Social Media Recruitment from Employers Perspective

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ABSTRACT: *Current challenges and changes in technology and the role of the internet open up new vistas for companies to communicate and work. The fact that Social Networking Sites entered the business landscape, and in particular, the recruitment landscape leads to a demand for knowledge about recruitment trends regarding Social Networking Sites. To detect the extent to which the use of Social Networking Sites leads to effective recruitment, are search model was established in order to find relationships between the qualities of Social Networking Sites and effective recruitment. The chosen qualities of sites were information quality, popularity, networking scope, ease of navigation and security/privacy. Effective recruitment is characterized by the diversity of applicants, the quality of applicants/applications, the costs, the time and the target group orientation.*

1. Introduction

Recruitment is a rollercoaster ride that is only going to become more exciting as technology and innovations arise. Starting with word of mouth, signs outside personnel offices and newspaper ads, and the human resource field has expanded to encompass new and previously unheard of techniques. In recent years, the world of recruiting and candidate sourcing has undergone sea change. It has become extremely difficult to find the right candidate for the right position at the right place because of the availability of large number of candidates and the challenges posed by the existing recruiting strategies. At this point, of time the recruiting soft-wares and firms are getting attracted to the term "Social". This social evolution in the recruiting soft-wares is creating debates about whether companies should go with niche tech tools or integrated systems. The reason behind the attraction towards the word "social" is the influence of social media like Face book, LinkedIn and Twitter, which has predominantly changed the way companies' recruits.

In the past, job seekers have to go through references for opportunities but in today's scenario, the companies will come to job seekers through social media platform. Social recruitment has turned the recruiting process upside down.

Kaplan and Haenlein (2010) define social media as "a group of Internet based applications that build on the ideological and technological foundations of Web 2.0*, and that allow the creation and exchange of user-generated content".

According to Techopedia, social networking website is an online platform that allows users to create a public profile and interact with other users on the website. Social networking websites usually have a new user input a list of people with whom they share a connection and then allow the people on the list to confirm or deny the connection. After connections are established, the new user can search the networks of his connections to make more connections. A social networking site may also be known as a social website or a social networking website.

Social media differ completely from traditional media. Where traditional media, one-way approach to the customer, social media are focused on conversations and dialogues with a two-way communication method.

Social media sites have become an inevitable and indispensable part of the recruiting process that most recruiting software providers are integrating them into their applicant tracking system and assessment process. Tools today allow recruiters to automatically post openings on social sites, tap into employees' social networks to explore more about candidates, and track which social channels generate the most leads and result in the best candidates. Some companies offer innovative social media add-ons to help employers' further drive their talent search process and make it more efficient.

But before choosing any tool, we have to think about what are the end goals. If the focus is on finding the best people, the choice might be very different than if the goal is tracking where the best candidates come from, or shortening the time to hire.

2. Background of the Study

Social media as the name strikes we all have images flashing of Face book, twitter, Orkut, LinkedIn at the back of our mind. The impact of social media on the society is dynamic and everlasting. As an increasing trend, social media got high importance that it has now invaded corporate firms CEO's around the globe. They are aware that if they make a good use of social media as it handles more than 55 percent of database of job seekers .The growth of social media is amazingly phenomenal and exponential. It has an impact right from framing policies, advertising, focusing on competitors, grabbing new customers, penetrating and capturing bulk marketing to recruiting and staffing, motivating, conflict illusion and list goes on ."Social media as a whole, is becoming a medium for work as well as play." The world is not static it's dynamic. So as to keep pace with the ongoing and current scenario companies are more inclined towards hiring people from social media as managers have the tool in hand to judge and scan wide range of talent across social networking websites around the globe. "According to statistics, since the use of social networking sites for recruitment, expenditure of monster.com reduced by 31%".

"The Internet has drastically changed the face of recruitment. Employers must now actively market themselves by instituting a well-implemented e-recruitment program to find better quality candidates and improve hiring decisions, all in less time and at a lower cost." - Smith and Rupp 2004.

