RECRUITMENT THROUGH SOCIAL MEDIA AREA: HUMAN RESOURCE

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ABSTRACT: The purpose of the paper is to discuss the pre-hire measures of the quantity and quality of applicants, with a specific focus on e-recruitment. Electronic recruitment (e-recruitment) systems are used to facilitate and improve human resource management. They address the needs of employers and job-seekers via internetworking means which increase the speed of employment, and improve the quality of recruitment and services.

In this paper we describe how recruitment process takes place through social media. Social Media in recruiting process is a win-win for both company and potential candidates. Social media now stands as the second most prevalent source of hire, tied with corporate career websites. The role of social media doesn't stop at hiring, however it also has a role in helping people begin a new job and in internal communications, keeping individuals engaged once recruited.

The paper concludes with instead of relying heavily on external recruitment firms or job boards, many companies are focusing on locating specialized talent through Social Media sites such as LinkedIn. Between 2011 and 2013, the percentage of employers who use social networks to recruit candidates jumped from 29% to 42%. Other origins of hire such as Internet job boards, online resume databases and college recruiting programs actually decreased between 2011 and 2013. Employers are using sites such as LinkedIn to identify talent, but some are also attracting talent through targeted and innovative social media campaigns to engage and challenge candidates and find the right fit for the organization.

Keywords: *Recruitment, Online recruitment, Social media.*

I.   INTRODUCTION

E-Recruitment is the University's staff recruitment system. It provides an on-line solution covering the end-to-end recruitment process, from the requirement to recruit to the appointment of the successful candidate. E-recruitment, also known as online recruitment, is the practice of using technology and in particular Web-based resources for tasks involved with finding, attracting, assessing, interviewing and hiring new personnel. The purpose of e-recruitment is to make the processes involved more efficient and effective, as well as less expensive. Online recruitment can reach a larger pool of potential employees and facilitate the selection process. Recruitment through social networking is latest development in e-recruitment, and is very topical at the moment. Recruiters are increasingly leaning towards this with the type of use of social media. Social Media is emerging as a tool that more recruiters rely on in the hiring process. Networks such as LinkedIn, Face book, Twitter, and Google+ can provide recruiters with an array of information about potential candidates, as well as new avenues for reaching passive candidates and advertising the company's current openings. Many companies with a large web presence build out their brand not only on their own corporate website, but also on these Social Media sites. This provides an extended reach whereby companies can further share information about who they are and the available job opportunities with interested job seekers. Many of these networks include special job posting pages, making it easier for visitors to locate those jobs that interest them. Social Media has helped in communication between candidates and recruiters.

II.   SOCIAL NETWORKING SITES AND TOOLS

❖   FACEBOOK: A social networking service where users create personal profiles, add other users as friends and exchange messages, including automatic notifications when they update their own profile. Additionally, users may join common-interest user groups, organized by common characteristics (e.g. workplace). Users can instant message each other through the website.

❖   BLOG: A discussion or informational site published on the internet that consists of entries ('posts') typically displayed in reverse chronological order, i.e. the most recent post appears first. Until 2009 blogs were usually the work of a single individual, occasionally of a small group, and often covered a single subject. More recently 'multi-author blogs' have developed, with posts written by large numbers

of authors and professionally edited. Blogs consist of regular entries of commentary and descriptions of events (blogging). The content of a micro blog is simply smaller in size.

❖ GOOGLE: An American multinational corporation specializing in Internet-related services; most famously its core search engine, but also a large chain of products including Google+, the second largest social networking site in the world (as of January 2013).

❖ LINKEDIN: A business-related social networking site mainly used for professional networking. Users maintain a list of contact details of people with whom they have some level of relationship, called connections. This list of connections can then be used to build up a contact network, follow different companies and find jobs, people and business opportunities.

❖ MYSPACE: An online community of users' personal profiles. These typically include photographs, information about personal interests and blogs. Users send one another messages and socialize within the MySpace community.

❖ PODCAST: A type of digital media consisting of a series of audio, video, PDF, or electronic files subscribed to and downloaded or streamed online to a computer or mobile device.

❖ TWITTER: A popular micro blogging service enabling its users to send and read publicly visible messages called tweets. Tweets are text-based posts of up to 140 characters displayed on the user's profile page. Users may subscribe to other users' tweets.

❖ YOUTUBE: A (Google-owned) video-sharing website on which users can upload, share, and view videos. A wide variety of user-generated video content is displayed, including film and TV clips as well as amateur content such as video blogging. Media corporations including the BBC also offer some of their material via the site. Most videos enable users to leave and exchange comments. Organizations are increasingly using YouTube as a way of sharing information about their company and its vacancies with potential applicants.

❖ YAHOO: An American multinational internet corporation widely had known for its social networking services and user-generated content including online discussion boards (Yahoo! Groups), community-driven Q&A site (Yahoo! Answers) and photo sharing (Flicker).

