EFFECTIVENESS OF SOCIAL MEDIA ON THE RECRUITMENT & SELECTION

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CHAPTER-1

INTRODUCTION

The HR department's primary responsibility is recruitment. While HR works in a variety of areas such as worker commitment, representative turn of events, legal consistency, information the board, and many others, one of the most important areas of focus for HR is to attract, select, and locally accessible qualified candidates for the organization.

Recruitment is the process of attracting eligible candidates for a certain position, whereas selection is the most typical technique of identifying and selecting the best candidate for that job.

Every representative's pledges play an important role in the food and development of a firm. As a result, it is vital to select the best person to do all tasks. A bad hire may have an impact on overall business success in the same way as a square stake can not fit in a round aperture.

The impact on your organization when you choose an unsuitable candidate is usually far greater than not hiring anyone at all! Enlistment is a significant essential activity for the business, not merely a functional action.

As a result, there is a need to create a strong enrollment and choice interaction.

The appropriate cycle considers your organization's fantastic ability and represents your organization's progress in attracting and hiring the suitable talent. A feasible engagement aids in the proactive formation of an ability pool, hence assisting in the achievement of medium- and long-term corporate objectives.

Enrolling comprises a variety of partners, including top level officials for your business, and may be costly in terms of both time and money. As a result, assuming all else is equal, one must ensure that the cycle is clear and progressive in order to solve the concerns. Cycle is obvious and advanced to address the issues, everything being equal.

Recruitment is the most common way of drawing in potential possibility to go after the empty jobs in an association and is viewed as a significant movement embraced by the Human Resource Department of any association. This paper centers around the viability of virtual entertainment use for enlistment in IT organizations in India. The examination incorporates the points of view of both the jobseekers as well as the enrollment specialists. As both the jobseekers furthermore, the enrollment specialists are searching for the best match, social media gives that associate between them. This paper centers around interpersonal interaction locales arising as compelling method for enlistment for such jobseekers to more readily showcase their ranges of abilities. Selection representatives are actually utilizing social organizing locales to associate with the possible up-and-comers to back out the cycle.

1.1 IMPORTANCE OF SOCIAL MEDIA

The primary advantage of utilizing Social Media destinations (SNSs) in the enrollment cycle is the reasonably straightforward method for reaching a specific target gathering. However, there is a disadvantage to this: if a firm is looking for a different workforce, registering through SNSs is more difficult.

Social media has fast become a commonly used phrase in today's culture. Most people have at least one online media profile or have some idea of what web-based media is. There are billions of internet media clients at various levels. Current internet media insights are greater than at any previous period in history, as established stages evolve and new stages emerge. According to Smith (2018), Facebook is now the most widely used stage, with 2.32 billion users, trailed by Instagram (1 billion), LinkedIn (610 million), and Twitter (326 million).

Online media, according to Kaplan and Haenlein (2010), is "a collection of Internet-based apps that enable the creation and exchange of User Generated Content." Clients of web-based media are both consumers and producers of data on the stage.

Web-based media has quickly infiltrated the corporate sector. We can see it being utilized in HR roles such as enrollment and selection, with SHRM (2016) reporting that 84 percent of firms use web-based media for enlisting and 43 percent use it for applicant screening. In any event, there does not appear to be agreement among academics and professionals on whether or not the use of web-based media is beneficial, or how best to use it (Heathfield, 2018). Essentially, research cannot keep up with the rapid rise of web-based media in organizations. However, in the absence of solid experimental proof, managers and HR specialists are forced to rely on their best judgement when seeking to implement online media within their organizations.

Recruiting anyone based solely on their resume and interview is frequently insufficient. As a selection representative, you may come across an up-and-comer who simply appears "off."

1.2 PROCESS OF RECUITMENT & SELECTION

Recruitment Process

- The hiring manager submits a completed demand to the HR department.

- The HR department will provide a demand number to aid in tracking and disclosing.

- The HR department will meet with the hiring manager to analyze the position and determine the optimal enrollment and determination procedure.

- Sources of enlistment will include some or all of the following:

- Website of [Organization Name].

- Internal posting.

- Worksheets available online.

- Websites for online media (Facebook and LinkedIn).

- Publicizing the paper.

- Conducted an office hunt.

- An employment office post.

- Worker testimonials.

- The HR office and hiring director will review resumes of qualifying candidates to choose the best candidate for a meeting.

- The HR department will coordinate phone pre-screenings of notable rivals and schedule in-person meetings with the recruitment director.

Selection Process

- The same interaction applies to outside recruits.

- Hiring managers are responsible for organizing easy, strong meetings of qualified competitors. The HR department is available to advise hiring managers on interview techniques and final candidate selection.

- A competitor evaluation framework will be completed for each candidate interviewed and will be used to make a final up-and-coming choice.

- Following the selection of the final competitor, the recruiting chief and the HR office will collaborate to develop a proper work proposal (counting position title, pay, and so on)

- The HR division or recruitment supervisor will widen the verbal work proposition to the chosen competition. The HR office will provide a written proposal of work that is contingent on the completion of required historical verifications.

- The HR department will be in charge of doing reference checks and personal investigations on the chosen final rival.

- With an endless supply of a proposal letter approved by the applicant and the successful completion of personal investigations, the HR office will complete the demand on the following report.

CHAPTER-2

COMPANY PROFILE

VBeyond Corporation is a Global Recruitment Firm with a Diversity Focus.

