

AN IMPACT OF TALENT ACQUISITION AND RECRUITMENT THROUGH SOCIAL MEDIA

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ABSTRACT

The SAIL industry can utilize social media to attract new employees. Recruiters can engage job seekers and develop two-way contact through social networking sites. Corporations find social media an appealing recruiting strategy due to the decreased costs. Nevertheless, data regarding job-seekers' perspectives on social media and their capacity to research available positions is lacking. In this prospective research, we will poll job-seekers to find out how they feel about a company's employment brand, website, and overall appeal. To discover, acquire, evaluate, and hire candidates to fill positions needed to achieve company objectives and complete projects, it will also research job applicants' anticipated dedication to the organization after employment.

Keywords:- Impact, Talent, Acquisition, Recruitment, Social Media

INTRODUCTION

It is only in recent times that talent acquisition has emerged as its own distinct role and division. The role of the HR generalist in relation to recruitment remains unclear in many organizations. But in many companies, the term "recruitment" did not cover nearly enough of what a corporate recruiter was responsible for. To fulfill the complex and one-of-a-kind tasks, a distinct role for talent acquisition has to be created. Recruiting top talent is just one part of modern talent acquisition, which also includes workforce planning tasks including talent pipelines, organizational talent forecasts, and strategic talent evaluation and development. The field of talent acquisition is rapidly evolving into its own distinct occupation, possibly even separate from traditional recruiting. In addition to sourcing strategies, candidate evaluation, compliance with hiring standards, and corporate hiring efforts, talent acquisition experts often have expertise in employment branding. The functions of

marketing, public relations, and human resources are increasingly interdependent on talent acquisition. Effective recruiting necessitates carefully planned corporate messaging around talent development and hiring, since global firms must recruit globally with diverse needs and criteria. When it comes to recruiting and employee development, talent acquisition experts frequently construct the distinctive corporate message. Consequently, the company's approach to employee development and the acquisition of human resources are both part of the employment brand. A distinct talent acquisition practice and profession emerged in response to the distinct requirements of large organizations, particularly in the areas of recruiting, hiring, and attracting top talent. Recruiters frequently switch between roles in corporate and agency recruiting. The recruiting function is responsible for finding talent and attracting suitable applicants to the organization, which is a common function in most firms. Having said that, acquiring talent in the present day requires a distinct set of abilities. The talent acquisition function is rapidly evolving into its own art form as a result of the increasing workload of talent acquisition experts who are also responsible for post-hire talent concerns like employee retention and career advancement. Due to the inextricable link between a company's performance and the development of its talent, some consultants in the recruitment industry have even called for a separate talent department from HR. The art of talent acquisition has been around for a while; it's just finding and hiring qualified people to fill open positions in an organization. But talent acquisition is becoming a distinct and vital occupation in its own right.



TALENT ACQUISITION TECHNIQUES

Develop a Company Brand That Stands Out

In order to attract and retain top people, it is a tried and true method to promote the organization as an excellent workplace. Current employees' glowing reviews of the company culture can appear in promotional materials including

social media posts, videos, and blog entries. Prospective employees will be reminded of the wonderful workplace every time they see these ads.

Motivate Your Staff to Make Referrals

An employee recommendation program is one of the more conventional methods of acquiring talent. Workers promote the company's reputation and may know of other suitable prospects who share that reputation. Both large and small businesses rely on word-of-mouth recommendations when hiring new employees, according to a SHRM benchmarking research. Despite the clear benefits of employee recommendations, many businesses still provide their workers with meager bonuses ranging from \$500 to \$1,000. Businesses should provide attractive incentives to encourage employees to contact their contacts in order to increase referrals.

Advocate for an Attractive Salary Plan

The company's identity and culture should shine through in a competitive remuneration package. The recruiting manager may be less willing to bargain when candidates are offered attractive salaries. Beyond a competitive salary, other perks that companies should provide their employees are a high degree of autonomy and flexibility in their work schedules. Our main objective is to portray a corporation that offers several benefits to employees while minimizing any negative aspects of the workplace.

Think About Bringing on Board Some Part-Time Workers

Branding their organization with part-time workers is something that human resources directors and recruiters should also think about. In contrast to the high expense and difficulty in attracting skilled full-time workers, part-time contributors typically receive lower pay and have more leeway in their scheduling. Human resources recruiters should extend grace to part-time employees when they decide to leave, since talent acquisition directors should be aware that these individuals are likely to transfer careers frequently. A manifestation of the company's distinctive brand will be the grace provided to part-time staff.

