

“A Study on The Growing Use of Social Media for Effective Recruitment”

Aishwarya S Katwa

, aishwarrya13katwa@gmail.com

Dr.Kumar Mukul Mishra

mukul.work@gmail.com

Abstract

The world of recruitment has rapidly evolved in the last decade. The recruitment landscape has become increasingly competitive with changing job market demands. Companies competing for top talent for the job positions have been deploying different social networking mediums and recruitment strategies to tap into the groups of potential job seekers as well as skilled professionals. Recruitment is critical to organizational success, and employee recruitment has become a highly discussed topic in recent years. This process is a challenge for any HR department because they have to establish recruitment objectives first. The objective of the study is to know on growing use of social media for effective recruitment, the awareness regarding usage of social media as means of recruitment, to compare social media with other conventional (newspaper, advertisements, company websites, Job fair & job portal) recruitment methods & the impact of Covid-19 lockdown on growing use of social media for Recruitment. Primary data has been collected from Google form survey by circulating it to friends & family. It has been analyzed through Statistical Package for the Social Science (SPSS). Secondary data has been collected by using past record of researching from the internet, articles, blogs and related project reports & NASSCOM. The study was conducted to find Social media for Recruitment is cost effective and saves time of recruiter, it helps organization to find right candidate for right job, on right place & on right time, it helps to connect with candidate directly & motivates passive candidates, it helps to know how effective the use of social media recruitment is followed by companies, it helps to understand recruitment process adopted by the companies through social media, to find better & conventional recruitment methods & to know the role of social media recruitment in Covid-19 pandemic. In study it was found that most of the companies are making use of only their company websites, so they need to utilize other methods such as newspapers, advertisements, job fair, job portals & social media for effective recruitment. In study it is also found that social media recruitment has effective benefit if companies make proper utilization of social media platforms; they provide better match between job requirements and candidate skill & better employer brand awareness. And through the social media, employer can reach candidates faster at a lower cost because job boards or referral recruiting with social media is totally free. That most of the employees agree social media is an effective tool for recruitment in the future.

Keywords: Recruitment, Social media, Effectiveness.

Introduction

The terms social media is frequently stated and heard within various areas. The current and future young graduates', usage of social media is becoming further intertwined with their daily life; the underlying technologies of social media are becoming commodity. As such, recruitment marketing and communication processes merely have to focus on the user experiences that the social media creates (instead of the underlying technologies). However, to get a beneficial insight in the usage of social media in building an online presence, a more formal description of social media from the users' perspective is needed. According to Fletcher (2011) effective recruitment is, "The ability to effectively recruit and select good quality people stems from an organizational effort to hire the best people". Social media sites are relatively new topics and therefore, the findings of the literature on social media recruitment are based on the survey in the study.

There are less quality candidates per opening than ever, and this has meant companies have had to shift their strategies to deal with candidates becoming increasingly particular about who they want to work for. According to Talent Board, since 2010 over 1,000 organizations globally have worked together in a research initiative that aims to define and measure candidate experience. This collaboration between HR professionals is rare and speaks to the critical importance candidate experience has on an organization's ability to attract top talent.

The recruiting process in Covid-19 Pandemic means that recruiters have no better time to engage with the potential candidates on social media platform. Everyone uses social media to find the top talents. It is revolutionizing the way businesses approach talent acquisition. During the Covid-19 pandemic, social media recruitment has played a crucial role and there has been a significant increase in social media recruitment across all the companies and it also made social media recruitment more effective.

Literature review

Recruitment

Recruitment is the process of actively seeking out, finding and hiring candidates for a specific position or job, According to DeCenzo and Robbins, "Recruitment is the process of discovering potential candidates for actual or anticipated organizational vacancies or from another perspective, it is a linking activity bringing together those with jobs to fill and those seeking jobs."

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). Recruiting the wrong individual is costly, Armstrong (2006) notes that the recruitment of the wrong person costs a company double the person's annual salary.

