

A Study on an Impact of Talent Acquisition and Recruitment through Social Media

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ABSTRACT

Social media is essential to modern recruiting, particularly when it comes to corporate branding. 76 percent of businesses, according to Employer Branding International, use social media to develop and market their employer brands. In an effort to attract candidates who will fit in as employees, businesses strategically use social media to advertise their cultures, values, and beliefs.

However, for effective employer brand promotion, the business must have an identity that is real, credible, relevant, distinctive, and aspirational in order to draw in both present and potential employees.

Recruiters can engage job seekers and establish two-way conversation via social networking platforms. Social media is a desirable recruiting tool due to the appeal of decreased expenses for businesses. But little is known about how job prospects use social media during the application process or their capacity to research available positions.

In the proposed study, job seekers will be surveyed in order to gauge their perceptions of employer brands, corporate websites, and applicant appeal. Additionally, it will research how dedicated job applicants anticipate being to the business once hired in order to discover, acquire, evaluate, and hire prospects to fill positions necessary to achieve project objectives and company goals.

1 INTRODUCTION TO THE TOPIC

TALENT ACQUISITION AND RECRUITMENT

Talent Acquisition is gradually differentiating itself from the practise of general recruitment and possibly becoming its own profession. Talent acquisition specialists typically possess expertise in employment branding techniques and corporate hiring campaigns in addition to sourcing strategies, candidate evaluation, compliance, and hiring standards. The function of talent acquisition is now intimately allied with HR, PR, and marketing. Effective recruiting necessitates carefully considered corporate messaging around hiring and talent development because multinational organisations must recruit across borders with diverse needs and expectations.

Talent Acquisition specialists frequently centre the unique company message on the methods used by the business for hiring and employee development. The department and role of talent acquisition are relatively recent developments. In many businesses, hiring is still a hazy responsibility of an HR generalist.



However, in many organisations, the term "recruiting" did not sufficiently cover the responsibilities of the corporate recruiter. To fulfil the sophisticated and distinctive functions, talent acquisition needs a separate classification. The strategic function of talent acquisition in today's organisations includes not only the hiring of talent but also workforce planning activities including organisational talent forecasting, talent pipeline building, and strategic talent assessment and development.

Talent acquisition as a profession is, of course, nothing new; it is the straightforward process of hiring qualified individuals to fill open positions. However, talent acquisition as a profession is increasingly becoming a distinctive and significant employment role.



TALENT ACQUISITION TECHNIQUES

1. Create an Innovative Company Brand

The use of marketing collateral to position the business as a fantastic place to work is a tried-and-true talent acquisition tactic. These kinds of marketing tools could be films, blog posts, social media sharing, and/or blog entries with good reviews of the workplace from existing employees. Potential employees will be reminded of the fantastic workplace at the company every time they see these marketing materials.

2. Encourage employee referrals

An employee referral programme is one of the more conventional methods for finding talent. Employees reflect the company's brand, thus they are more likely to know of other eligible individuals that fit their profile. The majority of small and big businesses claimed that referrals were their main source of successful new recruits, according to a benchmarking research conducted by the Society for Human Resource Management, or SHRM. Businesses must provide attractive incentives to encourage employees to contact their contacts in order to increase recommendations.

3. Highlight a competitive benefits package

The company's culture and brand should be clearly reflected in a competitive compensation plan. The hiring manager can be ready to haggle less when companies offer prospective recruits competitive wages. Along with a competitive salary plan, businesses should also provide employees with autonomy and flexibility in the workplace. The ultimate objective is to portray a company as having many benefits for employees while diverting attention from the negative features of workplaces.

4. Organise on-site meet-and-greet occasions

Hosting on-site meetups and free events may be required to maintain the human touch in talent acquisition. Prospective workers will have the chance to socialise with the senior management team at these occasions. These business gatherings serve the objective of selecting applicants who would fit in with the organization's culture. Another choice is to have corporate executives discuss the special advantages of the workplace at a cocktail party or career fair.

5. A Strong Attention on Current Candidate Pools

Focusing on current applicant pools and communities is one way talent acquisition leaders can create fruitful connections. Alumni from colleges and employers, former service members, retired military, community boards, and other similar affiliations are a few examples of these previously existing groups. Employers can foster meaningful relationships with members of these groups through the use of strategic marketing, which will ultimately support a higher candidate to employee ratio.

6. Take into account hiring part-time workers

Directors of human resources and recruiters should think about branding their business as part-timers are hired. In contrast to quality full-time employees, who can be hard to find and expensive for the company's bottom line, part-time workers typically receive lower pay and have more flexible schedules. Leaders in talent acquisition should also be aware that part-timers frequently change jobs, so human resources recruiters should be understanding when they opt to leave. The kindness shown to part-time employees will be a representation of the distinctive brand of the business.

7. Make use of predictive analytics

In order to get the best talent acquisition results, businesses should regularly assess the success of their recruiting strategies using historical data. Businesses can use predictive analytics to understand the likelihood of hiring in specific areas, based on demographics, and even at specific salary levels. Employers might alter the positioning and substance of marketing materials after seeing the results. By continuously marketing to the relevant people and avoiding time wasters, managing the recruitment activities will ultimately optimise hiring time.

RECRUITMENT

The entire process of seeking, narrowing down, choosing, and hiring qualified individuals for positions (either permanent or temporary) within an organisation is referred to as recruitment.

Recruitment can also refer to the procedures used to select people for unpaid positions. Recruiting may be handled by managers, human resource generalists, and recruitment experts, but in some instances, commercial employment agencies, public employment agency, or specialised search consultancies are utilised to handle specific aspects of the process. Technologies based on the internet that assist with all facets of recruitment are now widely used.

Recruitment Process:

The five steps involved in recruitment process are as follows:

- (i) Recruitment Planning
- (ii) Strategy Development
- (iii) Searching
- (iv) Screening
- (v) Evaluation and Control.

Recruitment Process



LITERATURE REVIEW

A study on recruiting communications was done in 2004 by Allen, Van Scotter, and Otondo. They discovered that the results of communication are directly impacted by media and media aspects through a study that involved 989 undergraduate students. Using media aspects including two-way, attitudes, intents, and behaviours connected to potential recruits for an organisation, while also continuously promoting recruitment.

Positive perceptions of the organisation were influenced by communication, personal emphasis, social presence, symbolism, and the correct degree of organisation. Additionally, these characteristics have a favourable relationship with the communication process. The results demonstrate that the media and media elements significantly influence job candidates.

In addition, a study on Internet recruiting was done by Braddy, Foster, Wuensch, and Grossnickle (2003) using a sample of 175 undergraduates. According to their research, keeping a positive recruiting image is associated with success in luring in new hires. In contrast to websites that were challenging to use, websites that were easy to navigate gave visitors a positive impression of the business. The study talks about the potential of the Internet and the hiring possibilities that a business has with a user-friendly website.

In general, the Internet can be utilised to expand communication channels and sway prospective workers. The amount of job applications a company can receive may rise as a result of using the Internet for communication. Additionally, by visiting the business's official website, a candidate can form a solid opinion of the company. Despite the fact that these studies focus on conventional Internet websites, the communication strategies outlined are used on social networking platforms.

INDUSTRY PROFILE

SAIL INDIA PVT. LTD.



