Importance Of Social Networking Sites In E-Recruitment

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Abstract: Shopping, Banking, communicating with friends and family are all simpler and effective because of advances in the Internet. Internet has also blessed us with Social networking sites. Social networking sites allow users with the opportunity to fuse with a huge network of familiar as well as new & unknown friends. It has now become like a habit for the young adults to create Profiles online and indeed they are addicted to mobiles, Tablets, laptops and PCs. Social networking sites is now an important tool for recruiters to hire the best talent out of all applicants pool. Mobile phone applications have made it simpler for the youth to get logged in into Facebook, LinkedIn or Twitter and post updates about their likings, activities. However we all know that everything has its pros and cons so in the same way social networking is also facing some issues like privacy issues, fake profiles etc. This paper focus on how and in what ways social recruiting sites is used by recruiters to find potential candidates and knowing its usefulness.

Keywords: Social networking, Importance of social networking sites, E-recruitment & social networking

Introduction

Today we are surrounded by technology in each and every sphere of our life, from pin to laptop we are surrounded by technology. Organizations have become more effective and efficient and all credit goes to technology which has given a direction to implement work in a most effective manner. Like other functions, technology has also improved recruitment process of organizations which ultimately lead to more efficient organizations. Recruitment as we all know is a process of attracting potential candidates towards the vacant positions in organization. Now online recruitment as the name suggests is a way to perform recruitment activity with the use of internet. Online recruitment has now emerged to be an effective way of hiring employees for organizations and Social networking sites (SNSs) has proved to be a strong pillar in this. Social networking means the use of devoted sites and applications to interact with other users, or to find people with similar interests to one's own. Though people have been using the internet to connect with others since the early 1980s, it is only in the last decade that social networking services have proliferated and their use has become a wide spread practice - particularly amongst young people (Horizon, 2009).

Literature Review

Trisha Dowerah Baruah (2012) has published an article about effectiveness of social networking sites. Use of social media for sharing of knowledge and information between different groups of people is one of the important benefits we have from SNSs. This also tells about how Social media provide easy, economical ways to manage members, arrange meetings, information sharing, and collecting opinion. SNSs leads to wastage of time, privacy issues etc. are some disadvantages of SNSs which needs to be kept in mind while using SNSs for doing recruitment. Smith (1999) tells about E-recruitment where he showed that internet helps employer's to target prospective applicants in a better way. Smith also highlights that small organizations usually feels that E-Recruitment may cost high but fact is that online portals cost less than multiple newspaper ads. As it is apparent that newspaper ads has less shelf life as compared to online job ads. An article presented by Archana L, Nivya V G, Thankam S M about social media & online recruitment covers use of SNSs for recruitments in companies, also it studies about how use of social networking sites has improved speedily for staffing in companies. SNSs like linkedin, facebook, google + twitter, are contributing rapidly in recruitment and around 36-50 % of the users are college students who are best to contact for jobs.

Objective

The main objective of this study is to find out why different social networking sites are popular among employers & job seekers and to know its importance.

Overview of Social networking Sites

Social networking sites (SNSs) allow users to build web-based profiles where individuals can interact via social media tools. Primarily social networking sites was designed for socialising with family and friends but now these networking sites has become so vital professional tool, exclusively in field of recruitments. SSNs act as a marketing tool for jobseekers as they use social networking sites to market themselves to potential employers and vice versa. Facebook, twitter, LinkedIn, Google +, Instagram etc are examples of social networking sites. SNSs acts as a screening mechanism through which employers can use information available in SNSs. Information available in them are cheap and also its easy to get broader image of applicant as compared to traditional recruitment methods. The current growth of SNSs as a recruitment method reflects its prospective in this area. Some of the social networking sites are:

Fig 1: Reviewer's view

Let's look at them in detail:

Facebook: Started in 2004, Facebook is a social networking sites used for connecting with other users all over the world. It's been more than 10 years we are using facebook and now its use is not only limited to sharing pictures and messages but now it is used for sharing job opportunities as well. Professionals use their profiles to broadcast openings and share job opportunities with others. Facebook has crossed 100 million users in India, making it the second largest nation on the social media site, after the US As a nation.

LinkedIn: Started in the 2003, LinkedIn is one of the most effective social networking sites used by job seekers and recruiters to find best match for the company. The fundamental function of LinkedIn allows users (workers and employers) to create "connections" with each other in an online network which may represent real-world professional relationships. Users can request anyone to become a connection. Also jobs can be shared, referred and post by employers to find suitable candidates. It is said that there are more than 20 million LinkedIn users in India. Given below are examples of professionals with their social networking profiles (Headlines or profile summary beginning lines):
♣   Senior Software Engineer with 3 Years Experience willing to change
♣   Finance Expert with 8 Years Experience
♣   Professor with 12 Years Experience open for position of Dean
♣   Finance Consultant
♣   Chartered Accountant

Twitter: 2006 was the year in which this social networking site opens the door for users to send and read short 140-character messages. These messages are known as "tweets". Twitter gives an opportunity to recruiters and job seekers to connect and share vacant jobs so as to find the suitable match. It is used for people's view about company and gives a picture to job seekers about company's environment and its culture.

