

A STUDY ON IMPACT OF SOCIAL MEDIA ON RECRUITMENT PROCESS

Aman Pratap Singh
Galgotias University, Greater Noida

Abstract:

The impact of social media on recruitment has been significant in recent years. Social media platforms like LinkedIn, Facebook, Twitter, and Instagram have transformed the recruitment process by enabling recruiters to reach a wider pool of potential candidates, engage with them in a more personal way, and build relationships.

By giving managers access to a bigger group of prospective applicants through social media, recruitment has become more effective and economical. Employers can find and acquire prospective prospects using social media platforms, review portfolios and applications, and evaluate candidate's abilities and credentials. However, there are a number of difficulties associated with using social media for employment. Making sure that the use of social media in the employment process complies with data security rules is one of the biggest obstacles. The amount of confidential information applicants can share on social media sites could lead to unintentional prejudice in the hiring process.

Another challenge is the difficulty in verifying the accuracy of candidate information on social media platforms. Some candidates may exaggerate or misrepresent their skills and qualifications, leading to challenges in accurately evaluating their suitability for a position. Despite these challenges, social media continues to be a crucial tool for recruiters in identifying and sourcing potential candidates, building relationships, and promoting their organizations to a wider audience.

Keywords: Recruitment, social media, Employee, Selection.

REVIEW OF LITERATURE:

- According to "Take the Trouble out of Recruiting, 2017, Facebook is presently developing a new tool that will assist businesses with their direct employment listings. Additionally, according to Facebook's official website, job postings are now linked to the Facebook Business Page, where job searchers can view fresh employment possibilities via the Marketplace or Facebook's work favourites. According to Spillman in 2018, this use of social media directs job searchers to the company's website where they can find out about open positions. Facebook hiring presents companies with a wider variety of possibilities and obstacles due to the sizeable user
- The main topic of Benjamin B. Aguenzal and Ahmad Puad MIT Sem's paper is the effect of social networking on staff output (2012). The study explores both favourable and unfavourable opinions of

social networking websites as it looks into the applicability of joint technologies like social networking in the workplace. The research also investigates whether social networking sites can raise the levels of employee efficiency and happiness, as well as the connection between these platforms and employee output.

- According to Keefe in 2018, the process of finding the appropriate candidate for a job has been a major factor in determining a company's success, and the involvement of social media has completely transformed the landscape.
- Khatri, in 2015. reported that utilizing social networks broadly can significantly reduce the diffusion of studies and facilitate associate recruitment. This approach serves as a complement to traditional methods, and it accounted for 18.2% of associate enrolment in a short amount of time, without incurring any financial costs. The author presented a practical model for designing future recipient campaign and recommended Facebook, Twitter, and dedicated websites as the most effective supplement for cont. efficient study recruitment
- According to Armida (2017), LinkedIn and other social networking websites offer a platform where a candidate can receive updates on the profiles of other individuals within their network through news feed.
- As per Wasserman (2018), social networking platforms such as LinkedIn and Facebook facilitate the direct presentation of knowledgeable and talented individuals with insights into emerging trends.
- According to Hosain, Ullah, & Khadra, (2016) Due to the simplicity of information access, the affordability compared to costly print ads, and the sizeable group of applicants, companies are finding social networking sites to be an attractive option for employment. Nowadays, the majority of reputable companies also have a social networking page where they can share job related information, interview tips, hiring advice, and other helpful information for both potential candidates who may be interested in the company as well as job seekers who are looking to improve their jobs related skills and search for jobs within the network. Social networking sites thereof effectively and efficiently offer substantial benefits to both parties. According to Arjomandy (2016), social media has become the most reliable source of information about an organization for job candidates, making it an essential tool for recruitment. Job seekers often reach out to present employees for insights and recruiters a frequency rely on the recommendations of their current workers before making new hires. Every stage of the recruitment process, from start to finish, has been influenced by social media, as highlighted by its significant impact on HRM and recruitment influenced.
- Each and Mente (2018) recommended that employers establish guidelines for using social media in their ancient process. They need to focus on what information to share and how to tailor their recruiting

and selection strategies to meet the demands of job seekers and industry trends. Employers and recruiters need to be prepared for the changing landscape of recruitment, especially with the rise of mobile devices and apps. Employer applications, in particular, are becoming essential tools for recruiting and selecting highly qualified candidates.

