

The role of social media on recruitment

A model for Social Media Recruitment System

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Abstract— The process of recruitment in Human resource management has evolved greatly over the past few decades. With the invention of internet and development of web based channel, recruitment process has taken a new face called "E-Recruitment". E-recruitment came with lot of advantages like generating large applicant pool, mass mailing, etc. Currently, majority of the profiles are sourced through job portals. In recent times, these job portals have developed complexity in recruitment process such as generating large but less reliable applicant pool, high subscription fee for the employers, delayed response, etc. In order to overcome these drawback, a new recruitment system is proposed by integrating social media (like LinkedIn, Facebook, twitter, etc.) and recruitment process. With the effectiveness and the power of social media, recruitment can be made more effective in terms of number of positions closed and time taken for closing an open position.

Keywords—*e-recruitment; social media;*

I. INTRODUCTION

Recruitment can be defined as the process of attracting and shortlisting suitable candidates for jobs openings within an organization. Recruitment is one of the core function of human resource management. The discovery of internet brought a new way in the field of recruitment that took its name as e-recruitment. The process of carrying out recruitment through web based channels is called as e-recruitment. Job portals acted as the major platform for e-recruitment. These job portals had a lot of advantages like generating large applicant pool, options for bulk emailing, etc. However, in recent times, due to over usage of job portals they have developed drawbacks such as generating large but less reliable applicant pool, high subscription fee for employers, delayed responses, etc.

Recruitment procedures have taken a new dimension with the advent of social media sites like LinkedIn, Facebook, Twitter, etc. These social media sites narrow down the search with "what we want exactly" with great ease. By having the precise

strategies in place, Social media can be used in a best possible way for hiring process. Social media recruitment is a process of hiring/sourcing candidates through social media sites (LinkedIn, Facebook, Twitter, etc.). Recently Placement cells at colleges and universities have started using social media as a medium for publishing information with respect to campus placements.

Forbes website sited that "the use of social media for recruitment has grown 54% in the past 5 years." .The global HR executives say that social media platforms are an effective recruitment tool with a more direct and focused approach in today's technologically-vibrant age. On the other hand, job portal such as Nakuri, Monster, etc. which had a lot of popularity and ease of use over the past few years had now developed complexity such as generating large but less reliable applicant pool and high subscription fees.

II. REVIEW OF LITERATURE

The digital world has brought a new dimension to the world of recruiting. The World Wide Web, or Web 1.0, shortened the search time, costs and offered a transparent method of information for candidates (Salmen, 2012). This indeed paved the way for e-recruitment. E-Recruitment is an easiest and convincing way to hire people from any part of the world and promotes opportunity, it benefits the company to be recognized globally, and E-HRM helps in conveying any kind of HR policies, training program, and pay slip sheets easily (Yogita Gupta,January 2016). E-recruitment enables the firm to perform the tasks in speed and improves the process (Tong and Sivanand, 2005). E-recruitment emerges as a handy and advantageous method over traditional methods of recruitment (Tong and Sivanand 2005).

Social Media is currently the biggest part of Internet culture. The widespread nature of the social media has played a large role in shaping the current state of the recruitment industry, and for this reason it

is easier for recruiters to source job candidates using internet job boards and social media (Mihelich 2014). Social media sites like Facebook and LinkedIn have come recently to the labor market, and are used more and more frequently in the area of recruitment (Doucek et al., 2012). They are used both by the recruiter and the candidate to check each other's profile. The process is proactive as both job seekers and recruiters are engaged in sharing and referring to each other using social media (Nel, Werner, Du Plessis, Fazey, Erwee, Pillay, Mackinnon, Millett & Wordsworth 2012). According to a US survey of 2,667 HR professionals, 45 per cent check job applicants' social network profiles before hiring while a further 11 per cent intended to do so over the next year.

India has the second largest number of internet users in the world, and has experienced 30.5 % growth since 2015. In 2017, 462 million of India's 1.3 billion people were online.