Located in New Delhi, India, Steel Authority of India Limited (SAIL) is a state-owned steel manufacturing business in India. It is a government-owned and -run public sector enterprise with a fiscal year 2016–17 annual turnover of INR 44,452 Crore (US\$6.83 Billion). SAIL was founded on January 24, 1973, and as of September 1, 2018, it employed 74,719 people. SAIL is the largest steel producer in India and one of the major steel producers in the world, with an annual production of 14.38 million metric tonnes. The company's capacity to produce hot metal will grow even further, and by 2025, it is anticipated to reach a level of 50 million tonnes annually. The chairman of SAIL at the moment is Sri Anil Kumar Chaudhary.

Expanding Horizon (1959-1973)

Originally, Hindustan Steel's (HSL) management system was intended to oversee just one Rourkela-based factory. Reliminary work at the Bhilai and Durgapur Steel Plants was completed by the Iron and Steel Ministry. These two steel factories were also given to Hindustan Steel as of April 1957, along with oversight and management. New Delhi originally served as the registered office. In July 1956, it relocated to Calcutta, then in December 1959, it moved to Ranchi.

By the end of December 1961, the 1 MT phases of the steel plants in Bhilai and Rourkela had been finished. After the Wheel and Axle facility was put into operation, the 1 MT phase of the Durgapur Steel facility was finished in January 1962. From 158 MT (1959–60) to 1.6 MT, HSL produced crude steel. In order to build and run the steel mill at Bokaro, a new steel company called Bokaro Steel Limited was established in January 1964. After the Wire Rod

Mill was put into operation, the second phase of the Bhilai Steel Plant was finished in September 1967. After commissioning the Furnace in SMS, the 1.6 MT stage of the Durgapur Steel Plant was finished in August 1969. The final unit of the 1.8 MT phase of Rourkela, the Tandem Mill, was finished in February 1968. The overall crude steel production capacity of HSL was increased to 3.7 MT in 1968–1969 and then to 4 MT in 1972–1973. This is because the 2.5 MT stage at Bhilai, the 1.8 MT stage at Rourkela, and the 1.6 MT stage at Durgapur were completed.

HOLDING COMPANY

In order to provide a new framework for managing industry, the Ministry of Steel and Mines created a policy statement. On December 2, 1972, the policy statement was delivered to the Parliament. On the basis of this, the idea of setting up a holding company to control inputs and outputs under one roof was floated. The Steel Authority of India Ltd. was subsequently founded as a result. The business was established on January 24, 1973, with an approved capital of 2,000 crore (US\$280 million). It was given control over five integrated steel mills located in Bhilai, Bokaro, Durgapur, Rourkela, and Burnpur, as well as the Alloy Steel Plant and the Salem Steel Plant. SAIL underwent a reorganisation in 1978 to become an operating corporation. 7

MAJOR UNITS SAIL Integrated Steel Plants

The first integrated steel mill in India's public sector, Rourkela Steel mill (RSP), was founded in 1959 in Odisha with German assistance.

1. In 1959, the Soviet Union helped establish the Bhilai Steel Plant (BSP) in Chhattisgarh.
2. In 1965, British assistance was used to establish the Durgapur Steel Plant (DSP) in Durgapur, West Bengal.
3. The Bokaro Steel mill (BSL), established in Jharkhand with Soviet assistance in 1965, is touted as the nation's first Swadeshi steel mill and was constructed with the greatest amount of locally sourced materials, equipment, and know-how.
4. IISCO Steel Plant (ISP) at Burnpur in Asansol, West Bengal (Plant equipped with the largest blast furnace in the country, modernised in 2015 with an investment of 16000 crore, and capable of producing 2.9 million tonnes of steel yearly).

Unique Steel Facilities

1. Durgapur Alloy Steel Plant (ASP), West Bengal
2. Tamil Nadu's Salem Steel Plant (SSP)
3. The Bhadravathi, Karnataka-based Visvesvaraya Iron and Steel Limited (VISL)

Chandrapur Ferro Alloy Plant (CFP), in Maharashtra, is the first ferro alloy plant.

Refractory Plants - SAIL Refractory Unit (SRU)

1. SAIL Refractory Unit, Bhandaridah in Jharkhand
2. SAIL Refractory Unit, Bhilai in Chhattisgarh
3. SAIL Refractory Unit, IFICO, Ramgarh in Jharkhand
4. SAIL Refractory Unit, Ranchi Road in Jharkhand

CENTRAL UNITS

1. Centre for Engineering and Technology
2. Research and Development Centre for Iron and Steel
3. SAIL Consultancy Organisation
4. Environment Management Division



OPERATIONS

SAIL had 170,368 employees as of March 31, 2002, but has 93,352 as of March 31, 2015. Over the previous few years, headcount has steadily decreased as a result of increased productivity and personnel rationalisation.

Through its captive mines, it is able to provide the whole demand for iron ore, which is its primary raw material. Iron ore mine capacity are being increased and new iron ore mines are being developed to suit the expanding demand. New iron ore reserves are also being looked into in the states of Rajasthan, Chhattisgarh, Madhya Pradesh, Maharashtra, Odisha, and Karnataka. Only around 24% of its coking coal needs are satisfied domestically; the remainder is imported.

FUTURE PLANS

To maintain its leadership position in the Indian steel industry, SAIL is currently upgrading and expanding its production facilities, raw material supplies, and other infrastructure. The goal is to raise the production capacity of Hot Metal from the current base level production of 14.6 MT per year (2006–2007) to 26.2 MT per year.

The production of numerous items rose both before and after the expansion, as seen in the table below.

A Memorandum of Understanding for the construction of a railway waggon factory costing around 210 crore (US\$29 million) was signed on May 25, 2012, between Steel Authority of India Limited, the Government of West Bengal, and Burn Standard Company Ltd. Around 75,300 jobs will be generated by this project.

The company is also exploring the possibility of establishing one integrated facility with full capacity in either Andhra Pradesh or Telangana. The factory, which was expected to receive an investment of Rs. 4,400 crore, was planned to be the first steel plant of this size in the state.

VISION

To be a reputable global organisation and the quality, productivity, profitability, and customer satisfaction leader in the Indian steel Industry. 9

CREDO

- We create enduring bonds of trust and mutual benefit with our clients.
- The highest ethical standards are upheld by us in how we conduct business.
- We cultivate a culture that encourages adaptability, learning, and change-taking.
- We design a demanding career path for staff members, complete with chances for growth and rewards.
- We appreciate having the power and obligation to positively impact people's lives.