- Hosain et al (2000) highlighted the expanding significance of social media as an instrument for recruiting. They discovered that LinkedIn and Facebook are the two most popular websites among recruiting proxy, with the latter offering job-related information and the former offering behavioural data. Employers must create a clear and uniform employment plan act all social media channels in order to fully realise the promise of social media. In der is draw in highly skilled applicants, they must also create in exact screening method for their recruiting process.
- According to Kemar (2017), social media offers recruiters platforms to search for candidate resumes stored in databases on social networking sites like LinkedIn. Similarly, Holmes (2017) discussed the action of giving candidates through the collection of resumes from available data uses on social networking sites such as LinkedIn, Facebook and Twitter.
- As per Muduli and Trivedi's research in 2020, human resources should seek to understand social media instead of completely replacing traditional recruitment methods. Compared to conventional human resource procedures, social media is superior from the standpoint of cost, speed and reach. It enables the efficient use of resources, such as time, money, space, and provides employers with a large pool of potential candidates from all over the world.

OBJECTIVES:

The study on the impacts of social media on recruitment may have the following objectives:

- To investigate the extent to which employers use social media in their recruitment processes
- To identify the most commonly used social media platforms for recruitment and the types of job vacancies that are typically advertised on these platforms.

STATEMENT OF THE PROBLEM:

- The problem statement "impact on social media of recruitment" implies an investigation into the effects that social media platforms have on the recruitment process
- With many businesses utilising the strength of social media platforms to connect with prospective applicants, the use of social media in employment has grown in popularity over time. The issue statement might examine the advantages and disadvantages of using social media for hiring, the effect it has on the calibre of applicants, and the modifications it has made to the conventional hiring process.

It might also entail researching how social media affects applicant behaviour, company image, and the employment process as a whole.

- Overall, the problem statement seeks to understand how the use of social media in recruitment has affected both employers and candidates and how it has altered the recruitment landscape.

PURPOSE OF THE STUDY

- Investigating the impacts that social media sites have on the employment process is the goal of a research on the "influence on social media of recruitment. The study's objectives include identifying the advantages and disadvantages of using social media for employment and determining how social media affects applicant quality, the conventional hiring procedure, and the hiring process as a whole.
- The research may also look at how to use social media to contact and interact with prospective applicants, as well as the important elements that impact the effectiveness of social media employment tactics. The research might also look into how social media affects company image, applicant behaviour, and the general employment strategy. The study's results may be useful to companies, marketers, and employment searchers equally

SCOPE OF THE STUDY

This research looks at how companies and job hunters use social media sites to evaluate the effect of social media on employment. The study will examine the benefits and drawbacks of various social media sites as well as the efficiency of social media in recruiting. Additionally, the research will look into the variables like applicant profiles and business size that affect how social media is used in recruiting. In general, the study's results will be helpful for companies, HR specialists, and job applicants seeking to improve their employment tactics

RESEARCH METHODOLOGY:

The goal of this research is to look into how social media affects hiring. We will go over the study strategy, data gathering procedures, and data processing strategies in this research approach

Statistical techniques will be used to evaluate the survey's results. This study seeks to address the following research issues in connection to the thesis on the effect of social media on employment by using descriptive statistics to describe the data How are employers and job seekers using social media platforms during the recruitment process?

- What is the effectiveness of social media in recruitment, and what are its advantages and limitations?

- Which social media platforms are most commonly used for recruitment, and what are their strengths and weaknesses in relation to recruitment outcomes? What factors influence the use of social media in recruitment, including candidate demographics, job industry, and company size?
- How can employers and job seekers optimize their use of social media for recruitment. and how does it integrate with traditional recruitment methods?

