A Conceptual Study on Analyzing the Impact of Recruitment via Social Media Networking Sites

Harsha Sahu, Assistant Professor

Department of Management Studies, Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)

Email- harshasahu1512@gmail.com, Mobile-9685144915

Abstract

Social media is the biggest thing that has transformed and modernized the business sector in the past few decades. It is gaining momentum globally with business as the top user of Social media sites. This change has an all pervading impact on the functions of Human Resource Management (HRM) particularly in recruitment. The application of social media platforms like Twitter, Facebook, Google+, LinkedIn and others is growing tremendously in the process of hiring. Social networks are putting forward a powerful tool for recruiters to reach a pool of potential and qualified candidates that they might not otherwise be able to reach through traditional methods of recruitment. It makes the recruitment process more open and democratic. Most of the companies instead of depending on the traditional way of hiring the candidates are employing modern methods by adopting social networking sites which are a cheaper alternative method of hiring in spite of giving advertisements in newspapers, news channels and job portals, or consultancies which increases the expenditure. The Social media platform has become a pervasive and influential tool that human resource department of every company employs at present to obtain a competitive advantage. It has brought success to the business firms in terms of improved interactions with the potential candidates at cheap costs. This paper discusses the growing impact of social media on one of the most important functions of human resource managemen,t i.e. recruitment and studies its future outlook or scenario.

Keywords: Business, Human resource, Impact, Recruitment, Social media.

1. Introduction

The organizations have been rationalized by technology in recent years. The workforce is frequently being altered to adjust to the organization's technological needs through the use of social media sites, online websites, and a number of other advancements. In present Social media have become the most discussed topics in the business industry, as it can be employed

to accomplish one of the most important functions of human resource management, i.e. recruitment which can also be described as electronic recruitment or e-recruitment. It has revolutionized the human resource sector, and has the prospective to make an even superior impact as technology evolves and diffuses. It has exploded over the past few decades, with companies using diverse outlets to post job openings, interact with employees, clients and customers. Instead of depending totally on external sources of recruitment, many companies and firms are focusing on searching specific talent through Social Media for instance, LinkedIn, Facebook, Twitter, and Google+. They are particularly used LinkedIn to identify talent. The application of social networking sites in recruitment process increases employer branding in the business world. Social media in company branding efforts can be helpful in building a good reputation. This is important due to the established link between a positive corporate reputation and applicant's intentions to apply for a job (Sivertzen, Nilsen, & Olafsen, 2013). It can reduce recruitment costs by up to 95% over traditional recruitment sources and reduces hiring cycle time by roughly 25% (Cober et al., 2000). Recruitment via social media dramatically increases the size of the applicant pool by attracting the qualified candidates (Boehle, 2000). Hence, it's important for the employers to study how they can exploit the power of social media to recruit talented and potential employees across the country for their organization as they only provide extra communication channels with much potential.

2. Objectives of Study

The objectives of the present study are

- ❖ To discuss the increasing impact of social media on the recruitment process.
- ❖ To study the upcoming future outlook of recruitment via social media.

3. Research Methodology

This paper is a review paper and secondary study has been done to learn the impact of recruitment through social media sites. Information from journals, articles and websites was taken to accomplish this task. A literature review of the work done by eminent writers was done to get a clear understanding of the topic. All the data included is the secondary base & proper references have been given wherever necessary.

4. Review of Literature

- ➢ Rynes and Cable (2003) recommend that a feasible approach to advance the organizational image is to provide more and more information about the organization on an organization's web site.

➢ Allan, Mahto, and Otondo (2007) discovered that organization image is important for shaping applicant evaluations of an organization and its employment opportunities, in that image was positively related to attitudes toward the organization and indirectly related to intentions to pursue employment through attitudes. This is particularly striking in a social media context, where job seekers access different types of information in the order; the information is interesting to them. Social media allows organizations to weave complex visual, auditory, and cognitive recruitment messages that are broadly distributed.

➢ Van Hoye & Lievens, (2007) found out that organizations that make use of employee testimonials via social media combine the advantages of both controlling the information presented to job seekers as well as interpersonal sources of information afforded by social media.

➢ Stephan ten Kate, (2009) analyzed that, the importance of social media for recruitment communications is based on the fact that present and upcoming generations can be characterized as digital natives, i.e. youngsters who grew up with the Internet and who have entirely embedded social media in their everyday lives. Social media differ totally from traditional media because; traditional media to push their messages in a one-way approach to the customer while social media focus on a two-way communication method of conversations and dialogues with the applicants.

