# Study On Recruitment through Social Media Networking Sites

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*Abstract—* **The purpose of this paper explains that the organizations are carried out recruitment process by using social media networking sites in. Social networking sites are used to facilitate and improve process of recruitment method in HR management. Social networking sites are address the needs of employers and job-seekers via internetworking on electronic platform likes face book, twitter, LinkedIn, naukri.com, and monster.com means which increase the speed of employment, reducing the cost of recruitment, huge availability of jobseekers and improve the quality of recruitment and services. In this paper it describes awareness about the recruitment through social media. Social Media in recruiting process is a win-win for both company and potential candidates. The paper concludes with instead of relying heavily on external recruitment firms or job boards, many companies are focusing on locating specialized talent through Social Media sites such as LinkedIn. This paper will focus on the most popular social media platforms: LinkedIn, Face book, Twitter and other platforms like Naukri.com, Monster.com.**

*Keywords- Recruitment, Social Media Networking Sites.*

## I.    INTRODUCTION

Social interaction among people in which they create, share or exchange information and ideas in virtual communities ( a social network of individuals who interact through specific social media, potentially crossing geographical and political boundaries in order to pursue mutual interests or goals. Some of the most pervasive virtual communities are online communities operating under social networking services.). *Social media* as "a group of Internet-based applications that build on the ideological and technological foundations and that allow the creation and exchange of user-generated content." Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between organizations, communities, and individuals. *Social networking site* is the phrase used to describe any Web site that enables users to create public profiles within that Web site and form relationships with other users of the same Web site who access their profile. Social networking sites can be used to describe community-based Web sites, online discussions forums, chat rooms and other social spaces online, people looking to connect with other business-associated contacts usually move to sites like LinkedIn, but one need to understand that social media is beyond Twitter, Face book, LinkedIn and Blogs. Social networking sites such as Face book, Twitter and LinkedIn are some of the most powerful tools available to recruiters today. Face book has more than 500 million members and regularly surpasses Google in site visits per day. LinkedIn has increased its number of registered users from roughly 40 million in 2009 to more than 100 million in 2011. As usage continues, more businesses are recognizing the fact that high-quality candidates can be reached faster and at lower cost using social networks than traditional recruiting methods. Social networks can give recruiters a competitive edge in locating and engaging the best candidates available to reach company's recruiting objectives. Job seekers use social media for a host of reasons. Searching for a job may not be the single most popular activity on social media, but it is an important one. Recruitment, correspondingly, is one of the main activities that bring corporate users to social media, alongside branding, product news, attracting customers and nurturing existing customers. The social media most used for recruitment are LinkedIn, Face book and Twitter. Budgets for social media recruitment are quite low. Only 15% of companies spend more than 5% of their HR budget on social

media, and many spend nothing at all on them. Only 29% of companies have staffs who are dedicated to recruiting via social media.

## II.    LITERATURE REVIEW

*Santhosh Kumar A.V* -Social networking websites are effective job search tools, job fairs are finding stiff competition in the social media, evidently been visible that a lot of companies have their own formal pages on the social websites, where job seekers can learn about the organization business, culture, ethics etc. Hence Recruiters have a large pool from this source from which they can search for prospective employees. Indispensable part of the hiring process, Cost effective, does not require setting up an office and forms an effective tool for Recruiters. (*Research Scholar, Bharatiar University, Lecturer, Department of Commerce and Management, Seshadripuram First Grade College, Yelahanka, Bangalore. Karnataka 2012).* **Ms.** *Poulami Banerjee* **-** Recruiters are mainly using the SNS for searching talents in the middle management level positions, followed by top level mgmt positions and then for lower level. The reason being, for lower level positions there is plenty of talent available in the market while for the top level positions not many individuals rely on these sites so experience has revealed the most lucrative segment is the middle level managers .Linked In stands top in the list of the most sought after recruitment site through social networking with52 % firms using it to shortlist candidates, followed by Facebook (25 %) while 23 % combination of both. Most of the professionals spend approximately21- 30 hours every week on these sites. Almost 83 % of the firms feel that social networking sites will revolutionize the trend of recruitment and will emerge as a new age tool for recruitment. (*Jagannath Institute of Management Studies 2012). ARCHANA L, NIVYA V G, THANKAM S M-* Social media now stands as the second most prevalent source of hire, tied with corporate career websites.  The paper concludes with instead of relying heavily on external recruitment firms or job boards, many companies are focusing on locating specialized talent through Social Media sites such as LinkedIn. Between 2011 and 2013, the percentage of employers who use social networks to recruit candidates jumped from 29% to 42%. Other origins of hire such as Internet job boards, online resume databases and college recruiting programs actually decreased between 2011 and 2013. The average Facebook user now spends 15 hours and 33 minutes per month on Facebook. To keep up with the competition for top talent, companies must recruit with Facebook ads. Facebook Fan Page can serve as a recruiting and sourcing tool just like a company blog. 38% of job seekers use LinkedIn to help find work in 2012,.19% of job seekers had a contact share a job on LinkedIn,11% of job seekers searched for jobs on LinkedIn and 79% of LinkedIn users are 35 or older; the average LinkedIn user is 40.5 years old. 60% of LinkedIn-using job seekers are male, 62% are under the age of 40, 51% earn more than $75,000 and 50% are college graduates. Social networks offer a powerful tool for recruiters to reach a pool of qualified candidates that they might not otherwise be able to reach. Social media is here to stay and employers can gain a significant advantage by adopting hiring methods that have a social media element & no doubt that social media has improved the recruitment process by making it more open and democratic; *Jobvite-* Survey resulted - 94% of recruiters use or plan to use social media in their recruitment efforts, 78% of recruiters have made a hire through social media. The best candidates are always "shopping" for a new job and have more information at their fingertips than ever before. LinkedIn remains the king of searching (96%), contacting (94%), vetting (92%) and keeping tab of candidates (93%). Across industries, there is near-universal adoption of social recruiting in 2008-78%, 2011-89%, and 2013-94%.