• Founded in 2006, with headquarters in the United States and offices in Canada, the United Kingdom, and India.

• 300+ team members, with women accounting for 30%.

• 50+ customers from several industry verticals, including technology and digital, life sciences, healthcare, retail, consumer packaged goods, banking, and financial services. • As team leaders, we have industry practitioners and experts with specific knowledge.

• Some of our main clients have been with us for more than ten years.

• Quality Certification ISO 9001

2.1 VBEYOND HAVE FOLLOWING SERVICES

- Executive search
- Digital hiring
- Permanent hiring
- Outsourcing recruitment process
- Contract staffing

2.2 VBEYOND HAVE FOLLOWING INDUSTRIES

- IT & ITES
- Banking & financial services
- Engineering & utilities
- Manufacturing

- Oil & Gas
- Retail & Cpg
- Healthcare & life science

2.3 VBEYOND CORPORATION FUNCTIONS ARE

- DIGITAL, ANALYTICS & E-COMMERCE
- INFORMATION TECHNOLOGY
- SALES & MARKETING
- HUMAN RESOURCES
- FINANCE
- RISK & AUDIT
- PROCUREMENT & SUPPLY CHAIN

CHAPTER 3

RESEARCH OBJECTIVES

•   Determining the effectiveness of social media in industries (vbeyond corporation).

•   Determining the effectiveness of social media on the recruitment and selection process.

•   Compare the multiple social media strategies used by the companies (vbeyond corporation

CHAPTER-4
REVIEW OF LITERATURE

In recent years, social media has become more common in the recruiting process, with many businesses and job seekers use it for this purpose. The primary goal of this research is to investigate the role of social networking sites in the employment process and their impact on workstation selection in Pakistani facilities organizations. In this thesis, we also attempt to explain why the use of social media as a recruitment tool, as opposed to traditional methods of recruitment (such as print media advertisements), has resulted in an increase in workstation assortment in Pakistani facilities providers. This thesis includes a nonaligned literature review of multiple writers who represent various perspectives on social media and workplace diversity.

Following the completion of some study, we determine that the quantities methodology is employed in this thesis, and quantitative methodology is assumed via the use of questionnaires. The accused of the surveys were facility providers, and they also included the most recent graduates in Pakistan. This thesis also includes a full explanation of the outcomes of the survey/questionnaire data collection. After discussing the survey, we determined that our theory had been validated. And the most essential issue from service firms is whether social media or the outmoded technique is more helpful for companies for recruiting purposes, and which will increase workplace diversity, whether social media plays a key role or not. This result is noteworthy because it appears that workstation selection has been influenced by other factors, which will be discussed in depth in this paper.

Social media, recruitment, Facebook, LinkedIn, and Twitter are all keywords.

"Recruiting the right candidate for the right job has been one of the most important factors in determining a company's performance, and social media's influence has profoundly changed the spectrum." (References:- **K Osterzuck, the institutionalization of social innovation,2003**.)

Through social communication, people in simulated groups generate, piece, or give-and-take information and opinions. "a social network of people who interact through certain social media, presumably overcoming geographical and political barriers to seek mutual benefit or aims." **SC Simplican, G Leader, J Kosciulek… - Research in developmental …, 2015 - Elsevier** Some of the most popular simulated groups are those that use social networking sites.

"**Foreman (2017)** Social networking is defined as "a collection of Internet-based applications that are built on conceptual and technological underpinnings that enable the creation and exchange of user-generated content." Furthermore, social media platforms are handled by mobile and web-based equipment to develop very collaborative platforms for organizations and groups to segment, co-create, discuss, and convert user-created information. They lead to significant and widespread deviations from the communiqué made by organizations, groups of people, and individuals. The phrase "social networking sites" refers to any Web page that allows users to build public profiles and connect with other Web page users who approve their profile. Individuals observing to join with additional commercial-concomitant connections generally exchange to sites similar to LinkedIn, however one must recognize

that social networking site is available Twitter, Facebook, LinkedIn, and Blogs. Social networking platforms like as Facebook, Twitter, and LinkedIn are among the most powerful recruiting tools available today. Recruiters may benefit from a cost-effective advantage in discovering and recruiting the finest prospects for a company's hiring requirements if they use social media. Social networking is used by job searchers for a number of reasons. Penetrating for a job may not be the most current general social media disruption, but it is a major one. Recruitment, along with classifying, developing updates, appealing to new customers, and motivating current customers, is one of the most significant acts that bring commercial consumers to social media. LinkedIn, Facebook, and Twitter are frequently utilized for staffing. There aren't many employment openings in social media.

The table below shows how much a single advertisement in a newspaper cost:

Newspaper	Classified rates	Display rates
Dawn	520	17750
Daily Jung	510	8000
Express	300	4900
Ummat	300	3000
Nawai Waqt	150	9000
Jasarat	100	6000
Awam	150	5000
Amn	100	4000
Kawish	1000	4000
The News	620	12000

3.1 Social Media

Because of the growth of networking-based social media, it is now possible for an individual to communicate with the whole globe in less than a second and discuss manufactured goods and services given by businesses. The influence of a debate regarding produced items has a significant impact in the marketing arena. Social media is a part of the promotion mix. It allows the firm to speak directly with the consumer while also allowing consumers to connect with one another. Faulds and Mangold (2009) The word "Social Media" is now at the top of the priority list for the vast majority of corporate enterprises. Top management and counsellors work to find ways for organizations to use contribution sites like Wikipedia, Facebook, You Tube, and Twitter to earn revenue (Kaplan & Haenlien, 2010). Social media sites are quickly adapting public communication in society and providing new directions and programmed in matters ranging from the environment and policies to know-how and company performance. (Asur and Huberman (2010), Predicting the Future using social media. Social media form a sub sequential sector of search results, suggesting that search locomotives might potentially direct explorers to social networking sites.