There was an 82% increase in the time spent on social media sites from December 2012 – December 2014. More than half of world job seekers use social media sites in their job search, including Face book (18%) and linked in (31%). Social media can prove to be effective and fast mode to recruit prospective employees but every coin has it s two sides.

3. Review of Literature

Although SNS (Social Networking site) are almost completely embedded in current social activities and lives, they only exist since 1997 with the start of Classmates and did not reach a considerable size until 2002.Systems such as SNS provide capabilities to engage in social networking and maintaining social relationships in addition to physical interactions. This study uses Boyd and Ellison's (2007) definition of SNS as "web-based services that allow individuals to

• Construct a public or semi-public profile within a bounded system.

• Articulate a list of other users with whom they share a connection.

• View and traverse their list of connections and those made by others within the system"

Social networking sites often have the same basic features and techniques: "network of friends listings (showing a person's "inner circle"), person surfing, private messaging, discussion forums or communities, events management, blogging, commenting (sometimes as endorsements on people's profiles), and media uploading". (Breslin and Decker, 2007).

There are two kinds of social networking sites interesting from recruitment perspective; personal and professional SNS. Personal social networking sites are aimed at friends, while professional sites focus on business connections. Research of Synovate points out that the Recruitment and social media: building an effective online presence.

According to Needleman and Sarah E. search-engine marketing has prevailed over competing media such as job boards and newspapers. The impact of the marketing strategy on recruiting is reduced by the recession in 2009. According to Advanced Interactive Media principal and editorial director Jim Townsend, search-engine marketing does not help employers determine quality talent.

LinkedIn and Facebook are the most important Social Networking Sites. Based on this study, the relevant Social Networking Sites forth is study were chosen. The Social Networking Sites can be distinguished between business-oriented sites and social-oriented sites. Business-oriented networking sites allow applicants to interact with one another through business-oriented information, endorsements, testimonials and reputations. Social-oriented networking sites are built on personal information of members who participate in and contribute to the online network. These personal profiles contain information from relationship status to a member´s religion and sexual orientation, and are shared with their friends and the extended community online (O´Morchuetal.,2004). 94% of the companies surveyed were found to be using LinkedIn as their preferred social networking platform when it comes to recruitment. For Facebook and Twitter, it stands at 65% and 55% respectively.

3.1. Recruiting Statistics
The recruiting landscape continues to shift as companies adopt new software, tools, and methods for screening candidates, bringing different ideas about what jobs are supposed to be, and how to apply to them.

Below are statistics detailing the changes occurring in the recruiting industry and among job candidates.

• 94% of recruiters use, or plan to use social media for recruiting. This number has increased steadily for the last 6 years.

• Employers who used social media to hire found a 49% improvement in candidate quality over candidates sourced only through traditional recruiting channels.

• Millennial are changing the recruiting industry. An Aberdeen study found that 73% of 18-34 year olds found their last job through a social network.

• Fully 30% of all Google searches, about 300 million per month, are employment related.

• 89% of all recruiters report having hired someone through LinkedIn. Facebook and Twitter trailed by a wide margin, reaching only 26% and 15% respectively.

• While 94% of recruiters use social media for their jobs, only 39% of all employers use social media for recruiting and hiring. This is up from 37% the year before.

• LinkedIn users performed over 5.7 billion professionally-oriented searches on the network during 2012. The professional social platform has over 2.1 million different groups.

• 51% of workers who currently have a job are either actively seeking, or open to a new job. This means fully 71% of all workers in the U.S. are "on the job market" (meaning unemployed and looking, employed and looking, or employed and open).

• 59% of recruiters rated candidates sourced from social networks as "highest quality." Only 21% of candidates say they found their favourite or best job through a social network.

• 35% of the people are optimistic about the job market, compared with just 11% of boomers.