Applicants are screened and interviewed by predetermined criteria. When the ideal candidate is chosen, they are hired and integrated into the workplace, and the recruitment process is complete. According to Flippo (1984), recruitment is identified as the selection process of searching for prospective employees and stimulating and encouraging them to apply for jobs in the organization. However, the recruitment process has to go through different complicated stages to hire the right employees for the right jobs. To build an effective recruitment process, organizations should not define recruitment as an isolated organizational function but understand that recruiting talented applicants is a key role in the talent management strategy.

The practice of using technology and in particular Web-based resources for tasks involved with finding, attracting, assessing, interviewing and hiring, According to Smith and Rupp, 2004, "Shifting hiring processes from the paper and time-intensive manual method to an automated one saves time and

money and boosts productivity by leaving positions vacant for shorter periods of time. In addition, the cost associated with posting on a job board compares favorably with placing job ads in newspapers, and, in some cases, may be more cost-effective.”

Effectiveness of social media recruiting

It can be a little tricky to determine the effectiveness of a social media recruitment strategy and return on investment. It is largely because the vast majority of candidates do not apply for the role that’s attractive to them through the social channels that they discovered it on. Social media is not only used to stay in touch with social networks but it has also become a vital tool for sourcing and recruiting the best candidates. In fact many companies’ recruiters use social media platforms to find recruit and retain ideal employees.

Social media recruiting strategies

Some of these strategies are designed to target passive candidates, those people who aren’t necessarily looking for a new job but could be persuaded to jump ship if the right opportunity presents itself, (Alexandra, 2018).

Some of these strategies are targeting active candidates, those people who are actively seeking new horizons. Here are some Social media recruiting strategies as follows:

Building company’s online reputation.

Using video to engage with passive candidates.

Involving employees in sharing posts on social media.

Joining LinkedIn groups., But it is not only about LinkedIn (may join Facebook, Instagram, Twitter, YouTube, WhatsApp & Glassdoors)

Sharing quality content.

Social media advertising – use insights to perfect organizes campaign.

Keeping potential candidates engaged – building a community.

Benefits of social media recruitment

Social media has certainly proven beneficial for recruitment, social media has created a way to send a brand’s messaging to the right people at the right time and brand sticks out to them enough to be interested. There are a lot of benefits to be had from using social media. Such as follows; increased job visibility, higher quality candidates, better employer brand awareness, reduction in cost of hiring, allows to fill candidates vacancies better, reduction in hiring time, screening candidates easily & achieving better match between job requirements and candidate skills.

Limitations of social media recruitment

There are many advantages of using social media for job search, no doubt but at the same time, there are also some disadvantages to it such as, fraud recruitment ads, miss talented candidates on social media, lack of awareness, lack of trust, it is not effective for all kinds of jobs, negative comments from

rejected candidates, a lot of unnecessary online traffic to connect with candidates & decreases face to face communication & conveys inauthentic feelings.

Platforms of social media recruitment



LinkedIn Recruitment

LinkedIn is used 96% of times for Recruitment as per some recent studies. With more than 11 million active job postings, LinkedIn is a go-to for most recruiters. It also provides insight into their interests, endorsements and referrals. 562 million global professionals including more than 160 million in the United States come across hundreds of industries are reportedly using LinkedIn. Candidates on LinkedIn are allowed to do much more than post a job. Start by connecting with and following prospective candidates. Start conversations with personalized messages introducing themselves and their company. Comment, like and share industry content to gain attention and authority. Follow, endorse and write recommendations for talented individuals to building rapport. Asking for referrals and introductions and reciprocate the favor. Companies using LinkedIn for recruiting are LogMeIn & RealSelf.



Facebook Recruitment

Facebook is used 66% of times for Recruitment. Facebook may not be a dedicated professional network like LinkedIn, but it's an indispensable resource for recruiters. Its casual atmosphere can shed some light on an individual's personality away from work, and it provides countless ways to find and connect with candidates. It even offers a job board. Facebook has more than 2 billion global users, including 207 million in the United States. Candidates on Facebook options are just about endless. Follow and interact with prospective candidates; creating groups relevant to the positions looking to fill. Create and share content to promote company and employer brand. Promote recruiting and networking events. Start chats on Messenger and post openings on the Facebook job board. Companies using Facebook for recruiting: SecureLink & Scopely.