3.2 Recruitment & Selection

Recruitment is one of the most important aspects of HR, since if you get this method correct, you're halfway there, as you've reduced any potential employee difficulties that may arise in the future (HRINZ). Staffing is the process of identifying potential candidates for specific or predictable vacancies in businesses. The representative recruitment attempt will attract many qualified individuals who will be offered the position if it is available (Kumar, 2012).

Recruiting the appropriate individuals with the right skills is critical for any company's success in reaching its strategic and operational objectives. Impressive recruiting and selection procedures will ensure that the ideal individual, with the proper mix of radiance and enthusiasm and the right organizational fit, aligns with those corporate goals. (Articles on Recruiting, Selection, and Induction) Social media networking sites provide a large amount of area for recruiters and applicants to persuade one another to stay in the game. In the UAE, social networking sites are flourishing. To choose the best and most qualified candidate for the position, the company must comprehend the implications of social media.

- **Live Recruitment**

One of the most significant advantages of social media is the ability to save time through online interviews and live testing. This saves time, money, and energy for both the interviewee and the interviewer. It may be used to recruit people all around the world.

- **E-Recruitment**

It is about using technology in the suitable web-based system to try in searching, fascinating, examining, and interviewing motivated, industrious, and honest applicants.

3.3 Social Media as a Recruitment Strategy

The amount of acknowledgment and use of social media has grown enormously over time, from both organizations and job hopefuls. Companies should include social media sites as part of their recruitment strategy in order to meet the goals of being cost-effective, competitive, and acquiring needed talent.

3.4 Social Network Sites

SNSs (Social Network Sites) are increasingly attracting the attention of academics who seek to conduct study for both academic and industrial or corporate purposes. Scholars from several fields investigate these sites to learn about the sites' operation, indication, and capability, as well as the users.

- **LinkedIn**

You may connect with numerous people and learn about their professional activities and current events, which can assist you in finding a job or hiring a new competent employee. • **Facebook**

HR providers or outsourcing firms build several pages and groups to attract qualified people. One post regarding the job description and specifications for a vacant position Everything is explained in one article, and qualified individuals may apply online.

- **Twitter**

Most prominent organizations have Twitter accounts and like to communicate with stockholders and brave individuals who want to join them.

3.5 Social media as a cost-effective tool

A targeted social network significantly reduces research dissemination and associate recruitment. It works as a supplement to traditional tactics, accounting for 18.2 percent of associate enrolment in a short period of time with no related financial expenditures. We set up a working model for future recruitment efforts and recommend Facebook, Twitter, and targeted websites as the most efficient methods for greatly increased cost-effective study recruitment. In today's society, social media is undeniably important in the recruiting process. Whether it is a commercial, public, or non-profit firm in the industrial or banking sectors, social media recruiting has risen significantly. Organizations have found that using social media to find competent and potential job applicants has saved them time and money. Organizations utilize social networking platforms such as LinkedIn, Facebook, Twitter, and Google to find qualified applicants for open positions. Some businesses choose to recruit lower-level management using social media, whilst others want to induct medium and upper-level management through social media.

Employers predict that social media marketing would be the most in-demand HR expertise by 2020, according to Social Media Recruitment Statistics 2020. As a result, social media as a recruiting tool is regarded as the most successful and beneficial when compared to traditional methods of recruitment.

Following a cursory examination of the social media environment, you may uncover the following areas where social media has an influence on recruitment:

3.6 A large number of competent candidates:

According to research, organizations that utilize social media to recruit have better and more productive staff than companies that use conventional recruitment strategies. This might be because candidates who often utilize social media are more likely to be inventive and techsavvy. Candidates want to work with companies they can rely on. Building trust requires establishing a strong social presence for your employer brand. By targeting people who are more likely to qualify for studies, social media recruiting can save time and money. The less time a field service spends attempting to satisfy a recruiting quota, the more money it generates and the less money the customer spends. Recruiters who use social media are also better positioned to meet last-minute consumer requests.

3.7 Approach for the Next Generation:

Because Generation Y has grown up in the digital age, it is expected that they will have distinct expectations of the recruiting process. These developments provide a number of challenges for recruiting, including a wide range of skill levels, technical knowledge, and personal and professional expectations to manage. Of course, having multiple generations in the workforce has many advantages, especially when it comes to emerging technology. As a consequence of the market's fast developments, the great majority of businesses embark on transformation efforts to rethink their worldwide strategy, business models, and organizational methods. Because most of these countries are still growing rapidly, the demand for labor is already more obvious in developing markets.

3.8 Advantage in the marketplace:

The internet and social media have become essential in company duties and operations. As a consequence, using social media to acquire individuals provides a firm with a competitive advantage over competitors that do not use social media recruitment. Social media recruiting demonstrates a company's technical awareness and responsiveness to current trends. Hatter (n.d.) encourages businesses to promote themselves as a great place to work by promoting the

company on social media, encouraging current employees to network to promote the company, and even connecting with universities and other professional organizations to increase the company's exposure and recruit high-quality employees.