• 94% of recruiters are active on LinkedIn, but only 36% of candidates are. Job seekers, by a wide margin, prefer Facebook,

with 83% reporting they are active there, compared to just 65% of recruiters.

• While only 27% of applicants expect to be able to apply to a job from their mobile device, 43% have used their mobile device to look for a job.

• Over 80% of Fortune 500 companies in the U.S. use psychometric testing(personality and aptitude tests) to profile job applicants. But only 27% of all hiring managers nationwide use such evaluations.

• Even though software continues to gain popularity and become less expensive for small to mid-size businesses, only 26% of employers use an applicant tracking system to manage their hiring process.

• Companies that have formal candidate relationship processes (such as through software), and that track all their applicant communications, are 40% more likely to be "best in class".

3.2. Social Media Recruiting Strategies
Twitter
• Become Best Friends with #Hashtags
• Ask Employees to Tweet Job Openings

LinkedIn
• Use LinkedIn's Recruiter Homepage
• Don't Ignore the Power of LinkedIn Groups

Facebook
• Use Facebook's Search Feature the Right Way
• Engage in Paid Advertising

Statement of the Problem
Identify extent of usage of Social Networking Sites for recruitment.

3.3. Objectives of the Study
Primary objectives of the study are as follows

  • To know about how best theoretical principles of recruitment are applied in the social media recruitment.

  • To observe the various tools and functioning of the social media recruitment process.

The secondary objectives of the study are as follows

  • Identify extent of usage of Social Networking Sites for recruitment.

  • Identify to what extent the usage of Social Networking Sites leads to effective recruitment

3.4. Scope of the Study
• The study would help in gathering the opinion of people for social networking sites, how it is useful for recruiting, what are the things that they do on social and professional networking sites and how these sites help them in socializing with their personal and professional contacts.

• The study further helps in analysing the benefits of promoting though social media, identifying the benefits of recruiting.

• The study will help to implement the easiest recruiting methods.

4. 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 Human Resources (HR) departments 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. Conducting a survey is a very successful approach for exploring the perceptions of HR professionals about Social Networking Sites in recruitment.

4.1. Data Collection

Survey was conducted randomly among facebook, twitter and linkdin user community, by sending questionnaire though online to collect the HR recruiter's opinion.

Primary data is collected through questionnaire, which is the qualitative or quantitative attributes of a variable or set of variables that is collected.

Survey is done by a structured content analysis of the responses of the respondents.

4.2. Sampling

Simple random sampling 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. Here the sampling size is 100.

Sample

The units of analysis are organizations with minimal 50 employees, thus employees within the company have probably made experiences in using Social Networking Sites for their recruitment. After a brief literature review, the study was constructed inform of a questionnaire, which was sent out to 100 HR professionals. The participants were randomly chosen and were invited to the survey on a voluntary basis. The respondents had the choice of filling in the questionnaire online or by hand. By giving this choice, the respondent rate was probably increased, because respondents could choose the most comfortable way of answering the questionnaire. Additionally, the respondents were free to answer anonymously by filling in the online questionnaire.

5. Limitations of the Study

• Due to short time span, it was difficult to conduct an extensive study.

• This study is mainly based on primary data

6. Data Analysis and Interpretation

	No of Respondents	%
Technical	28	28
Professional	25	25
Administrative	30	30
Consultancy	20	20
Others	15	15

Table 1. Job profiles in Social Media (Source : Survey)

