



A STUDY ON SOCIAL MEDIA RECRUITMENT USING LINKEDIN

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ABSTRACT

In the present hybrid work environment and continuously evolving new domains, recruitment is taking a new direction. As per the new normal situation most of the companies opted for work from home environment. Now after the latest happenings, companies are calling their workforce back to offices. Managing talent is a daunting task that HR professionals cannot ignore. Using the social networking platforms particularly Linked In kind of sources is emerging with new phenomenon of employee selection into the organizations. The majority of the recruiters of the digital era are working on this major source even in head hunting in these days. Work from Home, Remote Work Place, Hybrid Work Place and Virtual on Boarding are the normal in the new normal situation. Productivity of the organization should be consistent and therefore there is a need for Human Resources continues. Not only IT industry but also all other sectors and professionals are seeking assistance from Linked In Platform. There is great need for change in these changing times with a change in mindset from the traditional practices to the emerging new trends in the management of talent and its acquisition. Companies like Netflix, Amazon Prime are doing effectively in the pandemic situation and the people involved in e-commerce sector had a peak time in generation revenues. In this context, efforts were made to identify how the E-Recruitment is enabling the business grow with their human resource capabilities and also tried to understand the role of Linked In towards sourcing the right candidates at the right place in the right time.

KEYWORDS : Hybrid work environment, Work from Home, Virtual on Boarding, New Normal. Talent Acquisition, Talent Management, E-Recruitment, IT Industry.

INTRODUCTION:

In this global era of digitization, corporate companies are marching towards accelerated growth. It is high time for the organizations to adopt the new and upcoming changes and implement in their organization in order to stay in the market. Every organization needs to attain competitive edge that separates them from the others. In this connection progressive organizations are in need of productive workforce. And social networking in the latest trend observed these days, used by the recruiters. Almost all the top organizations are ready with their talent acquisition teams are in work towards this novel area. It is the daily routine of the new age recruiters using social media portals.

In today's cutthroat competitive environment LinkedIn is phenomenal and recruiters first preference to fill the job openings. LinkedIn can be considered as the hub of talented professionals available. So LinkedIn is the emerging tool for the modern recruiters.

On the other hand, using LinkedIn in recruitment has its own pros and cons.

Objectives of the Study:

The following are the objectives of the study:

- To know the Social media recruitment practices
- To study and understand the usefulness of Social Media in recruitment
- To Observe some of the emerging trends in Talent Management and E-Recruitment
- To provide suggestions based on the observations found

"It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change." Charles Darwin

Need for the study:

Today a large amount of hiring teams, involve Linked in as a prominent device in terms of job listing, networking and marketing. LinkedIn is a medium of effective Social media for the effective sourcing of best candidates for the existing jobs. Quality candidates are available on the internet and LinkedIn is the largest professional network where exceptional technological search is possible. Also LinkedIn proves to be

an incredible recruitment tool that permits the hiring teams to access a huge pool of talent. Even though, if candidates have poorly written profiles, it will become difficult for the recruiters to identify the finest person for the exact job. In this context, there is a need for the study in the area relating to talent management, social media and LinkedIn.

METHODOLOGY:

The following methodology is been adopted in the study.

Primary Data:

The primary data is nothing but the information collected from the respondents for the first time. The study is mainly done with the help of using secondary data sources

Secondary Data:

The secondary data mainly obtained from journals, magazines, and internet so on.

Review of Literature:

Researchers observed that 95% of hiring experts utilize LinkedIn as a major device to identify prospective candidates particularly to fill the top level positions. According to the results presented by Kimberly Schneiderman from Rise Smart revealed that LinkedIn is regarded as the consistent source helping find the quality candidates through online.

"LinkedIn is number one for me, and it defines social recruiting.

"Emmanuel Michael

Berger & Berger (2004) have mentioned that in the recent times the employment market is shifting for employers that are more actively involved in performance-based downsizing while also identifying and recruiting workers with key skills and talents. In Accordance with Towers Perrin report, about a 73% of companies continue to hire its talented people in the midst of downsizing exercise while 42% have planned to create target programs in order to retain their top performers of the teams.

On the other hand Internet is the key factor with increasingly became very important for employers as well as their potential employees. Companies still in need to manage a recruiting

pipeline and discover ways to identify and employ the best talent and keep up with the immense flow of information necessary in this vital area. Companies can reach an ever-growing pool of possible talent through the Internet. Recruiters can expand their ability to search beyond their personal connections and access over 500 million LinkedIn members. The search becomes more than 20 times faster and simple to use, filter and search with the help of recommendations.

There is a considerable change in working conditions and managing talents. In this connection Edward Lawler (2017) have observed that an all inclusive and integrated repository of talent management practices that the modern corporate companies are rapidly adapting with evolving workplace.

Priyanka and Sequeira (2015) have discussed that the growing competitiveness in the job markets has show the way to organizations on need for dedicating a lot of their time, effort and resources towards developing the talent acquisition. In order to reach organizational goals and objectives, it is necessary to hire people with required skills, qualification and experience keeping the present and future requirements in mind.