3.9 Ethical and security issues:

The availability of information via SNSs raises a number of novel legal difficulties and challenges. Individual prejudices can readily influence hiring and screening choices on social networking platforms. Employers are not now obligated to reveal what information on social media was used in screening choices, which may allow managers to discriminate against candidates. Employers have long had the ability to acquire background and reference information about job candidates, but have been hesitant to do so due to This is changing as firms increasingly do unannounced online background checks on applicants. Using network, Facebook, note potential risks such as: creating phone profiles – which might lead to identity theft; scouring Facebook postings for information such as phone numbers, email addresses, and other sensitive data and information; Attacking in the Facebook chat room; Click jacking is a sort of attack in which users are persuaded to click on links that lead to places where hackers can gain private information or damage privacy. Unnecessary wall postings, sending messages in the inbox or chat, inviting people to join groups or community pages offering prizes, or entering competitions.

Recruiting businesses and executive search firms that can provide value will be able to thrive in the competition for talent. Social media is only one of the technologies that will be utilized for this in the coming decade.

Professional recruitment agencies and executive search companies must focus on core capabilities and quality in order to bring value to their customers' hiring processes (the employers)

Recruiting is complicated, and there is no simple solution to severe situations. As a result, we cannot limit the recruitment process to a simple automatable matching process of applicant traits and functions while employing social media or other strategies. There is still a great requirement for a deeper grasp of company processes and employer difficulties where applicants must precisely fit in. This can only be given by top-tier recruiting organizations and executive search firms.

CHAPTER - 5

RESEARCH METHODOLOGY

* The sample size consisted of 31 recruiters from these industries in India.
* Data type: - the company provided primary data (beyond corporation).
* Respondent: - us information technology managers, associate recruiters, and senior recruiters.
* They filled out a questionnaire with their personal view on the effect of social media on recruitment and selection, and then analysis was used to identify themes.
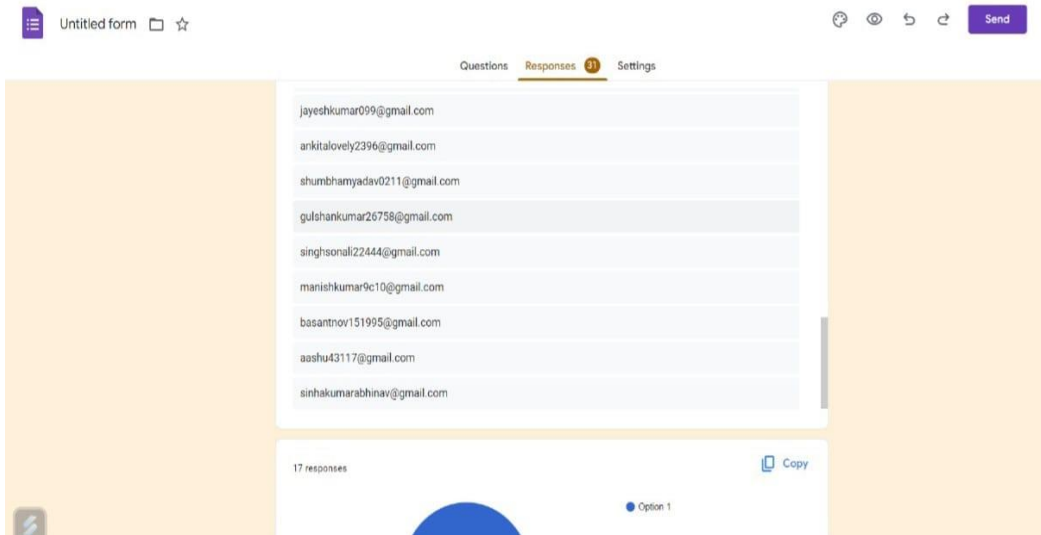
CHAPTER -6

DATA ANALYSIS

1)   Which mode is more preferable for recruitment and selection process?

a)   Telephonic interview 40%

b)   virtual interview   16.7%

c)   face-to-face   43.3%

1) Which mode is more preferable for recruitment and selection process?
30 responses
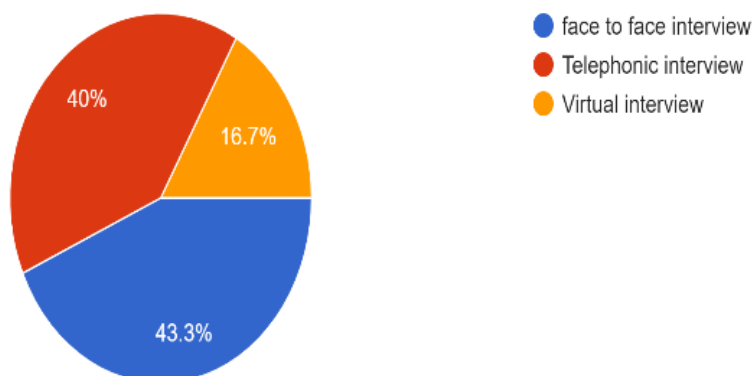
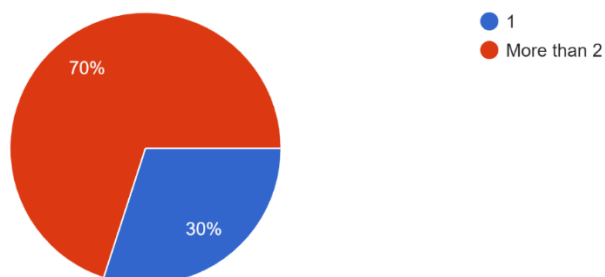**RESPONDENTS NAME**

Google form link:-
https://docs.google.com/forms/d/e/1FAIpQLSd9MvCqPhyatJZHtrnx2YSOxDXGU3pFDUAAAVBBw9R8gRK
Amw/viewform?usp=sf_link

2)   How many tests are conducted before a candidate is offered employment?