Twitter Recruitment

Twitter is used 53% of times for Recruitment. With its 280 character limit, Twitter is known for being short and sweet. That brevity isn't a bad thing, though, as Twitter has become a go-to source for news and events. Everyone from celebrities to major companies uses Twitter to engage with people worldwide (330 million global users, including 63 million in the US). Twitter supports more than 40 languages. Candidates on Twitter gave birth to the hashtag, so start there. Search for relevant hashtags to join conversations and attract likeminded candidates. Like, comment, follow, tweet and retweet to engage with candidates. Retweet and share timely information by live-tweeting and live-streaming. Pin relevant tweets to keep them visible on your profile. Companies using Twitter for recruiting SpotX & Unacast .



YouTube Recruitment

YouTube is used 11% for Recruitment. If you're one of those "back in my day" types you may want to look away: when given the option between text and video, 72% of internet users choose video. And when it comes to video, YouTube is the undisputed heavyweight. Like Instagram, few recruiters have embraced the channel, so those who get in now will have the advantage. Candidates on YouTube are 1.8 billion global users, including 184 million the US. Candidates on Youtube are a little more straightforward. Create great video content tailored to your prospective candidates. Don't forget to repurpose videos from the company website and other social media channels. Companies using YouTube for recruiting: HeadSpace & Carbon Black hones.



Instagram Recruitment

Instagram is used 7% of times for Recruitment. Instagram's visual format has become hugely popular with millennials (the largest portion of the workforce) and Generation Z. Despite its popularity, less than 10% of recruiters leverage this channel, which represents a huge early mover opportunity (More than one billion global users, including more than 200 million in the US). Nearly 70% are millennial and Gen Z candidates on Instagram curate a variety of visual content that captivates audience's attention and encourages them to follow the company page. Engage with people of interest by following, liking and commenting on their content. Participate in trending topics by posting related content with appropriate hashtags; Host Q&A sessions with the Stories feature, either live or with their infinite library of stickers. Companies using Instagram for recruiting: Exactly Corp & Teachable.

Objectives of the study

To study the growing use of social media for effective recruitment.

To study the awareness regarding usage of social media as means of recruitment.

To compare social media with other conventional (newspaper, advertisements, company websites, Job fair & job portal) recruitment methods.

To explore the impact of Covid-19 lockdown on growing use of social media for recruitment.

Limitations of the study

The study is based on the feedback of Google form survey and Secondary data.

The study has been done across all industries but still there is no accuracy.

The study has to been done within limited time.

Research Methodology

This is a descriptive research; here the study describes the characteristics of the population or phenomenon studied. This methodology focuses more on the "what" of the research subject than the "why" of the research subject. Primary data has been collected directly from the data source without going through any existing sources; the data has been collected through Google form by circulating

among employees. Secondary data has been collected by using past record through the internet (Google, EBSCO & NASSCOM), articles, blogs and related project reports. This study is based on convenience non-probability sampling technique in which samples are selected from the population only because they were conveniently available. Population here basically means employees across all industries. The data has been analyzed through Statistical Package for the Social Science (SPSS).

Findings

The awareness regarding usage of social media as means of recruitment: According to the survey, it is found that about 89.4% of the employees are aware & the rest 10.6% employees are unaware of social media recruitment, that most of the employees are aware of social media recruitment. Thus even though there is awareness, creating more awareness among people about social media recruitment & making effective utilization of social media in this growing social media world is necessary.

Experience of social media recruitment: In industry only large scale are utilizing social media for recruitment, so it's necessary for small scale industries & small companies to make utilization of social media as means of recruitment. In the study found that 51.52% employees has gone through social media recruitment and while 48.48% have not yet gone through social media recruitment even though they might be aware of it. Most of the employees have gone through social media recruitment and rest need to still experience it. Even though there is much experience, some companies are unaware of social media as best recruitment tool & there is no proper utilization of it. Thus there is more necessary to experience social media as recruitment tool.