From table (1) and Figure (1), 30% of the respondents stated that administrative jobs will be posted more in social media. 28% of the respondents stated that technical types of job profiles will be listed more in social media. While 25% of the respondents stated that professional jobs profile would appear in social media more another 20% of the respondents believed that consultancy jobs will appear in social media more.
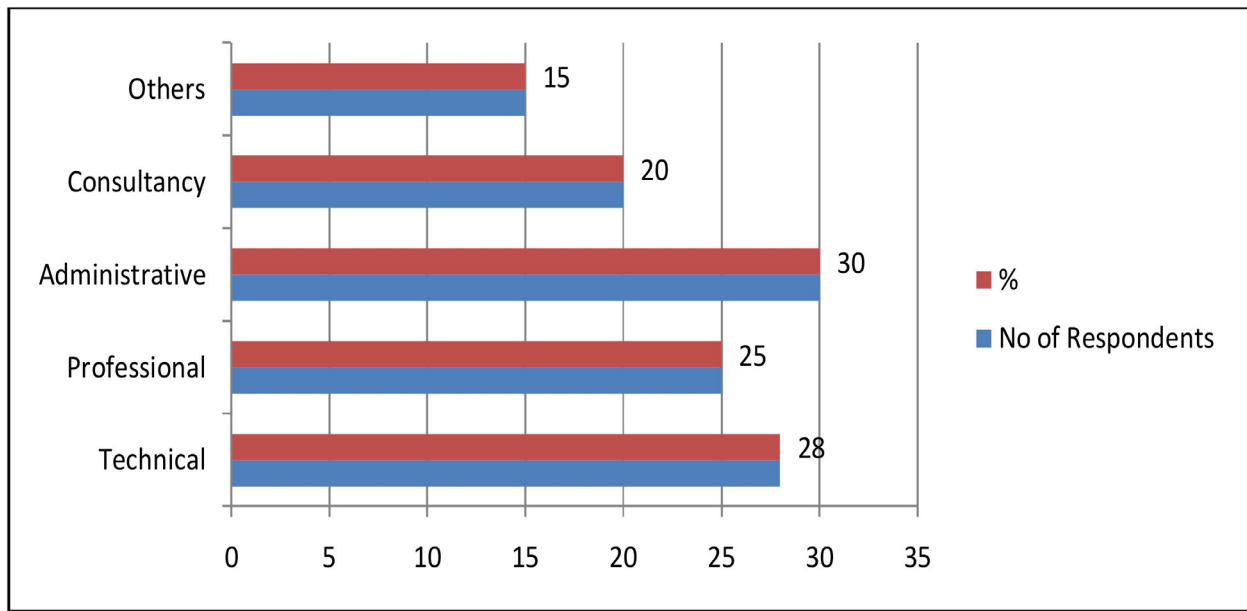
Figure 1. Job profiles in Social Media (Source : Survey)

	No of Respondents	%
Linkedin	60	60
Face Book	20	20
Twitter	10	10
Blog	10	10

Table 2. Popularity in Job opportunities (Source : Survey)

From the table (2) and Figure (2), it is inferred that 60% of the respondents believed that in social media LinkedIn is the one which is easy to be get connected , where as 20 % favored face book, 10% of the respondents stated that twitter is most popular in terms of appropriate job opportunities where as another 10% of the respondents supported blogs.