A)   1   30%
B)   More than 2   70%

2.How many tests are conducted before a candidate is offered employment?
30 responses

3) Do you see any perceived risk related with the use of social media in recruiting young professionals?

a)   No   20

b)   Depends   53.3

c)   Yes   23.3

d)   Mostly no   4

3.Do you see any perceived risk related with the use of social media in recruiting young professionals?
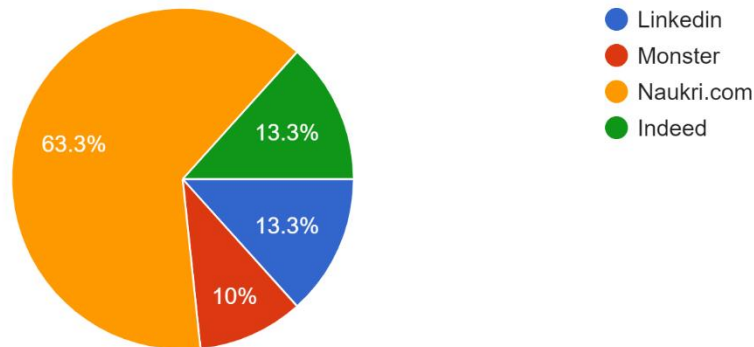
30 responses

- no
- Depends
- yes
- Mostly no
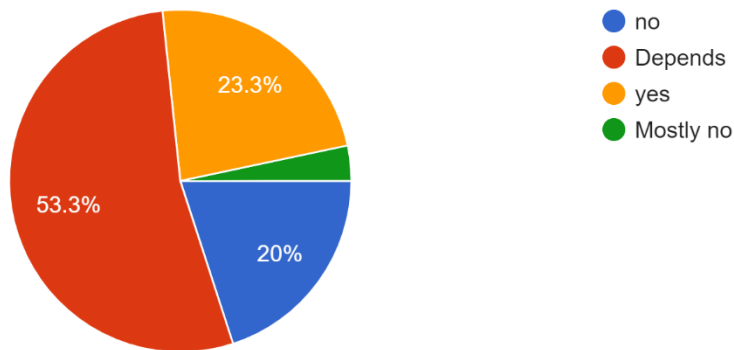
4) Which social media platform is most often used for recruitment?

a)   LinkedIn   13.3

b)   Indeed   13.3

c)   Monster   10

d)   Naukari.com   63.3

4.Which social media platform is most often used for recruitment?
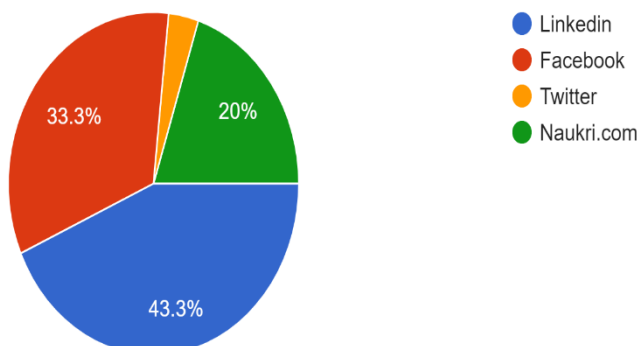
30 responses

5) What type of social media do you personally use the most?

a)   LinkedIn   43.3%

b)   Facebook   33.3%

c)   Twitter   20%

d)   Naukari.com   14.4%

5.What type of social media do you personally use the most?

30 responses

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6) Does the company you represent ever decide whether to hire a candidate or not based solely on the social media profile information, such as the photos or statuses they share publically for example?

a)   Always

b)   Frequently   36.7%

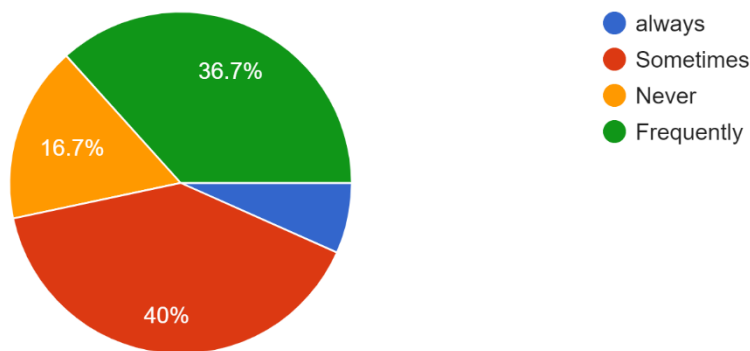c)   Sometimes   40

d)   Never   16.7%

6.) Does the company you represent ever decide whether to hire a candidate or not based solely on the social media profile information, such as the photos or statuses they share publically for example?
30 responses

7) Within last few years, do you believe that there any other factors aside from social media websites which influenced diversity levels in the company you represent?