From a study it is seen that 40% of all job seekers used Twitter to find the best possible opportunity for them.

Google + : Launched in 2011 it is a social networking site which allows a user to add his friends and known's in a "Circle", Circle is a special feature given by Google + which gives an option to user to provide information only to his selected circle not to all. Although Google + is a newly launched site but still it is gathering a lot of attention of recruiters and job seekers and from a study it is seen that out of all 37% of job seekers preferring Google+ for job hunting.

Youtube: Launched in 2005 this was initially for the purpose of uploading, viewing, and sharing videos, but as time passed Youtube is used by professionals for their video CV and employers uses this site to upload information and videos about their company. It gives a real world environment to get connected with the organization and therefore it has become one of the most powerful tool for recruitment.
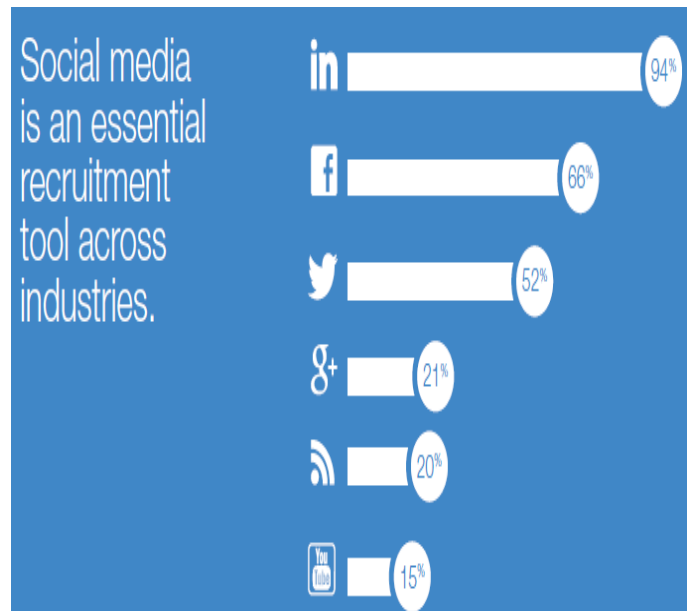
Fig 2: Jobvite - Social Recruiting Survey Results 2014

From above figure we can clearly see that according to a survey conducted by Jobvite, it is seen that 94 % of recruiters uses Linked In to find best possible match for the organization and also facebook is used by 66%, twitter by 52%, google+ by 21 % & so on. This clearly shows the picture about preference of recruiters towards SNSs for finding best match. Also organisations are progressively using YouTube for the purpose of sharing information about their company and mostly they upload a video showing off the personality of their workplace. Users are a lot more prone to share a video than to share text. If companies persuade the sharing of their video they'll reach even more potential hires.
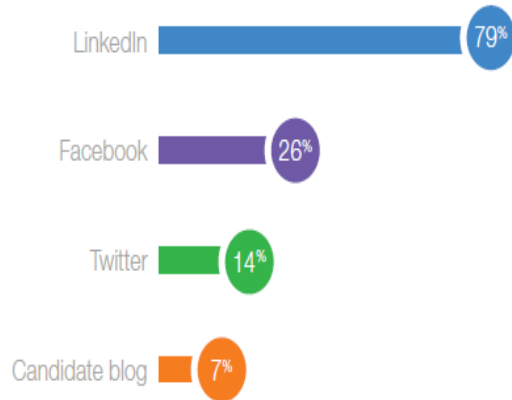
Fig 3: *Jobvite - Social Recruiting Survey Results 2014*

Considering data from survey conducted by Jobvite we can see that around 79 % of recruiters have hired candidates from Linked In and around 26% have hired through Facebook & rest 14 % and 7 % from twitter and blogs. This shows the reason for social networking getting trendy amongst recruiters as it gives them a large number of chances to find best match candidate. Also from a survey it is said that in coming years employers are planning to increase their investment in social networks around 73 % and also to invest around 60% in their corporate websites.

Fig 4: *India's recruiting trend for 2015*

As per above picture we can see that India is second in world after US for Facebook users and Also second highest users of Twitter are also from India. Linkedin has 259 Million users and ranks tenth in world. For Youtube we rank third largest in world for having 1 billion users. This tells us that Investing more and more in SNSs can proved to be a great gain to companies for finding right talent as per their own requirements.

Major benefits of using Social networking sites are :

♣ Applicants can be searched across various locations and with much accuracy than before.

♣ Vacant positions are filled within less time because of the fact that social media are used by people more frequently than any other media and leads to quick responses from applicants.

♣ Social media recruitment makes recruitment less costlier.

♣ Social media is very trendy amongst college students which makes this platform best for hiring fresh talent for entry level jobs.

