

The Use of Social Media in the Recruitment Process as HR Strategy

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Abstract : In the 21st century four generation workforces are working, it's crucial for organizations to build talent management strategy, as tech-savvy Gen Y has entered the work force. They are more connected to each other than ever - through the internet enabled Social media networks Social media has become important in today's world. The users of such Social media sites have increased in multiple. From sharing their opinion for a brand/product to researching a company before going for an interview, making a conception about a company's culture or following a Company's updates due to sheer interest or for job vacancy, Work force today is constantly in touch with social networks. Thus corporate world has rightly realized its potential uses for business purpose. Companies now use social media for marketing, advertising, consumer survey, etc. For HR professionals, it is used for networking and connecting to the Talent pool- through Talent Community. Social recruiting is the process of sourcing or hiring candidates through the use of social sites such as LinkedIn, Facebook Twitter which provide them with an array of information about potential employee; this study represents an exploratory investigation on the role of social networking sites in recruitment. The primary aim is to analyze the factors that can enhance the channel of recruitment used by the recruiter with specific reference to the IT organizations in Mumbai, India. Particularly, the aim is to identify how and why companies use social media to attract and screen applicants during their recruitment processes. It also examines the advantages and limitations of recruitment through social media for employers. This is done by literature review. Further, the papers examine the recruiter impact and understand the various opportunities which have created due to technology, thus, to analyze and examine these factors, both primary, as well as secondary data, are collected for the study. The primary data are gathered from five HR manager working in five top IT organizations in Mumbai and 100 HR consultants' i.e., recruiter. The data was collected by conducting a survey and supplying a closed-ended questionnaire. A comprehension analysis of the study is depicted through graphs and figures. From the analysis, it was observed that there exists a positive relationship between the level of employee recruited through social media and their organizational commitment. Finally the findings show that company's i.e. recruiters are currently using social media in recruitment, but perhaps not as effective as they could be. The paper gives recommendations and conditions for success that can help employers to make the most out of social media in recruitment.

Keywords : recruitment, social media, social sites, workforce

Conference Title : ICBCM 2017 : International Conference on Business and Commerce Management

Conference Location : Singapore, Singapore

Conference Dates : May 04-05, 2017