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A Study on Social Media Recruitment Strategies & Practices for the Creation of a Talent Pool

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ABSTRACT

This generation is very different from the older generation due to their presence during the complete overhaul of our society and tectonic shifts taking place in the tech sector. Their expectations, needs, and requirements differ significantly from those of preceding generations. The internet and social media have taken over every part of our life in recent years. Social media is one of the most powerful platforms for raising awareness about causes and forming relationships. Nowadays, firms must strive to be as competitive in the marketplace as possible. Companies must take advantage of opportunities to stay in business and a perfect example of such an opportunity is the management of talented people. The constant development of technologies offers new ways of recruiting which can be used to a company's advantage. The aim of this paper is to provide insight into the recruitment of talented people with the use of recruitment strategies and practices through social media and to compare collected information with the findings of the conducted study. The researcher attempted to emphasize the activities of businesses to encourage prospective employees to apply for job openings in the organization. The research methodology used is Primary and secondary data to make them clearer in terms of HR practices and strategies. The study is significant since it helps to understand social media and the techniques used by the human resources department to attract potential employees.

I. INTRODUCTION

Employees are an important aspect of an organization. For an organization to prosper and achieve effectiveness, it is important to have the right pool of talent. Employees who are competent and motivated are important. Talent is valuable, rare, and hard to substitute. They have a key role in achieving the goals and objectives of the company. For organizations to achieve their vision, self-driven, high-potential staff is necessary. Organizations that have realized this and have started focusing on hiring talent have a better competitive edge over others. Owing to the remarkable advancements that are continually transforming the talent acquisition landscape, social media has emerged as a popular recruitment channel for hiring top-tier applicants. Indeed, in today's candidate-driven labour market, finding great personnel can be difficult for human resources professionals who still need to abandon traditional hiring tactics.

It is so because the war for top talent is getting fiercer and companies across the world are facing a serious talent shortage. Therefore, most HR managers are putting in efforts to make social recruiting an integral part of their hiring strategy. Businesses looking to accelerate their hiring process can harness the power of social media recruiting to source prospective job candidates, thereby facilitating the creation of a high-quality talent pool in less time. Social media is a computer-grounded technology that facilitates sharing of ideas, studies, and information through virtual networks and communities. Social media is internet-grounded and gives druggies quick electronic communication of content, like detailed information, documents, videos, and prints. Druggies engage with social media via a computer, tablet, or smartphone via the web- grounded software or operations. Social media as we know it with the advance of time, and the growth of technology has slowly but significantly transformed the meaning of communication%. When it comes to easy and far-reaching communication media, nothing can beat this. Commercially social media is also sometimes referred to as media generated by consumers. Social media is a blending of technology and social commerce, for value creation is a common thread in all delineations of social media.

OBJECTIVE OF THE STUDY

1. To understand the recruitment process by using social media

2. To understand the influence of social media recruitment strategies on the creation of a talent pool

3. To understand the social media recruitment practices used by companies to attract talent.

II. 7 Reasons why every startup or organization should be using social media for Recruitment.

1. Boost recruitment marketing efforts.

There are numerous methods and sources available for recruitment marketing, but social media may boost your efforts to a new level, reaching millions of competent individuals worldwide in seconds. While there have been some creative strategies for recruiting new talent, traditional mediums like billboards, newspapers, and events provide different timeliness and scalability than social media. They also don't have built-in tracking that focuses on the metrics the company cares about, such as page visits, interaction, and followers.

These resources will not only save the company's time and money when reviewing your efforts, but they will also better educate you on which platforms are functioning effectively with your audiences, allowing you to continue to focus and adapt your social media recruiting efforts.

2. Tailor your recruiting efforts.

Social media networks offer a wide range of alternatives for reaching out to certain groups of people, allowing you to target the best applicants for your roles. Narrowing the application pool early in the recruiting process allows you to devote more attention to the best candidates.

Each platform has its audience and culture, allowing you to get granular and deliver the right message to the right people at the right time. It implies that you'll need to be innovative while developing your pitch, as a one-size-fits-all strategy rarely works.

