SOCIAL MEDIA RECRUITING; AN ALTERNATIVE FOR TRADITIONAL CAMPUS HIRING

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Abstract:

Purpose: The Purpose of this paper is to provide an alternative approach to traditional campus hiring process. Using Social Media, we propose a model to reach out, to attract, and to recruit right candidates at the right time for the right role.

Design: In stage 1, the employers create page/community with the right content to gather more number of potential employees. In stage 2, the employers attract them by communicating the profile details. In stage 3, the employers actively engage with the interested candidates by organizing events .In stage 4 the employers receive the applications from the interested candidates.

Findings: Recruiting through Social media has many advantages as follows: Time, Cost and Minimum Workforce.

Implications: Most of the companies got used to hire through campus recruitment process.

Value: In order to stand out from big MNC's, early start ups, small and medium sized companies can use social media as an alternative.

Type: Conceptual paper.

INTRODUCTION

Campus interview is the process conducted to hire students from educational institutions. It is considered to be the most preferred option for hiring young talents. Traditionally employers use to visit the educational institutions for attracting best talents through hosting a presentation, aptitude round, technical round, group discussion and HR round. Employers attend college career fairs and hold information sessions to compete for the best talents on campus. However only one third of them attend such fairs (Jowett, 2011)

Though it is a preferred option not all of them visit campuses due to various factors. One among the factors is brand image of the company. Campuses may not encourage few small and medium sized companies due to brand image, credibility etc. The following article is taken from Hindustan times and it is said that "The panel responsible for campus hiring across all the Indian Institute of Technology (IIT) in the country has blacklisted 31 companies and banned them from recruiting students for a year after a flurry of complaints against the firms (Hindustan Times).

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By referring the above article we can conclude that, companies may not be allowed in all campuses and it is very wise to adopt social media recruiting, since students may be interested and still there are chances to reach out to as many as students with right talents.

Secondly, companies will visit only the listed colleges and the colleges who are establishing, yet to establish may not get a chance to conduct on campus recruitment process.

By considering the mentioned facts, this paper gives an approach towards recruiting through social media since it may help both employers and employees to achieve their goals.

SOCIAL MEDIA RECRUITING

Social media recruiting is defined as harnessing social media tools to communicate, engage and inform future talents (Vicknair et. al., 2010). It informs about the profile, qualification, location which enables a potential employee to apply for the role. From an employee recruitment perspective, organizations using employee testimonials via social media combine the benefits of controlling the information presented to job seekers with interpersonal sources of information afforded by social media (Van Hoye & Lievens, 2007).
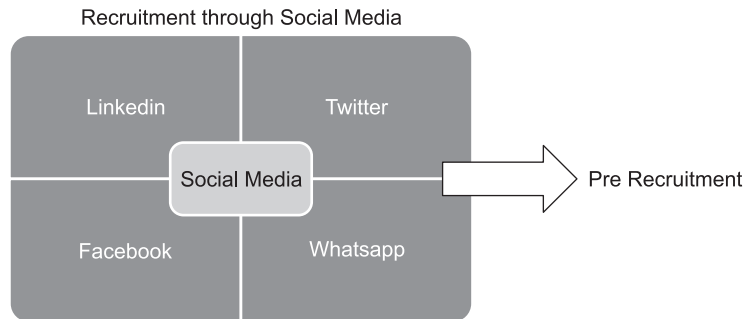
FINDINGS

The following authors said that "Social media can reduce recruitment costs by up to 95% over traditional recruitment sources and reduces hiring cycle time by roughly 25% (Cober et. al., 2000)". As recruitment via social media dramatically increases the size of the applicant pool, attracting qualified candidates becomes more complicated (Boehle, 2000).

A literature says that organization can enhance their reputation through social media, it has the ability to offer cost effective searches to get the information about organizations of interest (Allan et. al., 2007) Researches indicates that ,Social media can have both positive and negative impact on the candidate's selection and as well as on the company's image .

To do the recruitment process through social media you might require comparatively a minimum workforce.

