

The use of social media in recruitment

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Abstract

*The aim of this paper is to explore how HR professionals can best use social media in their search for talent. The purpose is to discuss pre-hire measures of the quantity and quality of the applicants, with the specific focus on e-recruitments. **E-Recruitment** or e Recruitment is the process of personnel recruitment using electronic resources, in particular the internet. Companies and recruitment agents have moved much of their recruitment process online so as to improve the speed by which candidates can be matched with live vacancies. Using database technologies, and online job advertising boards and search engines, employers can now fill posts in a fraction of the time. In this paper we describe how recruitment process takes place through social media. Social Media in recruiting process is a win-win for both company and potential candidates. Social media now stands as the second most prevalent source of hire, tied with corporate career websites. Nowadays there are various job portals online which provide a good amount of applicants who registered themselves and uploaded their Curriculam Vitae on these sites. The portals are- Naukri.com, monster.com, Timesjob.com, shine.com & yuvashine.com. The Human Resource Management of private companies has become more organized than before The role of social media doesn't stop at hiring, however it also has a role in helping people begin a new job and in internal communications, keeping individuals engaged once recruited.*

Keywords: E-recruitment, recruitment, social media, Linkedin.com, Facebook

Introduction:

E-Recruitment or electronic recruitment is a process of recruiting candidates for filling vacancies in the companies through internet. E-Recruitment has played a very crucial role in the process of recruitment for the companies as it provided a suitable number of applicants who fulfilled the criteria set by the companies. The first decade of the twenty-first century saw rapid growth in the

use of online recruitment and the transformation of electronic recruitment into one of the fastest growing recruitment techniques E-Recruitment was started in the year 1995 in India & since then it has come a long way in the process of success & admiration. There are large numbers of online job portals like Naukri.com, Timesjob.com, Monsterindia.com, Jobsahead.com & shine.com. Social Media is emerging as a tool that more recruiters rely on in the hiring process. Networks such as LinkedIn, Face book, Twitter, and Google+ can provide recruiters with an array of information about potential candidates, as well as new avenues for reaching passive candidates and advertising the company's current openings. Many companies have their own site where they post there openings but also on social media sites. Since many of these networks includes special posting, where they post their job and it becomes easy for job seekers or visitors to locate the job in which they are interested. In concise about E-recruitment is refers to posting vacancies on the corporate website or on an online recruitment vendors' website. It allows applicants to send their resumes electronically through an email or in some other electronic format.

Social networking sites and tools used in India:

- **FACEBOOK:** A social networking service where users create personal profiles, add other users as friends and exchange messages, including automatic notifications when they update their own profile. Additionally, users may join common-interest user groups, organized by common characteristics (e.g. workplace). Users can instant message each other through the website. Many companies had created their personal profile and they regularly post the opening in their company profile and visitors came to know about the opening automatically as they are already the member of this profile.
- **BLOG:** A discussion or informational site published on the internet that consists of entries ('posts') typically displayed in reverse chronological order, i.e. the most recent post appears first. Until 2009 blogs were usually the work of a single individual, occasionally of a small group, and often covered a single subject. More recently multi-author blogs have developed, with posts written by large numbers of authors and professionally edited. Blogs consist of regular entries of commentary and descriptions of events (blogging). The content of a micro blog is simply smaller in size. Eg: Recruiterbox.com, smartrecruiters.com
- **GOOGLE:** An American multinational corporation specializing in Internet-related services; most famously its core search engine, but also a large chain of products