3. Create and repurpose a variety of content.

You can develop as much content as possible in your social media recruiting efforts. The sky is the limit when it comes to the written word and appealing pictures, as well as video and interactive material. While video content is the newest trend, with 76% of organizations employing video reporting an increase in traffic, it's crucial to remember that various materials will perform better on different platforms, so conduct some research to figure out what connects most with your target prospects.

4. Promote your employer's brand.

69% of job searchers feel a company's reputation is important while looking for a new job. So important that 84% of current employees said they would consider leaving if another employer with a better reputation came knocking. Social networking is a great way to advertise your employer brand to potential employees who aren't looking at job descriptions. Here are some things to think about when building social content:

Company culture: - People wishing to advance their careers should consider the company culture. Show off the enjoyable aspects of working at your company, such as team rituals, shared interests, and other quirks that distinguish your company.

Perks and benefits always play a vital role when every candidate compares offers. Make the connection between your best perks and benefits and how they boost your workers' personal and professional lives.

Recruitment events play a very important role in the recruitment process, and they should absolutely be a part of every company's social agenda. The company should also promote growth and learning opportunities for employees, like conferences and company-sponsored training.

Job postings are a simple approach to encourage people interested in working for your firm to apply for open positions. Share some interesting information about the role and organization specific to the applicant profile companies created for the position.

Interview tips and live Q&A forums:- it is an open conversations forms for prospective candidates to ask questions about the company and open roles. This can also help clarify any misperceptions or provide insight into what candidates are most interested in your company.

III. The Benefits of social media recruitment

1. **Reach the elusive passive candidate.** LinkedIn is a directory of professionals organized by industry, company, job title, and several other categories. Social media is the best way to find and connect with passive candidates.

2. **See talent and passion firsthand.** Many people use social media to make it known they love their careers. You can find passionate people and learn what amazing work they've done and the creative ideas they have.

3. **Get resume details without a resume.** On LinkedIn and, to some extent, Facebook, you can view a person's complete work and education history. You'll know if a candidate has the experience the role calls for before you reach out to them.

4. **Find a great culture fit**. Social media allows you to learn about a person's hobbies and personality. You can find skilled candidates who will also be a good fit for your workplace.

5. **Filter out, bad candidates.** Some people behave poorly on social media. By seeing what they share online, you can determine if a potential candidate has a bad attitude.

6. **Save money.** Social media recruiting is completely free unless you promote job openings through paid campaigns.

IV. social media Recruiting Best Practices For the creation of a talent pool.

1. **Create an editorial calendar**

Producing creative content every day can be time-consuming, frustrating, and even feel like more effort than it's worth. Trust us, it's not — but consistency is crucial. Simplify the process by creating an editorial calendar with daily themes to refer to when creating content. It's okay to switch things up. The calendar is not set in stone.

2. **Get your team involved**

You are not an island, so don't recruit like one. Get your company's employees involved in the recruiting process, and your results will skyrocket. Arm them with some pre-produced content to make things even easier.

3. **Send direct messages**

Regardless of your platform of choice, you'll be able to send candidates one-to-one messages. Create a personalized message expressing your interest in the candidate, and be sure to include specific information about the individual, so they know you are serious and aren't spamming. It is an excellent way to start the conversation, but don't lead with a hard sell.

4. **Comment on their content**

Oddly, your prospective candidates are sharing their thoughts and opinions on social media, which is the perfect opportunity to start a conversation. Feel free to respond directly to their posted content (just don't be creepy or generic) and encourage them to direct message you to continue the conversation.

5. **Start a group discussion**

LinkedIn and Facebook feature thousands of industry-specific groups, which can be fertile ground for motivated recruiters. Asking a question or sharing an opinion can spark a discussion and expose you to hundreds of potential candidates, but make sure to do more than post your jobs. Contribute to these groups meaningfully, and you'll always be welcome.

6. **Shout them out**

Tagging potential candidates in a company post or @reply on Twitter can start a conversation on which others can chime in, bringing traffic to both the company and the candidate's social profiles.

7. **Livestream an event or conference**.

When it comes to the digital world, video is now king. It opens a world of possibilities for social media recruiting. Livestream an event in your office or conference at which you're presenting. Host Q&A sessions for viewers to learn more about your company and ask questions that your team can respond to in real-time. Share a perspective on life at your company.