	No of Respondents	%
Yes	10	10
No	20	10
Sometimes	35	35
Rarely	45	45

Table 3. Getting Fake candidates from Social Media (Source: Survey)
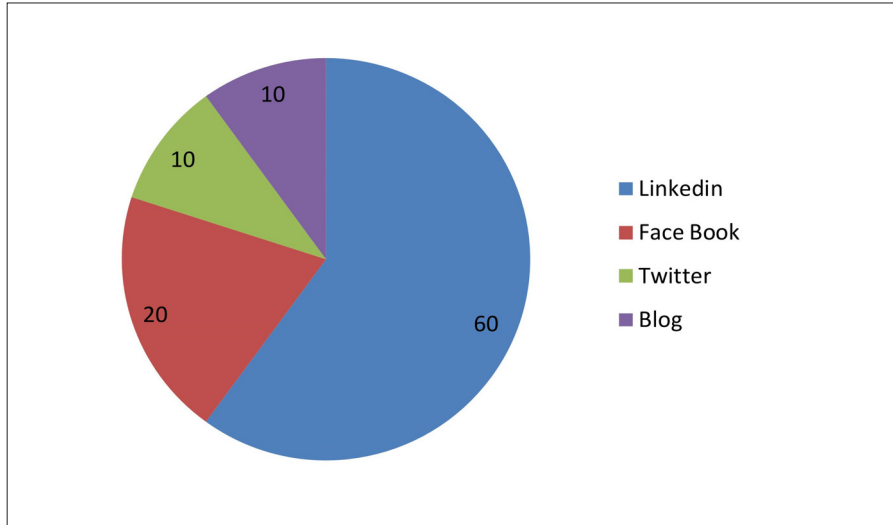
Figure 2. Popularity in Job opportunities (Source : Survey)
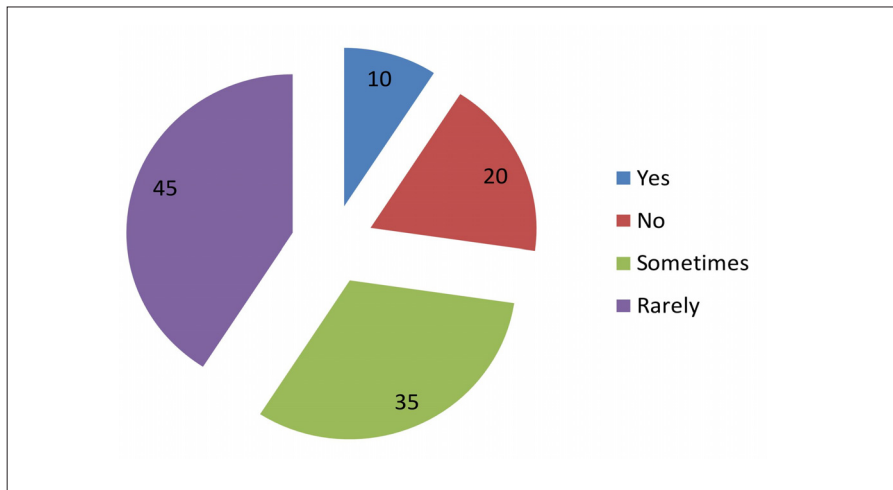

Figure 3. Getting Fake candidates from Social Media (Source: Survey)

From the above table (3) and Figure (3), 45% of the respondents were stated that they hardly got fake resumes from social media. 35% of the respondents were stated that sometimes they got fake resumes. 20% of the respondents were telling they haven't got any fake resumes from social media. 10% of the respondents were telling they got fake resumes from social media which are very high in number.

	No of Respondents	%
Immediate	51	51
Not Sure	22	22
Takes a lot of time	27	27

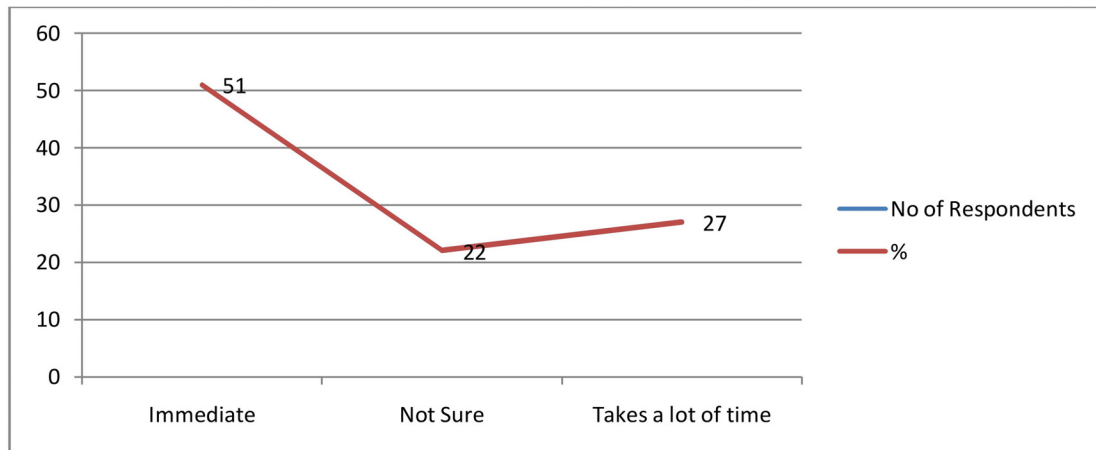Table 4. Responses of company(Source: Survey)