a)   Yes   83.3%

7.Within last few years, do you believe that there any other factors aside from social media websites which influenced diversity levels in the company you represent?
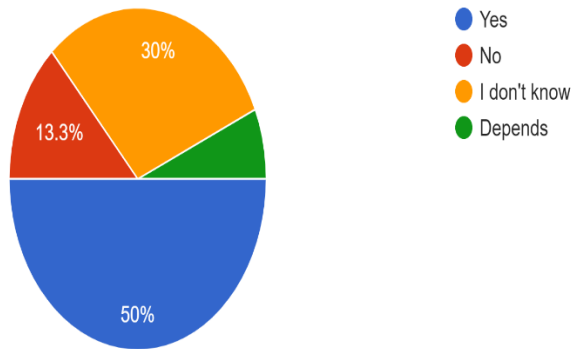
30 responses
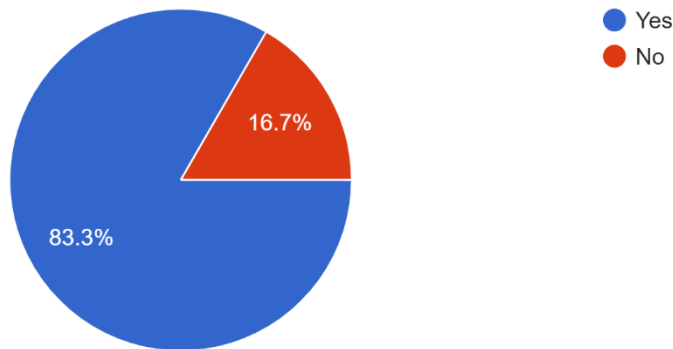
b)   No   16.7%

8) Do you personally believe that professional social networking websites such as LinkedIn can possibly replace CV's/resumes in the future?

a)   Yes   50
b)   Depends   7.6%
c)   No   13.3%
d)   I don't know   30

8. Do you personally believe that professional social networking websites such as LinkedIn can possibly replace CV's/resumes in the future?

30 responses

9) How long have you or your company been using social media in the recruitment process?

a)   Less than 1 year   30
b)   2-3 year   23.3
c)   3-5 years   43.3
d)   More than 5 years

9.How long have you or your company been using social media in the recruitment process?
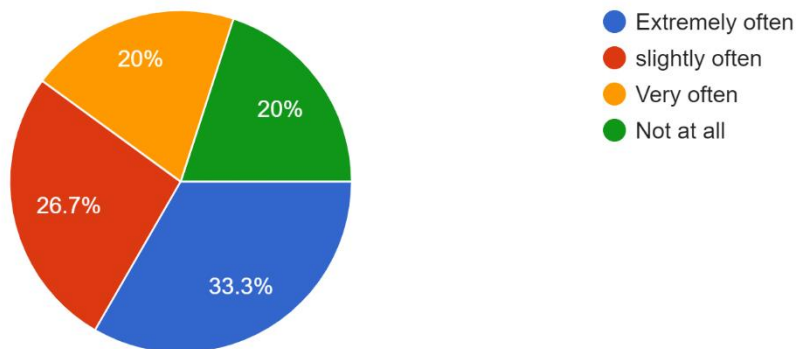
30 responses
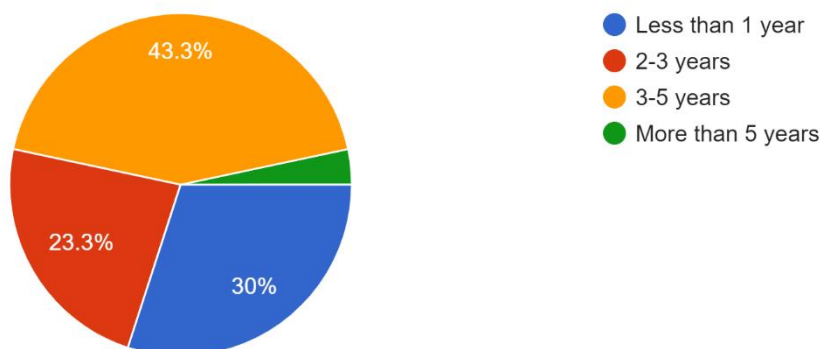
10) On an average how often do you visit your preferred social networking websites?

a)   Extremely often   33.3
b)   not at all -   20
c)   Very often   20
d)   Slightly often   26.7

10.On an average how often do you visit your preferred social networking websites?
30 responses

CHAPTER-6
FINDINGS

○ It helps to contact consultants faster than other platforms since most consultants use social networking every day and can easily respond on social media.

○ We can actually see what they are doing (in terms of professional experience).

○ We can actually see what they are doing (in terms of professional experience).

○ Recruiters seek for innovative and technological approaches to engage prospective workers in order to maintain a highly efficient business image. One of the most promising platforms for this is social media. Companies use social media to attract innovative talent, as discussed several approaches for identifying and selecting innovative candidates into an organization, including best practices for organizations of all sizes and budgets, with social media emerging as the most effective technique used by organizations.

○ Recruitment is about more than just filling positions; it is also about painting a more positive picture of the business. Social media recruiting provides a wide talent pool that may save time and money.

○ Nowadays, the Internet is an important part of the recruiting and job-search process. Because many websites and social platforms enable recruiters to seek candidates for a specific job position, they enable candidates to find the job they are looking for with the growing popularity of social media sites like LinkedIn, Facebook, WhatsApp, Instagram, and Twitter as a recruitment tool is much more popular and in fashion these days. The organization searches for talented workers on social networking networks.