DATA COLLECTION

To conduct this research, a survey was conducted among 100 recruiters from various industries in Delhi. The survey consisted of both open-ended and close-ended questions, and the data was collected and analysed using statistical software.

There are two types of data collection they are

- Primary Data
- Secondary Data

PRIMARY DATA:

With the aid of a questionnaire. first-ever primary data that are of a unique character are gathered straight from the subjects. A survey was carried out at random among the LinkedIn, Twitter, and Facebook user communities by posting a form online to gather feedback from HR recruiters.

SECONDARY DATA:

Secondary data is collected from various sources such as books, journals, articles, newspapers, websites, published research papers in international journals and existing literatures.

LIMITATIONS OF THE STUDY:

- The time allocated for this research is only 2 months
- This study will only be conducted in Delhi 15
- The sample of this study will be restricted to only HR office.

DATA ANALYSIS AND INTERPRETATION

As shown in table 1, the distribution of the respondents according to their Gender Age Arnel Income, Educational qualification and occupation were demonstrated.

TABLE 4.1: DEMOGRAPHIC DISTRIBUTION OF THE RESPONDENTS

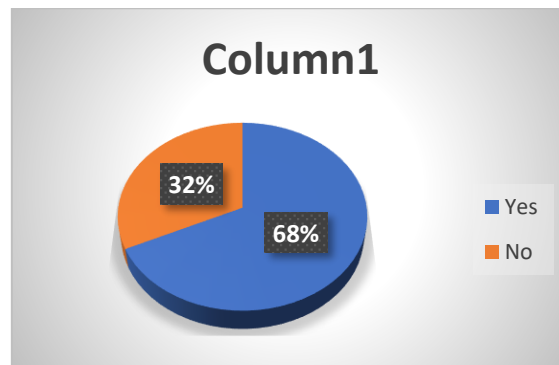
Gender		Frequency	Cumulative Percent
	Female	24	24
	Male	76	100.0
Age			
	Below 20 years	28	28
	21-30 years	41	69
	31-40 years	17	86
	41-50 years	11	97
	Above 50 years	3	100.0
Qualification			
	Graduation	29	29
	Post-Graduation	38	67
	PhD	16	83
	Others	17	100.0
Annual income			
	Below 1 Lakh	15	15
	1-3 Lakh	33	48
	3-5 Lakh	44	92
	Above 5 Lakh	8	100.0

INTERPRETATION:

According to the above chart, meshes 11, 70% of the papilionids male and is between the ages of 21 and 30, 39% of people have finished their pet grade 4 of those in the above Chan make heroes three and five lakh and 8% active more than five lakh annually.

TABLE 4.2
RESPONDENTS APPLIED FOR JOBS THROUGH SOCICAL MEDIA OR NOT

Particulars	No. of respondents	Percentage
Yes	68	68
No	32	32
Total	100	100

CHART 4.2
RESPONDENTS APPPLIED FOR JOBS THROUGH SOCICAL MEDIA OR NOT

INTERPRETATION:

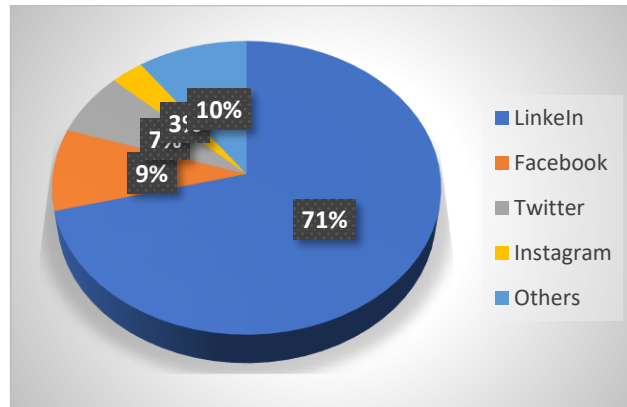
From the above table shows that 68% had applied for job through social media, while the remaining 32% had not. This indicates a growing trend in the use of social media for job searches and recruitment.