STEPS TO BE FOLLOWED IN SOCIAL RECRUITING

Creating a page with right content, engaging, and Sharing profile details with necessary qualification details, location and perks will helps organization to attract best talents.

Recruitment through Social Media

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┌─────────────────────────┐
│   Linkedin    │  Twitter │
│         ┌──────────┐     │          ⟹
│         │  Social  │     │─────────▶ Pre Recruitment
│         │  Media   │     │
│   Facebook    │ Whatsapp │
└─────────────────────────┘
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Proposed steps

- Creating a page with right content
- Engaging
- Profiling
- Attracting

Step 1: Creating a page

In order to create a page, you must get an authority from your employer. Purpose of this page is to deliver valuable information about the company which in turn helps candidates to know about the job opportunity. Employers can also take an advantage by using third party applications, such as "work for us" to integrate a job board (WORKFORLABS, 2012).

Step 2: Engaging

Once the page is created and reached maximum number of potential employees, engaging them by conducting events will help the employers to keep the potential employees active always.
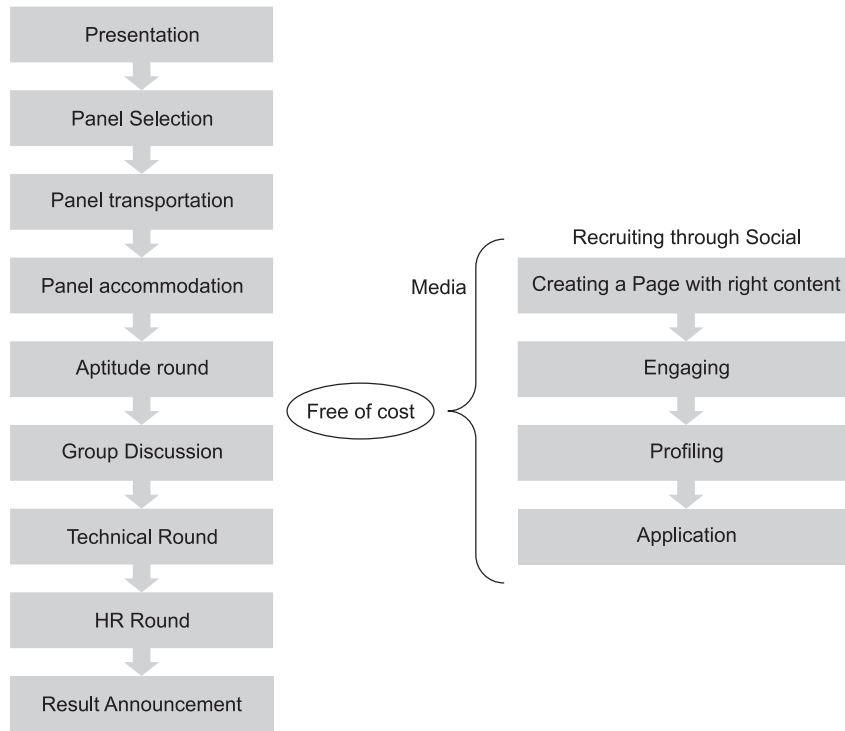
Step 3: Profiling

Profiling includes, sharing the right information about the job, job description, location, salary details.

Step 4: Attracting

By completing all the 3 steps, we may attract young talents. Sending application through social media can be as simple as sending an email, employers may also keep candidate tracking system to monitor the applicants.

Finally it is wise to check the effectiveness of the social media recruiting

Traditional Campus Recruitment

Presentation

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Panel Selection

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Panel transportation

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Panel accommodation

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Aptitude round

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Group Discussion

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Technical Round

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HR Round

↓

Result Announcement

Recruiting through Social

Media

Free of cost

Creating a Page with right content

↓

Engaging

↓

Profiling

↓

Application

Whereas Social media recruiting has only few steps which is cost effective / Time Saving / Minimum Effort / Maximum Result

CONCLUSION

Every step of traditional campus hiring method will incur investment, time, effort and work force hence social media could also be considered for hiring young talents with very minimal investment, time, effort and work force.

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