

## SOCIAL MEDIA NETWORKING SITES: RECENT TREND IN RECRUITMENT

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### Abstract

The use of Internet Technology has changed many areas, whether e-commerce, tourism or human resource management, with the internet now not only the candidates or prospect employee search the suitable jobs using the web portals and now with the active use of social media, job web portal job search has been taken by social media sites, such as Facebook, LinkedIn etc. This scenario is not only found in prospect employees but also the employers, who also seek for their employees through the use of social media, rather than using the traditional method of posting job, employers are seeking right candidate at the right place in the social media applications. This study aims at finding out what kind of recruiters uses the social media for their recruitment, training, staff/selection. It also aims at finding the usefulness of this social media sites and their validity for the employers as well as employees during recruiting process. It studies about the perception of employers and employees while posting and searching for job. For this study the researcher will analyse two social media sites that is Facebook and LinkedIn. The study will describe about the issues and benefits related with the online job posting and job searching and even recruiting, the researcher will try to provide recommendation for future research studies and will deliver the pros and cons of the online recruitment, both for employee and employer.

**Keywords:** Social Networking Sites, Internet, online Recruitment, Facebook, LinkedIn, Online Job posting, Online job search

### INTRODUCTION

The traditional way of captivating and retaining the talent has been one of the strategic developments in the talent management in many organizations (Schlechter, Hung & Bussin, 2014; Singh & Finn, 2003). The different studies also focus on that the traditional approach of 'Spray and pray' recruitment process are no longer fascinating talented employees in an organization (Schlechter, Hung & Bussin, 2014; Singh & Finn, 2003). The reason using this method is to use the limited number of active job candidates and the selection is based after the passive and semi-passive pool of candidates (Dutta, 2014; Khullar, Pandey & Read, 2017; Singh & Sharma, 2017). To avoid these crises the easiest and swiftly with the different sources using the social media and digital media platform (Hunt, 2014; Phillips & Gully, 2012; Tyagi, 2012). As the social media customers are increasing day by day with the leap and bounds, therefore the employers are also started searching the employees on the social media platforms, especially the networking sites LinkedIn and Facebook which at the same time influence both the recruiters and employees (Caers & Castelyns, 2011; Doherty, 2010; Hunt, 2010; Nikolaou, 2014; Zide, Elman & Shahani Dennig, 2014). The objective of the paper is to explore and identify the

## LITERATURE REVIEW

### RECRUITMENT

Recruitment is one of the essential part of Talent Management which can be classified as “The process of finding the right person at the right place and at the right time and invigorating the candidates to apply the jobs in the organization” (Sinha & Thaly, 2013, p. 142). Every organization are taking the effort to recruit the best talent in their company for the recruitment, selection of the competent employees (Holland, Sheehan & Pyman, 2007). Recruiters are always trying to find out the right solution for the attraction, recruitment and finally selection of the candidate (Holland, Sheehan and Pyman, 2007). Recruitment doesn't only mean that attracting the candidates towards the job profile and selecting the right candidate for the right place is what the strategically role that the human resource management applies (Gallardo & Thunnissen, 2016; Tyagi, 2012). Talent hunt can be defined on the candidate ability to get that job role. The characteristics could be their skills, knowledge and their experience towards the job roles (Armstrong, 2006; Stahl et al., 2012).

With the increasing necessity of right recruitment, especially when the sourcing of right person at the right place, the appropriate method of recruiting the employee still remains the matter of debate (Houran, 2017). There are number of different ways by which a recruiter can recruit the right candidate with their weaknesses and strength (Hunt, 2014). Whereas, practically it is difficult to hire the right person for the right position and sometimes it becomes the nightmare for the recruiter (Sinha &Thaly, 2013).

It has nit been a decade that candidate or employees sourcing was done by different processes such as job advertisements on the local and national newspapers, job portals, where the existence of social media was nil (Breaugh, 2008). But now the scenario has been changed and the advertising for the jobs are seen on the social media pages of the organization websites and also in different types of advertisements on the different digital media platforms.