SUMMARY ABOUT THE COMPANY

• Native name	• Hindustan Steel Limited
• <u>Type</u>	• (Central Govt. Organisation) Public Sector Undertakings in India
• <u>Traded as</u>	• NSE: SAIL BSE: 500113 LSE: SAUD
• Industry	• Steel
• Founded	• 19 January 1954; 65 years ago
• Headquarters	• New Delhi

- | | |
|---|---|
| <ul style="list-style-type: none">• Key people | <ul style="list-style-type: none">• Anil Kumar• Chaudhary(Chairman)^[1]• |
|---|---|

- | | |
|--|--|
| <ul style="list-style-type: none">• Products | <ul style="list-style-type: none">• Steel, flat steel products, long steel products, wire products, Wheel & axle for indian railways, plates |
| <ul style="list-style-type: none">• Revenue | <ul style="list-style-type: none">• ▼ ₹58,042.91 crore(US\$8.1 billion) (2018)^[2] |
| <ul style="list-style-type: none">• Operating income | <ul style="list-style-type: none">• ▲ ₹-785.37 crore (US\$-110 million) (2018)^[2] |
| <ul style="list-style-type: none">• Net income | <ul style="list-style-type: none">• ▲ ₹-481.24 crore (US\$-67 million) (2018)^[2] |
| <ul style="list-style-type: none">• Total assets | <ul style="list-style-type: none">• ▲ ₹106,539.47 crore(US\$15 billion) (2017)^[2] |
| <ul style="list-style-type: none">• Number of employees | <ul style="list-style-type: none">• 74,719 (as on 1 September 2018) |
| <ul style="list-style-type: none">• Website | <ul style="list-style-type: none">• www.sail.co.in |

RESEARCH QUESTIONS

Social media recruiting and talent acquisition have a positive effect on an organization's hiring procedure.

Research Issues:

- 1- How does social media impact the calibre of applicants that organisations hire?
- 2-What social media channels are most useful for attracting and retaining talent?
- 3-How does the use of social media affect how long and how expensive the hiring process is?
- 4-What potential dangers and difficulties could social media recruitment present?

HYPOTHESIS

Null Hypothesis: There is no appreciable difference between organisations that utilise social media for talent acquisition and recruiting and those that do not in terms of the efficacy and efficiency of the hiring process.

Alternative Hypothesis: When compared to traditional recruitment techniques, social media recruitment and talent acquisition can increase an organization's recruitment process' efficiency and effectiveness.

NEED OF STUDY TALENT ACQUISITION AND RECRUITMENT

A key factor in any organization's success is the recruitment and talent acquisition process. A company's growth and development depend on attracting and hiring top personnel, yet the hiring process can be difficult and expensive. As a result, research on the many techniques and approaches used by organisations to find the finest individuals is necessary. Social media has grown in popularity as a tool for hiring and talent acquisition in recent years. Social media platforms are being used by businesses to engage with potential employees, promote their employer brands, and access a larger talent pool. Researchers can learn more about the efficacy and efficiency of social media recruitment as well as its effects on diversity and inclusion in the workplace by examining how talent is acquired and recruited using social media. The results of these studies can assist organisations in creating and improving their hiring processes, which will ultimately result in a stronger workforce.

MEANING OF TALENT ACQUISITION AND RECRUITMENT

Finding, luring, and employing the best individuals for open positions inside an organisation is referred to as talent acquisition and recruitment. The processes in this process include posting the job, reviewing resumes, conducting interviews, and choosing the top candidates for the position. Finding the best talent for the organization's needs in terms of skills, experience, and culture fit is the aim of talent acquisition and recruitment. Any organization's success depends on this process because the workforce's quality has a direct bearing on the operation and expansion of the business. To guarantee that the organisation attracts and hires the right individuals to fulfil its goals, talent acquisition and recruiting involve rigorous planning, strategy, and execution.

RESULT

Successful hiring is the outcome of talent acquisition and recruitment, where an organisation finds and hires the top applicant for a job opportunity. When a result, the performance and productivity of the company may improve when the new employee contributes new talents, ideas, and views. Additionally, effective talent acquisition and recruitment can lower employee turnover, assist the organisation develop a strong and varied staff, and enhance its employer brand and culture.

RESEARCH METHODOLOGY

RESEARCH DESIGN

As a Research method, I have used Descriptive Research in my Study.

DATA SOURCE

The research is based on primary as well as secondary data.

- **PRIMARY DATA**- Structured questionnaires
- **SECONDARY DATA**- From various websites, journals, magazines, research papers

SAMPLING METHOD

In my study, I have used convenience method of sampling.

SAMPLE SIZE- 100

SAMPLING AREA- GURUGRAM, HARYANA

RESEARCH STUDY

TALENT ACQUISITION AND RECRUITMENT THROUGH SOCIAL MEDIA

Talent acquisition typically refers to the team or division inside the Human Resources department that handles recruiting and talent acquisition. Finding and obtaining skilled labour for organisational needs and to fill any labour requirement is the process of talent acquisition. A company's talent acquisition team is in charge of identifying, recruiting, evaluating, and hiring applicants to fill positions needed to achieve project objectives and company goals. Hiring managers, HR specialists, and recruiters. Talent acquisition (TA), the organisational responsibility of, quite simply, finding the right person for the job, is comprised of three key operations.

The department and role of talent acquisition are relatively recent developments. In many businesses, hiring is still a hazy responsibility of an HR generalist. However, in many organisations, the term "recruiting" did not sufficiently cover the responsibilities of the corporate recruiter. To fulfil the sophisticated and distinctive functions, talent acquisition needs a separate classification. The strategic function of talent acquisition in today's organisations includes not only the hiring of talent but also workforce planning activities including organisational talent forecasting, talent pipeline building, and strategic talent assessment and development.

Talent acquisition is gradually differentiating itself from the practise of general recruitment and possibly even becoming its own profession. Talent acquisition specialists typically have expertise in employment branding techniques and corporate hiring campaigns in addition to sourcing strategies, candidate evaluation, compliance, and hiring standards. The function of talent acquisition is now tightly allied with human resources, marketing, and public relations. Effective recruiting necessitates a carefully considered corporate messaging around hiring and talent development because multinational organisations must recruit across borders with diverse needs and expectations.

Talent acquisition specialists frequently focus on how the business approaches hiring and employee development when creating its own corporate message. Therefore, the employment brand includes both the strategy for corporate employee development and the acquisition of human capital. Large organisations have particular needs when it comes to attracting and hiring top talent, which has resulted in the establishment of a special talent acquisition practise and career.

Talent acquisition as a profession is, of course, nothing new; it is the straightforward process of hiring qualified individuals to fill open positions. However, talent acquisition as a profession is increasingly becoming a distinctive and significant employment role.

Recruiters in Talent Acquisition

Let's examine what it takes to be a rock star recruiter since they make up the majority of a successful TA team. Being a people person is helpful, to start. You feel at ease building and keeping relationships, particularly ones that cut across professions, industries, and personality types. People that typically excel in this position are also skilled at thinking strategically about their company's demands and how to meet them. A sales background can be quite beneficial because you are ultimately in the business of selling employment to promising prospects—and promising candidates to top stakeholders—so you want to always be signing top talent.

The necessity for talent acquisition specialists to think like hunters, who are constantly on the lookout for top talent and unrelenting in their pursuit, may be the most crucial.

Talent Acquisition vs. Recruiting

It is simple to mix up these two. They both want to fill positions that are open, therefore in many ways, their objectives are similar. But there are distinctions. The short-term manpower requirements of a corporation are met by job recruiting. Contrarily, talent acquisition is a comprehensive business and HR strategy that takes into account an organization's long-term objectives and recognises that people (or talent) can significantly influence a company's future performance. Talent acquisition, as opposed to just filling seats, is a continuous process that seeks for and evaluates qualified applicants for executive-level positions, leadership positions, and professions requiring specialised training.

