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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

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- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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SOCIAL MEDIA FOR RECRUITMENT**DR. SURUCHI PANDEY****PROFESSOR****SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES****SYMBIOSIS INTERNATIONAL UNIVERSITY****PUNE****GUNJAN AGARWAL****STUDENT MANAGER****SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES****SYMBIOSIS INTERNATIONAL UNIVERSITY****PUNE****SWAPNIL CHARDE****STUDENT MANAGER****SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES****SYMBIOSIS INTERNATIONAL UNIVERSITY****PUNE****ABSTRACT**

Recruitment processes are changing and they are changing fast because of technology. Social media has revolutionised the not only the complete process of information exchange but also various ways of engagement. Social media is playing a very important role in personal as well as professional lives of people. The paper is about conducting a survey to understand the recruitment practices in various recruiting agencies and suggesting better recruitment strategies which will help in sourcing good quality candidates. 60 recruiters were interviewed on the basis of a questionnaire which comprised of 14 questions. After analysing the survey, it was found that the use of social media is indeed a good option to traditional methods of recruitment. The response time is less when it comes to recruiting through social media websites. The amount of money that is spent on social media sites is next to nothing when compared to job portals. The recommendations contain a recruitment model which is based on the social networks Facebook, LinkedIn, Twitter, Bullhorn reach – multiple ways to adopt these social platforms, to target different demographics through these social media sites. The paper studies history and past practices in literature, Current practices and views in form of survey, and Future aspects are covered in form of recommendations.

KEYWORDS

social media, recruitment, response time, cost effective.

INTRODUCTION

Everybody is aware of the fact that social media is the biggest advancement in the world of recruitment. The social media has made it possible to use technology for tasks such as attracting, finding and assessing candidates. Companies are using social media websites such as LinkedIn, Facebook and Twitter not only to identify talent but also to attract talent through targeted social media campaigns and to find the right candidate for their organization. Recruitment through social media is considered to be more efficient and effective as well as low on cost.

LinkedIn has played a vital role in the way recruiter communicates and attracts potential candidates. Earlier it was a game where candidates used to fight for attention of recruiter but the scenario has completely changed. Recruiters are chasing, engaging and socialising with the potential candidates through social media. Recruiters are actively building a social network.

Now let's have a look at the evolution of Social Recruitment.

1995 → Internet Forums

2002 → LinkedIn, A professional networking website

2004 → Facebook, an online social networking website

2006 → Twitter, social networking and micro blogging website

2008 → Jobvite, social recruitment tool and micro blogging services

2010 → Branchout, a Facebook application for networking, recruiting and finding jobs

Social media helps in connecting with the candidates and has taken the interaction with candidates to a different level altogether. Social networking sites allow the recruiter to be on the same platform as of the candidate's. More the number of connections in the network the more recruiter will grow. People will start trusting and once the candidate gets impressed, recruiter will gain ten more potential candidates.

ADVANTAGES OF SOCIAL RECRUITMENT

- The vacancies can be filled quickly
- Social recruitment is low cost affair and provides good ROI.
- It's a great way of attracting fresh talent for entry level positions.
- Employer branding
- Open positions can be read and seen by a large number of potential candidates.

DISADVANTAGES OF SOCIAL RECRUITMENT

- Due to heavy traffic on these websites, job posts have a shorter life
- Because of privacy settings it becomes difficult to communicate with the candidates.
- Candidates may not be genuine.
- LinkedIn has a limited number of Inmail messages.

Social media is a source of influence, a great power in our industry. It's a simple fact that recruiters who are using social media can do better. Through social recruitment recruiters are working towards a future that will show a clear emphasis on workflow and measurable results. Instead of long tiring interviews one can sit on social networking sites, build new and develop old professional relationships.

