

INFLUENCE OF SOCIAL MEDIA IN RECRUITING TALENTS

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Abstract: With the arrival of globalization, geographical boundaries have shrunk. Attracting the best talents can be difficult due to high level of competition in the market, especially for Niche and in demand skill sets. Internet has played the vital role in creating the difference in society. Many organizations have started to stare at embedding social media campaigns into their attracting strategies. Social Media is one of such gifts of global world which was pioneered as an entertainment source but now it's growing as one of the recruitment tools. By assessing its effectiveness from the viewpoint of both the jobseekers and the employer we have been able to assess the most effective way of using social media to balance an organization recruitment and attraction strategy. Social recruiting or social hiring is recruiting the potential employees with the help of Social Media networking sites like LinkedIn, Facebook, Twitter, Viadeo, instagram, Pintrest , XING, Google+ and BranchOut, skype, whatsapp etc. These are useful for employers as well as jobseekers. These are some of the most commonly surfed sites for recruiting purposes. Thus, social media recruitment is a combination of social network and recruitment practices. The importance of social media in the field of recruitment can't be underestimated because these channels can be used to attract top talents and high level executives to an organization. Many organizations have started looking towards social media to add another dimension to recruitment and attraction strategies. This paper helps to understand the role of social media in the recruitment process.

Keywords: Social Media, Facebook, Twitter, LinkedIn, Skype, Whatsapp.

INTRODUCTION

Recruitment is an important function of Human Resource Management. Recruitment refers to the systematic process of searching for potential employees and stimulating them to apply for jobs in an organization. It is the process of discovering the sources of employers to meet the requirements of the staffing plan and attracting the adequate number of employees, as to be able to make the effective selection among the applicants. Organization uses various sources – internal search, employee referrals, advertisements, employment agencies, internet etc. for carrying out recruitment activity.

It has been 16 years since the birth of the social networking sites. The first ever network was known as Sixdegree.com, which was introduced the profile creation of users joining the network and making friend. The network was upgraded later in 1998 in which the users could also review their friend's list. Similarly ICQ and AIM are quite popular chatting networks. Classmates.com was yet another network in which high school and college buddies couldn't interact with each other but in the beginning weren't allowed to make their own profile. Sixdegree.com was one of the sites which include all the features (Boyd & Ellison, 2008;

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Abel, 2011). As the competition got intense, this site could not survive any longer and in year 2000 major social networking development took place and technology oriented firms introduced new features into this field. The use of social networking websites and applications has become a primary use in life whether it's personal or official.

As the technology continues to improve, businesses are beginning to experience more intense competition in the job market. Finding the right talent is one of the critical problems for organization. As a result, this "new era" of talent acquisition requires a new outlook on how companies approach and invest in finding the right people. Recruiting has changed for employers and jobseekers alike. Adoption of new technologies for business, the companies experiencing a revolution and will keep changing at a rapid competition. According to recruiters and HR professionals, increased competition for talent was rated as having the most impact on talent acquisition, followed by

- Increased adoption of social media for recruiting
- More automated recruiting technology

Social media is a current buzzword in the world. It is already such a big part of the internet society. Social Media is a shift from web1.0 to web 2.0 which is basically a movement towards dialogue, cooperation and sharing online versus one way system of information gathering which previously existed on the internet. Posting job openings on these sites means that the millions of users can see the openings and make contact online.

Social media can be defined as: "refers to the websites, which enable people to exchange and work together on digital content in virtual communities (networks). Social networking means simply one person meeting another person by means of internet. It includes sites such as Facebook, Twitter, LinkedIn, video, Myspace, Pintrest, Google+, Blogger, Wikipedia etc.(Sinha & Thaly,2013).

The three most popular social media websites in October 2015 are: Facebook at number one with 900,000,000 unique monthly visitors, Twitter at number two with 310,000,000 visitors and LinkedIn at number three with 255,000,000 visitors (eBiz MBA 2015). In short, the difference between these three social media sites are follows:

- LinkedIn: Tells others who you are
- Facebook: Tells others who you know
- Twitter: Tells others what you are doing

Social media has a growing impact on the way the world connects, creates and communicates, more than 175 Million business professionals use LinkedIn.com and a billion of us are connected of Facebook. Therefore it's about time we look just how much of a role social media plays in the recruitment process.