## III.    OBJECTIVES OF THE STUDY

- To know the awareness about the recruitment through social media sites.
- To know satisfaction level from job seekers.
- To know, which  use of Social Networking Sites leads to effective recruitment.
- To know effectiveness of  Social Networking Sites in the  recruitment

### A.    Research Design

A qualitative type of research has chosen. It has conducted by making use of a survey among Human Resources (HR) departments Managers and job consultancies, to determine the perceptions and experiences of the HR departments and job consultancies about recruitment through social media networking sites, a questionnaire based on the constructs that have derived from the literature review has developed. Conducting a survey is a very successful approach for exploring the perceptions of HR departments and job consultancies about Social Networking Sites in recruitment. Exploratory research has chosen which Focuses on discovery of ideas and used to clarify thoughts and opinions about the research problem by way of exploring the information from secondary data like of related project topic books, journals, articles, research papers and other published data related to the study of project, & was carried out to gather background information about the nature of the research problem. Another research design called Descriptive Method which helps to study the choice of certain group of education level of graduates and post graduates, different occupations etc to find the analysis.

*B. Sampling Technique*

- In this study Stratified Random Sampling has been used because a method of sampling that involves the division of a population into smaller groups known as strata. In this sampling, the strata are formed based on members' shared attributes or characteristics. A random sample from each stratum is taken in a number proportional to the stratum's size when compared to the population. These subsets of the strata are then pooled to form a random sample.
- Sample size 100 has been taken which splits into 80 as Graduates as well as post graduates students of different colleges and 20 as HR managers and Job consultancies.

*C. Data Analysis and Tools*

The nature of the questionnaire makes it easier to analyze the data and to interpret the results. A set of structured questionnaire has analyzed by making use of the program SPSS 16(1) (Statistical package for the social sciences

*D. Scope of the Study*

After brief literature review of the study, interview will be conduct by preparing questionnaire for HR managers, Job consultancies, & Students of graduation & post graduation, in order to know the new insight or perception about the role of social networking sites in recruitment. The most significant factor that social networking sites' scope has the most powerful influence on effective recruitment, and wider the socsssssssial networking scope, the easier to reach more people.

### IV. DATA ANALYSIS AND INTERPRETATION

*1)* Most of students are using social networking sites as they are spending their most of the time by accessing the internet daily and being final years, they are searching the jobs on online and also updating themselves what happening around in and out of the world make them to aware about social media recruitment that they can post or send their resumes to such sites. Some of the final year students are not aware of it, just because of they are depending on campus recruitment and not involving or spending their time by using social sites.

TABLE 1: Calculation of statistics of students accessing internet daily.