Vaishali Lal and Shruti Aggarwal in their research paper “Analysing the effect of social media on recruitment” discuss the rise of social media as a recruitment tool with the growing number of individuals using varied social networking platforms like LinkedIn, Facebook, etc. According to the paper, there have been reports that companies use the social networking sites for finding talented professionals and this has already dented the business of jobsites like monster.com. The social networking sites are gaining popularity as a source of recruitment as they offer better solutions as compared to the job sites. The main objective of their study is to test the popularity & effectiveness of the social media sites as well as finding out the liability & trustworthiness of these sites.

Kilcar M in his research paper “The Impact of Social Media on Recruitment in Ireland” discusses about the changing recruitment landscape and this change is driven by technology. Organisations that adopt SM expect to achieve a range of benefits through its use, including employer branding, ability to reach passive candidates, referrals for vacancies, service feedback, cost reduction in advertising and the speed at which information can potentially travel at. SM is not a strategy in itself but rather a communication tool that helps the business in order to achieve business objectives.

Walters R in his research paper “Using Social Media in the Recruitment Process” discusses about how the social media phenomenon has opened up new paths of engagement and revolutionised the exchange of information. The purpose of this paper is to assess how employers can make best use of social media as part of the recruitment process. It examines which platforms are best suited for posting job search information, which in turn help achieve recruitment goals.

METHODOLOGY

SELECTION OF TOPIC

The topic selected for the present research is “Social Media for Recruitment”.

SIZE OF SAMPLE

The selected population for the survey were recruiters from various recruitment firms. The total size of the sample was 60 respondents.

PILOT STUDY

A test questionnaire was prepared, to test the feasibility of the research topic. This was administered to 10 recruiters. From the results obtained, certain modifications were made as per the requirement and the final questionnaire was prepared.

HYPOTHESIS

Based on the results of the pilot study the following hypothesis was formulated:

H₀: The use of Social media as a recruitment tool is cost effective.

H₁: The use of Social media as a recruitment tool is not cost effective.

H₀: The response time through Social Media is lesser than traditional methods of recruitment.

H₁: The response time through Social Media is more than traditional methods of recruitment.

DATA COLLECTION

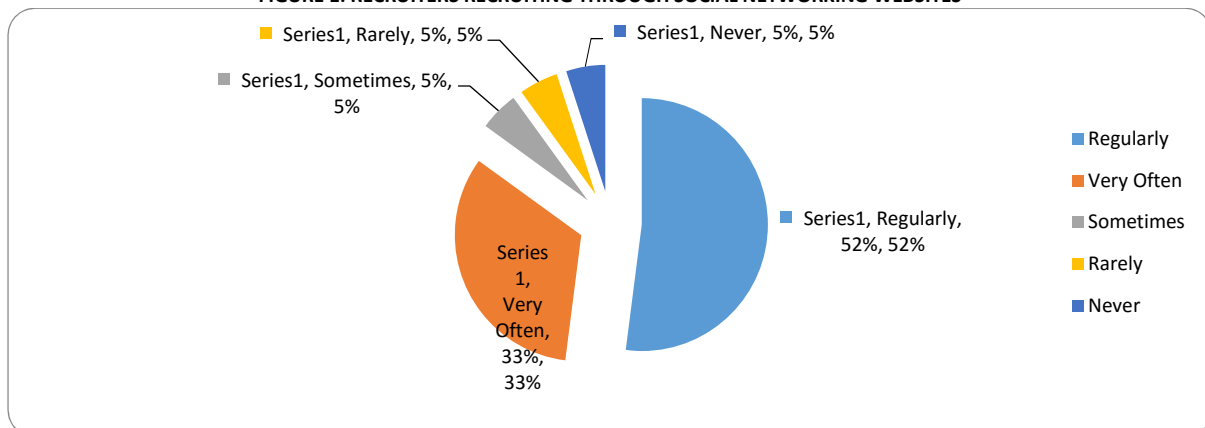
Primary data was collected for the research by means of a questionnaire.

ANALYSIS OF DATA

The data collected has been analysed and presented in the form of tables and figures in Result Analysis.

