Research Article

Educational Administration Theory and Practice

The impact of Social Media to be used as a Method of Recruitment

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ARTICLE INFO	ABSTRACT
	The goal of this study is to address the question of whether or not social media platforms are effective in the recruitment process. At this point in time, when people spend the majority of their time on social networking sites, social media platforms provide businesses with a platform from which they may select the most qualified candidates. Some of the social networking sites that companies use to publicize information about open positions in their organizations are LinkedIn, Facebook, Naukri, Monster, and Youth 4 Works. These sites also provide young people with access to the information that employers publicly post. An increase in the number of people using social networking sites has contributed to the simplification of the recruitment process. The younger generation may acquire knowledge more quickly, efficiently, and effectively with the assistance of social media, which is a tool that is both efficient and effective. The use of social media in recruiting has a wide range of advantages, the most important of which are cost reductions, an increase in the number of applications that can be contacted, and the ability to target recruitment efforts at particular groups of potential candidates. The use of social media platforms allows for the identification of possible applicants who possess particular qualities or qualifications, as well as the communication with non-traditional applicants, which are those who do not belong to the typical target groups, or who have distinct experiences and backgrounds. This may be accomplished in a quick and easy manner. The imaginative social media campaign contributes to the engagement and challenge of young talent, as well as the identification of the most suitable talent for the organization. There may be a lack of openness in the information that is shared on social media, despite the fact that it is good for both young talent and companies. Due to the fact that the young talents want to see only what they are interested in, it is possible that they will disregard commercials that, from their point of view, do not appear to be particularly captivating.

Keywords--- Recruitment, Online Recruitment, Social Media, Networking Tools. |

Introduction:

The advent of social media has significantly altered various facets of professional life, including recruitment. Organizations now leverage these platforms not only to post job openings but also to build employer brands, engage with potential candidates, and assess applicant suitability through digital footprints. This paper aims to provide an in-depth analysis of how social media has become an integral tool in modern recruitment strategies.

The process of locating and employing the most qualified individual who is available for a job opening in a timely and cost-effective manner, whether that applicant is from within or outside of a company, is referred to as recruitment.

It is the process of searching for potential employees and stimulating and encouraging them to apply for jobs in a business, as defined by Edwin B. Flippo. Recruitment is a process associated with the search for prospective employees.

According to Dale Yoder, recruitment is the process of identifying the sources of personnel that are necessary to fulfill the requirements of the staffing schedule and implementing effective means for attracting that workforce in sufficient numbers to permit the proper selection of an efficient working force.

According to Kaplan and Heinlein, social media is a collection of social media apps that are based on the Internet. These applications are built on the conceptual and technological foundations of Web 2.0, and they enable users to create and share material that they have developed themselves.

The greatest media that facilitates easy connections with other people is social media, which acts as the finest media.

E-Recruitment, which is another name for online recruitment, is the process of using current technology, namely web-based resources, to complete duties that entail discovering, attracting, evaluating, interviewing, and employing new workers. Online recruitment is also known as E-Recruitment. The process of recruiting is made more effective and efficient through the use of online recruitment, which also results in a reduction in costs. One of the most effective methods for reaching a big pool of potential employees and making the selection process easier is to conduct recruitment activities online.

Networking Tools

• Facebook is a social networking program that allows users to build their own personal profiles, add other people as friends, and communicate with one another through the exchange of messages. Therefore, it is possible for information to be sent to a huge number of individuals with greater ease.

• A blog is a website that is published on the internet and serves as a forum for debate or information. It is comprised of entries that are shown in numerical order according to the date that they were uploaded.

• Google is a multinational firm based in the United States that specializes in providing services related to the Internet. It is a search engine that is capable of delivering a substantial amount of information to the people who utilize it.

• LinkedIn is a social networking site that focuses mostly on professional networking and is primarily used for business-related purposes. The term "connections" refers to the list of contact information that users have for "connections," which are individuals with whom they have some level of relationship.

• MySpace is an online community that consists of the personal profiles of internet users. The Myspace community is a place where users communicate with one another and interact with one another.