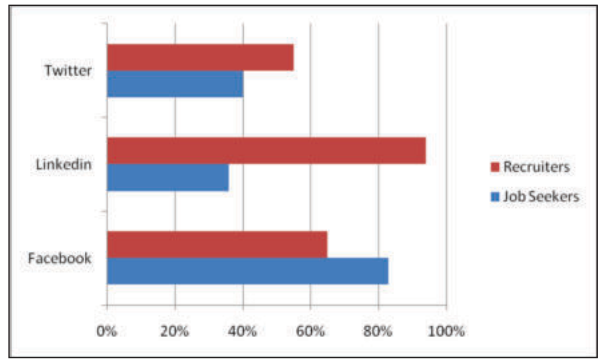
Khan and Kejriwal (2019) have inferred that in general it was observed that recruitment has altered vigorously over the last ten years. Starting from the way the prospective candidates aimed for jobs to the elements that give direction to their decision to join an organization. Social media has emerged as a big game changer in the recruitments in present scenario. Particularly with passive hiring advance more grip, organizations will have to plan a full-fledged social media recruitment strategy. This strategy wouldn't just cover timely posts on job openings but also include standard people connected updates, fore thought in leadership updates, and other campaigns that emphasize the organization's values and shared vision

As per the survey done by Mettl, Social Media recruitment tops the charts as one of the most important sources of talent hunt. It clearly ranks number one with 36.17% followed by external recruitment sources contributing 23.8%, which consists of jobs fairs, campus hires, etc. Talent sourcing firms are used by 18.6% and internal references by 13.3%, while promoting talent from within or talent pipelining has slipped to 9%.



Source: peopl matters.com

From the graph below it is observed that majority of the job seekers are searching for their preferred jobs on social media channels and online job portals, so having a mere existence on these platforms won't help organizations to headhunt the prospective candidates, but they need to have a clearly defined strategy and a solid plan to execute that plan.



Source: knowledgenile.com

It is mainly observed that 94% of the recruiters and 36% of the job seekers prefer to use LinkedIn platform. There are social media platforms like facebook and twitter also been used by both jobseekers as well as recruiters. About 83% of the jobseekers look for the jobs in facebook and 65% of the recruiters source candidates from facebook. On the other hand 40% jobseekers visit twitter where as 55% of the recruiters visit twitter. This means majority of the job seeker visit facebook but majority of the recruits visit LinkedIn for searching of their required profiles.

Research has shown that Millennials make up to 60% of the workforce, that's less than two years away. If the recruiters used to hire Boomers and Gen X, it is the time to shift their mindset and better to engage and retain the fresh and growing age group of talent.

Concept of Social Media recruitment using LinkedIn Profiles:

Firstly the recruiters have to create a free LinkedIn Page where they can display their organization's special accomplishments. Also they should post some engaging content such as conducting online polls, enabling thought leadership clips or videos that show potential employees what it's like when it comes to working with them. Every time there should be audit of their emails, webpages, and social properties to observe whether they look and felt consistent online. There should not be much variation between the personalized mails sent to the candidate and the content in blog as far as the graphics and language used. Recruiters can attract talent with effective job posts using job description template and can save their valuable time. In this way ambiguity can be avoided, so that there is no rush of unqualified candidates. Hence job posting must clear and structured manner only can give better prospects. Usage of standard job titles with concise bullet list of five to six job responsibilities in the job post is effective and also recruiters have learn dos and don'ts while job posting. Recruiters can cut their cost by posting their job for free with screening questions, skill assessments, and other filters that help you find candidates who match their organizational requirements.

Using LinkedIn Profiles Pros and Cons:

S. No	Pros	Cons
1.	All encompassing: Everyone including Job seekers and the recruiters all are at one place.	Time Consuming: Learning to use LinkedIn is easy. Learning to use it like a professional recruiter is not a small task
2.	Up to Date: As long as candidates are actively searching jobs, they update their profile with latest experience	Global talent pool: The sheer volume available can be overwhelming

3.	Photos: Having photo helps recruiters find applicants as people rather than resumes	Passive Candidates: Many candidates are actively employed and not currently searching, leading to few positive responses.
4.	Search: Solid search technology allows you to get very granular on the type of candidates you are sourcing	Pro-Candidate: Passive candidates can negotiate from a position of power. Recruiters need them more than they need the recruiters.
5.	Reference Checks: Allows the recruiters find connections easily for candid reference checks.	Quickly escalating cost: The free version may not be so effective, so the recruiters have to go for premium plans.

Findings:

The following are the findings of the study:

- It is observed that more than 50% of recruiters opined that social media is the best place to discover worthy candidates.
- It is observed that 71% social media users are under the age of 35 years
- It is observed that understanding the potential candidates on LinkedIn
- It is observed that companies must showcase themselves and create a positive image for the prospective candidates
- It is observed that recruiters Post on Groups, mainly to attract the passive candidates
- It is observed that, quality candidates can be obtained when the recruiter go with Premium subscription plans.
- It is observed that, companies try to Engage Passive Candidates so that they can be. hired based on their eligibility
- In order to tap Gen Z candidates and the Millennial, Social Media and LinkedIn in particular is the best possible option for the employers in the coming years.



Suggestions:

- However effective may be the social media and LinkedIn platforms to hire the talent, hiring teams must take care of acquiring wrong person for a position
- Proper referral checks must be done before on boarding the candidates, as we cannot depend only on social media.
- It is important that social media sources must help in generating leads pertaining to the prospective candidates.
- Sourcing tools should be kept simple and never make complex that becomes difficult to understand and implement.

CONCLUSION:

In the most dynamic world of digitization and millennial workforce, so many changes are taking place to manage people at work. No one is aware that a few years ago, most talent acquisition experts had declared social media is not that useful for promoting their employer brand in attracting talent. In continuation recruiters kept deploying more traditional channels to create and widen the talent pool for their organizations. As result they started worrying about the increasing talent gap. This invited social media as a best source that has been around for couple of years now, most companies search for talent.

However may be size of a hiring team is, LinkedIn can help them to make cost-effective changes to their corporate strategy to quickly attract and connect with qualified candidates. By using the right tools and process, recruiters can turn less into more, make stronger hires, and grow their organization better.

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