Figure 4. Responses of company(Source: Survey)

From the above table (4) and Figure (4), 51% of the candidates responded that social media is very effective in getting right candidates . 22 % of the responded were telling social media is neutral in finding the appropriate candidates, whereas 27 % of the respondents pointed that usage for social media takes too much time in finding proper candidates.

	No of Respondents	%
Yes	52	52
No	48	48

Table 5. Does recruiting process happens in step by step process (Source: Survey)
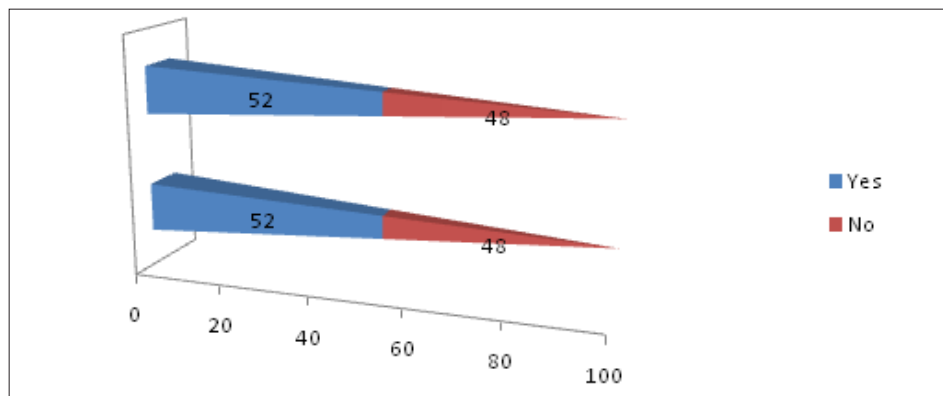

Figure 5. Does recruiting process happens in step by step process (Source: Survey)

From table (5) and Figure (5), it is inferred that while 52 % of the respondents stated that social media recruitment happens in a step by step process 48 % stated that it doesn't happen in a step by step process.

From table (6) and Figure (6), it is noted that while 55 % told that the details obtained from the social media about the candidate are relevant and sufficient, 45 % believed that that are not getting all the required information regarding the candidates from the social media.

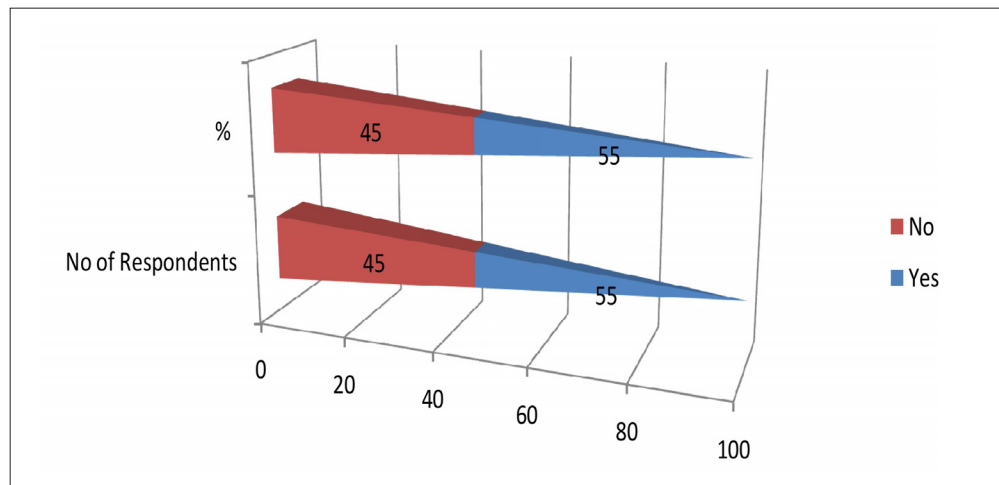|	No of Respondents	%
Yes	55	55
No	45	45

Table 6. Sufficiency of details (Source: Survey)