♣ To beat competitors SNSs are useful for companies to hire best talent within less time period and in much faster way.

♣ Enhances the employer's brand visibility online and establish a cutting edge image for the brand.

♣ Vacant positions can be seen & read by a huge number of qualified candidates. These benefits can be divided and summarised into benefits for employers and job seekers :
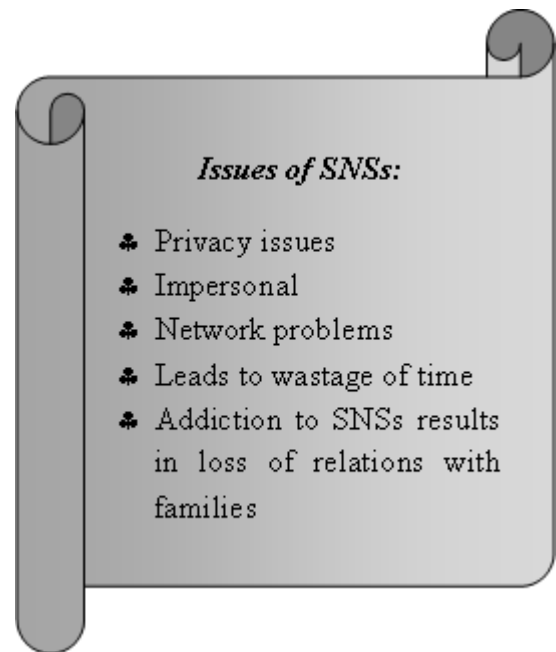

Benefits to employers:

♣ Spreading /sharing of jobs
♣ Marketing tool
♣ Wide reach of applicants
♣ Time saving
♣ Better Match
♣ Cost effective

Benefits to Job seekers:

♣ Sharing of jobs/ideas
♣ Many options to choose from
♣ Effective way to approach employers
♣ Time saving
♣ More chances to find best opportunity

Along with benefits there are some concerns/issues with SNSs like privacy issues are major concern in SNSs in fact some people do not reveal their true identity to SNSs only because of the fact that their personal information and activities can be seen by all friends on networking sites. SNSs are too impersonal reason behind this is that people are using virtual environment to get in contact with each other and therefore they can't meet each other physically and which makes it less effectual then personal meeting. Sometimes when recruiters use social media to find suitable candidates , they get occupied with other things or links which distract their mind and attention from work to personal stuff and therefore it leads to wastage of productive time. As people gets addicted to SNSs they tend to speak less and this leads to lack of communication among family members. This is a serious issue as real world is much important for all then virtual world so people should divide their time to SNSs and their real life as it will help them to be more enthusiastic and more productive for both family and company. SNSs and their issues are as follows:

♣ **Twitter:** It is little complicated to effectively broadcast vacant jobs in Twitter. "Tweets" have a low shelf life (Because of lot of traffic on Twitter) making the lifeline of updates limited. The 140 character limit restricts which makes difficult to say all about the profile.

♣ **Facebook:** Initially Facebook is mainly used as a social tool to communicate with friends and family rather than for business and this makes many candidates maybe unwilling to connect with companies through Facebook. If we are looking for a skilled niche of applicants , we may face problems finding such candidates via Facebook. Privacy settings on the site make communication with individuals far more difficult. Candidates that we find may not necessarily genuine.

♣ **Linked In:** It allows a limited number of emails to be sent to other contacts which can make communication with many difficult. It's a long approach as it requires users to build contacts first. You cannot send messages to users who are not in your contact list.

♣ **Youtube:** At times the connection is not good and user have to strain to hear what others are saying. If the lighting is not proper, user may look too green or pale which makes video ineffective and dull. It gives less time to think and process your thoughts as soon as you are supposed to say you have to recollect everything in your mind within a fraction of seconds and say. It's not compulsory for all to be very attentive and confident while making an video cv for jobs as many people are camera shy which makes it less approachable for many users.

Issues of SNSs:
- Privacy issues
- Impersonal
- Network problems
- Leads to wastage of time
- Addiction to SNSs results in loss of relations with families

Summary

Raise in Indian companies getting passive candidates (A passive candidate is one who is not looking for a job, but would be open to taking one if the right opportunity come across) via proactive sourcing. India ranks 3rd (69%) compared to other countries in terms of hiring passive candidates. Indian firms consider utilising social and professional network as the most (39%) vital and continuing trend in recruiting for professional roles. Social media gives organizations a incredible opportunity for businesses to get in touch with potential talent for their organisation. Social media is also used for representing culture and environment prevails in an organization. Ensure your social media offering has a positive impact and grabs candidates' attention. Although SNSs gives large number of opportunities but along with this it is necessary to taken into account the issues these sites have like fake profiles, false information, privacy problems, network problems, impersonal etc. If these sites carefully used and effectively maintained then it can be like a blessing for employers and job seekers both. Its visible that SNSs has changed the way of recruiting and it has emerged out to be most accepted media of recruitment amongst all.

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