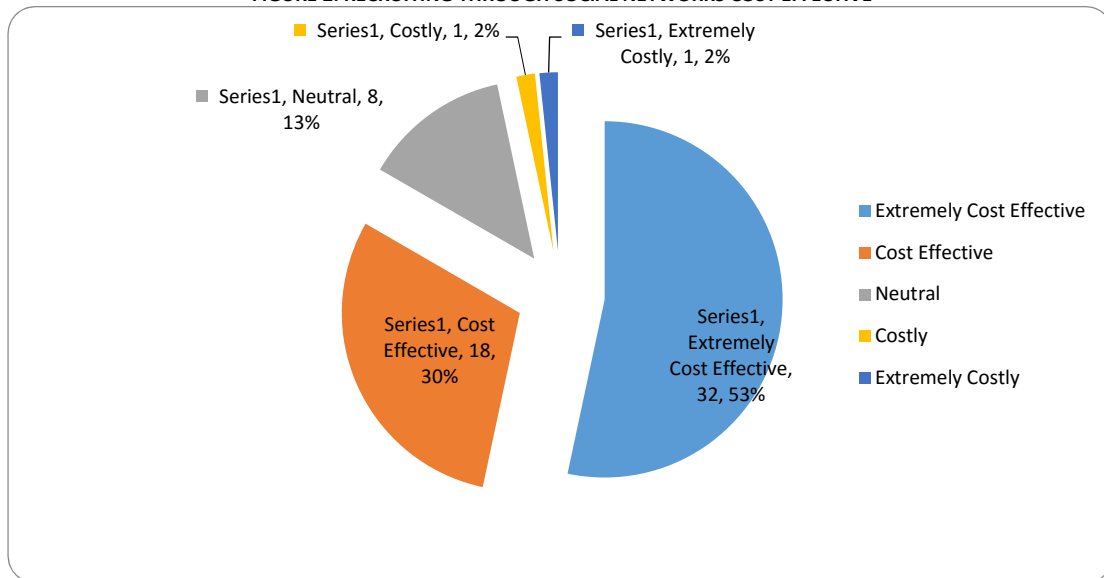
DATA ANALYSIS

FIGURE 1: RECRUITERS RECRUITING THROUGH SOCIAL NETWORKING WEBSITES



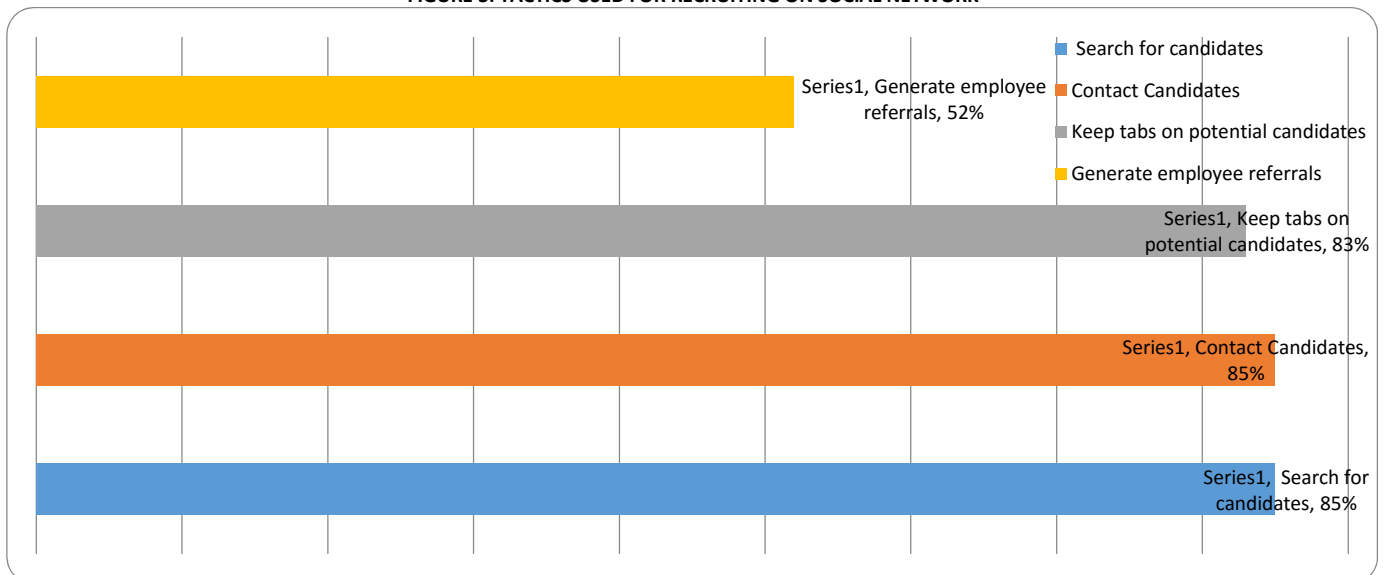
Discussion: Of the 60 respondents, 52% recruiters’ source candidates through social networking sites regularly, 33% recruiters use this tool very often, 5% said sometimes and rarely and 5% of them haven’t used it yet.

