INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

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CONTRIBUTIONS TO BOOKS

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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, 19–22 June.

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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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- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

RECRUITMENT THROUGH SOCIAL MEDIA: CHALLENGES AND OPPORTUNITIES

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ABSTRACT

Recruitment through social media refers to the process of matching the recruitment and the growing area or scope of social media. The use of social media in recruitment offers opportunities and challenges as well. This method helps the employees or candidates who are looking for jobs by providing a wide variety or list of employers, multiple sources to get information about the required employer and lastly methods or ways of contacting them. This process is becoming popular because of its various benefits for the employers such as sourcing difficult to hire candidates, reaching prospective candidates, online reputation, larger reach, diversified, less costly and higher Return On Investment (ROI). Recruitment refers to the process of attracting, screening, selecting and hiring a qualified candidate for a job. Traditional ways of recruiting usually involve advertisements, paper applications and Resume's, or face-to-face networking, as well as phone calls. There are two sources of Recruitment: Internal and External. Here, social media (an external source of recruitment) has been discussed. Social media means communication among people in which they build, share, and/or swap information and ideas in virtual communities and networks. It is a broad category involved in activities such as podcasting, blogging, text messaging, online videos, and HR e-mail marketing, which are some of the common applications used in recruitment. Lastly, this paper explains the merits and demerits of using social media as a recruitment tool along with some observations about using source and ending with conclusion.

KEYWORDS
Recruitment, External Sources of Recruitment, Social Media.

1.   INTRODUCTION

The process of recruitment and its importance has emerged considerably over the last few decades. At the present time, we all spend our valuable time varying from a few minutes to a few hours daily on social media. We use social media for professional as well as personal purposes. While the professional purposes consists of networking, business expansion, information sharing, etc, the latter includes linking and communicating with friends, sharing views, opinions, and other personal stuff, amongst others. Facebook has more than 500 million account members and regularly defeats Google in site visits per day. LinkedIn has got its number of registered users from roughly 40 million in 2009 to more than 100 million in 2011. As usage continues endlessly, more businesses are noticing the fact that high-quality candidates can be reached faster and at lower cost using social media than traditional recruiting methods. Social media can give recruiters a competitive advantage in locating and engaging the best possible candidates.

2.   DEFINING RECRUITMENT

Recruitment is a vital function of human resource management, which can be defined as the process of finding the right talent and stimulating them to apply for jobs in the company. It is the process of exploring the sources of personnel to meet the requirements of the staffing and attracting the ample number of employees, as to be able to make the effective selection amongst the applicants. Hiring is mainly concerned with employing new staff, to engage the services of (a person) for a salary or to employ (someone) for wages. Hiring is an action of bringing on a new or fresh talent to an organization.

There are two sources of Recruitment in the organisation i.e. Internal and External. When a company opts for internal source, it recruits and selects the people within the organisation itself. This method has some benefits like it motivates the existing employees for better work to get a promotion and also it saves time and costs. But sometimes employees become lethargic and they start expecting early promotions. On the other hand, when a company chooses to elect the external sources of recruitment, then several options are available like :- advertising, employment agencies, gate hiring, educational institution, labour unions, leasing, labour contractors, Social media etc. It brings fresh and new talent to the organisation which might help in the growth of the organisation. But it also creates a sense of dissatisfaction among the existing employees.

According to the size and culture of the organization, recruiting may be done by the managing director, human resource manager. On the other hand, recruiting can be also conducted by global employment agencies, commercial recruitment agencies, or specific consultancies or through social media.

3.   SOCIAL MEDIA AND ITS USE IN RECRUITMENT PROCESS

As discussed earlier, Social media means communication among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. It offers speed, efficiency, convenience, ease etc. Kaplan and Haenlein (2010) explains social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0*, and that allow the creation and exchange of user-generated content". Networking through social media has emerged from merely serving as a way to find old friends and make business relations and associations. In today's related times, it is seen that almost every internet friendly person has a social media existence, and this is taken as an opportunity by the recruiters to do conduct a background check on potential employees.

The use of social media for recruitment process offers some opportunities and challenges for employers. Social media has the merit of speed, efficiency and the ability to locate and attract specific, particularly appropriate candidates in the recruitment process. It can give an additional source of information on latent job candidates, especially as some data (relating to the personal as well as the professional grounds) are not generated for the purpose of recruitment and hence, may explain open supplementary information about the applicant. For candidates it potentially offers a variety of sources of information about the employer and the ways of contacting with existing employees to gain a more sensible glance about the job offered.

"Shifting hiring processes from the paper and time-intensive manual method to an automated one saves time and money and boosts productivity by leaving positions vacant for shorter periods of time. In addition, the cost associated with posting on a job board compares favourably with placing job ads in newspapers, and, in some cases, may be more cost-effective."(Smith and Rupp, 2004)

Social Networking Websites (SNWs) permit users to build web-based profiles where individuals can communicate or interact, using social media equipments. While originally designed for socialising with friends and family, these networks have proved to be an important professional instrument, particularly in the area

of recruitment. Here, they serve two main purposes. The first is as a marketing tool, jobseekers can make use of SNWs to advertise themselves to prospective employers and vice versa. The second is as a screening tool, employers can use information available through SNWs to get a broader image of a potential employee easily and cheaply in comparison to that available through traditional recruitment methods.