III.   SOCIAL RECRUITING PROCESS

❖ **PICK THE RIGHT SOCIAL NETWORK**

It's generally the go-to social media site for social recruiting efforts. However, the company needs to consider specific target audience. If the type of candidate trying to reach is more likely to have an active presence or Facebook or Twitter than on LinkedIn, then it's important to refocus or at least expand.

❖ **TARGET THE RIGHT CANDIDATES**

One of the benefits of social media is reaching a potentially very large and varied audience. Taking a blanket approach can be extremely helpful in recruiting efforts, particularly if the goals are to use social media efforts to promote company or put out a broad and general hiring announcement. However, the drawback of this unfocused method is that while may get a large quantity of applicants, the majority won't necessarily be from high-quality candidates.

There are a number of ways that can fine-tune social recruitment efforts to target the candidates that the company wants, starting with using the right keywords. In any social media job posting or announcement, keep Search Engine Optimization best practices in mind use key phrases and words that describe both the position and potential candidates, and that would likely be used in a search. LinkedIn allows creating job postings with specific industry, experience, and educational requirements, and also gives employers the ability to search for and reach out to individual, handpicked candidates. Using Facebook ads for job postings are another option for reaching a very specific audience, as they'll only show up on the profiles of candidates that match company's specified requirements.

❖ **MAKE APPLYING SIMPLE**

Don't make the application process their first test in the hiring process. The recruitment board may have created an exciting job posting that target the ideal demographic and catches the eye of highly qualified candidates, but if application process is convoluted and complicated, it may all be for nothing. LinkedIn provides the opportunity to allow candidates to apply directly from the job posting. Link directly to an online application in Facebook or Twitter posts (or clearly provide contact info, such as an email address to submit resumes).

❖ **SELL YOURSELF**

Interested candidates are going to take the time to research about company before applying, and candidates reach through social media are likely going to turn to your social media accounts to learn more. In addition to website; social media profiles need to suggest the same. Bare-bones profiles with few details and little activity aren't likely to create much excitement; use social media profiles to highlight your company's qualities, achievements and benefits.

REASONS FOR THE SUCCESS OF SOCIAL MEDIA RECRUITMENT
- It's Where People Are
  Social networks were once considered the domain of teens and twenty-something students. With 901 million Facebook users, Twitter accounts numbering over 500 million, and more than 161 million users on LinkedIn, it's getting more and more difficult to find someone without a social media presence. It's hard to imagine a better way to reach the potential candidates to hire.
- Built-In Network for Referrals
  By reaching the large audience that social media increase chances of getting company and job posting in front of the exact people who want to hire. The vast networks that are created through social media provide an excellent system of information sharing that can result in referrals and recommendations that amplify voice and reach. So even if the company don't reach perfect candidate directly, reaching their friends or colleagues in their network can result in ultimately getting job posting where it needs to be.
- It's Targeted
  Social recruiting allows to target job postings to not just anyone, but to specifically reach highly qualified potential candidates through specified outreach efforts.
- Candidates Can Qualify company, Too
  Social recruiting gives potential applicants the chance to quickly and easily learn more about your company, determining whether they feel the position would be a good mutual fit.

IV. BENEFITS OF SOCIAL MEDIA RECRUITMENT

- It raises brand awareness: With millions of internet users on Facebook, Twitter, LinkedIn and Google+ the visibility of your company will definitely be increased and so will the jobs, which will be noticed by a big number of qualified candidates. It will also show to the online community that the company is following trends of social networking.
- It is cost-efficient: In comparison to other traditional job advertisements the recruiting-related transactional costs are lower. A company can put the money that would have been spent on using traditional recruitment sources towards social media recruitment strategies and the implementation of various tactics.
- It increases the quality of hire: People who know how to use social media are considered early adopters and are highly in demand in today's job market as they are perceived as being more technically savvy and innovative.

- It gives the opportunity to reach passive candidates: There is potential that candidates who are actually not actively looking for a job (so called "passive candidates") might consider changing their jobs when coming across an interesting job ad online. You could get in touch with candidates whom you might have never found and who may never have found you using other traditional recruitment methods.
- It improves referrals: If having and encouraging referrals works in business, why not also using it in the recruitment process? It is a very effective method to use various social media sites to spread the word about current job opportunities.
- It is quick: The speed at which information travels online is amazing. A job description can easily be published on the corporate website and employees can circulate the link on various websites. Job candidates and recruiters can interact with each other in a quicker, easier and less formal way. Job vacancies can be filled faster and that helps to lower the time-to-hire considerably. It is paramount for both parties (jobseekers and recruiters) to act quickly since both might have multiple options to choose from.
- It gives employees more company ownership: If every employee is involved in the recruitment process (regardless of the position and the department) and allowed to spread the word quicker and wider by tapping into their own social networks, it will give them more company ownership. There are companies who introduced referral systems for their employees to reward them if they are able to find the right candidate.