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | yes | 63 | 35.2 | 77.8 | 77.8 |
| | no | 18 | 10.1 | 22.2 | 100.0 |
| | Total | 81 | 45.3 | 100.0 | |

| Missing System | 98 | 54.7 | | |
|---|---|---|---|---|
| Total | 179 | 100.0 | | |



know about social media recruitment
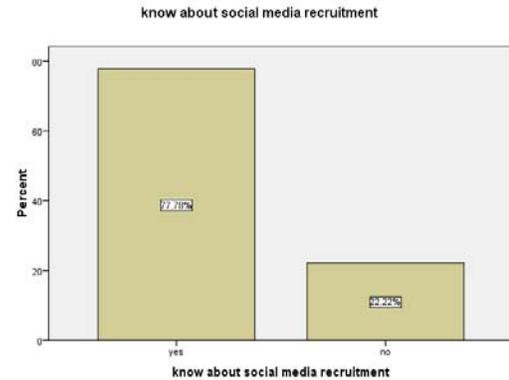
*2)* To know the satisfaction level of the jobseekers,it has been found that most of the students are satisfied, some are very satisfied by applying the jobs on social sites, they felt its very useful to know about the details of jobs, and companies, also shared that those sites quick in responding and so easy to search the jobs. Some are got the job on LinkedIn but due to some personal issues they didn't join.

*3)* To know which social site leads to effective in recruitment, management and consultancies are saying that LinkedIn will be the effective site for recruitment over the next few years as it will build the corporate relationship between the management and jobseekers. Some are saying that face book, as it having the separate application of Branch out which connects or establish the corporate relation and others like Naukri.com, Monster.com and their own websites.

TABLE 2: Calculation of statistics of effective social site for recruitment.

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | face book | 2 | 10.5 | 15.4 | 15.4 |
| | LinkedIn | 10 | 52.6 | 76.9 | 92.3 |
| | any others | 1 | 5.3 | 7.7 | 100.0 |
| | Total | 13 | 68.4 | 100.0 | |
| Missing | System | 6 | 31.6 | | |
| Total | | 19 | 100.0 | | |

social media become effective force in recruitment over next few years



social media become effective force in recruitment over next few years
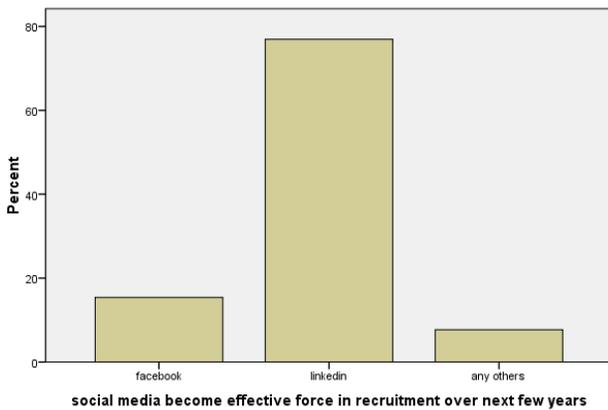
*4)* Toknow the effectiveness of social sites in recruitment, managemnt and consultancies are saying comapre to other method of recruitment, recruitment through social networking sites are effective tool as it is the cost effective.

TABLE 3 : Calculation of statistics for knowing the effectiveness of social site in recruitment.
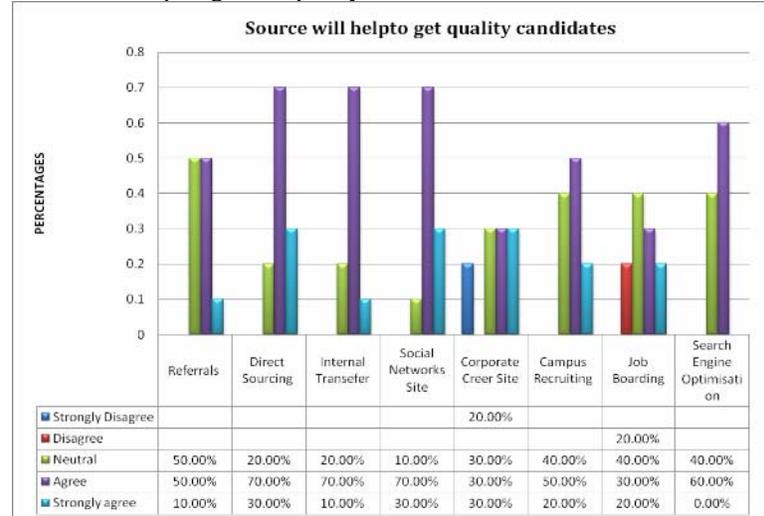
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | agree | 7 | 36.8 | 63.6 | 63.6 |
| | not sure | 4 | 21.1 | 36.4 | 100.0 |
| | Total | 11 | 57.9 | 100.0 | |
| Missing | System | 8 | 42.1 | | |
| Total | | 19 | 100.0 | | |