○ Recruitment is a strategy for enticing suitable candidates to apply for open jobs in a business and is seen as a vital pastime. This research focuses on the efficiency of using social media for recruiting in Indian IT firms. The study incorporates the perspectives of both job searchers and recruiters. As both job searchers and recruiters look for the best possible fit, social media allows them to connect.

○ It contributes to the virtualization of the recruiting and selection area.

○ Assists in connecting with today's metropolitan environment, resulting in capital staffing.

○ Because it is auto-generic and simple, social media is a tool for spreading word of mouth about any domain, which is truly a requirement for recruiting and selection domain.

○ Occasionally, social data. It provides true and transparent outcomes since it contains evaluations, comments, and so on from genuine people, which is fairly valuable, especially in the sector that deals with human factors.

○ For being a widespread or universally applicable recruiting and selection domain, social media, sites, and so on may be used to connect not only inside the domestic but also at the worldwide level.

○ It's also worth noting that you should attempt different techniques based on the social media network you're using: one size does not fit all, and what works for Twitter may not work for LinkedIn or Facebook. All of these social networks were created to appeal to different audiences and to be used in different ways, so take advantage of that and be creative in your approach. Determine which profile receives the most engagement and stick with it. Create profiles on Snapchat, Instagram, and YouTube in addition to the main three (Facebook, LinkedIn, and Twitter).

○ But it isn't just about LinkedIn.

○ Because of your capacity to target who sees the advertisement, social media advertising works so effectively. Unlike conventional advertising, which is a numbers game in which you hope that among the millions of people who see the advertisement, you will discover your gem in the rubble, social media advertising targets your dream prospects since you specify your search parameters. To properly amp up the strength of your social media recruitment strategy, use the insight tools at your disposal to optimize your advertising campaign, thus include quantifiable KPIs while creating your ad.

CHAPTER 7
RECOMMENDATIONS

Aiming for future research, I would want to place attention on implementing social media networking as a staffing tool in a company that does not already use it to recruit and is unaware of the impact it has on their selection stages. Furthermore, I believe it would be beneficial to further investigate what precisely corporations place focus on or what they search for when reviewing an applicant's profile. As previously indicated in the discussion chapter of this thesis, I would also want to request organizations to provide examples of status on social media that they believe completely portray the applicant, as well as those that have negative impacts on the applicant's casual to be active. Furthermore, if I were to repeat this study or conduct additional research on this subject, I would ask corporations the precise amount that evidence from a social media profile can inspire a candidate's employability rather than asking them how frequently they exclusively dishonor their decision to hire a candidate because of the data on the applicant's profile. In conclusion, I would want to ask students/recent grads to share which articles they are wary about sharing on social media and to explain why. While the lack of these questions had no substantial impact on my study, it is crucial to mention them.

○   Provide extraordinary opportunities

One of the key goals of every HR professional is to find fresh talent. When looking for new employees, the first step is to find inventive and appealing ways to publicise vacant positions.
To begin, you must understand the firm structure as well as all of the benefits to prospects. Creating a broad benefits package is a competitive advantage for your organization.

○   Diversify

According to studies, diversity is the key to success in the social media recruiting process. LinkedIn has surpassed Facebook as the most popular social media recruiting platform among employers. According to a Job cast report, 93 percent of companies use LinkedIn to connect with the greatest talent in the job market. According to the same report, just 36% of potential job prospects had a LinkedIn account. Furthermore, just 14% of LinkedIn members log into their accounts on a regular basis.
According to the data, for a company to have a successful social media recruitment process, it must vary its tactics. Using LinkedIn to its full potential might cause a firm to miss out on some of the market's best talent.

○   Image Matters

Create personalized photos to increase social interaction with your audience.
The availability of photographs on social media platforms such as LinkedIn might boost the possibilities of the organization being seen by a broader audience. Images also allow the listener to recall the content being given fast. According to studies, information with images attached is 650 percent more likely to be noticed. Images also help the audience quickly recall the message being conveyed. Don't worry if you don't have a specialized designer to assist you with the photos; you can quickly produce fantastic unique images using a decent internet programme like Snappa.

CHAPTER 8

LIMITATIONS

1.Recent Origin:

As a result, it lacks a broadly accepted intellectual foundation. Different individuals attempt to define the phrase in various ways. Some consider it a new moniker for people management. Some businesses have renamed their typical personnel management department "human resource management."

Such flimsy activities may not produce any fruit. What is truly required is a fundamental shift in attitudes, techniques, and management philosophy itself. Without such a shift, especially at the senior management level, renaming the personnel department or reigniting the personnel officer may not be effective. With the passage of time, a workable solution will emerge.

2.Lack of Support of Top Management:

HRM should have the backing of high management. While implementing HRM, a shift in mentality at the top might provide positive effects. Because of the top-down mindset, this task is done by personnel management staff. Nothing exceptional will occur until senior management changes its strategy and attitude.

3.Improper Actualization:

HRM should be applied through analyzing workers' training and development needs. People's ambitions and needs should be considered while developing human resource policy. HRM is just half-heartedly activated. The organization of a training programme is termed HRM implementation. As a result, in many organizations, management's productivity and profitability strategy remains unaffected.

4.Inadequate Development Programmes:

HRM necessitates the execution of programmes such as career planning, on-the-job training, development programmes, MBO, counselling, and so on. There is a need to foster a learning environment within the organization. In practice, HRM programmes are limited to classroom lectures, and the desired effects are not being achieved.