TABLE 4.3
RESPONDENTS MOSTLY PREFER SOCICAL MEDIA TO APPLY FOR JOBS

Particulars	No. respondents	Percentage
LinkedIn	71	71
Facebook	9	9
Twitter	7	7
Instagram	3	3
Other (please specify)	10	10
Total	100	100

CHART 4.3

RESPONDENTS MOSTLY PREFER SOCIAL MEDIA TO APPLY FOR JOBS



INTERPRETATION:

The table presented shows that a significant majority of respondents (71%) prefer to use LinkedIn for job applications, 10% of respondents who selected "Other" as their preferred platform may have chosen lesser-known social media platforms or job search, websites, followed by Facebook (9%), Twitter (7%), and Instagram (3%). This suggests that social media has become an increasingly popular platform for job applications, with LinkedIn being the most preferred option.

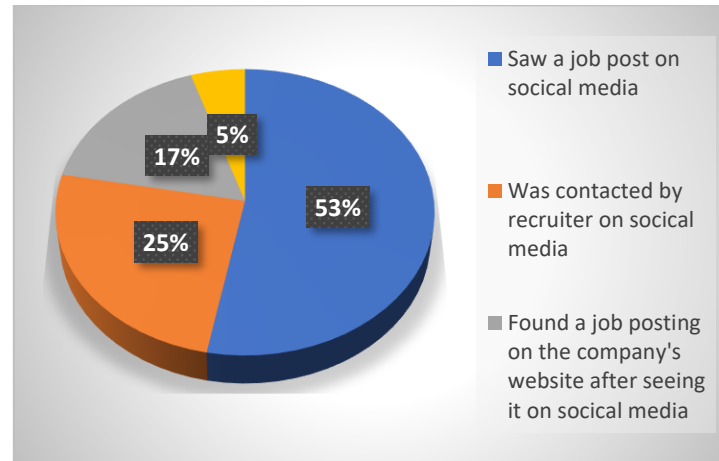
TABLE 4.4

THE METHOD USED BY RESPONDENTS TO FIND JOB OPENINGS

Particulars	No. of respondents	Percentage
Saw a job on social media	53	53
Was contacted by a recruiter on social media	25	25
Found a job posting on the company's website after seeing it on social media	17	17
Other (please specify)	5	5
Total	100	100

CHART 4.4

THE METHOD USED BY RESPONDENTS TO FIND JOB OPENINGS



INTERPRETATION

The above table reveals that majority of respondents (53%) found job openings through job posts on social media. Another significant percentage (25%) were contacted by a recruiter on social media, while 17% found job postings on a company's website after seeing it on social media. The remaining 5% of respondents found job openings through other methods.

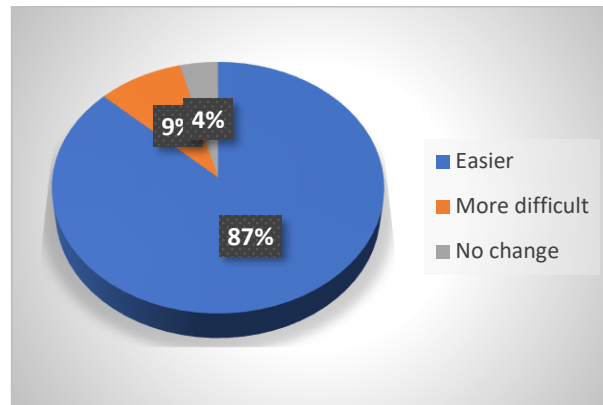
TABLE 4.5

SOCIAL MEDIA HAS MADE IT EASIER OR MORE DIFFICULT TO FIND JOB OPPORTUNITIES

Particulars	No. of respondents	Percentage
Easier	87	87
More difficult	9	9
No change	4	4
Total	100	100

CHART 4.5

SOCIAL MEDIA HAS MADE IT EASIER OR MORE DIFFICULT TO FIND JOB OPPORTUNITIES



INTERPRETATION:

The data presented shows that the majority of respondents (87%) believe that social media has made it easier to find job opportunities, while a small percentage (9%) believe that it has made it more difficult. Only 4% of respondents reported no change.

