages and socialise within the Myspace community.
- 6) Podcast: It is a type of digital media consisting of a series of audio, video, PDF, or electronic files subscribed to and download or streamed online to a computer or mobile device.
- 7) Twitter: It is a popular micro blogging service enabling its users to send and read publicly visible messages called Tweets. Users may subscribe to other user's tweets.
- 8) YouTube: It is a Google owned video sharing website on which users can upload, share and view videos. A wide variety of user-generated video content is displayed. YouTube is a way of sharing information about their company and its vacancies with potential applicants.
- 9) Yahoo: Is an American multinational corporation widely used known for its social networking services and user-generated content including online discussion boards and photo sharing.

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II. LITERATURE REVIEW

Prof. Brijmohan Vyas, Miss. Rohini Mirji, Prof. Sanjay Hanji is of the view that Social media network gives recruiters a competitive edge in locating & engaging the best available candidate to reach company's recruitment objectives.

Archana L, Nivya V G, Thankam S M is of the view that the pre-hire measures of the quality and quantity of applicants with specific focus on e-recruitment. They also have described how recruitment takes place through social media.

According to Sandra Abel the main objective was to know more about e-recruitment, to what extent does it lead to effective recruitment, their advantages and disadvantages.

Social Recruiting: The role of Social Networking Websites in the Hiring Practices of Major Advertising and Public Relation Firms, The main objective of their study is to determine the role of networking sites such as LinkedIn, Twitter, MySpace, etc in the hiring of talented candidates. They have also studied the traditional recruitment techniques and legal implications regarding the use of networking websites in the hiring process. They have concluded that the social networking have the capacity to supply high quality prospective candidates.

Prof. Sharayu Patil, Dr. G B Patil is of the view that the role of networking sites is increasing in day to day life. They have concluded that the recruitment process has improved by making it more open and democratic. They concluded that using this method alone cannot help in making recruitment easier.

According to EvertKeep, Susan James, this study is to provide an overview of the literature on recruitment and selection. They focus on how to recruit the best people for the job. They have concluded that the choices when recruiting labour and the pattern of preferences are understood through the preferences of the candidates.

Sarah L. Bicky, Linchi Kwok is of the view that Social Media sites can be used in the hospitality industry as a recruiting tool. The appeal of lower costs for corporations also makes social media as an attractive recruiting method. They concluded that effective social media is a recruiting tool in attracting candidates as potential employees.

According to Ventana Research, The study focuses on the ability of Social media to acquire talents by proper analysis. They can also be platform for new approaches to human capital management processes such as performance reviews, promotions and training and development. They concluded that Social media has helped organisations in creating new outlook for the recruitment process.

III. OBJECTIVES OF THE STUDY

1. Effect of social media in recruiting young talents.
2. To know more about the concept online recruitment.
3. To know whether online recruitment is an effective tool.

IV. PROCESS OF SOCIAL RECRUITMENT

A. *Selection of the Right Networking Tool*

The company has to decide on which social network it has to post its information so that a large number of people get access to it. By proper analysis the companies can get to know the right networking tool.

B. *Determining the Target Candidates*

Then the company has to decide on the type of candidate they require, low qualified or highly qualified. In social media information gets passed on to a large number of people, so the companies have to be keen in providing all information correctly so that company will be capable of getting the right talent

C. *Posting and Updating the Information*

After determining the targeted candidates, the company has to post all the information regarding the jobs in the chosen networking tool. In case of any changes that should be periodically updated so that candidates can get the right information.

D. *Selection of the Right Talent*

The company has to select the right candidate who best suits the organisation. The company has to conduct tests and interview so that they can choose the best talents from the applied candidates.

V. REASONS FOR GROWTH OF SOCIAL RECRUITMENT

A. *Full Time Presence*

Social networking sites are the place where people spend their time. Nowadays it is very difficult to find a person without a social media presence.

B. *Company can be Qualified by Candidates*

The process of Social recruiting gives the candidates to quickly and easily learn more about the company, determining whether they feel the position would be a good fit.

C. *Targeted Audience*

The posts related to recruitment are mainly posted not to just a single individual, but to reach highly qualified potential candidates with the best qualifications through specified outreach efforts.

D. *Excellent System of Information*

The wide network which can be created through social media can function as an excellent system of information sharing that can result in referrals and quick responses.

VI. BENEFITS OF SOCIAL RECRUITMENT

A. *Candidate Quality*

Those candidates who are frequent users or 'early adopters' may come to know about the company and the information provided. Thus they respond fastly and company can get the best quality candidate.

B. Hidden Candidates

The candidates that suit the job may not be actively looking for a new opportunity. But recruiting through social media can help in identifying qualified candidates which cannot be found using other sources.

C. Candidate Diversity

Social media assists in identifying highly qualified candidates required for the managerial and professional jobs in the company

D. Employer Brand

Social media helps in increasing the visibility of the company as an employer and thus the brand image of the employer company improves.

VII. EXAMPLE:NESTLE

Nestle with the slogan 'Nestle & You' has a UK job site. And this site is being linked to the respective Facebook and Twitter feeds where people can search and apply for jobs. They have job sub-section for their website which is split up into 'Professional Jobs' and 'Campus Opportunities'. They provide regular updates and consistent branding. The networking tools used by Nestle are Facebook, Twitter, YouTube, and LinkedIn. In case of Nestle these techniques are effective but improvements can be brought forward.

VIII. MERITS AND DEMERITS OF SOCIAL RECRUITMENT

Merits

1. Less Expensive

The expenses related to hiring a new candidate may be less when compared to using other sources for hiring candidates

2. Quick when Compared to Other Sources

When the companies get application from the best candidates they make recruitment much faster then in case of other sources.

Demerits

1. Minimizing Information

The restriction in the number of words to be used in the social networking sites restricts the companies from providing detailed information regarding the jobs. Thus some of the crucial details may not be included.

2. Increasing Visibility

The companies have to increase their exposure through advertisements and other Medias so that people come to know more about the company. Only then they will seek to find career opportunities in the company.

3. Contacting Candidates

A direct contact with the recruits in the social media is difficult, as some social networking sites like Twitter and LinkedIn may not allow to send private messages with users who are not already connected with.

4. Protecting Image

At times talented job seekers may be ignored and this may result in making them annoyed and they might post damaging information on social media. This may lead to a damage in the company's reputation.

IX. CONCLUSION

Social recruiting has become the latest platform for finding out prospective candidates. Social Hiring makes use of the social platforms as talent databases or for the purpose of advertising. As the technology has become more widespread social media can be used as an effective tool by the recruiters in recruiting the personnel required for their organisation. "With the advent of Social media, the world of Work and Jobs has changed forever."

The social media has helped into improving the recruitment process through making it more open as well as democratic. It has also helped in increasing the visible talent pool from which to engage and recruit. Social medias have made new tools available that allow recruiters and employers to work together to take advantage of social media hiring.

Social hiring has its own risk factors too like revealing personal information to a stranger, ignorance of the person sitting on the other side. All the advertisements by the companies may not be completely true.

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