



ORIGINAL RESEARCH PAPER

Management

MODERN RECRUITMENT: SOCIAL MEDIA VIEW

KEY WORDS: LinkedIn, Network, Social life, Profiles

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ABSTRACT

The growth in the use of social media sites became a common situation. Recruiters need to be where candidates are in order to engage them in the recruitment process. This needs engaging with talent across a wide range of social networking platforms. They need to work together. Social media can be fast, efficient and cost effective when used as a recruitment tool and having its own limitations. Social media is increasingly becoming the space where professional life starts. The decision by Facebook to update user profile pages to offer a 'LinkedIn style' professional view, suggests that social media is becoming a medium for work as well as play. Social Networking Sites entered the business landscape; in particular the recruitment landscape leads to a demand for knowledge about recruitment trends regarding Social Networking Sites. The study is concern phenomena of Social Networking Sites in recruitment were explored. One cannot deny that social media has a major effect on a recruitment.

Introduction:

The rise in the use of social media websites in recruitment is fascinating. Since 2010, Twitter has grown in use by 9%, Facebook by 11% and LinkedIn by 15%. It has also been found that 7 out of 10 employers have successfully hired a candidate through social media showing a great partnership between recruitment and social media. With such promising results companies yet to explore the benefits of using social media are majorly missing out.

HR magazine reported in October 2012 that 'Integrating social networking sites into the traditional recruitment process is key not only to reaching potential candidates. This means that not only does the company benefit through the initial recruitment process, but jobseekers can get an insight into how a company works. LinkedIn is a great way of networking, and if we go by the saying of 'it's who you know, not what you know' then the social media base is the perfect way of networking.

Social Networking Sites and Tools.

Facebook is social media tool where the users can create their profiles and share their posts to selective friends group or to the public. In the Facebook, a group also can be created through which the people with common interest can join in the group for the commonly interested messages. The Facebook also provide messenger to chat and interact with other friends and public on this platform.



Blog: Blogs can be personal or organizational blogs. In personal blogs, individual posts some content in the website. Any person who can visit the website can watch the content in the blog. Usually the latest content appears in the blog first and the previously entered posts will appear later.

LINKEDIN: LinkedIn is most effective social media networking platform for professionals. LinkedIn provide opportunity for professionals to build and upload their profile and make networking with their peers. This network of professionals can be used for various purposes such as sharing ideas with the peers in the same community, sharing the latest updates in the group, finding jobs for the right candidates ad also various business opportunities.

My Space is online community of users or consumers. In My Space, members of this community share various feedback and user experience to others in the group. This is a great platform for socializing with consumer or user community.

PODCAT is one type of digital media consisting various material and content related to various interested areas. This consists PDF material, Audio and Video presentations on a particular concept or event.

Santhosh Kumar A.V -Social networking websites are effective job search tools, job fairs are finding stiff competition in the social media, evidently been visible that a lot of companies have their own formal pages on the social websites, where job seekers can learn about the organization business, culture, ethics etc. Hence Recruiters have a large pool from this source from which they can search for prospective employees. Essential part of this recruitment through social media is no need to setup an office and various tools for recruitment.

Social networking sites can be used to describe community-based Web sites, online discussions forums, chat rooms and other social spaces online, people looking to connect with other business-associated contacts usually move to sites like LinkedIn, but one need to understand that social media is beyond Twitter, Face book, LinkedIn and Blogs. Social networking sites such as Face book, Twitter and LinkedIn are some of the most powerful tools available to recruiters today. Face book has more than 500 million members and regularly surpasses Google in site visits per day. LinkedIn has increased its number of registered users from roughly 40

million in 2009 to more than 100 million in 2011. As usage continues, more businesses are recognizing the fact that high-quality candidates can be reached faster and at lower cost using social networks than traditional recruiting methods

Objectives

- To study the awareness about recruitment through social media
- To understand the level of satisfaction from job providers
- To identify the effectiveness of social networking sites in recruitment
- To understand the problems faced by recruiters while using social media.

Hypothesis

H₀₁: There is no significant relation between gender of the respondent and their opinion on reaching number of applicants through social media.

H₀₂: There is no association between age of the respondent and their opinion on media sites is more effective for recruitment.

H₀₃: There is no association between experiences of the employee and their opinion on recruitment sites are helping in choose right employees

Sample & Sample Size

Employees, HR Managers and Trainee Employees who are working in IT/ ITES companies in Hyderabad. A sample of 100 employee's opinion was collected with the help of questionnaire.

H01: There is no significant relation between gender of the respondent and their opinion on reaching number of applicants through social media.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.515a	4	.972
Likelihood Ratio	.516	4	.972
Linear-by-Linear Association	.278	1	.598
N of Valid Cases	100		
a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.90.			