➢ A survey carried out by Potentialpark (2011) of over 30,000 graduates, students and early career professionals worldwide found that in Europe, almost 100 percent of survey participants would like to interact with employers online. The preference was for LinkedIn (48 percent), with Facebook is scoring 25 per cent.

➢ Jobvite (2013) in its survey revealed that-

  ➢ 94% of recruiters make use of social media in their recruitment efforts.

  ➢ 78% of recruiters have made recruitment through social media.

  ➢ LinkedIn remains the king of searching (96%), contacting (94%), vetting (92%) and keeping tab of candidates (93%).

  ➢ Across industries, there is a near worldwide adoption of social recruiting in 2008-78%, 2011- 89%, and 2013-94%.

➢ Vyas, Mirji and Hanji (2015) in their study concluded that most of the students and job consultancies are aware about social recruiting through various social networking sites like facebook, twitter, and LinkedIn. Students who applied for the job on these sites were highly satisfied and got the job. Job consultancies and HR managers feel that recruitment through social sites is more effective and cheaper as compared to traditional methods of recruitment. They revealed in their opinion that, LinkedIn will become a more effective tool to search the candidates as it is the professional.

5. Social Media and Recruitment

In 2016, Merriam-Webster defined social media as "Forms of electronic communication (such as Web sites) through which people create online communities to share information, ideas, personal messages, etc." Social media use web-based and mobile technologies on smart phones and tablet computers to create highly interactive platforms through which individuals, communities and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online. Some of the most popular social media websites are Facebook, WhatsApp, Instagram, Twitter, Pinterest, LinkedIn, Gab, Google+, YouTube, Viber, Snapchat and WeChat. These social media websites have more than 100,000,000 registered users. Research shows that the audience spends 22 percent of their time on social networking sites, thus proving how popular social media platforms have become. Thus the reason, why companies are relying on social media sites for posting employment opportunities for attracting a huge pool of qualified and potential candidates. It raises the visibility of the company when recruiters recruit through Facebook, Twitter, LinkedIn and Google+ and thus the brand awareness because it exhibits that to the online community that the company is following trends of social networking. The firms believe that social networking sites will reform the trend of recruitment and will come out as a new age tool for recruitment. They recognize the fact; using social networks can help them to approach to the better candidates faster and at lower cost than traditional recruiting methods. But budgets allocated for social media recruitment are quite low. Only a few companies spend some part of their HR budget on social media, and many spend nothing at all on them. Only a few firms maintain staffs who are dedicated to recruiting via social media.

6. Impact of Social Media on Recruitment

Applying social media as a recruitment tool affects recruiting organizations, both positively as well as negatively. It offers up both opportunities as well as challenges for recruiters.

6.1 Positive Impact

➤ **Trouble-free Recruitment**

Social media makes the recruiting process easier for the company. An organization 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 using social media to recruit new employees by browsing on the social media sites and hunting for potential candidates. This way can help HR executives to protect themselves and their organizations from allegations of discrimination by assigning a third-party person to screen applicants based on specific criteria for jobs.

> ### Speedy Process

Social media assists in targeting the specific and potential candidate speedily and efficiently. Information travels quickly through the corporate websites. Candidates and recruiters can interact easily without any hesitation.

> ### Variety of Information

It can provide a valuable range of information about candidates, including gender, background, religion, marital status, age and personal views, making recruitment easier for employers.

> ### Less Costly

The transaction costs associated with social media recruitment are lower as compared to traditional methods of recruitment. It reduces the costs associated with hiring much significance.

> ### Critical Evaluation of Employees

Social media have permitted employers to examine their employees more than ever before. Granting employee retention is an essential part of any recruitment strategy. Success of recruitment depends upon how long new recruits remain at the company. It's another area where the social media is playing an important role.

> ### Employer Branding

It also offers a number of tools online for companies to promote the employer brand effectively to prospective hires and current employees. Thus, facilitates employer branding.

> ### Explores Hidden Candidates

It gives the opportunity to the employers to contact such candidates who are actually not looking for a job, but might consider changing their jobs if come across an attractive job opportunity with handsome package online. They could get in touch with candidates whom they may have never found and who may never have found the companies using other traditional methods of recruitment.

6.2 Negative Impact

> **Lack of transparency**

Recruitment via Social media lacks transparency. It is hard to find, out how much trustworthy or reliable is the candidate's information online?

> **Discrimination**

There may be a likelihood of discrimination while recruits through social media sites. Personal information of the candidate like race, caste, religion, age, gender, beliefs, etc. presented online could influence or misguide the employers.