The companies make use of social media recruitment: Most of the companies make use of use social media for recruitment this was confirmed in present study were it was found that 62.1% of the companies make use of social media recruitment and 37.9% of the companies don't make use of social media recruitment. The companies and industries such as Automotive, Automobiles, education sector, service sector, IT sector, Pharmaceutical, construction industry, A non-banking financial company(NBFC), Telecommunication, hospital, Steel industry, KPIT Technologies Ltd, electro technology industry, petroleum industry, space industry have responded to the questionnaire. Out of these only some of them make use of social media for recruitment. Hence concluding that most of the companies are making use of social media recruitment.

Comparing social media with other conventional recruitment methods: According to the study it is found that 34.8% of companies are making use of social media and rest all are making use of newspaper (19.7%), advertisement (27.3%), company websites (57.6%), job fair (24.2%), job portal (45.5%) & other (34.8%) methods of recruitment. As compared to all, the highest use of recruitment method is their company websites. Company websites build direct relation with job seekers; they provide information of companies up to date & it is the most trusted site; they provide clear and transparent information with contact details; company websites are visited by job seekers because they are particularly interested in that company. Even job portals are most used for recruitment. Job portals mostly charge companies a decent annual fee where the candidates can apply for their jobs free of cost. It works like a matchmaking engine where the candidate applies for a job and the CV directly lands in the inbox of the recruiter/ HR head. The candidate has more chances to be reviewed & positive experience with a job portal is saving job seekers from scams. Thus company websites and job portals are most used for job seekers and recruiters.

The growing use of social media for effective recruitment: Recruiter can now save time, money, and increase their reach to the right candidates and at the right time for the job by making effective use of

social media. According to the study it is found those companies always use LinkedIn (27.3%) for recruitment as compared to other social media recruitment platforms such as Facebook (9.1%), Instagram (12.1%), Twitter (7.6%), YouTube (7.6%) & others (25.8%). According to the past jobvite LinkedIn is most used platform followed by facebook & instagram. Comparing my study to the past survey, companies are seen using LinkedIn. LinkedIn is most popular than other platform because it allows to create company pages to define and promote business but it is also useful for researching other businesses and people who have similar interests, strategies or profiles. It is much easier, less time-consuming, more targeted and more streamlined than any other online job board used in the past. Thus LinkedIn is seen as growing platform for recruitment.

Conventional recruitment methods: The familiarity and popularity of social media makes it easy for usage, social media recruitment is accomplished with the wide usage of centralized databases of job and an array of web enabled software applications. According to the study it is found that conventional recruitment methods such as newspaper, advertisements, company websites, Job fair & job portal are less used when compared to social media as it is seen to be the most innovative tool in this generation. 6.1% of employees strongly agree where as 9.1% of employees strongly disagree, 27.3% of employees agree where as 22.7% of employees disagree & 34.8% employees are neutral. When compared with conventional recruitment, saves time and cost for an organization, thereby improving its productivity, efficiency and effectiveness. Thus social media recruitment is more convenient than conventional recruitment method.

Success of social media sites: Social media is not only used to stay in touch with social networks but it has also become a vital tool for sourcing and recruiting the best candidates. In fact many companies' recruiters use social media platforms to find recruit and retain ideal employees. According to the study it is found that most of the employees feel social media sites are successful (45.5%) for recruitment, some of the employees feel social media sites are very successful (6.1%) & rest of the employees feel social media sites are not at all successful (3.0%).

The impact of Covid-19 lockdown on the growing use of social media for Recruitment: According to the jobvite, the majority of talent acquisition teams are adapting their processes to work remotely. Even in times of adversity, the recruiters are committed to building teams. Almost half of the recruiters surveyed have increased social media posting on LinkedIn, Facebook and Instagram to advertise jobs and said they've used social media to promote their employer brand and connect with talents. According to the study it is found that 15.2% of employees strongly agree during the Covid-19 pandemic, social media recruitment has played a crucial role, where as 3.0% of employees strongly disagree, 50.0% of employees just agree, 7.6% of employees disagree & rest of employees all are neutral (24.2%). Therefore it is seen that most of the employees agree. Thus by comparing my study and the past survey it has found that during the Covid-19 pandemic, social media recruitment has played a crucial role and there has been a significant increase in social media recruitment across all companies.