REVIEW OF LITERATURE

Companies of all sizes are recognizing the benefits of using social media for recruitment. Many organizations have adopted social media and developed “social recruiting” strategies to attract and recruit top talents. Social media grow everyday and are gaining more and more popularity. Various types of people within every age group are exploring the possibilities and the fun side of. Before the introduction of the internet, all the steps were followed and executed within the company premises through personal meetings and interviews. To emphasize a business technology transformation, one of the old practices was to mail a resume to the companies and wait for the interview call but now with the help of social networking websites, the candidates are selected online and all the related responsibilities can handle more easily. Online job search websites are quite helpful for professionals and recruiter. The organizations are incorporating innovative tools to create a distinction in their outcomes. While social media aren’t a replacement for more traditional recruitment methods, with the high level of engagement they command, social media have become more and more fundamental to the overall recruitment n.

Not only can companies drive out job openings through social media and discuss the various benefits to working at their organization, but they can also directly respond to job seeker’s question via wall-posts, direct messages, tweets or other forms of open messaging. There is a strong relationship between the qualities of social networking sites and effective recruitment. The higher the quality of information, the higher the number of online users there will be and hence more various applicants for recruitment. In addition, the navigation features of social networking sites help recruiters find what they need without difficulty, and allow them to exercise easily and quickly back and forth through the pages.

Traditionally newspapers and professional journals have been the first place that recruiters placed job advertisements. However, during the last decade there has been a dramatic shift towards the internet and online recruitment advertising. These specific recruitment websites are called job boards (parry and Tyson 2008).

Both employment and recruitment agencies recruiting the applicants on behalf of a client company by charging fees. These agencies also attract talented applicants who are currently employed (Nel et. al., 2012). Management sometimes does not depend on these sources due to high costs and confidentiality issues.

Social media allows free participation and engagement with wider communities (Narvey 2009). The process is positive to both jobseekers and recruiters are engaged in sharing and referring to each other using social media (Nel, Werner, Du plessis, Fazey, Erwee, pillay, Mackinnon, Millet & Wordsworth 2012). The extensive nature of the internet has played a large role in determining the current state of the recruitment industry, and for this reason it is easier to recruiters to source job candidates using internet job boards and social media.

Giving advertisements in newspapers and internet based job boards is expensive and it is a constant challenge to target the hardly distinct candidate types through mass advertising. This is when social networking becomes an emerging and exciting imperative. The well-known social networking websites namely Facebook, Twitters, LinkedIn, skype and whatsapp are being using by the HR departments for online job posting, testing and various other job opportunities insights. This has changed the usual way of recruitment and selection.

According to recent study by Jobvite, 86 percent of jobseekers have an at least one of the six online social networks – Facebook, LinkedIn, Google+, Twitter, Instagram, Pintrest. It also show that 76 percent of jobseekers found their current positions through Facebook. LinkedIn is where they do most of the job seeking activity like job referrals and networking and on twitter they ask for help and opinion from others. While job seekers gather to Facebook, recruiters prefer LinkedIn when searching for candidates. The survey also shows that the persons you know matters a lot as 40 percent of job seekers get jobs through personal referrals and 62 percent of recruiters rate the referrals as the number one source of high quality candidates.

Recruitment Strategies Commonly followed on Social Media

Different portals have various ways to attract employees. Facebook highlights the presence of organization through large number by giving “Likes” and “Shares”. In the same way the advance technology called “Twitter” came in to the use where we can post information’s of recruitment as well as other information’s of the organization. Twitter helps the users to follow the particular pages or comments which are updated by others and also to know about the new openings and about the companies. LinkedIn is mostly used by the professionals by creating links between one another’s by sharing the openings, common discussions on various topics and also LinkedIn helps to share various testimonials. Youtube provides a space where they post their openings in video formats, by which it attracts the viewers and also enable us to take a count of the viewers. Whatsup & messenger are one of the fast used social media where it reaches everyone who is using smart phones in the world. Through internet technology there is various recruitment tools created and stands top in the current trends.

Social Recruitment Software

Since there was an increase in recruitment and hiring through software’s there was a need of qualitative and quantitative advancement in the usage of software. Social recruitment software called e-recruitment is often included in the wider talent management software sector.

Social recruitment increasingly sets an intersection of fast moving areas including social networking, recruitment and now cloud computing. Mobile

recruiting has also become another hot topic especially with the rise in tablet and smart phone usage.

These are Commonly used Social Networking Sites for Recruitment

Facebook

Facebook is a social networking website that was originally designed for college students, but is now open to anyone 13 years of age or older. Facebook users can create and customize their own profiles with photo, videos and information about themselves.

Today People use Facebook in India about 108,000,000 making it the third largest user base for Facebook after USA and Brazil. Roughly 8.9% of Indians use Facebook. As of 2011, there were about 121 Million people accessing internet in India. Here is the breakdown of the usage in the top 5 cities in India.