Apply Analytics for Predictions

Companies should regularly compare current data with historical data to assess the efficacy of their recruiting initiatives for optimal talent acquisition outcomes. Businesses can learn about the likelihood of hiring at specific areas, demographics, and even salary points with the help of predictive analytics. When businesses have access to the data,

they can alter the placement and content of their marketing materials. Through careful management of recruiting activities, firms can maximize hiring time by consistently reaching out to qualified prospects and avoiding inefficient prospecting.

Prioritize Interactions with Dream Candidates

Focusing on pre-applicant engagement rather than just candidate experience can also help maximize hiring time. That is to say, prior to posting specific job openings, companies should be actively cultivating robust talent networks among prospective new employees. Slowly but surely, candidates will be able to learn about the company and employee experiences through the development of communities of participation through social media, in-person events, and community boards like Reddit. Companies that put this kind of emphasis on pre-candidate engagement are more likely to use top-notch sourcing tactics, which increases the likelihood that hiring managers will hire top talent.

Job Search

Attracting, shortlisting, choosing, and appointing qualified individuals for open positions (whether permanent or temporary) inside a company is known as recruitment. Recruitment can also include the steps used to select people for volunteer positions. In certain situations, public-sector employment agencies, commercial recruitment agencies, or specialty search consultancies are brought in to handle portions of the recruiting process, in addition to managers, human resource generalists, and recruitment experts. Technologies based on the Internet that facilitate all parts of the hiring process have grown popular.

❖ 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.

TALENT ACQUISITION AND RECRUITMENT THROUGH SOCIAL MEDIA.**❖ Hiring the Best People**

Talent acquisition is the process of discovering and recruiting skilled human labor for organizational objectives and to meet any labor requirement. The term "talent acquisition" is most often used in reference to a specific division or team within HR when discussing recruitment and human resources as a whole. The talent acquisition team inside a firm is responsible for discovering, obtaining, analyzing, and employing applicants to fill roles that are necessary to accomplish company goals and fill project requirements. People working in human resources, recruiting, and management of personnel. Combined, these two functions make up Talent acquisition (TA) – the organizational duty of, very simply, finding the right person for the job. In a corporate setting, it's frequently placed under the human resources (HR) umbrella, and entails sourcing, attracting, interviewing, employing, and onboarding people. It is only in recent times that talent acquisition has emerged as its own distinct role and division. The role of the HR generalist in relation to recruitment remains unclear in many organizations. But in many companies, the term "recruitment" did not cover nearly enough of what a corporate recruiter was responsible for. To fulfill the complex and one-of-a-kind tasks, a distinct role for talent acquisition has to be created. Recruiting top talent is just one part of modern talent acquisition, which also includes workforce planning tasks including talent pipelines, organizational talent forecasts, and strategic talent evaluation and development

The field of talent acquisition is rapidly evolving into its own distinct occupation, possibly even separate from traditional recruiting. In addition to sourcing strategies, candidate evaluation, compliance with hiring standards, and corporate hiring efforts, talent acquisition experts often have expertise in employment branding. The functions of marketing, public relations, and human resources are increasingly interdependent on talent acquisition. Effective recruiting necessitates carefully planned corporate messaging around talent development and hiring, since global firms must recruit globally with diverse needs and criteria. When it comes to recruiting and employee development, talent acquisition experts frequently construct the distinctive corporate message. Consequently, the company's approach to employee development and the acquisition of human resources are both part of the employment brand. A distinct talent acquisition practice and profession emerged in response to the distinct requirements of large organizations, particularly in the areas of recruiting, hiring, and attracting top talent. Recruiters frequently switch between roles in corporate and agency recruiting. The recruiting function is responsible for finding talent and attracting suitable applicants to the organization, which is a common function in most firms. Having said that, acquiring talent in the present day requires a distinct set of abilities. The talent acquisition function is rapidly evolving into its own art form as a result of the increasing workload of talent acquisition experts who are also responsible for post-hire talent concerns like employee retention and career advancement. Due to the inextricable link between a company's performance and the development of its talent, some consultants in the recruitment industry have

even called for a separate talent department from HR.

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Recruiters in Talent Acquisition

Because recruiters are the backbone of any good TA team, let's examine what makes a great recruiter. Being friendly and outgoing is an asset. Especially when it comes to interacting with people from different backgrounds, occupations, and personality types, you have no problem making and keeping friends. People that are good at this also have a way with the big picture, understanding what their company needs and how to get it. Because you're in the business of selling jobs to prospects and promising individuals to high-level stakeholders, having a sales background can be incredibly useful if you want to consistently sign great talent. One of the most important things for talent acquisition professionals to remember is to think like hunters: they need to be tenacious in their drive for top talent and constantly on the lookout for it.