❖ It gives a good culture fit for the organization: If the potential candidate would already have a connection with one or some of the company's employees it would help to ensure that the new hire would be a good culture fit for the organization.

❖ It gives you a competitive edge: Having a corporate social media presence gives you a competitive advantage over those companies that are not there yet.

❖ It gives you a better candidate screening: More and more companies use social media websites to check their candidates' backgrounds. A survey conducted in 2009 by CareerBuilder showed that 45 % of Hiring Managers did so. This information allows you to shortlist your candidates in a more effective way.

❖ It increases employee's productivity: According to some research social media websites can build closer links among employees and potential clients. Furthermore, it can also boost productivity and innovation.

❖ It allows sending more impactful messages and getting higher response rates: Since usually you must be invited before you can send a message to someone, using social networks to communicate can show better response rates because it is considered as more credible and authentic than traditional approaches.

V.   EXAMPLE: RECRUITING THROUGH VARIOUS SOCIAL CITES

• **RECRUITMEN THROUGH FACEBOOK**

Facebook is now the most visited place on the web. Facebook is a relatively closed network it can make direct sourcing a challenge. Depending on the user's security settings, visitors are allowed certain access making sourcing on this platform somewhat difficult. Even still, there are ways to grow candidate pool, source, and fill positions recruiting on Facebook. Facebook's ad network offers recruiters a unique opportunity to target job advertisements to Facebook users by keyword, education, location, and even age. Facebook users are providing detailed information and news about their own interests, hobbies, education, and activities throughout the day and at staggering rates. The average Facebook user now spends 15 hours and 33 minutes per month on Facebook. Facebook's ads capitalize on their members and the information that is voluntarily submitted by offering advertisers very small and specific areas in which to target for not a lot of money. To keep up with the competition for top talent, companies must recruit with Facebook ads. Facebook Fan Page can serve as a recruiting and sourcing tool just like a company blog or opportunities to directly engage and educate target candidate market. Approximately 81% of Facebook's monthly active users are outside the U.S. and Canada. Facebook has seen a 41% growth in active users from Russia, South Korea, Japan, India and Brazil during 2012. 70% of Facebook-using job seekers are male, 63% are under the age of 40, 40% earn more than $75,000 and 36% are college graduates.

• **RECRUITMENT THROUGH LINKEDIN**

LinkedIn had more than 187 million members in over 200 countries and territories. 63% of LinkedIn members are located outside of the United States new members sign up to LinkedIn every second. There are more than 1 million LinkedIn groups. 38% of job seekers use LinkedIn to help find work in 2012,.19% of job seekers had a contact share a job on LinkedIn,11% of job seekers searched for jobs on LinkedIn and 79% of LinkedIn users are 35 or older; the average LinkedIn user is 40.5 years old. 60% of LinkedIn-using job seekers are male, 62% are under the age of 40, 51% earn more than $75,000 and 50% are college graduates.

• **RECRUITMENT THROUGH TWITTER:**

Recruiters and hiring managers can also leverage recruiting on Twitter as a Social Media candidate

source in a number of different ways. Searching for candidates via hashtags can net a solid list of job search and recruiting leads long before candidate has responded to a resume-mining database like CareerBuilder or Monster. Hashtag feeds on Twitter allow companies to go beyond their audience (followers) when posting, and when reading hashtagged Tweets, companies can target thought leaders in the industry. Like any job board or social network, finding top talent is the top priority of e-recruiting. 67% of Twitter-using job seekers are male, 69% are under the age of 40, 46% earn more than $75,000 and 44% are college graduates.

- **RECRUITINH THROUGH GOOGLE+:**

Google+, Google's social media platform is the fastest growing social network. It provides recruiters and hiring managers another wide channel to recruit, source, and search. Google+ offers a unique opportunity for recruiters to blaze new trails and connect with candidates in different ways. Users add individuals they wish to engage by categorizing them into circles, which they create. Through circles, one can contact individuals or groups privately or publicly to recruit on Google+.

VI.   CONCLUSION

Social networks offer a powerful tool for recruiters to reach a pool of qualified candidates that they might not otherwise be able to reach. Social media is here to stay and employers can gain a significant advantage by adopting hiring methods that have a social media element. There is no doubt that social media has improved the recruitment process by making it more open and democratic; increasing the visible talent pool from which to engage and recruit. Having an intimate knowledge of someone's capabilities or knowing who the best person for a role is, however, can only be gained through personal knowledge of an individual and of a particular industry sector. The social media sites also recognize this, and new tools are becoming available all of the time that allow recruiters and employers to work together to take advantage of social media hiring. It is changing the way we do business today. Additional benefits include the ability to enhance our public image, improve interactions with customers, and promote employee engagement. But it is not without internal and external risk.

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