Figure 6. Sufficiency of details (Source: Survey)

7. Findings

The research suggests that the recruitment process is increasingly affected by the use of social media, from job seekers researching a role to hiring managers seeking information to inform their screening processes. The major findings are the recruitment, selection process is decentralized, and about 80% of the employees are satisfied with recruitment and selection process. The other major findings are as follows :

● **Online social media websites have become popular for different reasons**
Social media has become an ingrained phenomenon with mass appeal. Facebook, where 74% of professionals maintain a profile, is seen as an indispensable method for connecting with friends and family. Twitter is also hugely popular, with recently conceived networks such as Google+ and Instagram taking a smaller share of the market. Sites such as LinkedIn have become a key resource for professional networking, as evidenced by an 85% take-update among job seekers. 69% of employers also have a corporate professional social media profile. And although43% of employers has a Twitter feed, and 42% a Face book account, these are used principally for marketing and promotional activities rather than to appeal to prospective employees. The key message to take away is that both candidates and employers see a clear distinction between personal and professional networks, with most social media sites falling into one category or the other.

● **Some social media channels are widely perceived as an acceptable recruitment channel**
Although penetration of social media has reached an impressively high level, it is not seen as the most obvious space in which to search for or post vacancies. In the first instance, recruitment consultants remain the leading option for both job seekers (43%) and hiring companies (49%), followed by job boards and company websites. Among both job seekers (77%) and employers (51%), professional networks lead in searching for jobs compared to other social media sites. For instance, over nine in ten candidates are happy to be solicited for jobs via LinkedIn– and over 80% would apply for a relevant job that appears in their profile feed. Employers need to be careful to advertise vacancies using channels and platforms

• **Social media is increasingly important to candidates as a method for researching the market**

Our survey indicates that professional social media has a significant impact on job seekers in shaping impressions of a potential employer. Of all social media sources used as a research tool, professional networks beat other sites by a margin of four to one. Using professional networks simply to post vacancies is not enough. Employers must ensure they maintain high Quality, engaging levels of content that relate to questions on company culture, employee opportunities and an indication of future plans. Active participation in online groups specific to a particular sector or industry – now used by nearly 70% of job seekers – is also vital to gaining an advantage over your competitors.

• **Act proportionately in using social media to screen and assess job seekers**

The survey makes clear that most employers take a sensible approach to the use of social media in the recruitment process. Despite many job applicants believing that prospective employers regularly view personal profiles at this stage, some two-thirds of employers tell us that this does not generally form part of their hiring process. And while some companies may think this a valid option in the course of hiring new employees, a substantial majority of professionals (63%) do not agree that Face book updates or tweets should be considered relevant to the recruitment process. In contrast to this, within the professional social networking space, many employees have purposefully marketed their achievements online to add weight to their paper CV. The evidence from our survey is that this is clearly valued by employers, with around 60% accessing a professional's profile at least once during the hiring process. However, while social media can be helpful, it should not be seen to replace or override personal contact, interviews and other established recruitment practices that employers use to assess candidates. An excessive reliance on social media could lead to overlooking or deterring leading job seekers to the overall detriment of the business.

The study found, the most popular site for jobseekers is LinkedIn, with 74% of respondents having a LinkedIn profile. Face book was second, with 69% having a Face book profile, Twitter at 18%, Instagram 11% and 3% of people have a MySpace account. Only 9% of respondents did not have any presence on social media.