5.Inadequate   Information:

Some businesses lack the necessary information on their staff. This system cannot be adequately deployed in the absence of appropriate information and a data base. As a result, prior to adopting human resource management, information must be collected, stored, and retrieved.

CHAPTER-9

CONCLUSION

Social media may be an effective tool for recruiting. These platforms may be utilized on a regular basis to advertise your firm and communicate with job searchers. Because creative and marketing professionals are more likely to be active on social media, it's a good location to interact with them. Potential employers may scan resumes, and if they don't like what they see, they can always explore for other possibilities or go back to their old habits. Finally, we can conclude that social media has a substantial influence on the recruiting process. The goal of this hypothesis was to investigate how social media is used in the recruitment method, as well as if social media may be used as a recruitment tool. This theory provides the reader with a firm set of goals and study questions to which it aspires to respond and reach.

This study demonstrates that firms are embracing social media as a staffing tool to save time and money. As social networking platforms are accountable for organizations with a better objective onlooker than old recruiting techniques, appointing individuals from side to side this podium may contribute to an increase in the number of diverse workers hired. However, the majority of firms planned to make certain that they never or just seldom used social networking sites to increase workstation assortment. As a result, it may be argued that the increase in job assortment is a result of firms utilizing social networking sites in the recruiting technique. The major firms graphed stated that they constantly or again check an applicant's social media side view in order to discover extra proof sideways from their edification or slog past. As a result, it can be argued that when corporations do this, the influences that mark the applicant as diverse can be recognized, thus dropping the load line of discernibility for applicants before they have had an accidental to uniform encounter in individual with those appointments. As a result, corporations may indicate to meeting applicants precisely because of the various potentials they exhibit on their social sites. This raises the question of whether such responsibility is principled or fair to applicants. However, the load line of incapacity may not be lowered indefinitely. If an applicant's point of view is completely isolated or does not include any personal information about themselves, the load line of discernibility will be the same as it was in previous methods of staffing.

The recruiting and selection process is the time spent not just finding a candidate with the expertise and ability to accomplish the position that we are trying to fill, but also finding someone who shares and endorses our company's basic values. The candidate must be a good fit for our company's culture. The selection and recruiting procedure should result in an employee who is adaptable and works well with others in our firm. Long-term turnover can be caused by failing to recruit and select for the long term.

The selection process offers us with an important chance to focus on what candidates may bring to our firm. Last but not least, it is critical that the interview produces replies from applicants that can be compared to our expectations for the role. If we don't use the interview to successfully reject applicants who don't fit into the corporate culture, we may wind up with confused and disgruntled workers.

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ANNEXURE
QUESTIONNAIRE

1)Name _____

2)Age   20-25_____
         25-30 _____
         30+ _____

3)Gender- MALE----------
         FEMALE------
         OTHER   _____

3)   Designation- Managers_____
          Associate Managers--------
           Senior Recruiters_____

5) Which mode is more preferable for recruitment and selection process?
A)   Telephonic Interview   50
B)   Face-to-face   28
C)   Virtual Interview   22

6) How many social medias are being used before a candidate is offered employment?
A)   One   5

B)   More than two 45

7) Do you see perceived risk related with the use of social media in recruiting young professionals?
A)   No   25
B)   Depends   10
C)   Yes   5
D)   Mostly no   10

8) Which social media platform is most often used for recruitment?
A) LinkedIn   5 B) Indeed   10
C)   Twitter 27
D)   Naukri.com   8

9) What type of social media do you personally use the most?
A)   LinkedIn   28
B)   Indeed 5
C)   Twitter 6
D)   Naukri.com   11

10) Does the company you represent ever decide whether to hire a candidate or not based solely on the social media profile information, such as the photos or statuses they share publically for example?
A)   Always   5
B)   Frequently   4
C)   Sometimes   5
D)   Never   36

11) Within last few years, do you believe that there any other factors aside from social media websites which influenced diversity levels in the company you represent?
A)   Yes   39
B)   No   11

12) Do you personally believe that professional social networking websites such as LinkedIn can possibly replace CV's/resumes in the future?
A)   Yes   20
B)   Depends   10
C)   No   15
D)   I don't know   5

13) How long have you or your company been using social media in the recruitment process?
A)   Less than 1 year   5

B)   2-3 years   10

C)   3-5 years   30

D)   More than 5 years   5

14) On an average how often do you visit your preferred social networking websites?

A) Extremely often   25   B) Very often   15

C)   Slightly often   5

D)   Not at all   5

Respondents

Telephonic number

1. Name	2. age	3. mobile no.
A) Sanskar Kumar	23	9113443452
B) Madhu Singh	25	8789601642
c) Nitish Kumar	24	9972572872
d)Khushi Mishra	28	7905810468
e) Deepak Kumar	24	8318234467
f) Ram Kishna bhakti	30	9990869900
g) Sita pal	26	7961773043
h) shelly Kapoor	31	9810197678
i)Ayushi Prerna	25	8521503088

Face interview names

1.Raushan Kumar
2. Rohit Pandey
3. Swati Rai
4. Richa Singh
5. Gyana Dewan
6. Divya Singh
7. Nitesh Yadav
8. Rajat raj
9.payal Singh
10.Ruchi Singh

virtual names interviews: -

Ginni Maheshwari, Shivani, Kirti raj, Saurav Sinha ,Shivam, Yusuf Ali, Shivendra Kumar, Ayush Bharadwaj, Aparajita ojha