The Talent Acquisition Process

Talent acquisition frequently entails numerous processes spread out over several months. However, it can generally be broken down into six steps:

1. Lead generation and sourcing

You would start by identifying social networks, business conferences, online discussion forums, and communities where industry experts congregate, all starting with an alluring job description. There, you can meet people, network, form connections, and publicise your need for talent. By doing this, you'll create a sizable pool of qualified applicants and an even bigger pool of hireable individuals.

2. Recruiting and Attracting

Building a strong company brand, promoting your unique company culture, and designing a competitive compensation package are key components of attracting and retaining stars in your industry. Candidate relationship management is as well, which means: creating a positive candidate experience, courting leads, and keeping in touch with those who aren't a perfect fit now, but could be in the future.

3. Questioning and Evaluating

Determine the 3-5 most important responsibilities of the position and the KPIs that will assist define success. After that, you may construct your interview questions using behaviours, like "What have you done that is similar to this...?" Look for questions that will reveal a candidate's capacity for problem-solving, resourcefulness, and quick thinking. A skills test (such as a sample writing or programming work), a personality or cognitive examination, or a demonstrated pitch or close are additional tools you can use to evaluate prospects.

4. Verifying the References

Although many hiring managers omit this stage, doing so can confirm your intuition about a candidate's match. Verify your decision by contacting references to see if there are any last-minute issues or impressions that you might have overlooked. You're ready to begin making proposals if the reference confirms that the applicant possesses the qualities and character you're seeking for.

5. Finalising Decisions

Have a procedure in place for choosing among your best applicants. Use internal grading systems or personnel tracking and evaluation software for your talent team as well as any other decision-making stakeholders. Make this final decision process as simple and straightforward as you can, keeping in mind that your C-suite and other staff are likely just as busy as you are.

6. Hiring and Orientation

Even while hiring and onboarding aren't always the responsibility of the talent acquisition team, they are unquestionably the last and most crucial step in acquiring excellent personnel. Be aware that a solid onboarding procedure may make or break a connection with a new hire, so plan ahead and streamline this procedure as much as you can before your new hire begins.

RECRUITMENT

The process of quickly and economically locating and employing the most qualified applicant (either from within or outside of an organization) for a job opening. The recruitment process entails assessing the job's criteria, luring candidates to the position, screening and choosing candidates, hiring, and integrating the new hire into the company.

In order to find potential employees and encourage them to apply for positions within the organization, recruitment is a helpful process. There will be opportunity to hire better candidates when more people apply for employment.

Searching for potential employees and encouraging them to apply for positions within the firm is a helpful procedure known as recruitment. There will be opportunity to hire better candidates when more people apply for employment.

On the other side, job seekers are also looking for companies that will hire them. A connection activity called recruitment brings people with employment and people looking for work together. The phrase "recruitment" simply means identifying the source from which potential employees may be chosen. The scientific recruitment method results in improved reputation, lower worker turnover, higher productivity, better pay, and good morale. It encourages people to apply for jobs, thus it is a good thing.

Reaching out, recruiting, and ensuring a supply of skilled workers is what recruitment is all about. It also involves selecting the necessary staff in terms of both their quantity and quality. It involves the creation and upkeep of suitable human resources. Placement brings an end to this phase of the selecting process.



Managers, human resource generalists, and recruitment specialists may be tasked with carrying out recruitment, but in some cases public-sector employment agencies, commercial recruitment agencies, or speculative recruiting firms may be used.

Definition:

It is a process of looking for potential employees and inspiring and motivating people to apply for jobs in an organization, according to Edwin B. Flippo. He describes it in more detail, labelling it both negatively and positively.

"It is frequently referred to as positive in that it encourages people to apply for jobs, increasing the hiring ratio, or the number of applicants for a job," the speaker claims. Selection, on the other hand, has a tendency to be detrimental because a significant portion of applicants are rejected, leaving only the finest to be hired.

The process of recruiting, according to Dale Yoder, entails "discovering the sources of manpower to meet the requirements of the staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of an efficient working force."

In his article, Kempner states that "Recruitment forms the first stage in the process, which continues with selection and ceases with the placement of the candidates." Management aims to accomplish much more with staff recruitment than only fill job gaps. The regular formula for hiring staff would be to fill the position with the first applicant who applies.

Process of Recruitment:

Recruitment Process Passes through the Following Stages:

- (i) Looking for the sources where the needed people will be accessible for hiring. Institutions that teach business administration will be the best source for young managers if they need to be hired.
- (ii) Creating strategies to draw in qualified candidates. One strategy can be an organization's standing and reputation in the marketplace. The company's reputation as a respectable employer in the media may help encourage candidates to apply.
- (iii) Employing successful strategies to draw in potential candidates. There may be offers of enticing salary, suitable development facilities, etc.

- (iv) The next step in this procedure is to encourage as many candidates to submit job applications as possible. More candidates must be attracted if the best candidate is to be chosen.



STAGES OF RECRUITMENT

Recruitment Process: 5 Steps Involved in Recruitment Process

The five steps involved in recruitment process are as follows:

- (i) Recruitment Planning
- (ii) Strategy Development
- (iii) Searching
- (iv) Screening
- (v) Evaluation and Control

1- Recruitment Planning:

Planning is the initial step in the recruitment process. Here, planning entails creating a thorough job specification for the open position, outlining its major and minor responsibilities, the skills, experience, and qualifications required, grade and level of pay, starting date, whether temporary or permanent, and mention of any special requirements attached to the position to be filled, if any.

2- Strategy Development:

The next step in this process is to develop a viable plan for hiring the applicants within the company after it is clear how many candidates with what qualifications are necessary.

What type of recruitment method to use, what geographic area to consider for candidate searches, which source of recruitment to be practised, and what sequence of activities to follow in recruiting candidates in the organisation are just a few examples of the strategic considerations that may need to be taken into account.

3- Searching:

Attracting job candidates to the company is the goal of this step. In general, there are two sources that are used to draw candidates.

There are two types of sources:

- Internal - External.

4- Screening:

Although some see screening as the first step in the selection process, we see it as an essential component of recruitment. The selection procedure doesn't begin until after the applications have been examined and shortlisted, hence. Give an example to illustrate it.

For the position of professors in universities, applications are requested. Applications that are submitted in response to an advertisement or invitation are evaluated and shortlisted according to their eligibility and suitability. Only those applicants who passed the screening are then invited to the seminar presentation and personal interview. Here is where the seminar presentation or interview portion of the selection process begins.

The job description is a crucial tool for screening. The qualifications, knowledge, skills, abilities, interests, and experience listed in the job specification are used to evaluate applications. Those who don't meet the requirements are immediately disqualified from the selection process.

The methods used for screening candidates change depending on the supply source and recruiting strategy. Candidates are screened using a variety of methods, including preliminary applications, de-selection exams, and screening interviews.

5- Evaluation and Control

Given the significant expense associated with the hiring process, evaluation and control are particularly essential.

The following expenses are typically made during a recruitment process:

- (i) The recruiters' salaries.
- (ii) The time spent creating job analyses and advertisements.
- (iii) Administrative costs.
- (iv) Costs associated with outsourcing or working overtime while positions are empty.
- (v) Costs associated with hiring the wrong people.

Given the foregoing, it is imperative for a responsible employer to attempt to provide answers to specific queries, such as: Are the recruitment tactics adequate and reliable? Moreover, how effective is the organization's recruitment procedure overall? If the answers to these questions are no, then the proper control mechanisms must be developed and put into practice to handle the situation.