compare to other methods recruitment trough social media sites are effective



compare to other methods recruitment trough social media sites are effective
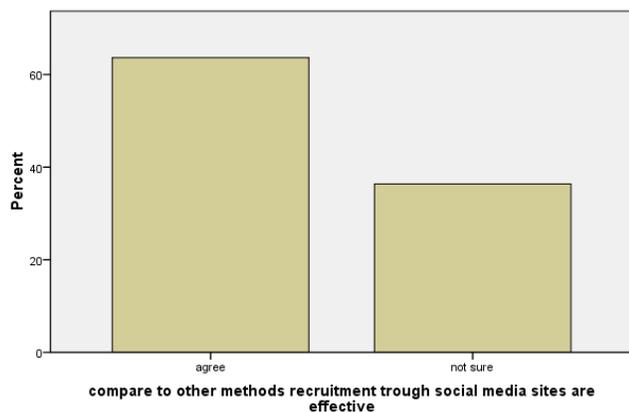
*5)* Toknow the source, which will helps to get the quality candidates, it has been identified that most of the HR managers and consultancies are agreed that they will hire the quality and right candidates through the sources like direct sourcing, internal transfer and social networking sites and some of them also get the quality candidates through search engines like goggle, goggle plus, yahoo.com etc and campus recruiting as most of the students are passed out every year.

TABLE 4: Calculation of statistics for knowing the source which will help to get the quality candidates.



Source will helpto get quality candidates

| | Referrals | Direct Sourcing | Internal Transfer | Social Networks Site | Corporate Creer Site | Campus Recruiting | Job Boarding | Search Engine Optimisation |
|---|---|---|---|---|---|---|---|---|
| Strongly Disagree | | | | | 20.00% | | | |
| Disagree | | | | | | | 20.00% | |
| Neutral | 50.00% | 20.00% | 20.00% | 10.00% | 30.00% | 40.00% | 40.00% | 40.00% |
| Agree | 50.00% | 70.00% | 70.00% | 70.00% | 30.00% | 50.00% | 30.00% | 60.00% |
| Strongly agree | 10.00% | 30.00% | 10.00% | 30.00% | 30.00% | 20.00% | 20.00% | 0.00% |

## V. FINDINGS AND SUGGESTION

The major findings of the study of recruitment through social networking sites-96.25 % of students are accessing the internet daily and also found that 3.75% are not accessing the internet daily which helps the companies to get huge quantity of candidates. It has been found that 47.27 % of students are on face book and 20 % on LinkedIn, 14.55 % are subscribed Naukri.com, which helps the students to update with the availability of jobs provided by companies and consultancies. most of the students are satisfied, some are very satisfied by applying the jobs on social sites, they felt its very useful to know about the details of jobs, and companies, also shared that those sites quick in responding and so easy to search the jobs. Some are got the job on LinkedIn but due to some personal issues they didn't join. 83.3 % of management and consultancies are given their opinion that they can successfully and effectively hire the candidates through social sites and 76.9 % are feeling that recruiting through social sites like LinkedIn will be more effective over the next few years.

Most of the companies are still using traditional way of recruiting the candidates, so companies should adopt the modern method of Social networking sites for recruitment which is cheaper alternative method of hiring instead of giving advertisements in newspapers, news channels and job portals, or consultancies which leads to more expenses.

If companies start to adopt this method, management can study candidates' psychology- lot of information that is available on these sites can be used for understanding the psychology of the potential candidates and thus helps the company in understanding the employee-job-fit. This will not only give a boost to successful recruitment but also help in enhancing employee retention initiatives.

By using social sites in recruitment process, employer branding will be increasing in the business world today. These sites can be effectively used by organizations to establish themselves as good employer brands in order to attract the best talents of the industry thus companies has to bring awareness in job-seekers mind.  They need to highlight the benefits and ways in which recruiters can tap potential talents.

Job seekers should start to searching the jobs on such social networking sites specially LinkedIn as it professional site instead of using  those sites for chatting purpose, depending on campus recruitment, roaming for the jobs from place to pace etc  They should make use those.

Companies should have the records and predict about the social networking sites by popularity and usage wise.

Using social networking sites for recruitment purposes requires site maintenance, in order to ensure that queries are answered relatively, promptly and sites are updated.

## VI.    CONCLUSION

This paper concludes that Most of the management, job consultancies and students from graduates as well as post graduates are aware about social recruitment through various social networking sites like face book, twitter, and LinkedIn. Some of the students are applied the job on these sites, they are highly satisfied of searching the jobs on social platforms and they have also got the job but due to some personal problems they didn't join the company. Job consultancies and HR managers are revealed their opinion that recruiting through social sites will be become more effective in the HR functions and it will be low cost of recruitment for the company compared to other traditional methods of recruitment and also they have felt that social site like LinkedIn will become more effective tool to search the candidates as it is the professional site and professional interactions will be carried out. Management and consultancies are ready to implement this modern method but they feel, need to learn.

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