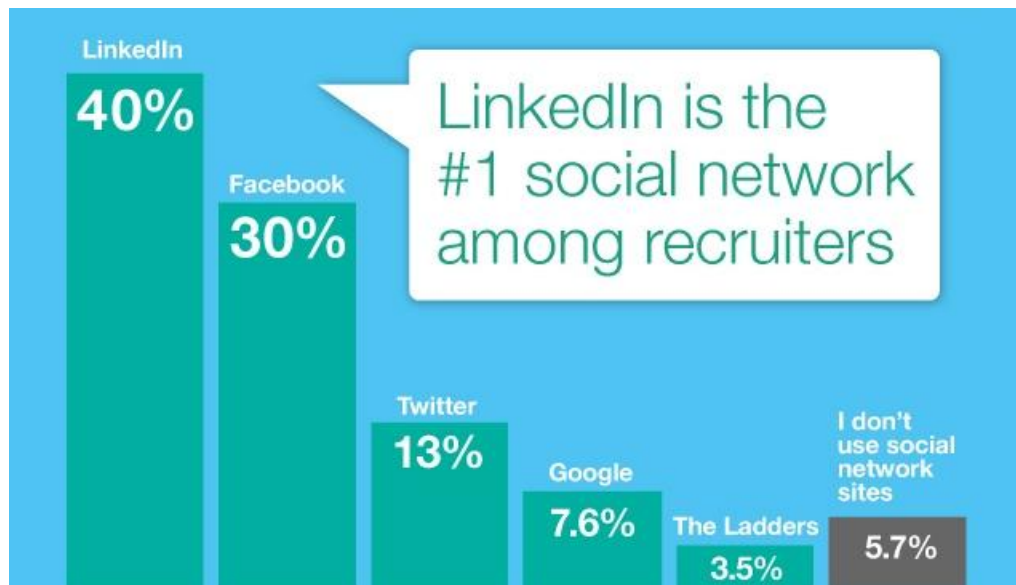
including Google+, the second largest social networking site in the world (as of January 2013).

- **LINKEDIN:** It is a business-oriented social networking service. Founded in December 2002 and launched on May 5, 2003, it is mainly used for professional networking. In 2006, LinkedIn increased to 20 million members. As of June 2013, LinkedIn reports more than 259 million acquired users in more than 200 countries and territories. 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. This list of connections can then be used to build up a contact network, follow different companies and find jobs, people and business opportunities.
- **MYSPACE:** An online community of users' personal profiles. These typically include photographs, information about personal interests and blogs. Users send one another messages and socialize within the MySpace community.
- **TWITTER:** A popular micro blogging service enabling its users to send and read publicly visible messages called tweets. Tweets are text-based posts of up to 140 characters displayed on the user's profile page. Users may subscribe to other users' tweets.
- **YAHOO:** An American multinational internet corporation widely had known for its social networking services and user-generated content including online discussion boards (Yahoo! Groups), community-driven Q&A site (Yahoo! Answers) and photo sharing (Flicker).

Social media in use:

Examples of social media include Facebook, LinkedIn, and Twitter. While there are design differences between these sites, the basic components are the same (Smith, 2010). LinkedIn and Facebook, however, stand out as recruiting tools since they both include job-posting features for recruiters. Facebook and LinkedIn are most popular among young professionals. In a study conducted on 430 employees, LinkedIn and Facebook use is highest among the employees who are aged 26 to 45. In addition, 52% of the people surveyed use LinkedIn, 49% use Facebook, 31% use MySpace, and 6% use Twitter (Skeels, 2009). Employers who use LinkedIn and

Facebook, as a result, have the highest potential of reaching young professionals in the workplace. (Shown in figure: 1)



Source: *Talent Technology gathered a lot of data in their 2012 recruitment survey to help businesses build a solid recruiting strategy to find the best candidates possible. See the biggest challenges most companies face while recruiting for talent, the time spent on specific recruiting tasks, and where the best candidates are generally found. Source by: www.talenttech.com*

Job portals used in India for hiring:

- **Naukri:** Since its inception in the year 1997, this job site has earned a good name among the job seekers. It is regarded as one of the best job sites in India. The group operates across three verticals, namely, real estate, jobs and matrimony.
<http://www.naukri.com/>
- **Monster India:** It is one of the most trafficated employment websites in the United States and one of the largest in the world. It is owned and operated by Monster Worldwide, Inc. It was created in 1999 by the merger of The Monster Board (TMB) and Online Career Center (OCC), which were two of the first and most popular career web

sites on the Internet. Monster is primarily used to help those seeking work to find job openings that match their skills and location.

<http://www.monsterindia.com/>

- **Times Jobs:** This is also one of the popular job search sites in India. The site contains all types of jobs and helps an individual to find out the job of his or her choice relevant to his or her area of study.

<http://www.timesjobs.com/>

- **Naukri Hub:** Naukri Hub is a popular web portal committed towards guiding millions of job aspirants to find the correct way.