FIGURE 2: RECRUITING THROUGH SOCIAL NETWORKS COST EFFECTIVE



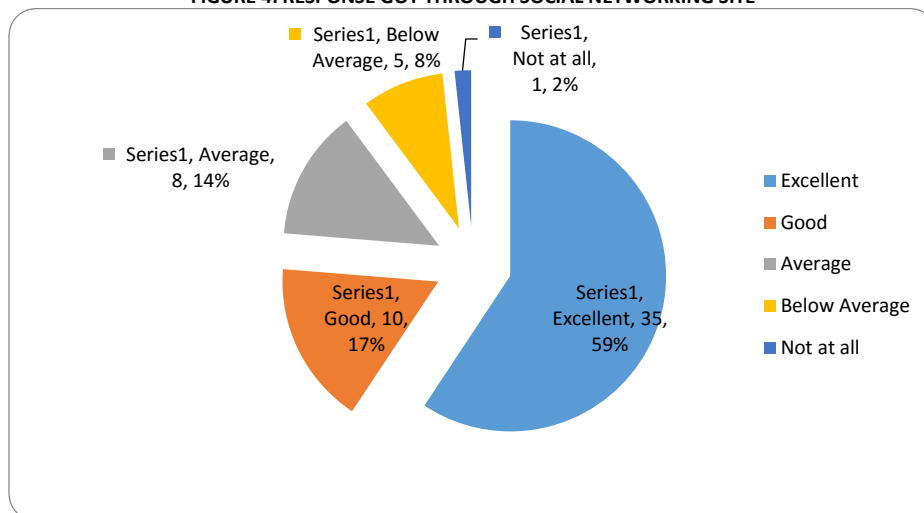
Discussion: Of the 60 respondents, 50% expressed that it is extremely cost effective, 30% found it cost effective, 5% had a neutral view on this and 15% collectively said that it is costly to recruit through social networking sites.

