

Is Social Media Reshaping Today's Talent Acquisition Process- A Review

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ABSTRACT

Gone are those days, when face to face interview was the principal opportunity one would get to establish a decent connect and deliver their best foot forward so as to ensure that the recruiter hires him/her. Or the time when, personalities were absolutely characterized by qualities seen on paper and, during interviews. Nowadays, when recruiter says, "Educate me about yourself", the former is most likely to know you in and out through socially updated information. The particular study is an attempt to comprehend the role of social media platform in reshaping the recent talent acquisition process.

Keywords – Social Media Recruitment, HR, Conventional Methods.

I INTRODUCTION

Advent of social media driven communication channels has led to the establishment of new conditional framework in the HR department, specifically in the process of recruitment. For instance, social media platform has opened up doors for better approaches, to spread data to the general public and to explicit prospective candidates, concerning the organization.

Unlike earlier times, when social media usage was confined within the boundaries of "showcasing products" and enrollment had been tied in with evaluating candidates' capabilities", today's social media era, proposes better approaches for finding, pulling in and choosing future employees.

We cannot deny the fact that the way social media has involved & made space in our lives, almost everything sounds very easy and as fast as a click away. Even for very basic stuffs like the way connect people or plan our day. Though each and every coin has its pros and cons, but over here in this paper, we are not going to focus on the way social media has impacted and impacting our lives. Instead, this paper particularly try to concentrate on the different ways the HR recruitment framework works on online platform. The study intends to discover what impacts social medial platform extends in reshaping today's recruitment process.

II CONVENTIONAL RECRUITMENT VERSUS RECRUITMENT THROUGH SOCIAL MEDIA PLATFORM

- (a) **Cons of Conventional Recruiting Methods** - In pre present time, in order to reach to a maximum pool of applicants, organizations used to select through customary recruitment and branding techniques, which can be remembered as running ads for magazines, bulletins and TV. Furthermore, they even took interest in work fairs and ran paper commercials, which used to turn out to be pretty expensive for the organizations. Thus, the above stated cons led companies to instill a shift from conventional recruitment methods to the next generation- digitally tech savvy talent acquisition.
- (b) **Social Media Impact on Recruitment** - Networking and social media have become the new spot where the greater part of the present recruitment happens. Today, organizations are exploiting social media, for example, LinkedIn, Twitter and Facebook to run recruitment promotions. LinkedIn has developed from 78 million to more than 400 million individuals in the previous 5 years and urges experts to interface, share business news and data. It has now become a piece of social move, by being one of the most prevailing aspects, for new openings. Unlike conventional recruitment days, CV's alone, at this point of time, are not thought enough to qualify as a resourceful applicant.
- (c) **Advantages of Using Social Media platform as a Recruitment Channel**

Advantages of Social Media Platform in the Recruitment Process

Organizational Perspective

Extended base of Prospective candidates

Better Insight into applicant's behaviour and lesser hiring time

Applicant's Perspective

Better visibility and accessibility to the company's credentials & culture

(i) From Organizations Perspective

- Extended Reach towards the prospective employees –According to a white paper in iCIMS, putting up a job vacancy on social media can step up the prospective applicants, from 30% to 50%. In addition to it, a study by Development Dimensions International (2016) discovered that the managers who want to fill the vacant positions had a notably more skilled pool of job aspirants and had an expansion in deals, who used social media to promote company's culture and brand mindfulness. This is because, the greater part of the workforce currently are recent college grads. At the point when they discover an organization whose online nearness and culture is appealing, they are bound to react to openings inside those associations. In this way, organizations are speaking to the most inspired and most youthful gathering in the workforce.
- Better Insight into the behavior of the candidate - Today numerous associations look at a candidate's online networking profiles before they even expand the main meeting offer. Twitter, Instagram, or Facebook channel gives the HR division knowledge into the conduct of the potential employee to check whether they're a decent beginning fit or not.
- Shortens hiring Time - Thanks to the social media direct messaging facility, it is now very easy and feasible to communicate immediately with the prospective candidates. It save the time of sourcing candidates from large and unsuitable talent pools.