• A podcast is a form of digital media that consists of a collection of audio, video, PDF, or electronic files that can be downloaded or streamed online to a computer or mobile device. Podcasts can be subscribed to and downloaded.

• Twitter is a widely used micro blogging website that enables its users to post and read messages that are accessible to the public and are specifically referred to as Tweets. Tweets authored by other users can be subscribed to by users.

• YouTube is a video-sharing website that is owned by Google and allows users to publish, share, and view videos for their own personal use. An extensive range of video footage that was contributed by users is presented here. The use of YouTube allows them to disseminate information about their company and the positions that are available to prospective candidates.

• Yahoo, an American multinational firm, is well-known for its social networking services and user-generated content, which includes online discussion boards and photo sharing. Yahoo is widely utilized and highly recognized.

LITERATURE REVIEW

Prof.Brijmohan Vyas, Miss.Rohini Mirji, Prof. Sanjay Hanji is of the view that Social media network gives recruiters a competitive edge in locating & engaging the best available candidate to reach company's recruitment objectives.

Archana L, Nivya V G, Thankam S M is of the view thatthe pre-hire measures of the quality and quantity of applicants with specific focus on e-recruitment. They also have described how recruitment takes place through social media.

According to Sandra Abel the main objective was to know more about e-recruitment, to what extend does it lead to effective recruitment, their advantages and disadvantages.

Social Recruiting: The role of Social Networking Websites in the Hiring Practices of Major Advertising and Public Relation Firms, The main objective of their study is to determine the role of networking sites such as LinkedIn, Twitter, MySpace, etc in the hiring of talented candidates. They have also studied the traditional recruitment techniques and legal implications regarding the use of networking websites in the hiring process. They have concluded that the social networking have the capacity to supply high quality prospective candidates.

Prof. Sharayu Patil, Dr. G B Patil is of the view that the role of networking sites is increasing in day to day life. They have concluded that the recruitment process has improved by making it more open and democratic. They concluded that using this method alone cannot help in making recruitment easier.

According to EvartKeep, Susan James, this study is to provide an overview of the literature on recruitment and selection. They focus on how to recruit the best people for the job. They have concluded that the choices when recruiting labour and the pattern of preferences are understood through the preferences of the candidates.

Sarah L. Bicky, Linchi Kwok is of the view that Social Media sites can be used in the hospitality industry as a recruiting tool. The appeal of lower costs for corporations also makes social media as an attractive recruiting method. They concluded that effective social media is a recruiting tool in attracting candidates as potential employees.

According to Ventana Research, The study focuses on the ability of Social media to acquire talents by proper analysis. They can also be platform for new approaches to human capital management processes such as performance reviews, promotions and training and development. They concluded that Social media has helped organisations in creating new outlook for the recruitment process.

OBJECTIVES:

1. The know the impact of social media on the process of attracting new talent.
2. To have a deeper understanding of the notion of internet recruitment.
3. To determine whether or not the use of internet recruitment is an efficient method.

PROCESS OF SOCIAL RECRUITMENT
A. Selection of the Right Networking Tool
The company has to decide on which social network it has to post its information so that a large number of people get access to it. By proper analysis the companies can get to know the right networking tool.
B. Determining the Target Candidates
Then the company has to decide on the type of candidate they require, low qualified or highly qualified. In social media information gets passed on to a large number of people, so the companies have to be keen in providing all information correctly so that company will be capable of getting the right talent
C. Posting and Updating the Information
After determining the targeted candidates, the company has to post all the information regarding the jobs in the chosen networking tool. In case of any changes that should be periodically updated so that candidates can get the right information.
D. Selection of the Right Talent
The company has to select the right candidate who best suits the organisation. The company has to conduct tests and interview so that they can choose the best talents from the applied candidates.

REASONS FOR GROWTH OF SOCIAL RECRUITMENT
A. Full Time Presence
Social networking sites are the place where people spend their time. Nowadays it is very difficult to find a person without a social media presence.
B. Company can be Qualified by Candidates
The process of Social recruiting gives the candidates to quickly and easily learn more about the company, determining whether they feel the position would be a good fit.
C. Targeted Audience
The posts related to recruitment are mainly posted not to just a single individual, but to reach highly qualified potential candidates with the best qualifications through specified outreach efforts.
D. Excellent System of Information
The wide network which can be created through social media can function as an excellent system of information sharing that can result in referrals and quick responses.

