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The Role of Social Media in Modern Recruitment Practice

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ABSTRACT: The world of recruitment has rapidly evolved in the last decade. The recruitment landscape has become increasingly competitive with changing job market demands. Companies competing for top talent for the job positions have been deploying different social networking mediums and recruitment strategies to tap into the groups of potential job seekers as well as skilled professionals. Recruitment is critical to organizational success, and employee recruitment has become a highly discussed topic in recent years. This process is a challenge for any HR department because they have to establish recruitment objectives first. The objective of the study is to know on growing use of social media for effective recruitment, the awareness regarding usage of social media as means of recruitment, to compare social media with other conventional (newspaper, advertisements, company websites, Job fair & job portal) recruitment methods & the impact of Covid-19 lockdown on growing use of social media for Recruitment. Primary data has been collected from Google form survey by circulating it to friends & family. It has been analyzed through Statistical Package for the Social Science (SPSS). Secondary data has been collected by using past record of researching from the internet, articles, blogs and related project reports. The study was conducted to find Social media for Recruitment is cost effective and saves time of recruiter, it helps organization to find right candidate for right job, on right place & on right time, it helps to connect with candidate directly & motivates passive candidates, it helps to know how effective the use of social media recruitment is followed by companies, it helps to understand recruitment process adopted by the companies through social media, to find better & conventional recruitment methods & to know the role of social media recruitment in Covid-19 pandemic.

KEYWORDS: Recruitment, Social media, Effectiveness.

I. INTRODUCTION

The terms social media is frequently stated and heard within various areas. The current and future young graduates', usage of social media is becoming further intertwined with their daily life; the underlying technologies of social media are becoming commodity. As such, recruitment marketing and communication processes merely have to focus on the user experiences that the social media creates (instead of the underlying technologies). However, to get a beneficial insight in the usage of social media in building an online presence, a more formal description of social media from the users' perspective is needed. According to Fletcher (2011) effective recruitment is, "The ability to effectively recruit and select good quality people stems from an organizational effort to hire the best people". Social media sites are relatively new topics and therefore, the findings of the literature on social media recruitment are based on the survey in the study.

There are less quality candidates per opening than ever, and this has meant companies have had to shift their strategies to deal with candidates becoming increasingly particular about who they want to work for. According to Talent Board, since 2010 over 1,000 organizations globally have worked together in a research initiative that aims to define and measure candidate experience. This collaboration between HR professionals is rare and speaks to the critical importance candidate experience has on an organization's ability to attract top talent.

The recruiting process in Covid-19 Pandemic means that recruiters have no better time to engage with the potential candidates on social media platform. Everyone uses social media to find the top talents. It is revolutionizing the way businesses approach talent acquisition. During the Covid-19 pandemic, social media recruitment has played a crucial role and there has been a significant increase in social media recruitment across all the companies and it also made social media recruitment more effective.



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STATEMENT OF THE PROBLEM

Recruitment has traditionally relied on conventional methods such as job boards, newspaper advertisements, and employment agencies. However, these approaches often fall short in reaching diverse and global talent pools, keeping up with the fast-paced nature of modern hiring, and addressing the expectations of tech-savvy job seekers. Social media platforms offer a promising solution, but their effective utilization requires understanding their strengths, limitations, and best practices. The problem lies in determining how social media can be strategically employed to maximize recruitment outcomes while mitigating associated challenges such as data privacy, algorithmic bias, and resource allocation.

OBJECTIVES OF THE STUDY

- To study the growing use of social media for effective recruitment.
- To study the awareness regarding usage of social media as means of recruitment.
- To compare social media with other conventional (newspaper, advertisements, company websites, Job fair & job portal) recruitment methods.
- To explore the impact of Covid-19 lockdown on growing use of social media for recruitment.

SCOPE OF THE STUDY

- The scope of this study is to investigate the role of social media in modern recruitment practices, examining how it has transformed how employers connect with candidates and how it impacts the talent acquisition process.
- This includes analysing the benefits and limitations of using social media for recruitment, exploring its impact on employer branding, candidate experience, and overall organizational performance.

LIMITATIONS OF THE STUDY

- The study is based on the feedback of Google form survey and Secondary data.
- The study has been done across all industries but still there is no accuracy.
- The study has to been done within limited time.

