

Improving the effectiveness of recruitment using social media

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Abstract

Nowadays the way people communicate has changed. Social Network Sites (SNSs) is considered as one of the main reasons for this shift. These are generally website based Interactions. This technology normally has links of social networks, user profiles, and various other functions such as instant messaging with multimedia, e-mail and focus group discussions. We could see that more and more users are accessing social networking websites these days. These applications are accessible from various devices including laptop computers, desktop computers, tablets PCs and mobile phones. It is important to explore the possible benefits out of using various social interactive websites for the purpose of recruitment. This paper studies potential benefits of using various social networking websites for the employers and placement consulting companies in sourcing candidates.

Keywords: social networking, social media, social recruiting, social HR

1. Introduction

Recruitment is always a critical task responsible for drawing and picking the right talent for a company. Every company will have recruitment or talent acquisition team and they are part of the Human Resource team. This team uses various methods to attract talent pool which are available in the market. Since there is a huge completion in the market of attracting the right talent from the workforce pool, they always find it difficult to cater the human capital need of the organization.

Nowadays the communication among the people has seen a tremendous change due to the usage of Internet. Social Network Sites (SNSs) is considered as one of the main reason for the extra usage of internet among the individuals as well as the firms. Social Networking sites are web based services that stresses on Interactions through Internet. This technology involves various social networking sites, user profiles, and numerous other functions such as instant messaging with multimedia, e-mail services and focuses on discussions among the groups. We could see that more and more users accessing social networking websites these days. These applications are accessible from various devices such as desktops, laptops, tablets, smartphones etc.

Traditional way followed in sourcing the talent in the market has its own limitation. Using social media as tool for sourcing talent has its own potential benefits.

1.1 Statement of Problem

Attracting and sourcing right candidates for the human capital needs of the organization is always been a challenging task for the talent acquisition team. Traditional methods followed by most of the organization have its own limitation.

1.2 Purpose of the research

This paper studies the potential benefits of using social networking sites for the employers and placement consulting companies in sourcing candidates.

1.3 Objectives

The objective of the research is to address the following questions.

1. What are the methods used by organization for sourcing the potential employees?
2. Limitations of the traditional recruitment methods?
3. How social networking websites can be used as a networking tool?

2. Review of Literature

2.1 Recruitment

The capability to attract, recruit, develop and preserve real good talent is the most essential determining factor for the effectiveness of the organization as well as it also creates a competitive edge over the competitors (Borstorff, Maker, & Bennett 2007) ^[2].

Recruitment is always considered as an important function accountable for attracting and selecting the right person for the right job in an institution or firm (Schneider, 1987) ^[10]. The human resources in an organizations is very much important (Lippman & Rumelt, 1982) ^[6], companies that are able to acquire the right talent by attracting huge number of individuals will be able to create an advantage of competitiveness among their rivals (Michaels, Handfield-Jones, & Axelrod, 2001) ^[7].

2.2 Social Networking

As mentioned by Marketo (2010) ^[8] “the production, consumption and the exchange of information through online social networking platforms”, O’Reilly (2010) ^[9] mentioned Web 2.0 as the ‘next generation of Internet created services which helps the people in sharing information, networking socially, collaborating and even the participation by the end user’. Hoffman & Foder (2010) ^[4] has mentioned four c’s are creation, control, connection and consumption are the real motivators behind the employee engagement in social media. Social networking websites provides a platform for communication and collaboration.

Social Media tools exist from as early as year 2002. LinkedIn, Facebook, Google+ are some of the major tools used by potential employees. Organizations have started using social media tools for business. Most of the time organizations use these tools for social marketing and crowd sourcing. Using Social Media tools for managing Human Capital is an emerging practice in India.

2.3 Normal recruitment methods

Organization uses various channels for sourcing potential employees. Many organizations use one or more or combination of one or more methods for attracting and sourcing potential employees.

- Newspaper Advertisement
- Job Boards
- Job Sites
- Placement Agencies
- Employee referrals

2.4 Limitations in the Normal Recruitment methods

- Take a lot of time to fill a position
- It cost more money to fill a position
- Non-personalized Engagement
- Limited time engagement
- Demand and Supply Gap

2.5 Recruitment through Social Networking Web Sites

Attracting quality candidates with the help of social media has become one of the most popular organizational strategies. It also helps in building good brand image for the organization. Various social interactive websites are used with videos, messages and profile photos of the firms that help in creating a brand image for the organization (Frost 2013) ^[3].

Before entering into the arena of social media every organization has to analyse the purpose of how to acquire the talents (Andzulis, Panagopoulos, & Rapp). It is necessary to study and understand the propositional value of the pool of talent available. A recent study showed that 35% of the employers are using the services of social media for the purpose of recruitment, 21% use it to recruit and research the potential employees, and 18% of the employers are using it as an option to strengthen their brand (Hunt, 2010) ^[5].

3. Advantages of Social Media Recruitment

- It takes less time to fill a position.
- It cost no or less money to fill a position.
- Personalized Engagement with potential employees.
- Long-time engagement with potential employees.
- Less demand and supply gap.
- Employer branding.

4. Limitations

This paper has approached the possible use of social networking websites in sourcing potential employee in the Indian context. Using social network tool requires basic computer knowledge and access to internet. IT and IT enabled services organizations can utilize tool much better than other industries. When compare to IT and ITES organizations, number of employees who are accessing the social media is comparatively lesser.

5. Implications

5.1 Implications on research: The research findings will draw attention on social media a tool of recruitment and this will form a base for future research in this arena.

5.2 Implications on Practice: Recruitment through social media will become widely accepted practice in attracting potential employees.

6. Conclusions

Recruiting the candidates using social media has become an emerging practice in India. The research finding will draw attention on the social media recruitment. Social Media recruitment metrics will help organization to understand and realize the potential benefits of using social networking websites for recruitment.

7. References

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