Facebook has become a very powerful business tool for companies, large and small to promote their brands. Young job seekers and just getting started professionals are still one of the biggest demographics on Facebook everyday and it's very easy to target them. While recruiting has long been a strong suit for LinkedIn, smart company recruiters and small businesses are employing a number of tools and tactics to find the best and brightest on Facebook as well.

The job board page should be a standard tab on any Facebook page for companies that routinely scout for new talent. There are many ways to get this done, including building and maintaining pages or using apps like work for us and Job Magic that do a great job posting and pushing out listings and helping you connect and share in places such as Facebook.

A new offering from SocialBios might just take recruiting on facebook to another level. With the socioBio app you can post and maintain your job listings on a job board tab, but job seekers can also connect and see who at your company they might be connected to or share a common interest with.

Using all of the various Facebook fields such as education, philosophy, interests and art, a job seeker might be able to learn a great deal about the employees at an organization and find people within an organization that could champion their job search.

The second element of the Facebook recruiting puzzle is the fact that you can target ads so narrowly on the social network. The Facebook ads platform targets a specific audience for ads through filters such as educational background, work experience, geographical location and interests. The targeting is so precise actually create ads that only target the employees of your competitors. As more companies come to the conclusion that Facebook has become dominant home for recruiting.

How to use Facebook for Social Recruiting Messaging: When it comes to sourcing and recruiting, we should take into account that the potential of Facebook given that it has 1.38B monthly active users and 890M daily active users. According to jobvite's 2014 Job Seeker Nation Report, 76% of social job seekers found their current position through Facebook. Jobvite also found that while job seekers flock to Facebook, recruiters prefer LinkedIn when searching for potential candidates.

Facebook is an important part of the hiring process. Facebook becoming a more important part of the talent acquisition process in the near future. Facebook is saving resources for recruiter which means that it makes a cost effective way to find new talent. Facebook is a resource for job seekers who mean companies using Facebook to acquire new potential employees, more than half state the importance of networking and referrals.

Why recruiters are using Facebook, three main trends emerged.

1. Respondents were most likely 70% agree that Facebook is an effective recruiting tool because it allows casting a wide net and connecting with more potential job seekers than other services because of the widespread use of Facebook.
2. Facebook make it easier to network with people, which make it easier to find jobs for potential candidate, 60% of users cited this as a reason the service is an effective talent acquisition resource.
3. Facebook is a less costly, more efficient resource for recruiting compared with traditional methods, resulting in a lower overall cost-per-hire for those that employ the service.
4. Approximately 88% of respondents who used Facebook have been able to decrease their spending on print advertising in branding their firms to potential recruits.

LinkedIn

LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally. Basic membership for LinkedIn is free. Network members are called "connections".

The sphere of recruiting is changing rapidly and employers are increasingly relying on social networking sites to source talent, and finding that some of them are very effective. In particular LinkedIn has been cited by many employers as an extremely effective way of recruiting talent. Although all social media platforms can be used for different purposes in the recruiting process. It is safe to say that LinkedIn is professional and business focused as well as more relevant to recruiting,

as candidates can highlight their resume, skills, experience, connections and general influence in the field. The platform is quickly becoming the choice for professionals to look for jobs and find employment- and for employers when sourcing talent.

LinkedIn has registered more than 100Million users, covering more than 200 countries and territories worldwide. LinkedIn has 47.6 million users globally. LinkedIn is a business oriented website which is adopted all over the world in the process of effective recruitment and selection.

How to use LinkedIn to successfully recruit candidates:

1. Employers should create a company LinkedIn profile, keep their profiles updated, share information about their products and services, link to their blog and other social media websites, showcase their employees and testimonials and highlight their career opportunities.
2. LinkedIn is helpful in providing a fuller picture of a candidate's capabilities versus simply a resume, job application, or brief personal introduction.
3. Reach candidates through in Mail, job postings, and sponsored jobs.
4. Participate in groups and post status updates.
5. Use the question and answer section on LinkedIn to establish relationship with experts and identify possible influencer to help you fill your positions.
6. LinkedIn is referral-friendly and contains features that allow your employees to identify who to connect with and suggest candidates as employee referrals.
7. LinkedIn has advanced search capabilities, including LinkedIn Recruiter, that are extremely valuable for recruiting.
8. LinkedIn is especially useful for finding passive candidates.
9. Generally, LinkedIn is more beneficial within certain industries and for finding professional and salaried employees than non-professional and hourly employees.
10. Organization can measure their recruiting success through LinkedIn by integrating and tracking the same types of metrics used for other platforms, as well as monitoring where candidates are coming from.