II. REVIEW OF LITERATURE

(Sinha & Thaly, 2013) Recruitment is the process of actively seeking out, finding and hiring candidates for a specific position or job, According to DeCenzo and Robbins, "Recruitment is the process of discovering potential candidates for actual or anticipated organizational vacancies or from another perspective, it is a linking activity bringing together those with jobs to fill and those seeking jobs."

Armstrong (2006) Recruitment is an essential part of talent management and can be defined as 'the process of searching the right talent and stimulating them to apply for jobs in the organization'. Recruiting the wrong individual is costly, notes that the recruitment of the wrong person costs a company double the person's annual salary. Applicants are screened and interviewed by predetermined criteria. When the ideal candidate is chosen, they are hired and integrated into the workplace, and the recruitment process is complete.

Flippo (1984), recruitment is identified as the selection process of searching for prospective employees and stimulating and encouraging them to apply for jobs in the organization. However, the recruitment process has to go through different complicated stages to hire the right employees for the right jobs. To build an effective recruitment process, organizations should not define recruitment as an isolated organizational function but understand that recruiting talented applicants is a key role in the talent management strategy.

III. RESEARCH METHODOLOGY

To analyse and find the effectiveness of communication strategy through social networking sites. It was done using the survey method and content analysis in the research. A quantitative type of research was chosen. It was conducted by making use of a survey among the Human Resources (HR) departments of various companies. To determine the perceptions and experiences of the HR departments, a questionnaire based on the constructs that were derived from the literature review was developed.



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Conducting a survey is a very successful approach for exploring the perceptions of HR professionals about Social Networking Sites in recruitment. It is a methodology for collecting all sorts of information and data related to the project. It includes the overall research design, sampling procedure, fieldwork design, and finally the data analysis procedure. The methodology used in the study consisted of a sample survey using both primary and secondary data

RESEARCH DESIGN

As a Research method, I have used Descriptive Research and Explanatory Design in my Study.

Descriptive Research: - Descriptive research aims to accurately and systematically describe a population, situation, or phenomenon.

Explanatory Research: - Explanatory research is a research method that explores why something occurs when limited information is available.

SAMPLING TECHNIQUE

To conduct data analysis on the study of social media recruitment strategies for the creation of talent pool a Systematic sample Technique is used to collect opinion from the online candidates. Collected the effective data the sampling is constrained to the target population like young HR professionals.

SAMPLE SIZE

A sample of 110 people was taken into the study, and their data was collected

COLLECTION OF DATA

Primary Data: - To conduct data analysis on the study of social media recruitment strategies for the creation of talent pool. The primary data is collected by the structured questionnaire and personal interview.

Secondary Data: - To conduct data analysis on the study of social media recruitment strategies for the creation of talent pool. I have taken few things from different journals, report, and projects to add the more information. The secondary data is collected from the internet and data is written by itself.

STATISTICAL TOOLS USED FOR ANALYSIS

- Percentage Analysis
- Chi – square Analysis
- Correlation Analysis
- Anova

IV. SUGGESTIONS

- Although there is growth in social media recruitment, companies need to increase the process of recruiting through social media because some of the employees do not go through social media recruitment.
- From the study it has analyzed that most of the companies are making use of only their company websites, so they need to utilize other methods such as newspapers, advertisements, job fair, job portals & social media for effective recruitment.
- Companies should pay attention towards social media tools which allow employers to engage with their targeted audience and easily identify whether the candidates are a good cultural fit for the company or not.
- From the study it is analyzed that most of the employees feel social media sites are successful for recruitment. However, there is huge necessity for creating awareness of social media recruitment.
- Hence suggesting that due to this scenario social media recruitment has got great demand and people can take this as an opportunity for developing social media recruitment strategies which help their company to recruit right employee

V. CONCLUSION

This study indicates that social media recruitment is playing an effective role in this evolution. Social media recruitment has effective benefit and companies are making use of LinkedIn, Facebook, Instagram, Twitter, YouTube,



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WhatsApp, Glassdoor & other social media platforms for recruitment. From the study it is found that social media recruitment will play a crucial role in providing better job opportunities and hence helps in hiring better employees for companies. During the Covid-19 pandemic, social media recruitment has played a crucial role and there has been a significant increase in social media recruitment across all companies. Hence suggesting that due to this scenario social media recruitment has got great demand and people can take this as an opportunity for developing social media recruitment strategies.

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