

A Review on Recruitment through Social Media Networking Sites

Pankaj Chaudhary¹, Abhishek Tyagi², Arvind Viswakarma³

¹Dean(Academics), JB Institute of Technology, Dehradun

²C.E.O, Value Prospect Consulting, Noida

³Asst.Professor, JB Institute of Technology, Dehradun

Abstract:

The purpose of this paper explains that the top organizations are carried out recruitment and sourcing process by using social media networking sites. Social networking sites are used to facilitate, source and improve process of recruitment method in HR management and development. Social networking sites are address the needs of employers and job-seekers via internetworking on electronic platform likes face book, twitter, LinkedIn, naukri.com, and monster.com means which increase the speed of employment, reducing the cost of recruitment, huge availability of jobseekers and improve the quality of recruitment and services. In this paper it describes awareness about the recruitment through social media. Social Media in recruiting process is a win-win for both company and potential candidates. The paper concludes with instead of relying heavily on external recruitment firms or job boards, many companies are focusing on locating specialized talent through Social Media sites such as LinkedIn. This paper will focus on the most popular social media platforms: LinkedIn, Face book, Twitter and other platforms like Naukri.com, Monster.com).

Key words: Recruitment, Social Media Networking Sites, Linked-in, Twitter.

1 INTRODUCTION

Social interaction among people in which they create, share or exchange information and ideas in virtual communities (a social network of individuals who interact through specific social media, potentially crossing geographical and political boundaries in order to pursue mutual interests or goals. Some of the most pervasive virtual communities are online communities operating under social networking services.). 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" [1].

They introduce substantial and pervasive changes to communication between organizations, communities, and individuals [2]. Social networking site is the phrase used to describe any Web site that enables users to create public profiles within that Web site and form relationships with other users of the same Web site who access their profile. Social networking sites can be used to describe community-based Web sites, online discussions forums, chatrooms and other social spaces online, people looking to connect with other business-associated contacts usually move to sites like LinkedIn, but one need to understand that social media is beyond Twitter, Face book, LinkedIn and Blogs [3].

Social networking sites such as Face book, Twitter and LinkedIn are some of the most powerful tools available to recruiters today.

LinkedIn has increased its number of registered users from roughly 40 million in 2009 to more than 140 million in 2016 [3].

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 [3].

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 social media most used for recruitment are LinkedIn, Face book and Twitter. Budgets for social media recruitment are quite low. Only 15% of companies spend more than 5% of their HR budget on social media, and many spend nothing at all on them. Only 29% of companies have staffs who are dedicated to recruiting via social media [3].

2. LITERATURE REVIEW

[1] Social networking websites are effective job search tools, job fairs are finding stiff competition in the social media, evidently been visible that a lot of companies have their own formal pages on the social websites, where job seekers can learn about the organization business, culture, ethics etc. Hence Recruiters have a large pool from this source from which they can search for prospective employees. Indispensable part of the hiring process, Cost effective, does not require setting up an office and forms an effective tool for Recruiters.

[2]- Recruiters are mainly using the SNS for searching talents in the middle management level positions, followed by top level mgmt positions and then for lower level. The reason being, for lower level positions there is plenty of talent

available in the market while for the top level positions not many individuals rely on these sites so experience has revealed the most lucrative segment is the middle level managers [3].

Linked In stands top in the list of the most sought after recruitment site through social networking with 52 % firms using it to shortlist candidates, followed by Facebook (25 %) while 23 % combination of both [3].

Most of the professionals spend approximately 21- 30 hours every week on these sites. 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.

[4]- Social media now stands as the second most prevalent source of hire, tied with corporate career websites. The paper concludes with instead of relying heavily on external recruitment firms or job boards, many companies are focusing on locating specialized talent through Social Media sites such as LinkedIn. Between 2011 and 2016, the percentage of employers who use social networks to recruit candidates jumped from 29% to 42%. Other origins of hire such as Internet job boards, online resume databases and college recruiting programs actually decreased between 2011 and 2016 [4].

The average Facebook user now spends 15 hours and 33 minutes per month on Facebook. To keep up with the competition for top talent, companies must recruit with Facebook ads.

[5] Facebook Fan Page can serve as a recruiting and sourcing tool just like a company blog. 38% of job seekers use LinkedIn to help find work in 2012, 19% of job seekers had a contact share a job on LinkedIn, 11% of job seekers searched for jobs on LinkedIn and 79% of LinkedIn users are 35 or older; the average LinkedIn user is 40.5 years old. 60% of LinkedIn-using job seekers are male, 62% are under the age of 40, 51% earn more than \$75,000 and 50% are college graduates.

[6] Social networks offer a powerful tool for recruiters to reach a pool of qualified candidates that they might not otherwise be able to reach. Social media is here to stay and employers can gain a significant advantage by adopting hiring methods that have a social media element & no doubt that social media has improved the recruitment process by making it more open and democratic;

LinkedIn remains the king of searching (96%), contacting (94%), vetting (92%) and keeping tab of candidates (93%). Across industries, there is near universal adoption of social recruiting in 2008-78%, 2011-89%, and 2016-97% [6].

3. OBJECTIVES OF THE PAPER

- To know the awareness about the recruitment through social media sites.
- To know satisfaction level from job seekers.
- To know, which use of Social Networking Sites leads to effective recruitment and sourcing.
- To know effectiveness of Social Networking Sites in the recruitment.

4. FINDINGS AND SUGGESTION

The major findings of the study of recruitment through social Networking sites are as below:-

96.25 % of students are accessing the internet daily and also found that 3.75% are not accessing the internet daily which helps the companies to get huge quantity of candidates [3].

It has been found that 77.27 % 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 [2].

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 [3].

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 [3].

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[4].

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 [4].

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.

Job seekers should start to search the jobs on such social Networking sites specially LinkedIn as it professional site instead of using those sites for chatting purpose, depending on campus recruitment, roaming for the jobs from place to place etc They should make use those[3].

Companies should have the records and predict about the social networking sites by popularity and usage wise. Using social

networking sites for recruitment purposes requires site maintenance, in order to ensure that queries are answered relatively, promptly and sites are updated.

5. CONCLUSION

This paper 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 be low 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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