These are the major ways to use LinkedIn to recruit, LinkedIn continues to evolve with more features and become a major source of finding top talents in the years to come.

Twitter

Twitter is a free social networking micro blogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices. The default setting for twitter is public.

Twitter is an online news and social networking service where users post and read short 140-character messages called “tweets”. Registered users can post and read tweets, but those who are unregistered can only read them. Twitter inc. is based in San Francisco and has more than 25 offices around the world.

Twitter was created in March 2006 and launched in July, whereby the services rapidly gained worldwide popularity. In 2012, more than 100 million users posted 340 million tweets a day. As of March 2016 twitter had more than 310 million monthly active users.

How to use twitter to recruit top talents

Twitter- it’s extremely popular in this modern age of always being connected. To actively recruit well on twitter. Treat Twitter like a virtual networking event. Retweet job postings at different times of the day, to ensure you reach all followers.

Twitter is a tremendous tools for all these recruiting needs, yet it’s one many recruiters have been slow to embrace.

For no cost, recruiters can use twitter chats to

1. Discover and connects with talents
2. Follow-up with talent for interviews
3. Encourage employees to participate
4. Share job postings and promote your brand
5. Either join an existing chat or start your own
6. Use hastags
 - Over 58% of job seekers use twitter in their job search, with 76% looking at company profiles for opportunities.
 - Job seeker’s usage of each social network is growing each year- especially for Facebook and Twitter.
 - There are various ways to connect with job seekers on Twitter: via hashtags and tweetchats amongst others
 - 78% of fortune 500 recruiting tweets contain a hastag
 - Job seekers use Twitter to connect with companies with:
 - (i) 55% following companies
 - (ii) 34% applying for tweeted job postings
 - (iii) 33% using Twitter to communicate with companies and recruiters

Twitter benefits lie in its simplicity. The 140 character limit helps keep messages concise. Its real-time feature makes it easy to push out job openings. The challenge with twitter , it offers little but no ability to target candidates, has no ad platform, and offers minimal reach, as it has yet to adopt a mainstream audience. Twitter, quality matters over quantity.

Skype

Skype is an IP telephonic service provider that offers free calling between subscribers and low cost calling to people who don't use the service. In addition to standard telephone calls, skype enables file transfers, texting, video chat and video conferencing.

Free voice over internet protocol (VOIP) service that allows users to communicate across an internet connection by combining voice, video, and instant messaging. The service was released to the public late in 2003 and purchased by eBay in 2005 for \$2.6 billion. Skype has grown to be the most popular VOIP service in the world and services millions of users each day.

How to use skype for recruitment: Skype has become so ubiquitous. So when small to midsize business (SMB) recruiters and hiring manager's video interview job candidates a practice now used by nearly three quarters of all organizations it's no surprise they turn to skype.

In a software advice survey of 200 U.S recruiters, 61 percent say their organization uses skype to conduct video interviews.

Most common platforms used by recruiters for video interview:

1. Skype (61%)
2. Video recruiting software (18%)
3. Video conferencing software (16%)
4. Google Hangouts (6%)

The appeal of skype as an ad-hoc recruiting tool for cost-conscious small and midsize business (SMB) is easy to understand: it's free and gets the job done when you need to conduct a live interview with a promising candidate.

When it comes to solving the problem of how to evaluate applications quickly and effectively to hire the best among them.

Benefits:

1. It's a great replacement for phone screening interview.
2. Candidates or employers don't have to pay interview travel expenses.
3. It's a time saver for both candidate and employer compared to in-person interview.
4. Employed candidates don't have to take time off work to travel for interview.
5. Interview can be recorded to review again or play for colleagues.
6. Video interviewing provides the chance to assess body language and get visual cues not possible with phone interview.

Demerits:

1. All candidates must have access to a computer or internet
2. Connectivity problems can arise, making it difficult to communicate easily or to hear what the candidate is saying.
3. Delays can occurring transmission across the internet, causing you to “Step on” the candidate’s responses, or vice versa.
4. Some candidates are not comfortable being “on-camera “and may not present as well as they would in a person-to-person situation.
5. Bad lighting can make it hard to visualize the candidate or present an unflattering view.
6. This method doesn’t work for top level management positions.

WhatsApp

Whatsapp messenger is a cross platform instant messaging application that allows iphone, blackberry, android, windows phone and smartphone users to exchange text, image, video and audio messages for free.