BENEFITS OF SOCIAL RECRUITMENT
A. Candidate Quality
Those candidates who are frequent users or 'early adopters' may come to know about the company and the information provided. Thus they respond fastly and company can get the best quality candidate.
B. Hidden Candidates
The candidates that suit the job may not be actively looking for a new opportunity. But recruiting through social media can help in identifying qualified candidates which cannot be found using other sources.
C. Candidate Diversity
Social media assists in identifying highly qualified candidates required for the managerial and professional jobs in the company
D. Employer Brand
Social media helps in increasing the visibility of the company as an employer and thus the brand image of the employer company improves.

EXAMPLE: NESTLE
Nestle with the slogan 'Nestle & You' has a UK job site. And this site is being linked to the respective Facebook and Twitter feeds where people can search and apply for jobs. They have job sub-section for their website which is split up into 'Professional Jobs' and 'Campus Opportunities'. They provide regular updates and consistent branding. The networking tools used by Nestle are Facebook, Twitter, YouTube, and

LinkedIn. In case of Nestle these techniques are effective but improvements can be brought forward.

MERITS AND DEMERITS OF SOCIAL RECRUITMENT

Merits
1. Less Expensive
The expenses related to hiring a new candidate may be less when compared to using other sources for hiring candidates
2. Quick when Compared to Other Sources
When the companies get application from the best candidates they make recruitment much faster then in case of other sources.

Demerits
1. Minimizing Information
The restriction in the number of words to be used in the social networking sites restricts the companies from providing detailed information regarding the jobs. Thus some of the crucial details may not be included.
2. Increasing Visibility
The companies have to increase their exposure through advertisements and other Medias so that people come to know more about the company. Only then they will seek to find career opportunities in the company.
3. Contacting Candidates
A direct contact with the recruits in the social media is difficult, as some social networking sites like Twitter and LinkedIn may not allow to send private messages with users who are not already connected with.
4. Protecting Image
At times talented job seekers may be ignored and this may result in making them annoyed and they might post damaging information on social media. This may lead to a damage in the company's reputation.

CONCLUSION

Social media has undeniably transformed recruitment practices, offering organizations innovative ways to connect with potential candidates. However, it is crucial to approach social media recruitment with a strategic and ethical mindset to maximize its benefits while minimizing associated risks.

The most recent avenue for locating potential applicants is social recruitment, which has become increasingly popular. In the process of social hiring, social media are utilized either as talent databases or for the purpose of advertising, respectively. In light of the fact that technology has grown more pervasive, social media can be utilized by recruiters as an efficient tool for the purpose of recruiting the workforce that is required for their organization. "Since the introduction of social media, the world of work and employment has undergone a profound transformation."

Social media has contributed to the improvement of the recruitment process by making it more democratic and open to participation from all parties involved. Furthermore, it has been of assistance in expanding the pool of visible talent from which to interact and recruit from. The proliferation of social media platforms has resulted in the development of new solutions that enable employers and recruiters to collaborate in order to make the most of social media hiring.

Social hiring comes with its own set of risks, such as the possibility of disclosing personal information to an unknown individual or being unaware of the person sitting on the other side of the table. It is possible that not all of the advertisements posted by the companies are entirely accurate. This paper has demonstrated that while social media recruitment offers numerous benefits—including broader candidate pools, faster hiring processes, and increased engagement—it also introduces notable challenges. Issues such as data privacy, potential hiring bias, and the need for consistent online employer presence must be addressed to ensure ethical and effective use.

In conclusion, social media is not merely an alternative to traditional recruitment; it is an essential component of a modern recruitment strategy. However, to fully leverage its potential, organizations must implement clear policies, train recruiters adequately, and continuously evaluate their methods. When used strategically and responsibly, social media can significantly enhance the efficiency, inclusivity, and reach of recruitment efforts.

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