FIGURE 3: TACTICS USED FOR RECRUITING ON SOCIAL NETWORK



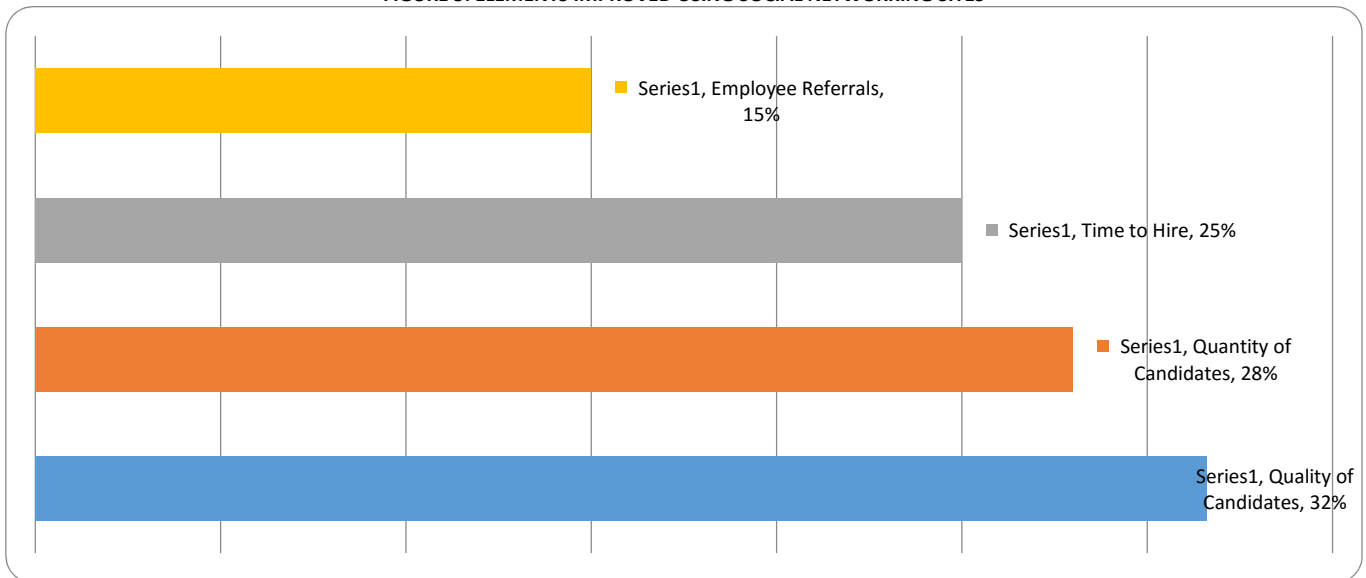
Discussion: 85% of the respondents use social network to search for candidates, 85% use it to contact candidates, 83% respondents use it to keep tabs on potential candidates and 52% use it to generate employee referrals.

FIGURE 4: RESPONSE GOT THROUGH SOCIAL NETWORKING SITE



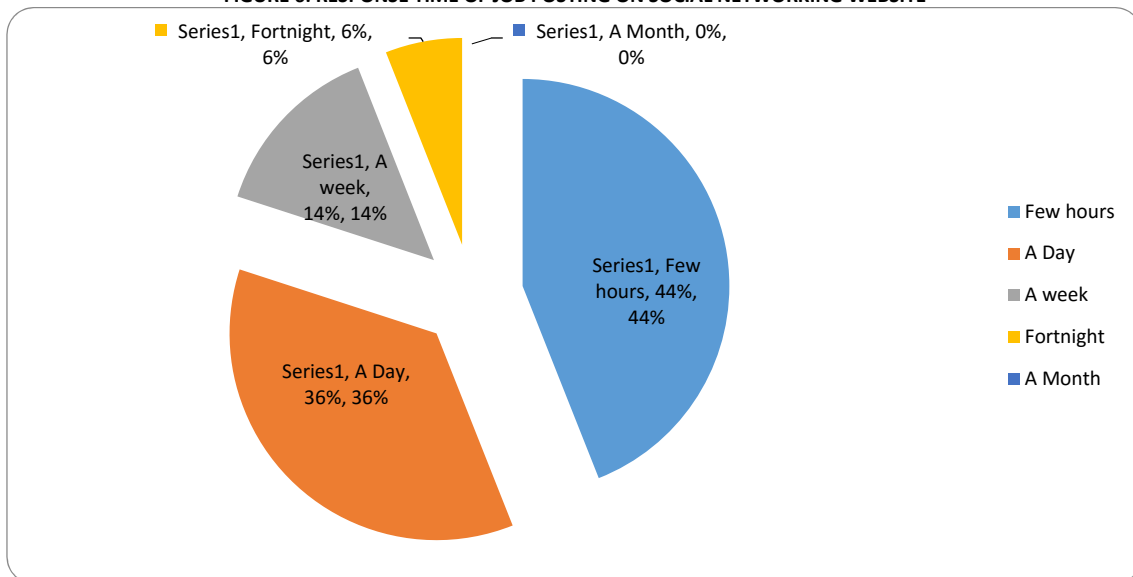
Discussion: Of the 60 respondents, 35 found the response time was excellent, 10 found it good, 8 said it was average, 5 said the response time is below average and 1 didn't get any response.

