



A Study on Impact of Social Media Application on Recruitment.

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ABSTRACT:

Internet based life has become a very crucial slope in the current promotion mix and especially the development mix. Adapting certain types of web advertising through online life is a necessary focus for all organizations, especially in an industry where shifts are constantly changing, for example, trends and designs. This study analyzes and organizes review articles on online social media advertising. The results show the effectiveness of social media marketing in trading components influencing the characteristics of brand reputation, customer engagement and customer brand mentality towards the online performances of small and medium enterprises and how most tests focus on the independent buyer's point of view. Expression offering, use and influence of online life on client perception and decision making. Studies now specialize not only in the effectiveness of advertising on social networks, but also in improving them, improving them and estimating the results.

KEYWORDS: Recruitment, Social media, Social media recruiting strategy

INTRODUCTION:

Human resource management is a strategic and coherent approach to effectively and efficiently managing people in a company or organization to help their business gain a competitive advantage. It is designed to maximize employee performance to meet the employer's strategic goals. Human resource management is primarily concerned with the management of people in organizations with a focus on policies and systems.

HR departments are responsible for overseeing: - employee benefits design, employee recruitment, training and development, performance appraisal, reward management, such as compensation, and administration of employee benefit systems. HR also deals with organizational change and balancing industrial relations or organizational practices with the requirements of collective bargaining and government laws.

RECRUITMENT:

Recruitment is a positive process of finding potential employees and stimulating them to apply for jobs in an organization. When more people apply for jobs there will be scope for hiring better individuals.

The term recruitment means finding a source from which to select potential employees. A scientific hiring process leads to higher productivity, better wages, higher morale, reduced labor turnover and enhanced reputation. It stimulates people to apply for jobs. So it is a positive process.

SOCIAL MEDIA:

Social media is a computer-based technology that allows digital communities to exchange information through user networks. Various social media networks specialize in text, photo or video transfer. All of these are ways people share information and ideas with each other on the Internet.

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. Most social media platforms have built-in data analytics tools that allow companies to track the progress, success and engagement of ad campaigns.

Companies use social media marketing to reach a variety of stakeholders, including current and potential customers, current and potential employees, journalists, bloggers, and the general public. At a strategic level, social media marketing involves the management of marketing campaigns, their management, scope and creating the desired social media "culture" and "tone" for the business.

SOCIAL MEDIA APPLICATIONS:

- LinkedIn
- Indeed
- Naukri.com
- Twitter
- Facebook
- WhatsApp
- Instagram
- YouTube

OTHER SOCIAL MEDIA MARKETING:

- Content marketing/content creating.
- Advertising/sponsorship.
- Influencer marketing.
- Social media management/community management.
- Paid media.
- Building your following.
- Contributing to forums.
- Reviews

RESEARCH METHODOLOGY:

Title: "A study on impact of social media application on recruitment".

Main Objectives: Classifying the image played by social media to attract candidates at low cost.

Specific Objectives: To make recruitment processes more efficient and less expensive. HR managers can reach a larger pool of potential employees and speed up the hiring process. It is a multi-faceted approach when used properly can help grow business by creating brand value awareness, engaging with customers and finding new customers.

Research Design: Research design is Descriptive research design.

Universe of the study: The universe of the study is employees of Cadila Pharmaceuticals LTD.

Sample Frame: The Sample unit in appropriate and justified size will be conveniently drawn from different employees.

Sample Size: The sample size of the survey is 30 respondents of the universe.

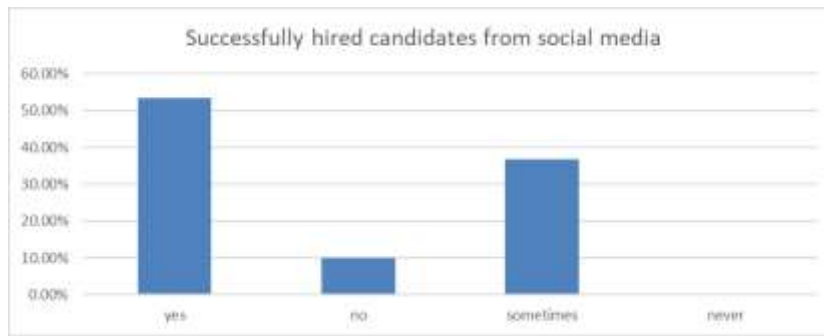
Sampling Method: The researcher used Probability sampling method for the study.

Sample Media: Sample media is collecting data through Google form method.