- India has over 260 million active social media users.
- Facebook is the biggest social network in India, with around 241 million users in 2017.
- LinkedIn has around 42 million users.
- Twitter has 23.2 million active users, the second largest base in Asia-Pacific.

(Source: Translate Media)

In today's scenario, every fourth Internet user in India has got an account on Facebook. This strength of India is used in the process of recruitment along with the concept of data mining to yield an effective outcome.

III. SOCIAL MEDIA RECRUITMENT SYSTEM (SMRS): PROPOSED MODEL

In order to overcome the drawbacks of e-recruitment, a recruitment system called Social Media recruitment System (SMRS) is proposed and given in fig. 1. Social Media Recruitment System comprises of three components:

- Social Networking Platform
- Recruitment System
- Data Mining Module

A. Social Networking Platform

This may be one or more of the social networking sites like Facebook, LinkedIn, etc. This platform acts as the interface between the job seekers and the recruiters.

B. Recruitment System:

The recruitment system is the data base of all the prospects that can be converted potential candidates for selection process.

C. Data Mining Module:

The data mining module acts as an interface between the social networking platform and the recruitment system. This has the potential to capture the necessary data for making the system effective.

The SMRS system is designed based on the understanding the attitude of job seekers towards social media and their usage of social networking sites like Facebook, LinkedIn, Twitter, etc. Descriptive type research is adopted for finding the effectiveness of social media among job seekers. Based on the outcomes, such as popularly used social networking sites, duration of usage of social media and area of usage, the system is constructed as follows.

(Example: Facebook)

- A Facebook page is created with the name say, "Gateway for Corporate"
- The page will have administrator(s) namely the recruitment coordinator.
- This page is widely circulated across all job seekers for subscription (*free of cost*), in order to receive updates regarding opportunities.
- On the other hand, the page is circulated across various corporates hiring team in order to post their openings.
- The page is actively maintained and monitored on a regular basis to avoid spams.

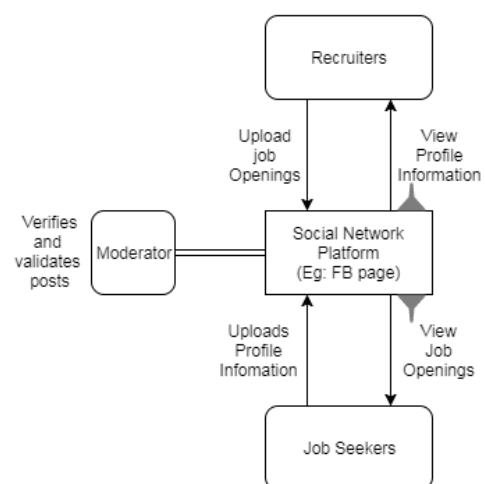


Fig. 1. Social Media Recruitment System

The SMRS system i.e. the Facebook page now has a considerable number of valid applicants looking for job/internship opportunity. So, when the recruiter posts an opportunity with the job description with the qualification, (Say Microsoft has 3 intern positions and is looking for students specialized in Information and Technology) the corresponding students will apply for the posting.

Social media has special privacy settings that restricts the viewers. Using that, the recruitment advertisements can be made visible only for eligible candidates. This increases the accuracy of the applicant pool received.

Moderator plays a crucial role in validating the profiles of the job seekers and the recruiters. This helps in avoiding fake profiles and job postings.

The entire SMRS system is supported by the feature of data mining. This has its advantage on both the sides

- When a recruiter views a student profile, the student will be notified with the details of the viewer with the accessibility to apply for openings associated with the recruiter.
- On the other hand, when a student views a recruiter's profile, the company will be notified with the details of the student with accessibility to call for the opening.

IV. CONCLUSION

Technology is evolving and so is the recruitment process. The wide spread nature of social media in current digital world has major impact on job seekers and recruiters as normal individuals. The SMRS proposed helps us in utilizing this impact in an effective way for connecting the job seekers with the recruiters (companies). The flexibility that this system provides helps in making the recruitment process easier and faster from recruiter's end. This model overcomes the drawbacks of conventional e-recruitment system.

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