

## THE IMPACT OF SOCIAL NETWORKING SITES ON EMPLOYEE JOB RECRUITMENT

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### Abstract

Job recruitment is a very important process in the building of an organisation. Recruitment is tough in the current pandemic environment. But many companies are looking into online recruitment portals to improve job recruitment. Potential Employees can apply to a vast array of these recruitment portals to improve their chances of landing a job. These Websites allow people searching for a job to display their Curriculum Vitae and past experience and achievements. With the advent of these sites, the entire job recruitment process is streamlined. Social Networking Plays a major role in the recruitment process of modern organisations and has become more widespread due to the pandemic.

**Keywords:** Recruitment in IT Sector, Social networking sites, Recruitment through social sites, Talent acquisition, Recruitment through LinkedIn, Recruitment through Face book, Recruitment through twitter.

### I. INTRODUCTION

In the age of social networking, social media sites are gradually becoming an easier and performable way to connect with people from all across the world. Social media recruiting is the corporate use of social media platforms to identify, engage and vet individuals the organisation may want to hire. Social media sites have made it possible for recruiters to target a wide selection of potential employees and post job opportunities without investing a lot of time and money. Social media presence is one of the best options to showcase a company's brand, employment opportunities and highlighting the factors that make it a desirable place for people to work.

According to a 2021 study by CareerArc, 92% of employers said they use social networks to find talent and 86% of job seekers use social media in their job search. For many companies, social media is now the go-to option for finding candidates. It basically ranks ahead of ads, employee referrals and even job boards. In fact, 35% of employers increased their social recruiting efforts in 2020.

## II. DEFINITION OF RECRUITMENT

Recruitment is the process of attracting, selecting and placing the right candidate for the right job at the given time and economy. According to *Edwin B. Flippo* (1979) "Recruitment is the process of searching the candidates for employment and stimulating them to apply for jobs in the organisation". *Parry & Wilson* (2009) stated that "recruitment includes those practises and activities carried out by the organisation with the primary purpose of identifying and attracting potential employees".

## III. JOB RECRUITMENT PROCESS

Essentially, the purpose of recruitment is to locate and attract candidates to fill the job vacancies, with emphasis on qualified candidates. Ideally, recruitment follows from a methodical human resource planning process, whereby an organisation analyses and plans for the flow of people into, through, and out of the organisation. Recruitment is inseparable from the selection process whereby organisations evaluate the suitability of candidates for various jobs. Thus, without effective planning systems, organisations may recruit the wrong type and numbers of employees, and without effective recruitment, organisations may end up processing and selecting people who are not the best on the job market.

Fundamentally, the recruitment process begins with the identification of a vacancy, after which the recruiter receives authorization to fill it. An analysis of the job is then conducted, which identifies the knowledge, skill, ability, and experience required for the job to be performed effectively. In addition to the job requirements, the recruiter may take into account the organisation's culture and strategy as well as the job environment when determining what characteristics are important for a successful career. In the past, The recruiter relied on relatively low-tech methods to identify candidates who might be qualified.

In unionised organisations, posting job openings internally and encouraging current employees to apply are among the most common methods. In addition to employee referrals, newspapers, print media ads, employment agencies, search firms, college recruiting, and job fairs, the organisation relied on external resources as well. In recent times, many organisations have begun to use innovative information technology with social media methods to complement traditional sources.

Social media platforms provide an alternative method for reaching specific groups of people, allowing you to target the candidates most suited for your roles. Narrowing the pool of applications early in the recruiting process will allow more time to focus on the best applicants. This also means the applicant has to get creative when crafting their pitch, as a one-size-fits-all approach rarely works.

The Internet is one of the most popular information technology tools, with such varied social media like Facebook linked in, Twitter just to name a few of the social media where it can be the source of skilled manpower to the organisation.

Statistics show that 7 of 10 employers successfully use social media to recruit a new employee, which indicates frequent and effective implementation in many recruitment strategies. The interaction between

candidates and clients online is ever-changing. The relevance of an agency in the market depends on staying up to date on the latest social recruiting trends.

Some of the most recent trends in the staffing and recruiting industry include:

- Video Integration – Videos have proven to be one of the most popular vessels for social engagement. They can be incorporated in several ways – Facebook Live videos, video posts, Instagram Reels.
- Omnichannel messaging approach – across all brand channels. Consistent messaging allows a company to appear more trustworthy, knowledgeable, and authentic.
- Diverse platform usage – TikTok is an example of a platform that switched from being a “just for fun” platform to one that could be used for a variety of purposes. They are even launching their recruitment site based on this. It is now considered one of the greatest tools in the world.

#### IV.IMPORTANCE OF RECRUITING THROUGH SOCIAL MEDIA

More than half the global population uses social media in their everyday lives. So it stands to reason that recruiting on social sites is an important part of a modern organisation. Social Media is an essential tool that helps organisations recruit employees in an efficient manner. 71% of recruiters say that reviewing social media profiles is an effective way to screen job applicants as

Online employment websites now rival personal and professional networks as the top source of candidate information for recruiters. 34% of job seekers in America say that the resources and information they found online as the most important source of information in searching for their jobs. Recruitment through social media is also making it easier for job seekers as recruitment services and information are moving online nowadays, most job seekers feel fairly confident in their ability to navigate various aspects of the digital job hunt.