Effectiveness of social media recruitment in future: According to the big data, there is abundance of data available. Social media recruitment is also getting easier, quicker, and cheaper to generate more relevant data. Hence data aggregation algorithms can grow exponentially. According to the study it is found that 12.1% of strongly agree on social media being an effective tool for recruitment in the future where as 1.5% of employees strongly disagree, 53.0% of agree, 4.5% of disagree & rest of employees are neutral (28.8%). Data integration will be combining people's multiple profiles into one in the very next step, and it's already happening. Soon, it will be easy to know what a person likes and to predict things from just patching together their online footprints and therefore pointing towards a better match. Thus

the study is found with most of the employees agreeing to social media being an effective tool for recruitment in the future.

Future implications and recommendation

Although there is growth in social media recruitment, companies need to increase the process of recruiting through social media because some of the employees do not go through social media recruitment.

From the study it has analyzed that most of the companies are making use of only their company websites, so they need to utilize other methods such as newspapers, advertisements, job fair, job portals & social media for effective recruitment.

From the study it has analyzed that most of the companies are making use of only LinkedIn for recruitment as compared to other social media recruitment platforms, so it is suggested that companies need to make use of other platforms such as Facebook, Instagram, Twitter, YouTube, WhatsApp, Glassdoors etc.

Companies should pay attention towards social media tools which allow employers to engage with their targeted audience and easily identify whether the candidates are a good cultural fit for the company or not.

From the study it has been found that social media recruitment has effective benefit if companies make proper utilization of social media platforms; they provide better match between job requirements and candidate skill & better employer brand awareness. And through the social media, employer can reach candidates faster at a lower cost because job boards or referral recruiting with social media is totally free.

Companies should utilize social media for spreading the information about their company making more people aware of its job opportunities and getting employees which they may never find through traditional hiring methods and also passive candidates can be reached easily as they rarely visit job boards. So social media might be the only way to reach and engage with them. Hence stating that social media recruitment is more beneficial.

From the study it has been found that social media recruitment has some drawbacks people lack trust on social media sites due to fraud recruitment ads, fake companies or startups. It's difficult for job seekers to find job and for recruiter to find employees. Hence suggesting that there should be fair and clear recruitment platforms so that the recruiter gets right person for right job and people can trust social media as an effective recruitment platform.

From the study it is analyzed that most of the employees feel social media sites are successful for recruitment. However, there is huge necessity for creating awareness of social media recruitment.

From the study it is analyzed that most of the employees feel that during the Covid-19 pandemic, social media recruitment has played a crucial role and there has been a significant increase in social media recruitment across all companies. Hence suggesting that due to this scenario social media recruitment has got great demand and people can take this as an opportunity for developing social media recruitment strategies which help their company to recruit right employee.

From the study it is analyzed that most of the employees agree with social media being an effective tool for recruitment in the future. Although we know that future is uncertain, this study suggests that social media recruitment can be an effective tool only if each and every company makes proper implementation. Thus it will play crucial role in providing better job opportunities and hiring better employees for companies.

Conclusion

This study indicates that social media recruitment is playing an effective role in this evolution. Social media recruitment has effective benefit and companies are making use of LinkedIn, Facebook, Instagram, Twitter, YouTube, WhatsApp, Glassdoors & other social media platforms for recruitment. From the study it is found that social media recruitment will play a crucial role in providing better job opportunities and hence helps in hiring better employees for companies. During the Covid-19 pandemic, social media recruitment has played a crucial role and there has been a significant increase in social media recruitment across all companies. Hence suggesting that due to this scenario social media recruitment has got great demand and people can take this as an opportunity for developing social media recruitment strategies.

Thus I conclude by suggesting that creating more awareness among people about social media recruitment & making effective utilization of social media in this growing social media world is necessary.

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