FIGURE 5: ELEMENTS IMPROVED USING SOCIAL NETWORKING SITES



Discussion: 32% respondents said that Quality of the candidates has increased, 28% of them are of the opinion that quantity of candidates has improved, 15% said that number of employee referrals have gone up and 25% respondents expressed that time to hire has improved.

FIGURE 6: RESPONSE TIME OF JOB POSTING ON SOCIAL NETWORKING WEBSITE



Discussion: Of the 60 respondents, 44% said that they got response from the candidate in few hours, 36% found the response time was in a day, 14% said that candidates responded after a week's time and 6% of the total respondents said that they received responses after a fortnight.

CONCLUSION

The key objective of the research is to expand the knowledge about Social Media and Recruitment. In order to achieve this objective, a survey was conducted to give an answer to this question.

In conclusion, the results show that the role of Social Networking Sites in recruitment becomes much more important and is an upcoming topic in recruitment firms. At this point in time, it is in the fledgling stage, but the outcomes indicate a trend to use Social Networking Sites for recruitment.

Most of the firms make use of the business-oriented networking site LinkedIn. Furthermore, it becomes obvious that in order to find the right employees to fill their vacancies, recruiters profit from the networking scope of these sites.

The networking scope of the site is the strongest predicting factor for effective recruitment, in particular for the target group orientation.

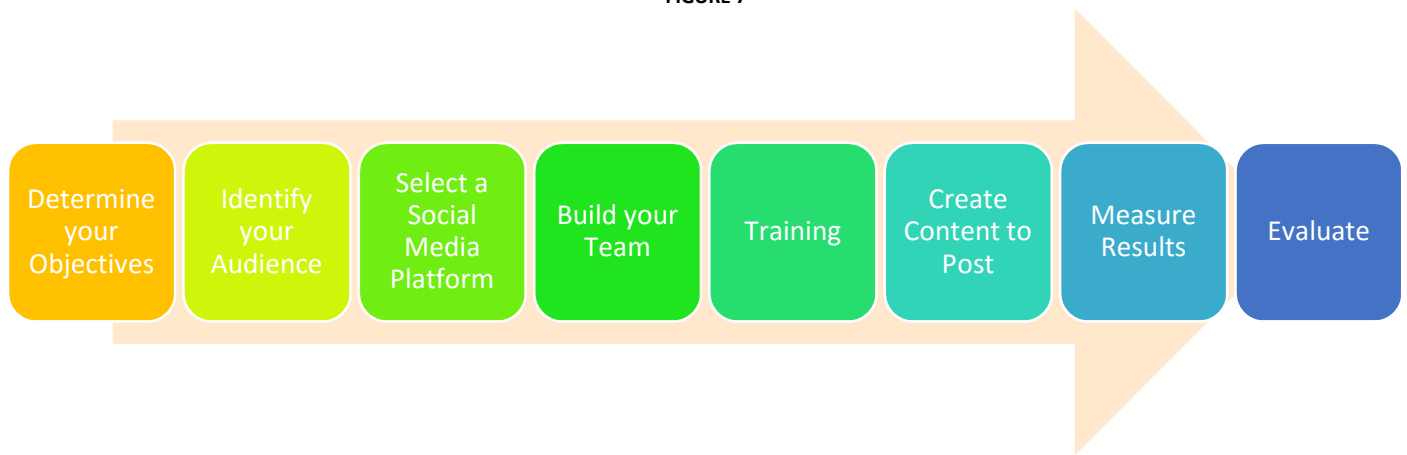
Another interesting finding is that cost involved is less compared to traditional recruitment methods. Recruitment firms have recently started using Social Networking Sites for their recruitment and there is a need for more knowledge about it. This study is a contribution to the research about the role of Social Networking Sites in recruitment and is a first overview of this fast moving field.