#### V.RECRUITING THROUGH VARIOUS SOCIAL SITES

##### *Recruitment through Facebook:*

Facebook is the most visited Social media site on the web. While the primary purpose of Facebook is not recruiting. There are still ways to grow the candidate pool, source, and fill positions by recruiting on Facebook. Facebook ads offer companies a unique opportunity to target job advertisements to Facebook users by keyword, education, location, and even age.

While LinkedIn has 310 million monthly active users, Facebook has 2.19 billion monthly active users. So the recruiters have an even larger pool of individuals to choose from. To keep up with the competition for top talent, companies must recruit with Facebook. Facebook ads, Facebook Fan Pages can serve as a recruiting and sourcing tool just like a company's blog or opportunities to directly engage with the candidate market. It is also free to post job postings on Facebook Business Page while it may be costly to post on traditional job posting sites.

### ***Recruitment through LinkedIn:***

LinkedIn is the world's largest professional networking site. Every week, 40 million people search for jobs on LinkedIn. Users can post their CVs and job specifications and recruiters can search the talent pool for advanced search filters fitting their criteria and narrow down candidates and directly contact them with job offerings. LinkedIn is a must have for companies nowadays as 92% of Fortune 500 companies have a presence on LinkedIn with a similar percentage of companies having a Facebook page. While 31% of LinkedIn users come from the US, LinkedIn's second-largest user base is in India with 74 million users. LinkedIn is a popular and easy to use platform for job recruitment and users by simply setting up their profile have the chance to be contacted by recruiters.

### ***Recruitment through Twitter***

Twitter is a place where you can post your immediate thoughts about something, it also becomes a fairly powerful recruitment tool if you use it the right way. It combines the best features as you can use twitter as a personal social media network and professional social media network, allowing you to find and contact professional candidates for a role in a more informal environment. The recent study made by PewResearch, found that nearly 330 million use Twitter globally which gives it a decent user base for recruiters to choose their candidates. A huge 58% of job seekers use Twitter in their search, the network which actually has more active candidates than professionally minded LinkedIn.

## **VI. ADVANTAGES OF RECRUITING THROUGH SOCIAL MEDIA**

- Companies can save their resources by hiring candidates through social media instead of advertising through agencies, job boards, etc.
- Since social media are mostly used by the younger generation, there are high chances for companies to recruit fresh talent.
- Social media posts get a huge response, mainly due to the share option in it. so a large number of the audience have a chance to read their post.
- When you post a job opening on a social media page, it creates a lot of traffic to your page. Even if they are not selected for the job, they will keep visiting your site for further job postings and blogs.
- According to a survey conducted by Careerbuilder in 2009, nearly 45% of recruiting managers use social media to check their employees' backgrounds. Thus having a neutral or positive social media presence can lead to a better rate of employment. It also gives better knowledge of candidates when they are selected through social media.
- Information travels very fast on the internet. Job candidates and recruiters can contact each other more quickly and easily. Both recruiters and job seekers must act quickly to fill job openings, since they may both have several options to choose from.

- Innovative marketing campaigns and creative advertisements designed with specific knowledge or skill puzzles can be used by companies to find the right candidate. Likewise, applicants can apply to companies using interesting and innovative methods such as creating innovative personal projects or acquiring talent by having experience relevant to the job.

## VII. EXISTING LIABILITIES ASSOCIATED WITH ONLINE RECRUITMENT

Online recruitment is not without its drawbacks, so it is important to be aware of them

- Depending on the online platform you use, they might require a membership fee or charge for extra services like application tracking or analytics to manage your advert.
- Some organisations believe that online job postings - particularly on social media - can portray a negative image of their company. Without the opportunity for the employer to hold multiple in-person interviews, it can be difficult to determine if the candidate will be a suitable fit for the company and its culture.
- The algorithms on Facebook and Twitter determine who you target when it comes to social media, so who you target is essentially at the mercy of somebody else. Some applications might be faked to get information about the company or hiring officer (a common espionage tactic). A spammer may simultaneously use the information you post online to market a service or product to your company. Malicious hackers can even use the information you share in your ad to break into your company's IT systems if too much information is revealed.
- Following trends while job hunting is not useful because all the competition is doing the same thing. So it can be hard to stand out in a sea of similar job offers, forcing applicants to pay for exposure or not be seen
- It can be hard to communicate with job applicants through a screen as it can lead to misconceptions or wrong opinions. While it's easy to talk face to face and see the skill and competency of job applicants more clearly
- Whether you're chatting to candidates via Skype chat or Zoom video calls with a faulty internet connection or dealing with laggy websites and apps managed by job posting portals. Technical difficulties or lack of basic technical skills can waste time and can be detrimental to the company's credibility, professionalism, or individual.
- Online recruitment can expand your search and help you find more qualified candidates outside the immediate locality but some candidates turn down the job due to distance-related problems, like needing to relocate.

## VIII. CONCLUSION

Thus social media offers recruiters an ocean of talented candidates to recruit that they might not otherwise be able to reach without social media connections. Establishing a company within social networks will also expose a lot about the company to potential candidates and will create the perception that the company wants to connect with them. Even if they are not hired, they might visit the company's website for further information which makes the company popular among them. So, Now a recruiter can use Social media as an effective tool for Recruitment.

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