<http://www.naukrihub.com/>

- **ClickJobs:** ClickJobs is a career site which gives you the option of keeping your profile in the site's database. The site allows you to keep some of your information confidential if you desire to do so. If a potential employer is interested to view your full profile, you will directly contacted via email and will be given the name of the potential employer

<http://www.clickjobs.com/>

Social recruiting process:

- **Pick the right social network**

It's generally the go-to social media site for social recruiting efforts. However, the company needs to consider specific target audience. If the type of candidate trying to reach is more likely to have an active presence on Facebook or Twitter than on LinkedIn, then it's important to refocus or at least expand.

- **Target the right candidates**

One of the benefits of social media is reaching a potentially very large and varied audience. Taking a blanket approach can be extremely helpful in recruiting efforts, particularly if the goals are to use social media efforts to promote company or put out a broad and general hiring announcement. However, the drawback of this unfocused method is that while may get a large quantity of applicants, the majority won't necessarily be from high-quality candidates.

There are a number of ways that can fine-tune social recruitment efforts to target the candidates that the company wants, starting with using the right keywords. In any social media job posting or announcement, keep Search Engine Optimization best practices in mind use key phrases and words that describe both the position and potential candidates, and that would likely be used in a search. LinkedIn allows creating job postings with specific industry, experience, and educational requirements, and also gives employers the ability to search for and reach out to individual, handpicked candidates. Using Facebook ads for job postings are another option for reaching a very specific audience, as they'll only show up on the profiles of candidates that match company's specified requirements.

- **Make applying simple**

Don't make the application process their first test in the hiring process. The recruitment board may have created an exciting job posting that target the ideal demographic and catches the eye of highly qualified candidates, but if application process is convoluted and complicated, it may all be for nothing. LinkedIn provides the opportunity to allow candidates to apply directly from the job posting. Link directly to an online application in Facebook or Twitter

- **Sell yourself**

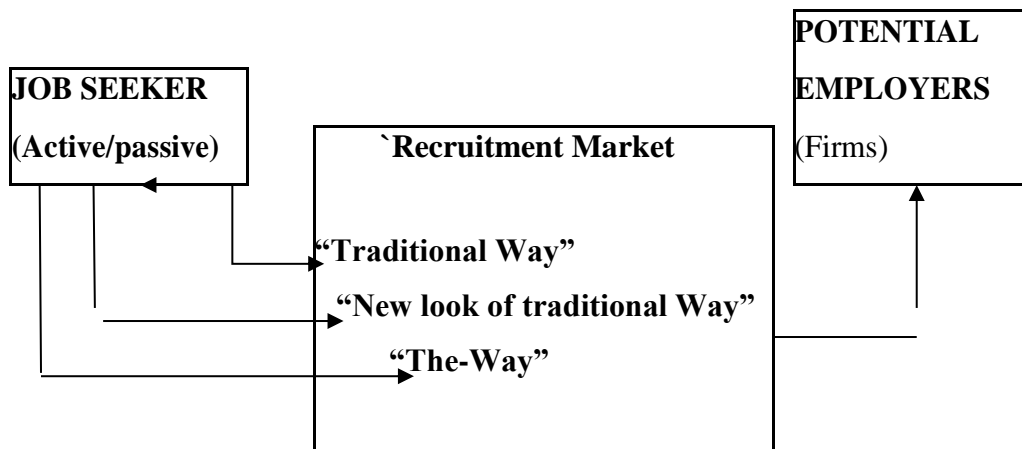
Interested candidates are going to take the time to research about company before applying, and candidates reach through social media are likely going to turn to your social media accounts to learn more. In addition to website; social media profiles need to suggest the same. We should use social media profiles to highlight your company's qualities, achievements and benefits.

Players in the recruitment market:

1. **Job Seeker:** The job seeker is the person who desires for a job. There are two kinds of job seekers which are explained ahead (Shown in Fig.-2)

a) **Active Job Seekers:** The candidates who frequently search for a job because of one reason other, viz; better opportunity for growth, personal reasons to change and professional reasons etc. Commercial job boards/portals have truly complimented with their needs.

b) Passive Job Seekers: Passive candidates are those workers who are not currently planning to change their jobs but still they regularly surf the internet for any one of million reasons during their normal routine. Such candidates may come across new job opportunities and simply drop their resumes on internet. Corporate websites is the most preferred destination for passive job seekers.