8. **Take full advantage of hashtags.**

Hashtags are one of the best ways to connect with specific audiences but do your due diligence before getting started. A hashtag's relevancy and the number of people following it will vary by platform. Likewise, broad terms can get lost, while overly specific terms may have no following. Keep brand-specific tags consistent across platforms, and always research a hashtag before using it. Make sure whatever trends related to the hashtag align with the company's mission.

V. Top 6 Social Media Recruiting Strategies

1. Use social media to strengthen your company's online presence

2. Involve your employees in the recruitment process

3. Use recruitment software to connect with the right talent in the industry

4. Invest in social media advertising

5. Use live-streaming videos to engage passive applicants

6. Put relevant hashtags to use

1. **Use social media to strengthen your company's online presence.**

To recruit effectively on renowned social media channels, you must strive to strengthen your online presence as most millennials are passionate about working with companies that are well-established. You should effectively communicate your corporate values and give a clear picture of your organizational background to organically attract top industry talent on prominent social media platforms like LinkedIn, Facebook, etc.

2. **Involve your employees in the recruitment process.**

It is extremely important to understand that the prime purpose of indulging in social media recruiting is to extend your reach on the internet. You can involve your employees in the recruitment process to maximize your online reach and drive results much faster. By making your workers a part of the hiring process, you can encourage them to spread the word about your brand, thereby reaping great benefits from their social media networks. More essentially, see to it that you formulate a well-defined social media policy in advance and acquaint your employees with it before turning them into brand ambassadors to make sure that they do not end up causing damage to your organization's brand image unintentionally.

3. **Use recruitment software to connect with the right talent in the industry.**

When it comes to getting in touch with the right talent in the industry, you must communicate with candidates considering their interests if you really want to get the desired response. Make the applicants familiar with available opportunities in your company and send relevant emails to stay in touch with them throughout the hiring process. For this purpose, you must opt for premium social media recruitment software that will help you speed up the process of candidate selection. The recruitment solution will give you access to a consolidated database with all the relevant candidate-related data such as email IDs, addresses, phone numbers, etc., which has been collected from various of sources online. This way you will have all the important information in hand without needing to sift through each candidate's profile individually.

4. **Invest in social media advertising.**

One cannot deny that social media advertising is a fast and cost-effective way of connecting with the right audience. Hiring managers who are recruiting actively should consider investing in social media advertising campaigns to maximize their reach over the web. This strategy will help you define search parameters so that you can target prospective job candidates with the utmost ease. In case you feel that the campaign is not producing the desired business outcomes, you can modify it taking into consideration your core organizational objectives. Other than this, you should also leverage AI-driven social media insight tools to gain access to key recruiting metrics that will help you analyze whether your campaigns are powerful enough to attract potential applicants.

5. **Use live-streaming videos to engage passive applicants.**

Without a doubt, no type of content is as engaging as live-streaming videos since they possess the potential to engage passive applicants instantly. But the content you share in your live videos should be tailored based on the interests of your target audience so that you are effortlessly able to build a profound connection with them. Use live video broadcasts to hold rapid Q&A sessions to captivate your audience. Give candidates a sneak peek of your workplace via live footage so that they can get a glimpse of the company culture.

6. **Put relevant hashtags to use.**

Recruiters should never underestimate the power of hashtags as they can help increase the reach of their brand message across various popular channels on social media. Search the web for trending hashtags and pick the ones that will help you grasp the attention of your key audience with little effort. But make certain that you define your target audience before putting any hashtags to use or else your strategy might fail. Additionally, you can adhere to a personalized approach and come up with creative hashtags that are related to your company's culture, organizational objectives, etc.

Now that traditional hiring methods are becoming obsolete and ineffective with every passing day, employers are resorting to social media recruiting. From shortening the overall time taken to hire to giving a notable boost to employer brand awareness, social media hiring can come in handy for boosting an organization's recruitment marketing efforts in an instant. Above all, social media channels are highly useful for reaching out to quality passive candidates who are quite unlikely to be found on traditional job boards. So, make it a point to carefully evaluate your business needs and create a powerful social media recruitment strategy that will assist you in connecting with a vast pool of talent to tap into, thus giving you an edge over competitors.

RESEARCH METHODOLOGY

To analyze 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 the Human Resources (HR) departments of 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. It is a methodology for collecting all sorts of information and data related to the project. It includes the overall research design, sampling procedure, fieldwork design, and finally the data analysis procedure. The methodology used in the study consisted of a sample survey using both primary and secondary data.