Now in the new scenario, there have a lot of development towards the modern and innovative sourcing channel for considering different factors such as quality, cost, availability of resources and most importantly time (Sinha & Thaly, 2013). With the occurrence of Internet and in Internet the social media has made the effective use of sourcing of credible technological system to be the main driver for the candidate recruitment (Dutta, 2014; Hunt, 2014).

### USE OF SOCIAL MEDIA AND RECRUITMENT

In recent times, the enormous growth of social media and Internet has increased the chancing of sourcing the new candidate in a more possible and different manner. Some of these comprises of Internet job boards (Different Internet portals that permits the organizations to upload their vacancies and on the other hand the prospective candidates can upload their resume/Curriculum Vitae), Internet data mining (the method of using Boolean Searches) and web crawlers (Internet programmes that help the website to search the web for information about prospective employees) (Nikolaou, 2014; Parez, Silva, Harvey & Bosco, 2013; Sinha & Thaly, 2013). Other technological advancement includes flip searching (a process which recognizes prospective employees that connect to certain websites to find out different passive and semi-passive candidates) and social networking (clout for different connections on social media) such as LinkedIn, Facebook and Twitter.

As there is an increase in social media users, so as the use of social media platform also increases in recruitment of candidate (Dutta, 2014; Singh & Sharma, 2014). This progression

resulted in the organizations' competence in recognizing the capability of these platforms to influence not only active prospective job candidates but also passive and semi-passive candidates.

Social networking sites such as LinkedIn, Facebook permits the recruiting organization to post their job advertisements to ambush a large number of potential candidates for employment and to easily approach and anoint for such potential positions in the organization, thereby facilitating recruiters to find and screen competent job applicants (Sinha & Thaly, 2013).

There is a testimony that employers and organizations are accepting that feasible candidates can be searched and approached easily and conveniently and at a lesser cost with the help of social networking sites if a comparison is made between traditional recruitment methods and modern approach of recruitments (Armstrong, 2006; Singh & Sharma, 2014). Prominently, a strong connection has been created between the use of LinkedIn and the ability of analyses, searching and attracting passive employees (Nikolaou, 2014).

The use of social networking sites for recruitment is enabling a wide range of candidates who can easily access the portal any time. For example, LinkedIn now has 3 million active job listings (Chaudhary, 2017). However, social networking sites making it possible at an increasingly lower cost (Broughton, Foley, Ledermaier & Cox, 2013; Brown & Vaughn, 2011; Khullar et al., 2017). Social media provide the accessibility to the pool of the passive candidates that can be analyzed by the recruiters and finally selected for the job position (Doherty, 2010; Joos, 2008). Therefore, Social media networking sites are liked the most by the recruiters for searching for the right candidate from the pool of competitive candidates and also give employers are the competitive edge regarding the objective which they have while finding the candidates (Singh & Sharma, 2014).

The use of social media platforms has become one of the important aspects of searching for sourcing in recruitment and employers believe that social media give the validation to find better quality employees. Indeed, 93% of recruiters use social media to specify their recruitment needs (Jobvite, 2014). Social Media is used in recruitment for a number of reasons. When the research on how recruiters use social media for advertising, Jindal and Shaikh (2014) found that 50% use social media in paid for job advertising via social media platforms and 37% advertise vacancies via tweets or alerts, or make use of free job advertising via targeted social media platforms (e.g. Facebook).

This formulates the question that among all the networking sites, which of the social media platforms are the most efficient for the purpose of recruitment. Among all the social media platforms available, Facebook is considered as one of the largest social media platforms, but while considering for recruitment, it is not one of the famous and important platforms for recruitment (Bullhorn, 2014). If considering the social media platforms for posting jobs on social media platforms like Facebook and Twitter are lesser in compared to LinkedIn. LinkedIn is considered as the most preferred social media platform when it comes to recruitment (Jobvite, 2014).