2. Recruitment Market: The recruitment market can be explained in three ways i.e. the traditional way which constitutes all the traditional methods of recruiting the candidates through newspaper ads, head hunters and temporary recruitment agencies etc. The second way is the new look of the traditional way which include old wine in new bottle like online news papers ads, online headhunters and online temporary recruitment agencies. The third and the most used way in the current scenario is the e-way. It holds purely online methods of recruiting talent, viz; commercial job boards/portals, corporate websites and e-mails.

3. Potential Employers (Firms/Companies): The final destination of the every job seeker is to reach the potential employer. It means the companies/ firms who employ them on the basis of their capabilities and job requirements.

Reasons for the success of social media recruitment:

- **It's Where People Are- maximum potential candidate**

Social networks were once considered the domain of teens and twenty-something students. With 1.3 billion active Facebook users, Twitter accounts numbering over 248 million and more than 259 million users on LinkedIn, it's getting more and more difficult to find someone without a social media presence. It's hard to imagine a better way to reach the potential candidates to hire.

- **Built-In Network for Referrals - Networking**

By reaching the large audience that social media increase chances of getting company and job posting in front of the exact people who want to hire. The vast networks that are created through social media provide an excellent system of information sharing that can result in referrals and recommendations that amplify voice and reach. So even if the company don't reach perfect candidate directly, reaching their friends or colleagues in their network can result in ultimately getting job posting where it needs to be.

- **It's Targeted- Reach to target audience**

Social recruiting allows to target job postings to not just anyone, but to specifically reach highly qualified potential candidates through specified outreach efforts.

- **Candidates Can Qualify company too- From posting they know information about company and vacancy open**

Social recruiting gives potential applicants the chance to quickly and easily learn more about your company, determining whether they feel the position would be a good mutual fit.

Challenges of e-recruitment:

E-Recruitment since its existence in 1995 has come a long way but it suffered a bit of challenges and hurdles in the path of success and admiration. Following are the hurdles of E-recruitment:

- It is still under its nascent stage and it will take time to penetrate.
- Some people are not able to provide their accurate information as they are not computer savvy. They tend to commit mistakes like filling their name wrongly, their native place wrongly, their qualifications etc.
- The resumes send online easily get duplicated and hence sometimes the real candidate gets neglected due to his resume being duplicated by some other person who is in dire need of a job.

- Their chances of false resumes being uploaded by the People, there is no complete authenticity about the originality and correctness of the resume uploaded by a particular person.
- There can be no background checks since there is no medium through which it can be accomplished. Some more are the quality and the quantity of candidates through the web tools.
- Many organizations have reported getting large number of applicants from the unqualified people. They got a large number of applications from people who don't fit in the vacancy the companies have floated in the various job portals on the internet.
- Due to receiving of a large number of applications from unqualified candidates, it became very difficult for companies to choose the appropriate candidates for various vacancies floated by them on the internet.
- The task of hiring became very hectic as they had to sort out the list of unqualified candidates first and reject them & then finally sort out the list of candidates who qualified the criteria and send them interview letters to get the right person for right vacancy at right time.
- E-recruitment proved to be disaster for people who were applying and the companies who floated the vacancies on job portals on the internet. E-Recruitment which proved to be miracle for the urban people as they are computer savvy and helped them to save their time and money by applying on the internet while on the other hand for rural people it proved to be insane as there was very less computer proficiency, as they are not very rich as urban people and cannot afford to come to cities to get themselves trained in computers.
- Secondly due to negligence and careless attitude of government both state and central there are no proper facilities of water and electricity and so the lack of computer knowledge got neglected too.

Conclusion:

The aims of this paper were to examine the overall concept of e-recruitment. It has been rightly said that recruitment is not only hiring the best amongst those who applied for a particular post rather it's the question to enroll the right candidate in ones human capital. 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. There is no doubt that social media has improved the recruitment process by making it more open and democratic increasing the visible talent pool from which to engage and recruit. Social Media recognize the knowledge, abilities with capabilities and new tools are becoming available all of the time that allow recruiters and employers to work together to take advantage of social media hiring. It is changing the way we do business today.

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