ABOUT SOCIAL MEDIA AND ITS USAGE IN HIRING

Social media are interactive computer-mediated technologies that make it easier to create and share content through online groups and networks, including information, ideas, career interests, and other forms of expression.

There are some common features, however there are many stand-alone and integrated social networking systems currently accessible, which makes defining difficult.

1. Social media is an interactive Web resource. 2.0 Internet-based software
2. User-generated content, such as text posts or comments, digital images or videos, and data generated through all online interactions, is the lifeblood of social media
3. Users build profiles for the website or app that are created and maintained by the social media company and are service-specific.
4. By tying a user's profile to those of other people or groups, social media helps the growth of online social networks.

On desktops and laptops, users often access social media services through web-based technologies, or they download apps for their mobile devices (such as smartphones and tablets) that include social media features. Users that connect with these electronic services build highly interactive platforms that allow people to exchange, collaborate on, discuss, and alter user-generated material or previously created content that has been published online.

Social media networks alter how individuals and groups engage and communicate. They "introduce significant and pervasive changes to organisational, community, and individual communication." [1] The newly developing fields of technoself studies are centred on these shifts. Social media differ from traditional electronic media like TV broadcasting and paper-based media like magazines and newspapers in many respects, including quality reach, frequency, interactivity, usability, immediacy, and performance. Contrary to traditional media, which employs a monologic transmission model (one source to many receivers), such as a newspaper that is delivered to many subscribers or a radio station that broadcasts the same shows to an entire city, social media outlets operate under a dialogic transmission system (many sources to many receivers).

Facebook (and its associated Facebook(Messenger), YouTube, WeChat, Instagram, QQ, QZone, Weibo, Twitter, Tumblr, Telegram, Reddit, Baidu Tieba, LinkedIn, LINE, Snapchat, Pinterest, Viber, and VK are some of the most well-known social media platforms with over 100 million registered users.

Most popular social networks

The following list of the leading social networks shows the number of active users as of July 2022.

#	Network Name	Number of Users (in millions)
1	Facebook	2,270
2	YouTube	1,900
3	WhatsApp	1,500
4	Facebook Messenger	1,300
5	WeChat	1,040
6	Instagram	1,000
7	QQ	806
8	QZone	563
9	Tik Tok	500
10	Sina Weibo	411
11	Twitter	336
12	Reddit	330
13	Baidu Tieba	300
14	Skype	300
15	LinkedIn	294
16	Viber	260
17	Snapchat	255
18	Line	203
19	Discord	200
20	Pinterest	200
21	Telegram	200
22	Tinder	100

OBJECTIVE OF THE STUDY

The specific objectives of the study are :-

- This project aims to investigate SAIL India Pvt. Ltd.'s talent acquisition and recruitment practises on social media.
- To comprehend the current trends in hiring and talent acquisition at SAIL India Pvt. Ltd.
- To comprehend how social media affects the company's hiring and talent acquisition processes.

SCOPE OF THE STUDY

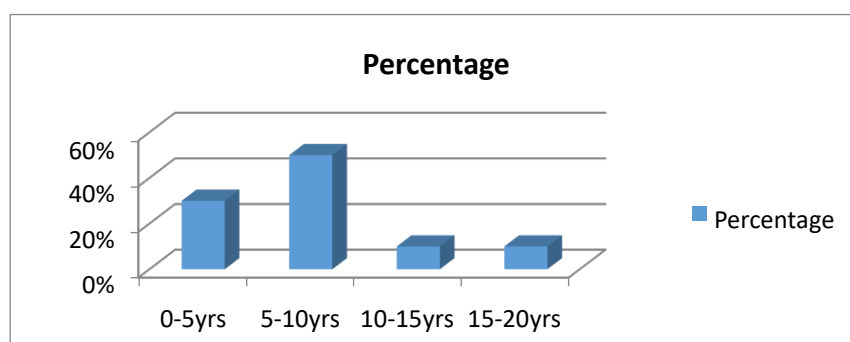
- The project's scope does not go too far, covering simply the talent acquisition and recruitment activities carried out by SAIL India Pvt. Ltd. for its hiring, onboarding, etc.
- The project addresses the idea of talent acquisition and recruitment used by the organisation to hire new employees.
- To be aware of the organization's talent acquisition and recruitment processes, including job descriptions and competency requirements.

DATA ANALYSIS & INTERPRETATIONS

1. Since how many years your company is using talent acquisition and recruitment as attracting the talents?

- A) 0-5 years B) 5-10 years
C) 10-15 years D) More than 15

PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
0-5 YEARS	30	30
5-10 YEARS	50	50
10-15 YEARS	10	10
MORE THAN 15 YEARS	10	10
TOTAL	100	100



INTERPRETATION: Above data state that 50% of the employees of the company agrees that they are using talent acquisition and recruitment as there hiring techniques for choosing the best candidates for there organization since 10 years.

2. Your organization considers talent acquisition and recruitment as a part of organizational strategy .Do you agree with this statement?

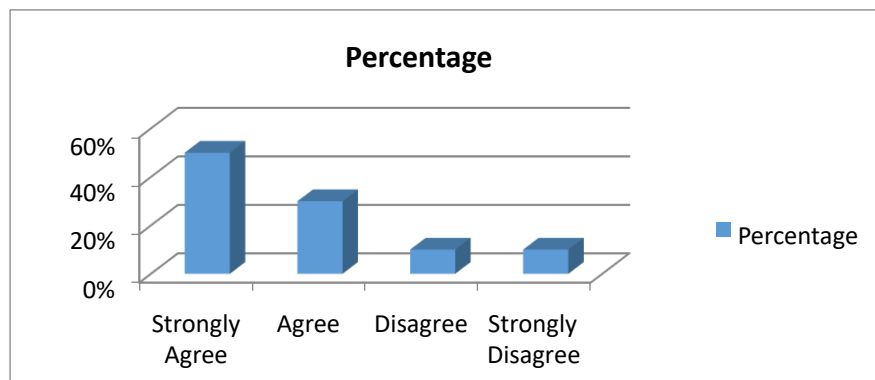
A) Strongly agree B) Agree

C) Disagree

D) Strongly disagree

PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
STRONGLY AGREE	50	50
AGREE	30	30
DISAGREE	10	10
STRONGLY DISAGREE	10	10
TOTAL	100	100

26



INTERPRETATION:32

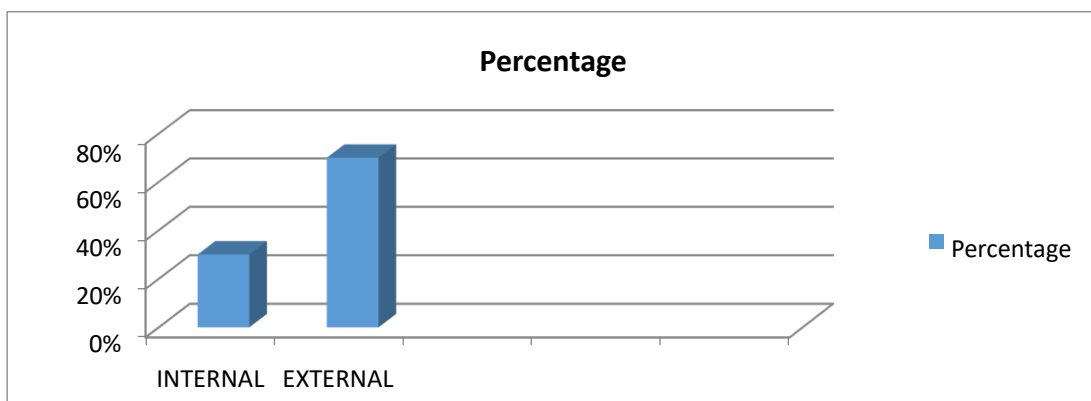
Above data state that 50% of the employees agree that there company uses talent acquisition and recruitment as there organizational strategy because due to this they can get the best employees for there organization.