RESEARCH DESIGN

As a Research method, I have used Descriptive Research and Explanatory Design in my Study.

Descriptive Research: - Descriptive research aims to accurately and systematically describe a population, situation, or phenomenon.

Explanatory Research: - Explanatory research is a research method that explores why something occurs when limited information is available.

COLLECTION OF DATA

➤ **Primary Data**: - To conduct data analysis on the study of social media recruitment strategies for the creation of talent pool. The primary data is collected by the structured questionnaire and personal interview.

(https://forms.gle/SNqeCAo3P4JHJhYD8)

➤ **Secondary Data**: - To conduct data analysis on the study of social media recruitment strategies for the creation of talent pool. I have taken few things from different journals, report, and projects to add the more information. The secondary data is collected from the internet and data is written by itself.

SAMPLING TECHNIQUE

To conduct data analysis on the study of social media recruitment strategies for the creation of talent pool a Systematic sample 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.

SAMPLE SIZE

A sample of 100 people was taken into the study, and their data was collected.

DATA ANALYSIS AND INTERPRETATION

Social media recruiting can serve as a complement to traditional recruiting methods. However, social media recruiting is also quickly taking over traditional recruitment as the norm. Recruiters find that social media allows them to narrow the candidate pool more effectively and quickly find qualified individuals. When I implemented social recruiting strategies correctly, I got a message across numerous social platforms while showing potential candidates.
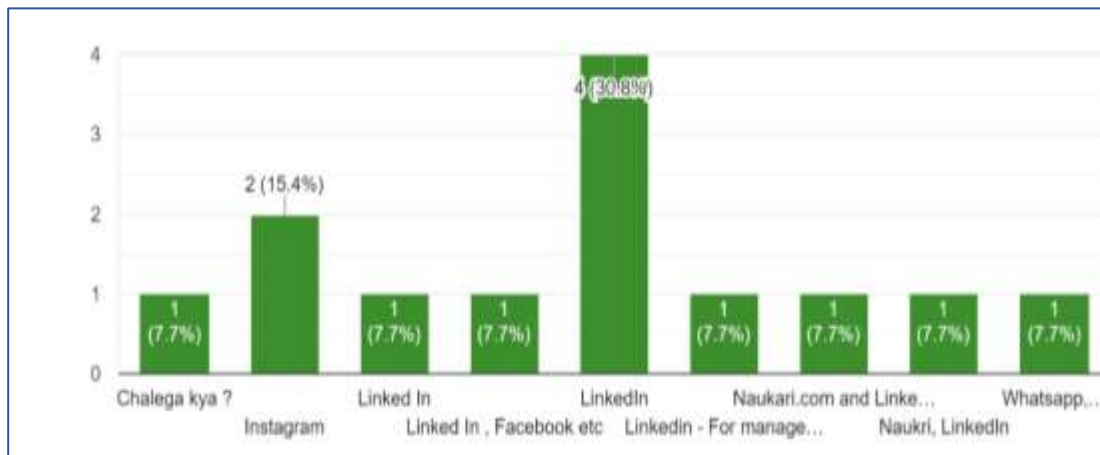
Fig.1

According to research people are using LinkedIn (30.8%) more as compared to another social media platform for the recruitment of the candidate.
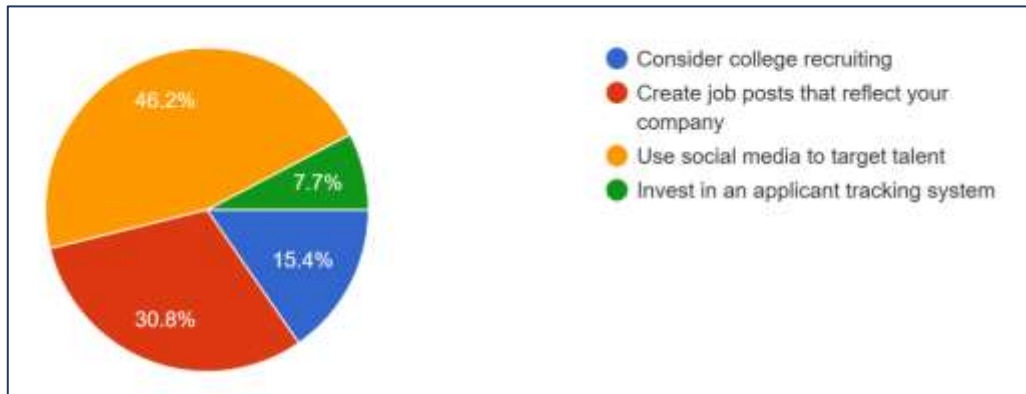
Fig.2