The above chi square test indicating the significant value is greater than 0.05 (0.972), hence the Hypotheses Accepted. i.e the male and female counselors are reaching different number of applicants through social media, this will impact on their communication and convincing skills.

H₀₂: There is no association between age of the respondent and their opinion on media sites is more effective for recruitment.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.664a	8	.015
Likelihood Ratio	4.128	8	.154
Linear-by-Linear Association	1.869	1	.172
N of Valid Cases	100		
a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is 1.08.			

a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is 2.28.

The above chi square test indicating the significant value less than 0.05 (0.01), hence the Hypotheses Rejected. i.e different

aged people have difference of opinion regarding social media is an effective tool for recruitment.

H₀₃: There is no association between experiences of the employee and their opinion on recruitment sites are helping in choose right employees.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.664a	8	.015
Likelihood Ratio	4.128	8	.154
Linear-by-Linear	1.869	1	.172
N of Valid Cases	100		
a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is 1.08.			

The above chi square test indicating the significant value is less than 0.05 (0.015), hence the Hypotheses Rejected. i.e. as per employee experience opinion wise the recruitment sites are effectively working on choosing right employees for their companies.

Study Findings:

- The respondents are strongly agreed that, they are able to reach maximum number of respondents a day through social media sites.
- Nowadays social media sites are playing a vital role in identifying and recruiting employees.
- The Business world is highly depending on digital operation rather than manual operations.
- The social media sites are producing and able to get more efficient employees through online sites.
- Print media may not occupy a dominate on social sites.
- Professional sites like Linked in and face book and Twitter will are more efficient way to choose right employees to the organizations
- The online sites are easy to access.
- The recruitment sites are cost less to both the employer and employee.
- The present generation is very much intended to use technological things rather than traditional things.
- It is a very easy process to share your competencies to outside world and employers through resume upload.
- Cost less interview method and less time consuming process.
- The companies are able to choose more intellectual people in a short period.
- Most of the sites are more reliable and trust worthy for candidates and as well as employers.

Conclusion:

It has been found that 47.27 % of students are on face book and 20 % on LinkedIn, 14.55 % are subscribed Naukri.com, which helps the students to update with the availability of jobs provided by companies and consultancies. most of the students are satisfied, some are very satisfied by applying the jobs on social sites, they felt its very useful to know about the details of jobs, and companies, also shared that those sites quick in responding and so easy to search the jobs. Some are got the job on LinkedIn but due to some personal issues they didn't join. 83.3 % of management and consultancies are given their opinion that they can successfully and effectively hire the candidates through social sites and 76.9 % are feeling that recruiting through social sites like LinkedIn will be more effective over the next few years.

Most of the companies are still using traditional way of recruiting the candidates, so companies should adopt the modern method of Social networking sites for recruitment which is cheaper alternative method of hiring instead of giving advertisements in newspapers, news channels and job portals, or consultancies which leads to more expenses. If companies start to adopt this method, management can study candidates' psychology- lot of information that is available on

these sites can be used for understanding the psychology of the potential candidates and thus helps the company in understanding the employee-job-fit. This will not only give a boost to successful recruitment but also help in enhancing employee retention initiatives. By using social sites in recruitment process, employer branding will be increasing in the business world today. These sites can be effectively used by organizations to establish themselves as good employer brands in order to attract the best talents of the industry thus companies has to bring awareness in job-seekers mind. They need to highlight the benefits and ways in which recruiters can tap potential talents.

Suggestions:

The study concludes that most of the management, job consultancies and students from graduates as well as post graduates are aware about social recruitment through various social networking sites like face book, twitter, and LinkedIn. Some of the students are applied the job on these sites, they are highly satisfied of searching the jobs on social platforms and they have also got the job but due to some personal problems they didn't join the company. Job consultancies and HR managers are revealed their opinion that recruiting through social sites will be become more effective in the HR functions and it will below cost of recruitment for the company compared to other traditional methods of recruitment and also they have felt that social site like LinkedIn will become more effective tool to search the candidates as it is the professional site and professional interactions will be carried out. Management and consultancies are ready to implement this modern method but they feel, need to learn.

Job seekers should start to searching the jobs on such social networking sites specially LinkedIn as it professional site instead of using those sites for chatting purpose, depending on campus recruitment, roaming for the jobs from place to place etc They should make use those. Companies should have the records and predict about the social networking sites by popularity and usage wise. Using social networking sites for recruitment purposes requires site maintenance, in order to ensure that queries are answered relatively, promptly and sites are updated. By using social sites in recruitment process, employer branding will be increasing in the business world today. These sites can be effectively used by organizations to establish themselves as good employer brands in order to attract the best talents of the industry thus companies has to bring awareness in job-seekers mind. They need to highlight the benefits and ways in which recruiters can tap potential talents.

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