Suggestions

• **Go online and get connected:** A consistent, engaging digital presence is key to establishing connections with candidates who may not be job hunting right now. By sharing information about the company on a blog and on social platforms like Facebook and Twitter, you help people get to know your company on a more personal level — which can help them realize they'd love to work for you.

• **Host live events:** Connecting in real life can also make a big difference. By hosting an open house online networking events, you invite top talent into your company, where they can get to know the culture, colleagues and overall vibe in a more casual setting.

• **Get your employees to recruit for you:** Sometimes the best way to attract passive candidates is with passive recruiting is creating a corporate environment so appealing your employees are happy to spread the word about how great it is to work for you. Whether it's taking the time to recognize the top employees or offering attractive perks, if you treat your workers well, they're likely to tell their friends and family, who just might realize yours is the company they want to be at, too.

• **Nurture a talent pipeline:** Sometimes you find a candidate who seems ideal but they are just not ready to switch jobs at this time. Alternatively, maybe you locate a rising star, but they're still finishing school and not yet ready for a job. When you find these people, you want to make sure they stay in your contacts list — and that you stay in their minds.

8. Conclusion

Social Media sites carries with it the distinct advantage of enabling companies to reinvent themselves- internally to employ-ees, as well as externally as a means of sourcing the best talent. The most successful use of social media lies not only in researching the integration. While social media encompasses a host of corporate departments from marketing to customer service, to public relations and human resources departments that are able to take corporate applications of social media, they will enable their company to realize the greatest benefits in terms of recruitment, research and impact. Gen-Y or Gen-Next job

seekers, who are active through social media sites, are typically happy with having their personal, and professional profiles overlap on the websites. Recruiters, who try to make a decision on potential candidates ruthlessly based on what they get about them online run the risk of rejecting outstanding candidates, managers overlook that social media profiles are not well structured resumes. Therefore, it is essential for HR professionals to invest time separating and maintaining both personal and professional online profiles of candidates.

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Book Review

Transaction Processing on Modern Hardware

Mohammad Sadoghi
Spyros Blanas

When transactions data are processed, it leads to the derivation of meaningful and useful inferences. Realizing this value, the authors have brought a good work on it. Transactions are stored in databases, which provide a trigger for analysing them. In the last ten years, the databases data enable the researchers to move to unearth the processing of the transactions. This book has eight chapters with the first chapter introduction that outlines the treatment of data transactions.

The second chapter on 'Transaction Concepts' have given a focus on basic concepts associated with the data transactions. The conceptual clarifications and the features and requirements are presented in this unit. The transactions characteristics include atomicity, consistency, isolation and durability. Concurrent transactions give rise to conflicts that can be controlled by executing the transactions serially. To do it so, concurrent protocols are established which are explained in this unit.

The next chapter on 'Multi-version Concurrency Revisited', brief the developments in this subdomain over the years by highlighting the changes, architecture and data models. Different concurrency models with data architecture and models form the core of this unit. In the fourth chapter on Coordination-avoidance concurrency, the new kind of deterministic transaction processing tries to remove any non-deterministic code path from the transaction execution logic which helps to eliminate all execution induced aborts. Here the possibility of logic-induced aborts is detailed.

In the next chapter, the concurrency protocols which have the multi-core architecture are discussed in addition to the description of various architectures for the transactional systems. The designs for the data portioning and indexing are explained in the sixth chapter on Hardware-assisted Transactional Utilities. The database portioning concepts and indexing fundamentals with features form the body of this unit.

In the seventh chapter on 'Transactions on Heterogeneous Hardware', the authors addressed the core issue of leveraging the heterogeneity and efficient data access in the network of heterogeneous systems are given. In the last chapter on 'Outlook', the authors have forecasted the future of hardware specialization and its possible impact. This book is supported with a bibliography of both the literature used and required for further understanding.

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