3. What kind of talent acquisition and recruitment process does your organization use?

A) Internal Methods

B) External Methods

PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
INTERNAL TRAININGS	30	30
EXTERNAL TRAININGS	70	70
TOTAL	100	100



INTERPRETATION:

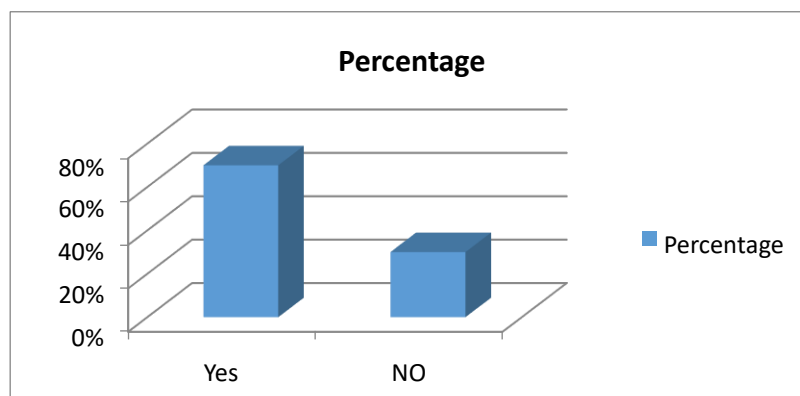
Above data states that 70% of the employees agrees that the organization uses external recruiting and talent acquisition methods to regain the best employees for the organization who will help to get best out of them for the organization.

4. Does social media helps in talent acquisition and recruitment for your company?

A) Yes

B) No

PARTICULARS	NO. OF RESPODENT	PERCENTAGE
YES	70	70
NO	30	30
TOTAL	100	100



INTERPRETATION:

The above data states 70% of the employees agrees that the social media plays a very crucial role in talent acquisition and recruitment in there company because nowadays all information about every person we can get easily through social media and we can choose best employee for the organization.

5. How often the talent acquisition and recruitment program are conducted in the organization?

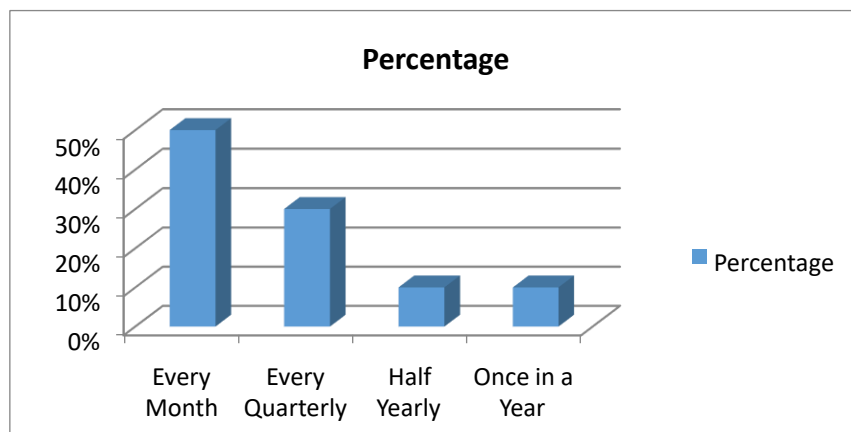
A) Every month

B) Every quarter

C) Half yearly

D) Once in a year

PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
EVERY MONTH	50	50
EVERY QUARTER	30	30
HALF YEARLY	10	10
ONCE IN A YEAR	10	10
TOTAL	100	100



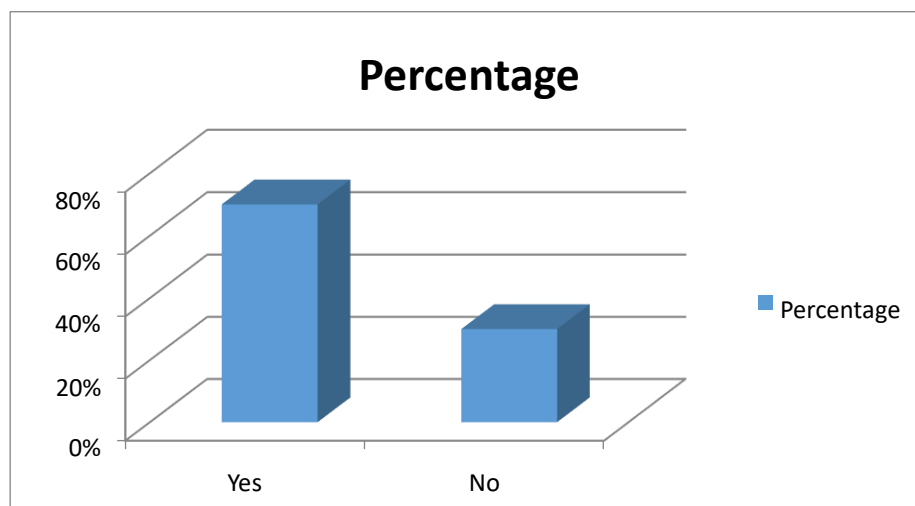
INTERPRETATION:

The above data states 50% of the employees in the organization agrees the recruitment and talent acquisition programs are done on the basis of job posting i.e, it may be high for lower level but for higher level it might be low.

6. Does talent acquisition and recruitment helps to increase the motivation level of employees?

A) Yes B) No

PARTICULARS	NO. OF RESPODENT	PERCENTAGE
YES	70	70
NO	30	30
TOTAL	100	100



INTERPRETATION:The above data states that 70% of the employees agrees talent acquisitions and recruitment helps to increase the motivation level so that the employees do there work more effectively and efficiently.as because talent acquisition and recruitment itself is a positive process.