RECOMMENDATIONS

Based on the research work done, a model was formulated for making recruitment through social media a more streamlined and efficient process. It helps the recruiters understand how to go about this new medium of recruitment and become much more effective recruiters.

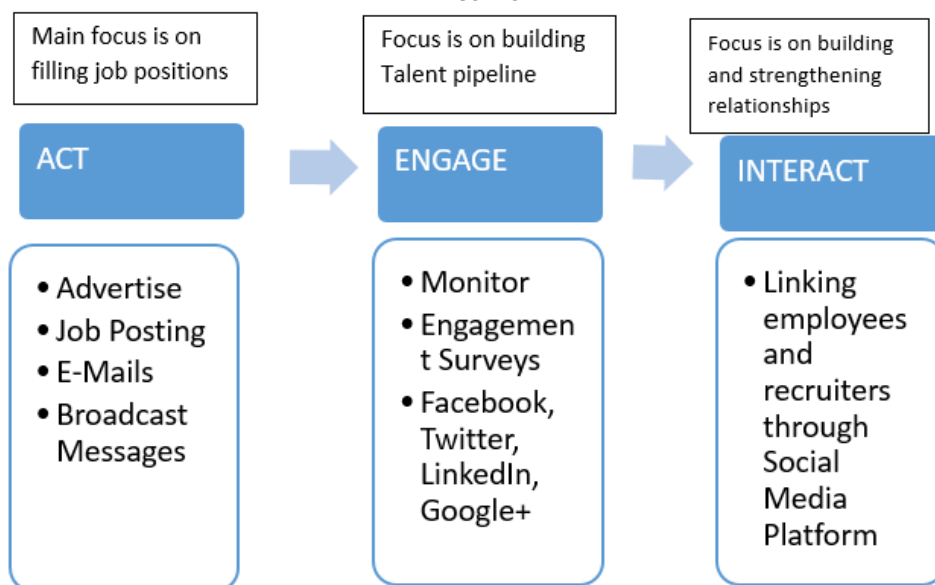
The flowchart below is the **Strategic Framework for using Social Media in Recruitment**.

FIGURE 7



1. **Determine Your Objectives:** Determine and define your objectives for using social media for recruiting and align them to your business objectives
 2. **Identify Your Audience:** It is important to understand the audience one is trying to reach and the following questions help in identifying the target audience:
 - Where are they present on the web?
 - How do they use social media?
 - What is the supply and demand?
 3. **Select a Social Media Platform:** Select the right social media platforms that will meet your objectives and find the right audience
 4. **Build your Team:** Choose the people who are best suited and motivated to take responsibility for social media
 5. **Training:** Provide your team with all the training required to be effective and responsive
 6. **Create Content to Post:** You need to create content to post and share on your social networks in order to attract candidates.
 7. **Measure Results:** You need to ensure measurement is in place to assess success of objectives. It can be done through surveys or feedback from clients and candidates about the hiring process using social media as well as through HR metrics like source yield ratio.
 8. **Evaluate:** Every step of the process needs to be evaluated to ensure that it remains effective and efficient.
- From the above explained strategic framework, a 3 step model emerges which the recruiters can implement in their recruiting process.

FIGURE 8



Apart from the model proposed, there are few social media sites that can be used by the recruiters for increasing their reach and targeting more potential candidates in a more time and cost efficient manner.

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