> **Limited Information**

Candidates control the flow of information over the social media platforms. They decide to share only that information which they are willing to share. They may or may not share detailed or all the information about themselves.

> **Time consuming process**

Collecting too many details about the candidate's identity from different social media sites, while conducting a detailed search is a lengthy and time consuming process for the recruiters.

> **Information overload**

Too much information available online about the candidate can create information overload for the recruiters, resulting in ambiguity or confusion.

> **Demands Maintenance**

Application of social networking sites for recruitment purposes calls for site maintenance. The sites need to be updated to make sure that queries of the applicants are answered rationally and on time.

7. Future of Recruitment via Social Media

Social media has altered the way people do business today. They offer tremendous benefits, for instance, enhance the organization's public image, improve interactions with candidates, provide a variety of information and cost efficient. There has been an increase in the usage of online systems to search, track and manage the candidates' applications. In the past few years there has been a surge in the percentage of employers who use social networks to recruit candidates and decline in the other sources of employment such as Internet job boards, online resume databases and college recruiting programs. Employers are using sites such as LinkedIn to identify talent, but some are also attracting talent through targeted and innovative social media campaigns to engage and challenge candidates and find the right fit for the business. A recent global study among employers explained that, the application of social media in recruitment has increased at present and has potential to enhance in the future as

well. The study revealed that, "92 percent of respondents use or plan to use social media for recruiting, an increase of almost ten percent from the 83 percent using social recruiting in 2010" (Jobvite, 2012). A wide range of IT companies functioning in India has adopted social media recruitment as a part of their quick recruitment strategy. To sustain in the competition in the market it is essential for the organizations maximize the use of social media platforms so as to grab hold of the quality applicants.

According to the study conducted by Tallulah David in association with research firm Future Workplace on 616 HR professionals and 438 job seekers between February 2 – 14, 2017, reveals that –

➢ Job seekers favor social and professional networks as the most helpful job search source as compared to job boards, job ads, employee referrals, recruiting agencies, and other recruiting events.
➢ 91% of Employers are using social media to hire talent these days and think that social media platforms will become a more considerable source of hire in the next coming five years and social media marketing will be the most demanded HR skill by 2020.
➢ Social Media and Social Recruiting Software was ranked first planned technology investment of 2017.

Research on the related topic reveals that, in the coming future recruitment via social media will let companies to become more diverse, since they will have an extensive variety of potential candidates with diverse qualities accessible to choose from. But it may offer certain limitations also, because it may cause companies to be more choosy and careful about candidates before they meet them. Recruiters may select and pick potential candidates to interview depending upon the information exhibited on the profile of a prospective candidate. They may choose the candidate based on the feelings what employers possess about the candidate's profile, how they feel they will fit within the company. This may take place before the company has even met with or contacted the candidate for an interview. It may invite ethical troubles. Organizations aimed at increasing their workplace diversity can purposely utilize social media to inspect whether candidates are actually diverse or not depending upon the information posted on a candidate's social media profile and then hire them. Recruitment decision based on diverse qualities may be seen as an unethical and unfair practice.

8. Conclusion

As we memorize 1990s as the growth of IT industry, similarly the 2010s will be remembered for the development and expansion of the social media on recruitment in the human resource industry. Social networking websites are becoming effective job search tools since job fairs are finding stiff competition from them. There are a lot of companies who manage their own formal pages on the social websites, where job seekers can learn about the organization's business, culture, ethics etc. Companies have a large pool of applicants from this source. It is also cost effective since, it does not require setting up an office and make an effective tool for recruiters. It improves the recruiting process by increasing the speed of employment and reducing the cost of recruitment. It addresses the needs of recruiters and job-seekers on electronic platform likes a facebook, twitter, LinkedIn, naukri.com, and monster.com. It

provides an opportunity for the management to study the candidates' psychology through the information that is presented by the applicant on these sites. This information can be used for learning the psychology of the potential candidates and thus help the company in understanding the employee-job-fit. This will not only lead to successful recruitment, but also facilitate in boosting employee retention initiatives. Organizations can effectively use these sites to establish themselves as good employer brands in order to attract the best talents of the industry thus creating competitive advantage in the market. Hence, it's time for the HR managers don't fear emerging media, but in order to remain competitive they should create a unified message that embodies the brand and engages employees accordingly. In view of that, companies should set up rules on how the applications should be handled. They must make every effort to legally exploit the power of social media through carefully drafted policies and procedures that guard the rights of job applicants, employees and the companies for which they work. They should create a win-win situation for both companies and potential candidates.

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