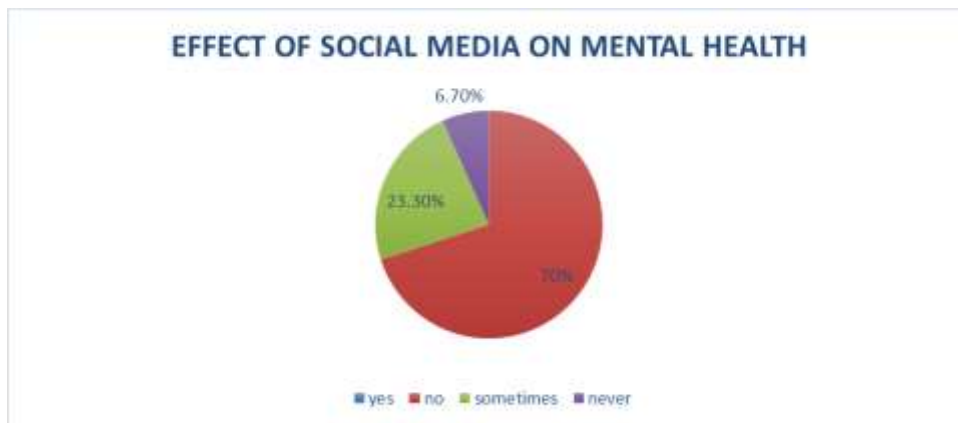
Tool for Data Collection: The researcher used Primary data Sources for the information.

Data Processing & Analysis: Researcher used four steps for data processing and analysis which are as follows: 1) Editing 2) Coding 3) Classification 4) Tabulation

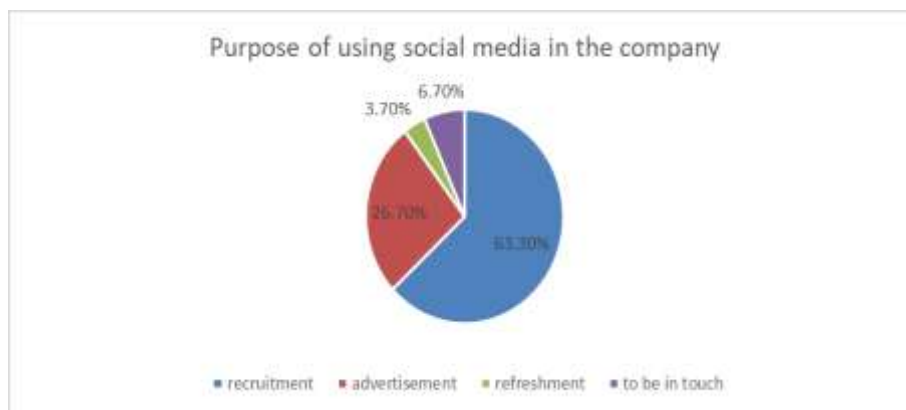
ANALYSIS & INTREPERTATION:



From the above graph, it can be seen majority of the respondents had choose yes which consists 53.3% for successfully hiring of candidates from social media network whereas other respondents had choose no which consists of 10% , sometimes which consists of 36.7% and never which consists of 0%.



From the above graph, majority of the respondents had choose no which consists of 70% for the effects of social media on the mental health of the social media user whereas yes, sometimes, never consists of 0%, 23.3%, 6.7%.



From the above graph, it can be seen majority of the respondents had choose recruitment purpose which consists of 63.3% for the purpose of using social media in the company whereas advertisement, refreshment and to be in touch purpose which consists of 26.7%, 6.7%, 3.7%.

FINDINGS:

Majority of the respondents had choose yes which consists 53.3% for successfully hiring of candidates from social media network.

Majority of the respondents had choose no which consists of 70% for the effects of social media on the mental health of the social media.

Majority of the respondents had choose recruitment purpose which consists of 63.3% for the purpose of using social media in the company.

SUGGESTIONS:

Make sure the goals are aligned.

Maintenance and optimization of your profiles.

Develop or adapt a content strategy.

Choose the right platforms.

Watch the competition.

Publish content consistently.

Define goals and objectives.

Identify your target audience.

Monitor conversations and build relationships.

Use content creation tools.

CONCLUSION:

Social Media has captivated most of the people around the world and helped them create social networks through the internet. There was no chatter and no account updates to use social media. Social media is used in medicine, finance, education, entertainment and almost every other industry in this digital age. Social media was one of the strongest places to showcase goods and services to customers. Social networks are an evolving and inevitable market. Companies see social media as a marketing opportunity to overcome traditional middlemen (traders, dealers, wholesalers and retailers) and introduce a direct connection between businesses and consumers. The study proved that there are some social media marketing activities such as creativity, humor, honesty, fun, authenticity, social relevance, responsibility, politically correct, updated and active, interactive that affect consumers' brand choice. Social media platforms such as WhatsApp, Facebook and YouTube etc. were found to have an impact on brand-related activities and were also found to be most effective in shaping consumer preferences and purchase decisions. Research also shows that there is a relationship between social media and consumer buying behavior.

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