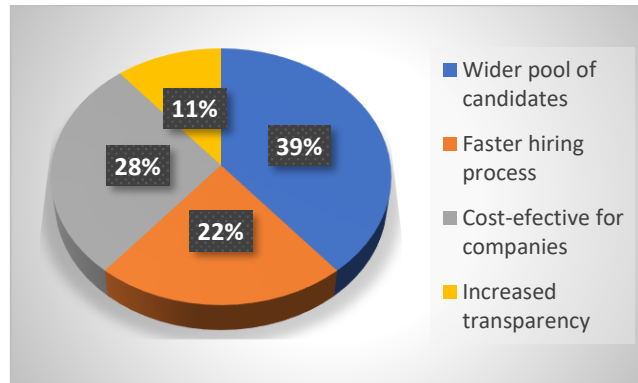
TABLE 4.6

ADVANTAGES OF USING SOCIAL MEDIA IN THE RECRUITMENT PROCESS

Particulars	No. of respondents	Percentage
Wider pool of candidates	39	39
Faster hiring process	22	22
Cost-effective for companies	28	28
Increased transparency	11	11
Total	100	100

CHART 4.6

ADVANTAGES OF USING SOCIAL MEDIA IN THE RECRUITMENT PROCESS



INTERPRETATION:

Out of 100 respondents, 39% believe that social media provides a wider pool of candidates, making it easier for recruiters to reach more people and find potential candidates with diverse backgrounds and skills 22% of the respondents believe that social media leads to a faster hiring process. This indicates that social media enables recruiters to streamline the recruitment process and find suitable candidates more quickly, 28% of the respondents said that social media is cost-effective for companies. This suggests that posting job openings on social media platforms is cheaper compared to traditional recruitment methods Lastly, only 11% of the respondents believe that social media has increased transparency in the recruitment process. This means that there is still a need to improve transparency in the recruitment process using social media.

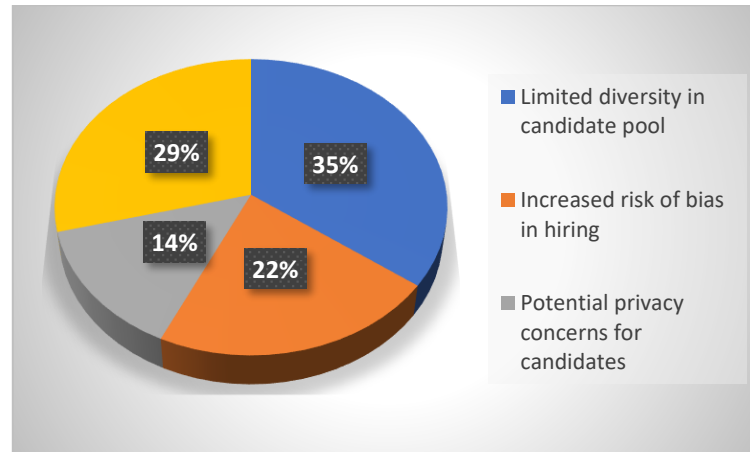
TABLE 4.7

POTENTIAL DRAWBACKS OF USING SOCIAL MEDIA IN THE RECRUITMENT PROCESS

Particulars	No. of respondents	Percentage
Limited diversity in candidate pool	35	35
Increased risk of bias in hiring	22	22
Potential privacy concerns for candidates	14	14
Difficulty in verifying candidate information	29	29
Total	100	100

CHART 4.7

POTENTIAL DRAWBACKS OF USING SOCIAL MEDIA IN THE RECRUITMENT PROCESS



INTERPRETATION:

- From the above analysis 35% of respondents agreed that social media recruitment leads to a limited diversity in the candidate pool. This indicates that social media recruitment may not necessarily reach all sections of the population, leading to a potentially homogeneous candidate pool.
- 22% of the respondents believe that social media recruitment can increase the risk of bias in the hiring process. This suggests that recruiters may rely too much on personal preferences or assumptions based on the candidate's social media profile, which may lead to unconscious bias in the hiring process.
- 14% of the respondents are concerned about potential privacy issues for candidates. This may refer to the use of personal information or the misuse of data that can affect the candidate's privacy.
- Lastly, 29% of the respondents agree that social media recruitment makes it difficult to verify candidate information. This implies that social media profiles may not always be a reliable source of information and that recruiters may have a hard time confirming the authenticity of the information provided.

TABLE 4.8

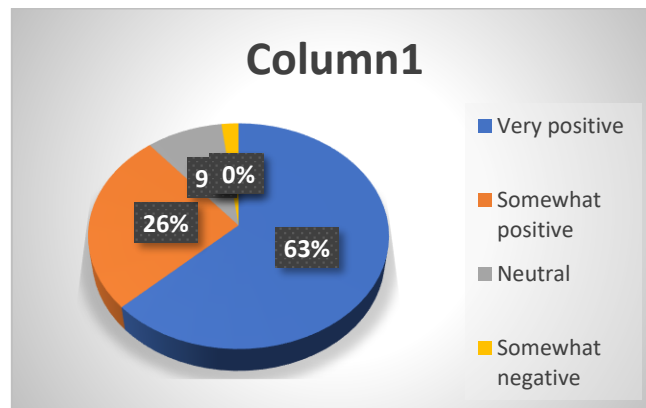
SOCIAL MEDIA RECRUITMENT IS A POSITIVE OR NEATIVE DEVELOPMENT FOR THE JOB MARKET

Particulars	No. o respondents	Percentage
Very positive	63	63
Somewhat positive	26	26
Neutral	9	9
Somewhat negative	2	2

Very negative	0	0
Total	100	100

CHART 4.8

SOCIAL MEDIA RECRUITMENT IS A POSITIVE OR NEATIVE DEVELOPMENT FOR THE JOB MARKET



INTERPRETATION:

The analysis of the responses suggests that social media recruitment is viewed as a positive development for the job market. Majority 63% of respondents rating it as “very positive” and 26% rating it as “somewhat positive”. The percentage of respondents who viewed social media recruitment as negative was low, with only 2% rating it as “somewhat negative” and no respondents rating it as “very negative”.

FINDINGS AND SUGGESTIONS

FINDINGS

According to the research, the use of social media is having an increasingly significant impact on the recruitment process. Job seekers now utilize social media platforms to research roles and hiring managers use them to gather information to inform their screening processes.

- According to the study above. 76% of the population was male and between the ages of 21 and 30. 38% have finished their post-graduate studies, and 44% make between three and five lakhs a year.
- The large number of people (68%) who have used social media to apply for employment indicates that it has become a crucial instrument for job searchers. Using social media sites like LinkedIn, Twitter, and Facebook, job searchers can easily and quickly discover and apply for positions. The job search process is made simpler and more approachable by the features these platforms also provide, which let job searchers network. study businesses, and receive notifications for employment opportunities.

- Majority 715 of respondents who prefer to use LinkedIn indicates the growing importance of this platform for professional networking and job search. LinkedIn has become a vital tool for job seekers to connect with potential employers, build their professional network, and showcase their skills and experience. The platform offers various features such as job listings, resume building tools, and networking opportunities that make it an attractive option for job seekers.
- Most (539) of respondents who found job openings through job posts on social media suggests that social media platforms have become an increasingly important tool for job seekers to find new job opportunities.
- 87% of respondents who believe that social media has made it easier to find job opportunities indicates the growing importance of social media in job search and recruitment.
- Majority 89% of respondents have positive responses suggests that social media recruitment has become a significant part of the job market, as it has enabled job seekers to find positions and recruiters to identify qualified candidates more easily.
- Majority (39%) of the respondents believe that social media has a positive impact on recruitment. The most popular benefits of social media recruitment are a wider pool of candidates and cost-effectiveness for companies. However, there is still room for improvement in increasing transparency in the recruitment process using social media.
- Majority 35% of respondents agreed that social media recruitment leads to a limited diversity in the candidate pool. This indicates that social media recruitment may not necessarily reach all sections of the population, leading to a potentially homogeneous candidate pool.