Moreover, Employers are using SNWs such as LinkedIn and Facebook to recognize talent, while others are also attracting talent via targeted and innovative social media campaigns to connect candidates and find the right candidate for the organisation. Social media is also an important promotional instrument. For example, the appropriate company profile providing right information on Facebook is a powerful asset for attracting graduates and shaping first impression about the company.

So, the use of social media in recruitment is very important and useful. And it has been discussed that how company uses social media for recruiting the candidates from all over the country.

4. CERTAIN ASPECTS OF USING SOCIAL MEDIA FOR RECRUITMENT PROCESS

So, we know that how a company uses the social media to find candidates and how it stimulates them to apply for the job. The way of using social media in recruitment has also been discussed.

Now, some of the aspects of using social media have been discussed below:-

4.1 BENEFITS

1. Specific candidates can be searched geographically with higher accuracy than ever before, thereby narrowing the number of candidates and increasing recruitment effectiveness consequently.
2. Due to social media's quick response time and high usage rate, accessible jobs are filled quickly by reducing vacancy rates.
3. Social media recruitment has a low cost and higher ROI (as seen in most of the cases).
4. A big number of social media users are college students or youth, thus establishing a great platform for potential companies to attract new talent for entry level positions.
5. Access to the cream level of available candidates is faster, thus helping a company's ability to attract talent versus competitors.
6. It also contributes in raising the employer's brand image online and creates a leading-edge icon for the brand.
7. Vacant or open positions can be seen and read by a larger number of competent candidates, thus making the job hiring or recruitment process a wonderful experience.
8. With the help of social media, employers can reach candidates quickly and at a lower cost because, as compared to agencies, job boards or referrals, recruiting with social media is absolutely free.
9. Social media will extend the information about a company making more and more people alert about its job opportunities and getting employers in front of candidates whom they may never find while using traditional hiring methods.
10. With social media platforms like LinkedIn, job seekers can be specifically targeted and chosen from followers, connections or supporters of the brand.

4.2 PROBLEMS

1. The first problem that many companies face is deciding their social media usage policy. Moreover, implementing the policy sometimes results in high investments.
2. The focus needs to be on answering not only what your company and its brand is stating, but also to whom.
3. The usage is still in its infancy and return on investment is not yet really identified.
4. One of the problems occurred with social media (as it connects to recruiting) is rooted in the overall efficiency of the tools available to both potential candidates and the overall efficiency of the tools available to company's recruiting team. Most of the times, one side is efficient while the other side is not, thus leading to the gap.
5. From a risk point of view, due to the fact that all current, former and future employees of a company are already online, it becomes a big challenge to manage them.
6. Managing the comments or views about the company is very complicated. No matter how hard you try negative content will leak through the net. Moreover, if that negative content is not taken care of as early as possible, then it might ruin the brand image completely.
7. The online information is not trustworthy and there is no guarantee of it being accurate. Also not all the requisite demographics will be available. Eventually it is the candidate who decides what you can see or access.
8. Discrimination is another downside. Knowing the private or personal facts of the potential employees, it can influence the decision of the employer. Some of the factors that might manipulate an employer are race, traditions, religious views, age and sometimes even the social status.
9. Lots of efforts are required to attract the people towards the advertisements displayed through Social media providing the information about the company. This may require engaging experts for making the company's advertisements attractive. This directly adds to the cost of using social media.
10. The information displayed on SNWs should be up to date. Otherwise, it might ruin the image of the company and consequently, it will lose its followers or regular visitors.
11. Lastly, social media can be misused if any competitor makes the fake profile of the company on SNWs with a direct intention to spoil the public image of that company.

5. OBSERVATIONS

Nowadays, 92% companies using social media for recruitment purpose. They are using platform like Twitter, LinkedIn and Facebook for recruitment, and 45 % of Fortune 500 firms also include links to social media on their career page. In the list of top social network, LinkedIn is on the top with 93% of companies using it, after that Facebook is on second number with 66% of companies and thirdly, twitter with 54%. Around 73% recruiters claims that they have made successful hiring through social media and sometimes they used to select candidates and reject them on the basis of what they found on their social profiles. Use of social media is increasing year by year, for e.g.:- in 2010, 78% of companies using (LinkedIn) social media for recruitment number increased to 87% in 2011 and further it increased to 93% in 2012. Also 66% of the companies uses Facebook and 54% uses twitter. Benefits of social media, 73% candidates hired successfully through social media. Moreover, 42% companies said that quality of candidates hired through social media is significantly good and 20% say that recruitment through social media is a very less time consuming process. Referrals are also increasing through social media i.e. around 31% and recruiters also give rewards to employees for their referrals. But some companies still work in old age days they are not open for new innovation in recruitment process and around 36% companies are still using the old procedures for recruitment.

6. CONCLUSION

It has been found that at present, by using social media companies have been able to get the useful resources with least cost. This has helped organizations to grow as they have been able to get the right candidate for their vacancies. Moreover, establishing a company within social networks also explains a lot about your company to potential candidates and creates the perception that the company wants to connect with them. But social media has some downsides as well. Firstly, the information available on SNWs is not accurate or reliable. Also, not all the individuals are aware of using Social media for finding the potential jobs. So, it can be said that the social media is still in its immaturity and consequently, it cannot be assured that a higher ROI would surely be achieved if any company chooses to use the social media for the recruitment process. Therefore, the main thing to remember while using social media for recruitment is that it should only be a part of recruitment strategy. Social media only compliments the traditional strategies and is not a substitute of it. So mix them both to get the ideal candidate.

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