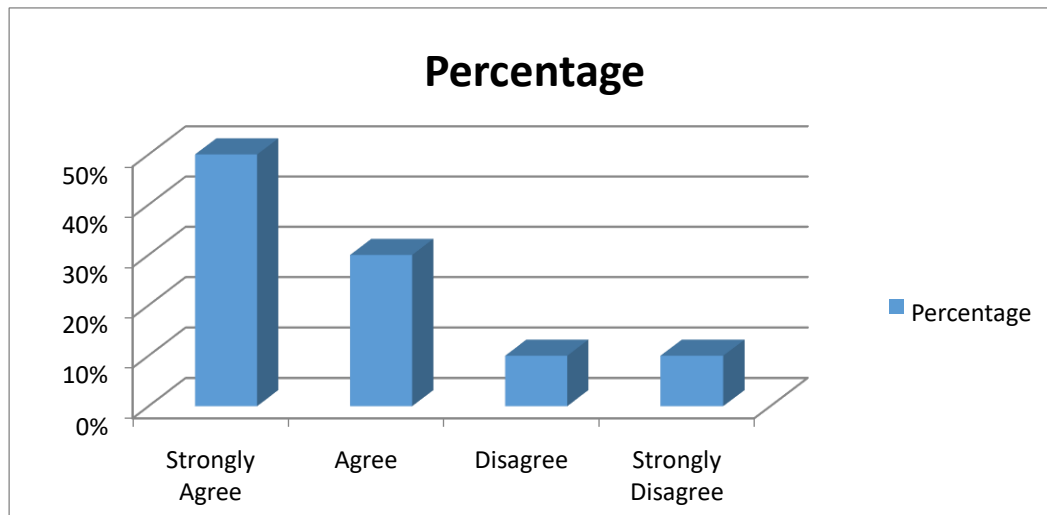
7. Does talent acquisition and recruitment through social media helped to increase the productivity in the organization both quality and quantity?

A) Strongly agree B) Agree

C) Disagree

D) Strongly disagree

PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
STRONGLY AGREE	50	50
AGREE	30	30
DISAGREE	10	10
STRONGLY DISAGREE	10	10
TOTAL	100	100



INTERPRETATION:

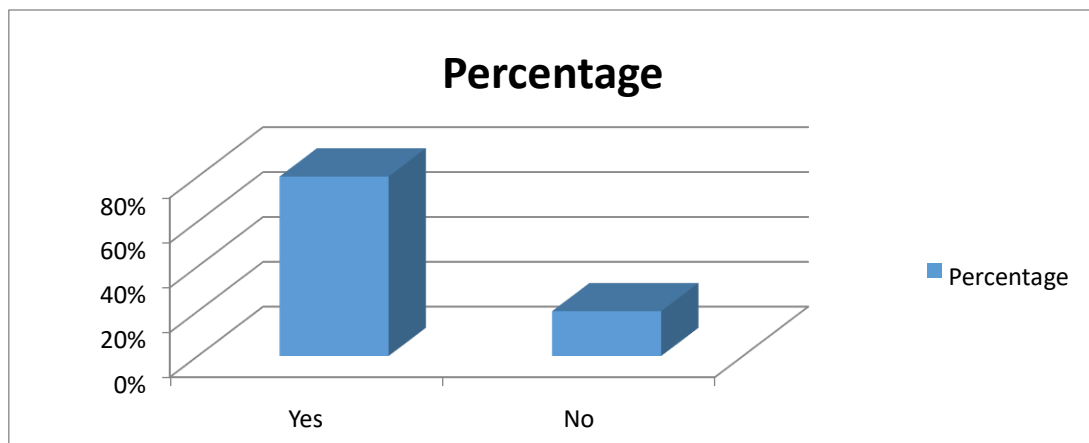
The above data states that 50% of the employee strongly agree that the people which are coming through social media talent acquisition and recruitment are good in performance and the help in increasing the productivity of the company.

7. Does the talent acquisition and recruitment method focus on developing team work and leadership style in your company?

A) Yes B) No

PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
YES	80	80
NO	20	20
TOTAL	100	100

30

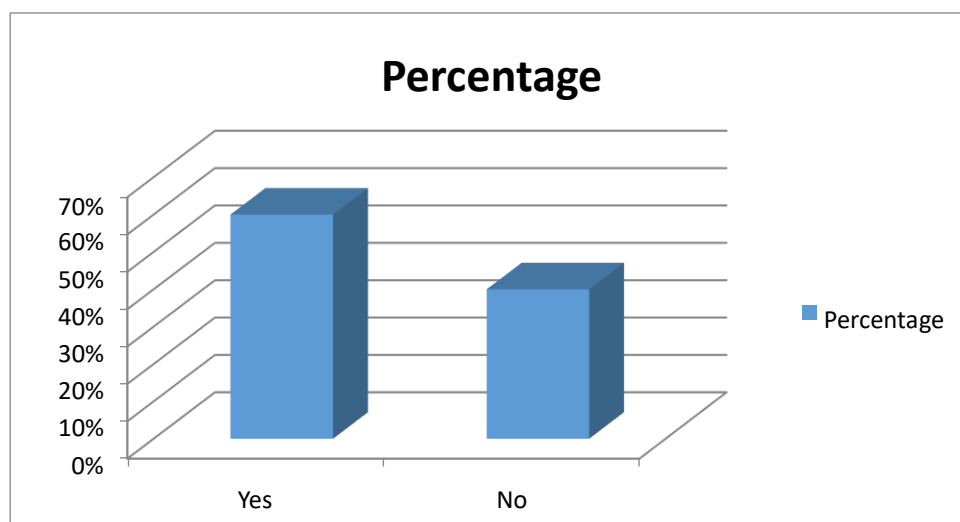


INTERPRETATION: The above data state that 80% of the employees in the company agrees the talent acquisition and recruitment helps in increasing the team work and leadership styles so that each and every employee can perform well.

8. Does the talent acquisition and recruitment activity helps the management in identifying, analyzing, forecasting and planning changes needed in company's HR area?

A) Yes B) No

PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
YES	60	60
NO	40	40
TOTAL	100	100

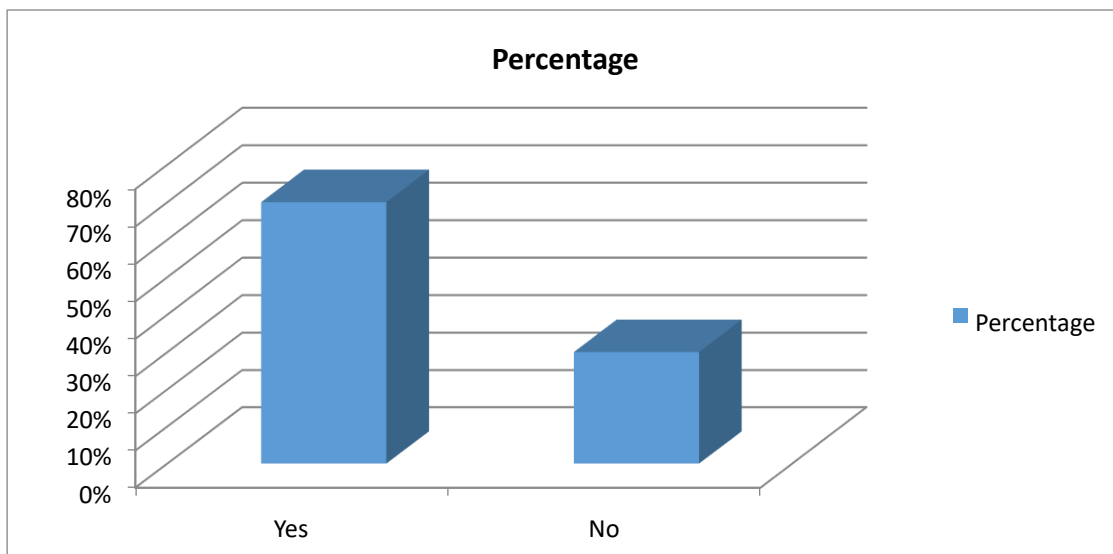


INTERPRETATION: The above data states 60% of the employees agrees the company that the talent acquisition and recruitment activity helps the management in identifying, analyzing, forecasting and planning changes needed in company's HR area.