SUGGESTIONS

- Social media can increase the visibility of job openings, reaching a larger audience and increasing the chances of finding the right candidate.
- It can provide a cost-effective way to advertise job vacancies compared to traditional recruitment methods such as job boards or print media.
- Social media provides a more informal way for potential candidates to learn about your company, including its culture and values.
- It allows recruiters to engage with candidates more directly, providing a better candidate experience and building stronger relationships.
- It can help to reduce the time to hire, enabling recruiters to quickly identify and screen potential candidates, saving time and resources

- Social media can provide recruiters with access to a wider talent pool, allowing them to find candidates from around the world, not just within their local area. Social media can provide recruiters with valuable insights into potential candidates, including their work history, interests, and personality traits.
- It can help recruiters to identify passive job seekers, who are not actively looking for a new role but may be interested in a new opportunity if it's the right fit.

CONCLUSION:

In conclusion, social media has had a significant impact on recruitment, providing recruiters with new ways to connect with potential candidates and improve their hiring processes. Social media platforms have helped to increase the visibility of job openings, reach a wider audience, reduce the time to hire, and identify passive job seekers. Additionally, social media provides a more informal way for candidates to learn about companies, establish trust, and build relationships with recruiters. However, it's important to note that while social media can be an effective recruitment tool, it's not without its challenges, including issues with privacy and 31 potential biases in the selection process. As such, recruiters need to be aware of these challenges and use social media in a responsible and ethical way to maximize its benefits while minimizing its risks.

REFERENCES:

- Arruda. W. (2017, July 15). LinkedIn 201: How to Cultivate a Powerful Network. Retrieved from <http://www.forbes.com>
- Benjamin B Aguenzal and Ahmad Puad Mat Som's conceptual analysis, as published in the IOSR Journal of Business and Management (Vol. 1, Issue 2, May-June 2012, pp. 48-5).
- Arjomandy, D (2016) Social media integration in electronic human resource management: Development of a social eHRM framework Canadian Journal of Administrative Sciences, 33, 108-123 <https://doi.org/10.1002/CJAS 1380>
- Esch, P. van, & Mente, M. (2018) Marketing video-enabled social media as part of your e recruitment strategy: Stop trying to be trendy. Journal of Retailing and Consumer Services, 44, 266-273 <https://doi.org/10.1016/j.jretconser 2018.06.016>
- Hosain, M. S. (2017). The impact of E-HRM on organizational performance Evidence from selective service sectors of Bangladesh International Journal of Human Resources Management, 6(3), 1-14
- Holmes, R. (2018. April 17) Social Recruiting Tips. Retrieved from <http://www.betterteam.com>
- Khatri, (2015). Using social networking web sites in hiring and retention decisions. SAM. Advanced Management Journal, 74, 27-35

- Hosain, S., & Liu, P (2020). The Impact of Social Media Recruitment on Job. Candidates Perceptions. Evidence from Bangladeshi Fresh Graduates Postmodern Openings, 11(1), 20-41 work out hiring <https://www.facebook.com/business/news/take-the-work-out-of-turing>
- Take the of (2017) Retrieved from
- Spellmann, E. (2018). How to leverage social media to benefit your business. Seminar Paper presented at Ranger College Erath County Stephenville, USA
- Muduli, A. & Trivedi, J. J. (2020). Social media recruitment: the role of credibility and satisfaction. Evidence-Based HRM: A Global Forum for Empirical Scholarship. 8(2), 237-251. <https://doi.org/10.1108/EBHRM-08-2019-0069>
- Wasserman T. (2018, February.16) Why social media should be part of recruitment. Retrieved from <http://www.forbes.com>