Learning New Skills vs. Traditional Hiring

They are often mistaken for one another. Their common purpose of filling unfilled positions is similar to one another.

Nonetheless, distinctions do exist. The purpose of job recruiting is to fill temporary positions inside an organization. In contrast, talent acquisition is an HR and business strategy that takes the big picture into account, taking into account the notion that people, or talent, can be a company's future success factors. Talent acquisition, as contrast to simple seat filling, is an ongoing process that often aims to find and evaluate candidates for leadership positions, executive-level positions, and jobs requiring specialized training.

How to Find and Hire Top Talent

There are usually a lot of moving parts and months of waiting around when it comes to acquiring talent. On the whole, nevertheless, there are six stages:

Generating Leads and Sourcing

After crafting a compelling job description, the next step is to research online groups, social media, conferences, and events that attract industry experts. Making your talent needs known to a wide audience is only one of the many benefits of attending these events. By doing so, you may create a substantial pool of qualified applicants and an even more robust pipeline for future employment opportunities.

Bringing in New Employees

In order to recruit and keep A-listers in your field, it is essential to establish a solid reputation for your business, spread the word about your distinctive culture, and offer competitive salaries. Also included is candidate relationship management, which is making the candidate experience pleasant, pursuing leads, and maintaining contact with candidates who may not be a good fit at the moment but could be in the future.

Questionnaires and Evaluations

Outline the top three to five responsibilities of the role and the KPIs that will measure success in completing them. "What have you done that is like this...?" is only one example of a behavior-based interview question. Make an effort to ask questions that test the candidate's problem-solving, resource-using, and improvisational skills. Additional methods of candidate evaluation include cognitive or personality tests, sample writing or programming assignments, and proven pitches.

or close.

LITERATURE REVIEW

Communication strategies for hiring were the subject of research by **Allen, Van Scotter, and Otondo (2004)**. Media and media elements directly impact communication outcomes, according to a research of 989 undergraduates. Conveying a consistent recruitment message and employing media aspects such as two-way, attitudes, intentions, and behaviors linked with potential employees for an enterprise.

communication, individual attention, social presence, symbolism, and the right amount of structure all contributed to a favorable impression of the group. Furthermore, the communication process was positively correlated with these

characteristics. The results demonstrate that prospective employees are greatly influenced by media and media aspects.

In addition, a study on online recruiting was carried out by **Braddy, Foster, Wuensch, and Grossnickle (2003)** with a sample size of 175 undergraduates. According to their findings, a positive recruitment image is associated with an increase in the number of qualified applicants. In contrast to websites that were difficult to navigate, those whose navigation was easy to use formed a positive impression of the company. The study delves into the possibilities presented by the Internet and the ways in which a company might attract candidates with an easy-to-navigate website. In sum, the Internet may be a powerful tool for reaching out to more people and swaying the opinions of job candidates. An organization's pool of potential employees might grow when they advertise open positions on the Internet. A candidate might also get a good first impression of the business from their official website. Social networking sites are where the indicated modes of communication are practiced, even if these research focus on traditional Internet websites.

OBJECTIVES OF THE STUDY

The specific objectives of the study are :-

This project aims to investigate how SAIL India Pvt. Ltd. uses social media for talent acquisition and recruitment.

In order to comprehend the current tendencies in procuring personnel and hiring at SAIL India Pvt. Ltd.

In order to comprehend how social media affects the company's talent acquisition and recruitment procedure

SCOPE OF THE STUDY

This project does not aim to encompass the entire organization, but rather focuses on the talent acquisition and recruitment processes used by SAIL India Pvt. Ltd. for tasks such as hiring and onboarding.

The idea of talent acquisition and recruiting is encompassed in the project, which pertains to the organization's hiring practices. In order to understand the organization's talent acquisition and recruiting process, as well as the job descriptions and competency standards needed for hiring.

RESEARCH METHODOLOGY**RESEARCH DESIGN**

My research strategy for this study was descriptive research.

DATA SOURCE

The research was compiled using a combination of primary and secondary sources.

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PRIMARY DATA- Structured questionnaires

- **SECONDARY DATA-** From various websites, journals, magazines

SAMPLING METHOD

My study made use of the convenience sampling method.