According to research 46.2% HR prefer the strategy of using social media to target the talent pool for the recruitment purpose and 30.8% HR prefer the strategy to create a job post that reflect their company.
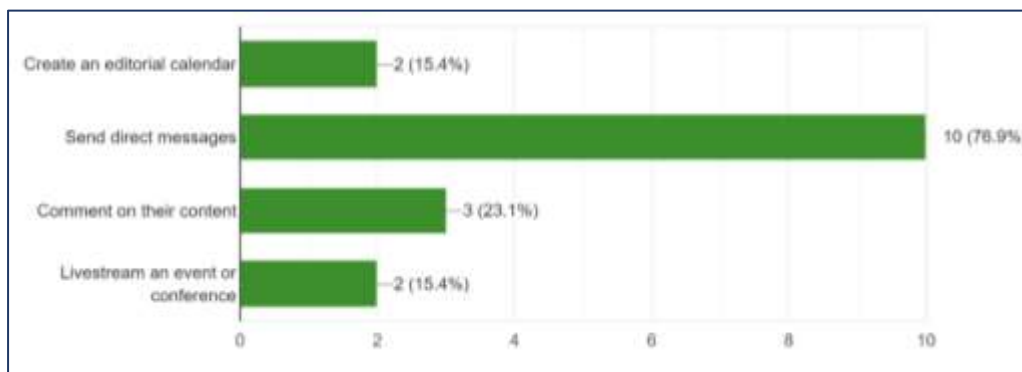

Fig.3

According to research 76.9% HR follow social media recruitment practices for the creation of talent pool though social media platform.

Findings

The major findings are the recruitment and selection process is decentralized, and about 80% of the employees are satisfied with the recruitment and selection process. According to the research, the recruitment process is increasingly affected using social media, from job seekers researching a role to hiring managers seeking information to inform their screening processes. The research also says that offline gives higher rejections than online recruitment.

The study found the most popular site for jobseekers is LinkedIn, with 30.8% of respondents having a LinkedIn profile. Facebook was second, with 69% having a Facebook profile, Twitter at 18%, Instagram at 11%, and 3% of people having 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 need to be job hunting right now. By sharing information about the company on a blog and social platforms like Facebook and Twitter, you help people get to know your company on a more than personal level and can help them realize they'd love to work for you.

CONCLUSION

This article finds that most management, job consultancies, and students, both graduates and postgraduates, are aware of social recruitment via social networking sites such as Instagram, Twitter, and LinkedIn. Some students have applied for jobs on these sites; they are impressed with the ease with which they may search for jobs on social media platforms; they have even been offered jobs; however, owing to personal issues, they were unable to work in the organization. Job consultancies and HR managers have expressed their belief that recruiting through social media will become more effective in HR functions and will result in lower recruitment costs for the company compared to other traditional recruitment methods. They believe that social media sites such as LinkedIn will become a more effective tool for searching for candidates because it is a professional site where professional interactions occur. Management and consulting firms are eager to use this innovative strategy but recognize the need to learn first.

Social media sites have the different advantages of allowing businesses to reinvent themselves internally to employees and outside as a means of obtaining the best personnel. The most effective use of social media is not simply in researching integration. While social media affects a wide range of corporate

departments, from marketing to customer service to public relations, human resources departments that can use social media for business purposes will benefit the most in recruiting, research, and influence. Job seekers in Generation Y or Generation Next who are active on social media platforms are usually content with having their personal and professional accounts overlap on the websites. Recruiters who make merciless decisions on potential candidates based on what they learn about them online risk dismissing excellent applicants, while managers fail to recognize that SM profiles are not well-structured resumes. As a result, HR professionals must devote time to separating and managing candidates' personal and professional web identities.

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