(ii) From Candidate's Perspective

Better visibility and accessibility to the company's credentials & culture – Social media benefits the candidates in light of the fact that the individuals who are attempting to approach an organization have an access to the company's management. An applicant can easily, with the

help of websites like Glassdoor.com, or company's own social media pages, validate the organization and its way of life with the help of an core glance at the company's culture, standards and benefits from the people who have worked there or are currently appointed there. Thereby, enabling candidates to identify in the first round itself that whether the particular organization is a proper fit or not.

III LITERATURE REVIEW

Avinash S. Kapse, Vishal S. Patil, Nikhil V. Patil (2012) Studied about e-recruitment and its development process is given in this article. A discussion is also be conducted on the various advantages and drawbacks of e-recruitment practices taken broadly from different literatures.

This article concludes that old practices or conventional methods should not be replaced by the online recruitment rather it should be treated as companion. The Disadvantages of online recruitment can be shield by the old and conventional practices and recruitment process will be efficient and worldwide due to E- recruitment.

Tripathi, Roma (2016) conducted this research to assess the possible area of improvement that will make recruitment and selection practices more efficient for the next generation.

Based on research, inferences depict that many universities are still adopting conventional recruitment methods which have lost popularity these days. Local media such as print media, like, newspaper advertisement are still very common practice to connect & attract public in the smaller cities.

An organization should identify its social recruitment ability. Advertising & promoting job opportunities on social media platforms are more likely to produce results compare to a single promoting tool, that's why practicing social media for recruitment results in better ROI than conventional recruitment because the advantages are much more higher compare to its cost. Using social media platforms provide recruiters an

edge over competitors who don't practice recruiting through social media. It is been concluded from the literature that social media approaches can actually have the enhanced scope of increasing the recruiting market that can generally benefit, in comparison with traditional methods of recruiting sources such as referrals, recommendations, press advertisements and so on.

Fawzieh Mohammed (2015) aims to examine how employers can make effective use of social media as part of the recruitment process. It observes which platforms are best suited to host job search information, which can help in achieving recruitment goals, and how employers and applicants use them.

To conclude, the results show that the role of social networking sites in recruitment becomes much more important and is an upcoming topic for companies in the Middle East. It is in the fledgling stage at this point in time, but the results indicate a trend towards recruitment using social networking sites. HR departments are taking tentative steps and making initial experiences with those sites.

The site's networking reach is the strongest predictive factor for successful recruitment, especially in the direction of target group. Another important observation is that it doesn't impact the costs. Companies have recently started using Social Networking Platforms for their recruiting, and more information is needed about this.

Vijayan Ramasamy and Arasu Raman (2014) conducted research to determine if the elements of perceived corporate credibility and popular social media platforms attract job aspirants. The researcher tried to interpret employers perception on attracting job aspirants via social media platforms on the basis of extensive survey data.

Result indicates that SNS qualities are found to have a positive and direct impact on the reactions of employers towards this online media. This is also especially important considering the growing popularity of employer using social media platforms globally. On the basis of this outcome, firms and recruiters can easily identify that which social media sites are perfectly suited to target demographic, geographic area, nature of work and other related factors for their objectives.

The analysis also shows that there is a substantial connection between attracting job aspirants for the recruitment process through social media and perceived corporate reputation.

IV CONCLUSION

Social media as a marketing tool has a significant impact on, almost all, content marketing and on any functional area of a firm either it's a service or a product. Before the advent of online networks as a marketing tool, advertisers confronted the difficulties of contacting their target audience in the shortest conceivable time. Social media have a highly active and responsive community of each domain.

Basically social networking is a major piece of our routine life and it got very deeply rooted so it is very tough to ignore it to use in the recruitment procedure. Students, Colleges as well as companies are ought to be urged to utilize it in the selection procedure.

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