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SAMPLE SIZE- 100

SAMPLING AREA- Delhi

DATA ANALYSIS & INTERPRETATIONS

1. When it comes to enticing talent, how long has your organization been employing talent acquisition and recruitment?

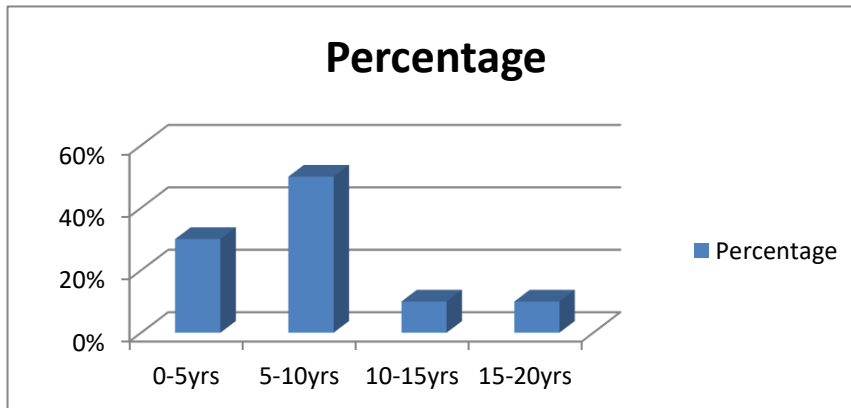
A) 0-5 years

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:

According to the statistics shown above, half of the company's staff believes that talent acquisition and recruitment have been their primary methods of hiring for the past decade.

2. The process of finding and hiring new employees is integral to your company's overall strategy. Would you say that this statement is true?

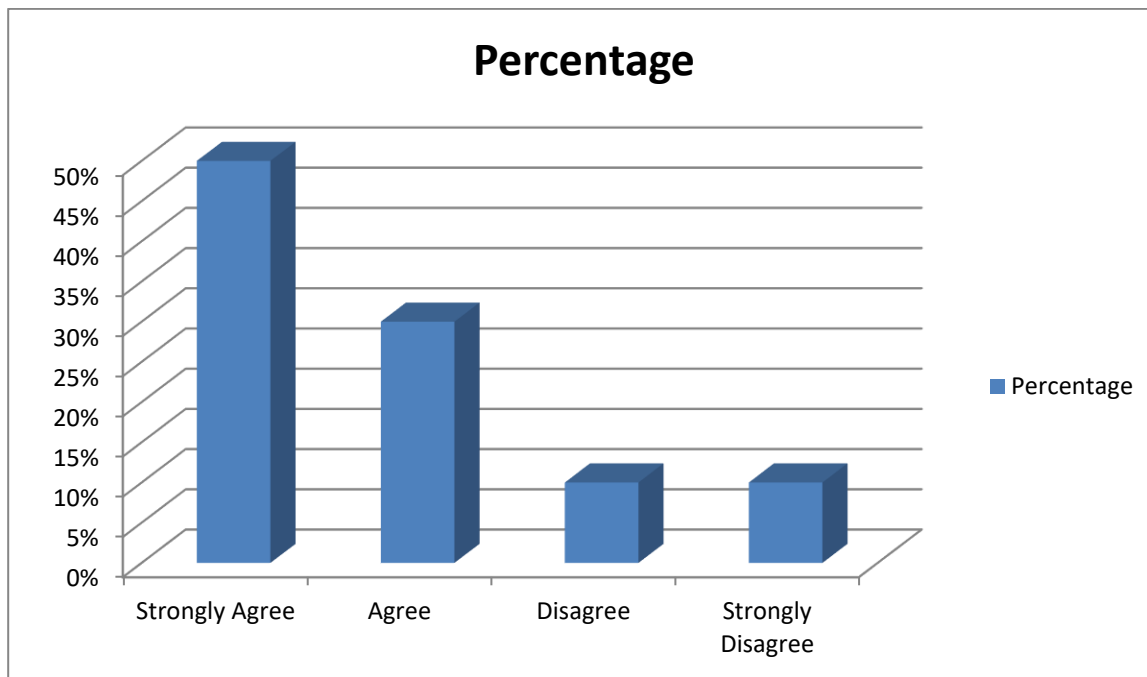
A) Strongly agree

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:

Based on the statistics shown above, half of the staff feels that talent acquisition and recruitment is an important part of their company's strategy for attracting and retaining top people.

CONCLUSIONS

Based on the points made, there are a few actions that can be done to reap even more benefits. The respondents see talent acquisition and recruiting as a beneficial move towards expanding the body of knowledge. Reducing expenses by doing most personnel acquisition and recruitment in-house. The best employees are consistently catered to through social media recruitment programs. The tools utilized for hiring and acquiring talent contribute to the company's overall efficiency. Both internal and external recruitment were enhanced by the recruiting efforts.

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