It is found that the major reason for the higher engagement of recruiters and employees to use LinkedIn in comparison to all the social networking sites and will also have relationship marketing by building professional relationships, which cannot be utilized with Facebook and

Twitter,

which are the most consumed social media sites (Zide et al., 2014). Despite, the three different social media platforms for the purpose of sourcing of candidates, they tend to be used differently. LinkedIn is broadly used for posting ads, searching for appropriate candidates and

approaching and assuring candidates (Jobvite, 2014). On the other hand, Facebook and Twitter are used more to advertise related to employer brand and to spawn referrals and also to post advertisements (Jobvite, 2014).

From all over the globe, the recruiters of human resource professionals prefer for LinkedIn rather than Facebook for recruitment as they consider the former to be more effective than the latter (Nikolaou, 2014). Recruiters have their assessment that LinkedIn gives the most insight about candidates' previous employment status, educational qualification, candidates experiences (Zide et al., 2014). This is one of the reasons why most of the recruiters prefer the more traditional way of sourcing tools which could possibly be impute to recruiters' limited information of how to recruit efficiently on social networking sites (Allden& Harris, 2013). However, although web job portals generate relatable applications, but they won't reach to passive or semi-passive candidates (Sinha &Thaly, 2013).

## **RESEARCH METHODOLOGY**

### **RESEARCH APPROACH**

Based on the scarcity of research in the field of recruitment in Uttar Pradesh, an exploratory research was conducted for the purposes of finding the insights about the possible impact of social media on recruitment in Uttar Pradesh. Data on the use of social media for recruitment were collected through semi-structured interviews with recruiters. The aim of the interviews was to explore recruiters' sourcing techniques and obtain observations regarding their sourcing techniques and procedures, especially with the use of social media networking sites. Semi-structured interviews were selected as the method of data collection because of their potential use of social media for the recruitment purpose (Bloomberg & Volpe, 2012). Semi-structured interviews allow the interviewer to gain in-depth information about the candidate by asking questions and follow up questions to observe participants (Wegner, 2014).

### **SAMPLE**

Semi-structured interviews were conducted with 10 different recruiters from two different organizations. The two organizations were purposefully selected to represent a range of two different type of organization; one is universities and other banking sectors. The participants were selected by means of judgment sampling.

Participants were contacted and invited telephonically to participate in the research because of COVID-19 pandemic, and were asked to set up an interview date, time as per their convenience. The interviews were personally conducted by the main author as well as recorded and transcribed for the purpose of analysis.

The interview has 12 specific questions related to

- (1) The method adopted for recruitment,
- (2) The process of recruitment and
- (3) The use of social media networking sites in recruitment.

The questionnaire incorporates questions relating to both the traditional and social media way of recruitment tools and their effectiveness. Specific questions related to the use of social media

for  
purpose as LinkedIn, Facebook and Twitter.

recruitment

## RESULTS AND FINDINGS

In the research it is found that the use of LinkedIn is much greater in comparison to Twitter or

Facebook. Only one of the 12 participants (8%) were found that indicates that they use Twitter for recruitment, which is much lower than the 58%. Furthermore, the use of Facebook for the recruitment by the respondents was found much lower, with only 12% (3 of 10). Participants, however, mostly like using LinkedIn, with all of them mentioning the use of LinkedIn in the process in comparison to the 92%.

## CONCLUSION

This study tries to investigate the impact of social media networking sites has on recruitment, specifically on the sourcing process. It provides a new insight into the impact of social media on recruitment process in Uttar Pradesh. The findings of the study show that social media networking sites is one of the major parts in the recruitment process. However, recruitment via social media is useful and at the same time it has limitations which is it lacks the solutions to recruitment problems. Indeed, it may simply become another 'spray and pray' approach if used impulsively.

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