9. Does talent acquisition activities helps the organization to maintain employee retention rate?

A) Yes B) No

PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
YES	70	70
NO	30	30
TOTAL	100	100

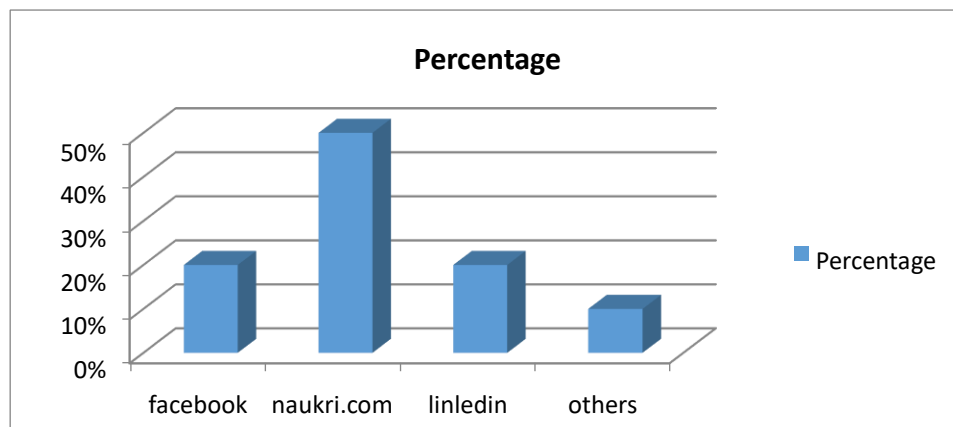


INTERPRETATION: The above data state that 70% of the employees in the company agrees that the talent acquisition techniques helps to increase the retention rates of the employees because they always choose the best out of them.

11. Which Social Media App the company use for talent acquisition and recruitment?

- A) Facebook B) Naukri.com
B) LinkedIn D) Others

PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
FACEBOOK	20	20
NAUKRI.COM	50	50
LINKEDIN	20	20
OTHERS	10	10
TOTAL	100	100

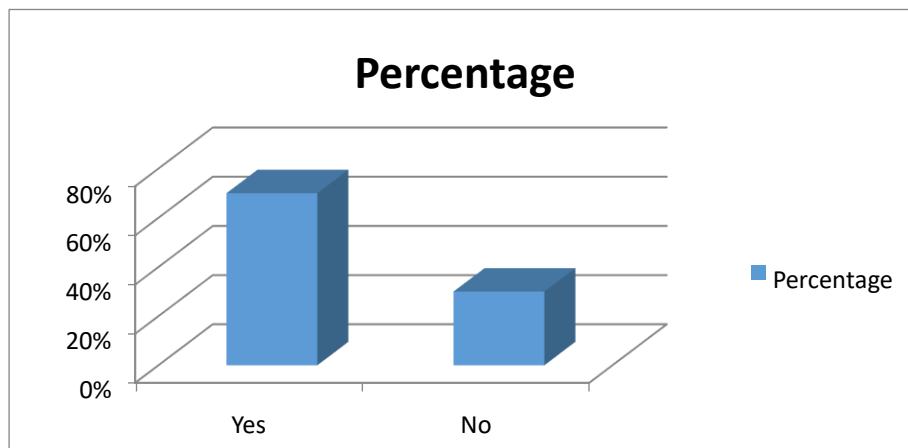


INTEPRETATION: Above data states that 50% of the new employees agrees that they get the employees easily through naukri.com

12. Are the job posted by the company on social media are relevant for you?

A) Yes B) No

PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
YES	70	70
NO	30	30
TOTAL	100	100



INTREPRETATION: 70% of the employees agrees that the the job posted on the social media by the company are relevant for them.

FINDINGS

- The Companies uses social media to carry out an efficient hiring procedure.
- The firm website provides current information about the business.
- The majority of people concur that social media job postings make it easier for them to learn about them.
- It has been noted that the majority of employees concur that using social media to find and hire talent is a smart move for the business.
- It has been discovered that the majority of employees concur that candidates for higher level positions tend to approach skill-learned personnel.
- It has been reported that the business engages in talent acquisition and recruitment at least once each year.

RECOMMENDATIONS AND SUGGESTIONS

1. The company's needs and the candidate's abilities should always be taken into consideration when developing recruitment and talent acquisition strategies because doing so will be crucial to the success of the business as a whole.
2. The applicant should always complete a feedback form, allowing the company to determine whether or not they were satisfied with the interview.
3. Because not everyone utilises social media for hiring, the organisation should also promote job openings in newspapers and other publications.
4. The internal recruitment and talent acquisition programmes will be advantageous to the company and the employees since they will make it easier for 40% of the workforce to land their formal jobs because they are already familiar with the organisational culture.
5. The business should always handle hiring, recruiting, and talent acquisition individually for each department.

CONCLUSIONS

1. Among the mentioned conclusions, there are a few that can be used to execute for further benefits.
2. According to the respondents, hiring and acquiring talent is a good step towards expanding the knowledge base.
3. To cut costs, internalize the majority of the hiring and talent-acquisition processes.
4. Social media recruitment campaigns are always designed to find the top candidates.
5. The tools for recruiting and talent acquisition help the business become more effective overall.
6. Both internal and external recruitment were able to be improved by the recruiting programmers.

LIMITATIONS OF THE STUDY

- ✚ Shortage of time factor was one of the biggest constraints.
- ✚ Most stress was given to secondary data collection of the companies.

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ANNEXTURE

Email *

☐ Record payalrana1805@gmail.com as the email to be included with my response

1. Since how many years your company is using talent acquisition and recruitment as attracting the talents?

☐ 0-5 years

☐ 5-10years

☐ 10-15years

☐ More than 15 years

2.Your organization considers talent acquisition and recruitment as a part of organizational strategy .Do you agree with this statement?

☐ Strongly disagree

☐ Disagree

☐ Agree

3.What kind of talent acquisition and recruitment process does your organization use?

☐ Internal methods

☐ External methods

4.Does social media helps in talent acquisition and recruitment for your company?

☐ Yes

☐ No

5. How often the talent acquisition and recruitment program are conducted in the organization?

☐ Every month

☐ Every quater

☐ Half Yearly

☐ Once in a year

6.Does talent acquisition and recruitment helps to increase the motivation level of employees?

☐ Yes

☐ No

7.Does talent acquisition and recruitment through social media helped to increase the productivity in the organization both quality and quantity?

☐ Strongly disagree

☐ Disagree

☐ Agree

☐ Strongly agree

8.Does the talent acquisition and recruitment method focus on developing team work and leadership style in your company?

☐ Yes

☐ No

9.Does the talent acquisition and recruitment activity helps the management in identifying, analyzing, forecasting and planning changes needed in company's HR area?

☐ Yes

☐ No

10.Does talent acquisition activities helps the organization to maintain employee retention rate?

☐ Yes

☐ No

11.Which Social Media App the company use for talent acquisition and recruitment?

☐ Facebook

☐ Naukri.com

☐ LinkedIn

☐ Others

12.Are the job posted by the company on soial media are relevant for you?

☐ Yes

☐ No

☐ Send me a copy of my responses.