There are lots of other communication tools, but they tend to have limitations in terms of platform support, accessibility, cost, and speed. Whatsapp avoids these by making use of the same data plan you already have on your phone. Here are some ways you can use whatsapp in your global recruiting efforts;

1. Confirm interview with candidates or clients without having to rely on email, which may not be received on time.
2. Reach out to global recruiting partners for communication updates such as, “Thanks for forwarding that resume. I got it”
3. Connect with clients for issues that are time-sensitive and or happen outside normal working hours.

People are relying more and more on their mobile devices, and are connected to them from very early in the morning until very late at night, including weekends. In our global recruiting network, we are continuously frustrated with delayed responses due to the huge time zone differences. Its especially frustrating when the weekend has already started in other countries and by the time a response is seen, its already someone else’s Tuesday. Using a tool like whatsapp can help get faster answers to time sensitive questions.

Merits:

1. You can easily send free messages to any part of the world without any charges.
2. All tools provided by whatsapp are very easy to use.
3. It do not have any advertisements on display screed.

4. This app automatically imports the contacts from your phone and tells you that how many of your friends are using whatsapp.
5. You can share your location, photos, status with your friends.
6. You need not spend any money for chatting and sharing with your friends.
7. It also allows you to send 100 messages a month to any of your friends not using whatsapp for free.

Demerits:

1. You can chat to friends that only have smart phones supporting this application and to friends having their account on whatsapp. You can just send 100 messages in a month to friends not having whatsapp on their phones.
2. You must have access to internet to send and receive messages for free and the messages are also not sent to the phone inbox
3. You need to pay \$0.99 for renewal after every year.
4. You cannot call using this app to your friends for free.
5. Your profile picture is visible to every person having your contact number and using this app, whether known by you or not.

How to use Social Networking Sites for /recruitment:

1. We need to develop personal network of professionals where the request for a referral of a recommended candidate for a particular opening is needed.
2. We have to keep in touch with the resigned, valued, trusted colleagues for potential future employment relationships.
3. Creatively search for candidates among LinkedIn members by searching on keywords for people with the required qualifications listed in their LinkedIn profiles.
4. Generate a complete keyword profile for our company on LinkedIn. Potential employees, who are looking for employers, search LinkedIn by keywords too.
5. Candidates also look at company profiles to make up lists of companies for whom they would like to work. Potential candidates may even contact you through LinkedIn mailings system, in mail. Be prepared to respond as you want to hire these social media candidates.
6. We can also search potential candidates by using the current and past employee's employer with the skills and experience you seek for our company.
7. We can also search potential candidates by the references of our trusted recommenders for our company.
8. We can also use our existing employee's relationship with others who are there in their relationship in LinkedIn.

Advantages of Social Networking Websites in relevance to recruitment:

1. Employers consider social network sites are better for online background checks to get a closer character outline for hiring decision of an applicant.
2. General information about individuals, education and professional experience can be retrieved.
3. Recruiters have the chance of contact with the potential candidates and make a non-committal communication with them.
4. The use of Social Network Websites develops and further increases the strong relationship among the company and applicants.
5. The recruiter can filter the pool of potential applicants from the business oriented sites, it leads to reduction in time and also can identify the right candidate.
6. Both companies and applicants can get access over the source of Social Networking websites gain information about each other.
7. Social Networking Websites along with possessing the qualities of being cost effective for recruitment process and quick in hiring and selecting. It also helps in promoting employer brand effectively to prospective and current employees.

Disadvantages of Social Networking Websites in relevance to recruitment:

1. The exploitation of information could be one disadvantage, where both the applicants and employers try to do and few are unaware of this
2. The amendments and challenges to extend new strategies in order to take up the new recruitment techniques will be faced by the company.
3. The isolation of data and ethics plays a great role but most of the organization does not take this into consideration.
4. There is a lacking of knowledge, time and cost invested in the active recruitment process through social networking.
5. Many organization works in a biased way while taking information from the online profiles of the applicants as they do not prefer people from various regions thus these outcomes lacks diversity in the organizational culture.
6. Transparency of information is another problem where there is always a doubt of how much gained information is a true or a fake.
7. Discrimination is another negative point where personal information like race, religion and age will make a impact on the decision of the employers to hire new applicants.
8. The profiles of Social Networking Sites the information is limited as restricted by the candidate how much he/she wants to share.

CONCLUSION

The recruiters as well as jobseekers should understand that social media sites are the Internet's term current world and are nothing if not changing. The usages of these sites are constantly developing. For success, the recruiter and jobseekers should try to keep paying attention to what is happening in the field of social media. In the years to come, Social Networking will be as a crucial part of attracting the talents. It is cost effective and saves time. Social Media sites carry with it the distinct advantage that the companies able to reinvent themselves internally as well as externally. The use of social media in recruitment could be made extremely effective.

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