



Effectiveness of Social Media in Recruitment

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ABSTRACT

This paper will provide as technology is emerging in the world it has also changed the recruitment process. Will also have overview of effectiveness of social media sites in recruitment by the companies is it cost saving and time efficient. The impact of the social media recruitment has changed the perception of recruitment from traditional recruitment. The social media will also keep the HR and employees connected and share the thoughts and ideas. In this study we can also know if social media recruitment is time-efficiency than traditional method of recruitment or not. The questionnaire was used has a tool to collect the data from the employees working in IT and other sectors. Total responses received for this was 60 and based on this the further analysis were made. The analytical tool used for the analysis was JMP multiple linear regression was performed.

Keywords: social media, recruitment, employees and time efficiency.

INTRODUCTION

In the recent times we can see technology playing important role in the business industry in technology, retail, finance and manufacturing sectors. With the recent the recruiting of the candidates for the company has been changed from the traditional process to the social media sites the recruitment. The social media sites used for the recruitment by the companies are mostly Instagram, LinkedIn, Twitter and Facebook this will keep the companies to stay connected with the candidates required for the job. The companies have shifted from old concept of recruitment using the papers, advertisement and billboard advertisement to online recruiting in companies after the recent pandemic the companies has shifted to this new concept. From this social media sites, the employers will search of the candidates interested for the particular job role. The usage of the social media sites for the recruitment will help the job seekers and employer to increase the recruitment process without any hassle it can reduce the cost in the recruitment and improve the candidates to recruit in the company.

The Human resource department plays vital role in the organization the different companies will have different task to performance by the HR. The human resource department will perform tasks based on recruitment, compensation and rewards which should be provided to the candidates, Evaluating the performance appraisal, employee engagement in the company and look after the accommodation of the employees if the company relocates candidates. Recruitment has become easy process because of the social media the job openings can be reached to huge population faster. Social media can convey the information of the job opening to the candidates faster than the advertisements in newspaper and billboards. HR will be answerable if the social media is misused by the employee in the workplace which can lead to termination of the employee. The human resource manager should policies and rules while using the social media in the company for the recruitment. Social media can be helpful tool to communicate between the department to department, one employee to another to rectify the errors and mistakes which is caused in the company. Social media sites can connect the people worldwide and help to increase their knowledge, exchange ideas by connecting with people. The reason why social media recruitment is important in HR department is because we can get connected with top talents quickly through their social profile, the job openings in the companies will reach out the job seekers faster without any challenge, we can know about the candidates more than what is on their resumes. The social media sites such has LinkedIn will tell the recruiters who you are, Facebook will tell them your connections. The candidates who are looking for the jobs can easily have access to the company official websites for the details of the job and openings in the company.

REVIEW OF LITERATURE

Sinha (2020) states that Internet has changed the world in many sectors and domains whether it is service sector, E- Business and human resource, with help of internet not candidates but vision to search good employees has been changed from job portals to search candidates is changed to search in social media such Instagram, LinkedIn, Facebook and other social media applications. This method gave us the new concept to search of employees for company and search of right employee in right social media application rather than traditional approach to search the candidates with help of advertisement in newspapers, job boards and job portals in the company. This study will also state which job role people in HR will search for employees for company.

Sadeeq (2020) states communication technology is changed social media will play vital role in recruitment nowadays. Companies will communicate work with help social media globally social media sites is used in educations and work culture which help the business. This help business to recruit

candidates by recruitment agencies this modern approach will provide information other fields. Although they are many users of social media but only less people know how to hunt for the jobs in social media.

Smith (2004) states at first recruitment companies or agencies would spend lot of money for advertisements, but now with help of social media hiring the companies are able to save the money by updating job openings in the different platforms of social media and the companies more responses compared to the traditional process of hiring. Social media hiring will not help in hiring the right candidates it also helps in sharing of the activities and behavior of the candidates which will be on social media will attract the recruiter to hire that candidate with adapt skills and knowledge needed of the particular role in company.

Viswakarma (2017) states the top companies are following social media sites for the recruitment and search for the candidates for the organization. Social media will help to enhance recruitment process in HR and development domain. The social media will fulfill the needs or requirements of the employer and the employee job hunters by working on internet and social platforms which will improve the employment, reduces the cost of the company and massive accessibility of the candidates, the quality of search for employees has been improved with help of social media. By implementing this approach companies will not be dependent on the exterior environment and job board, because companies are using these social media platforms to search of the right talent for the company.

Haenlien (2010) states social media is the technological and ideological platform for the candidates to share the same ideas and content with similar groups available in these platforms and interact with each other and exchange the ideas and knowledge which can be shared for large groups. Social media is free for everyone to use where the information will be shared easily with many groups and people and be interactive with each other and share the knowledge. Social media sites will help people to get connected with business people and the institutions and increase the networks.

Vinita Sinha (2013) states that HR is the most important resource in the organization, where recruiting the candidates can be done with help of social media sites and job portals from the traditional recruitment. She also stated that with the emerging trend of technology in HR sector have changed the recruitment process. Candidates with different ideas and knowledge can get connected through this social media sites. The work emphasizes on identifying the trends that change over time affecting all over world.

Myrna (2004) states the HR can recruit the candidates in the organization to increase the labor in the organization. Recruiting more employees in the organization is not a right manner to increase the human resources in the organization. The company can find alternative solution that recruiting the more employees in the organization they can outsource the employees for the full time. In case of the part time or overtime to increase employees in the company to increase the employees in the organization. The recruitment process is cost effective and recruiting the new employee's decision should be taken with proper decision-making process in the company. To increase the employees in the organization they should have proper infrastructure to the employees.

Prakhar Pandey (2014) states fast growth of digital media and online platforms are becoming one the success factor for the business in recent times. The on a social basis active candidates exceeding with social sites and job portals will attract the top talents in the social media. These social media sites will attract the companies by the easy to use and will have transparency. This new method of recruiting has brought a change in HR department which will attract the candidates digitally with their strategies in the company and all the organization will follow this new concept of recruiting.

Lavita A Williams (2017) states that shift of the social media in the Human Resource Management which can be used for the recruitment in the organization. The effects of the social media recruitment on retention and recruitment in the companies. Social media usage, pros and cons are also mentioned. The social media should be useful for both employer and the employee in the organization. Social media requires the information of the candidates and about company and their business-related data will be saved in their social media pages. The data should have privacy and security should be maintained in these sites while applying for the jobs by the company.

OBJECTIVE OF THE STUDY

The study will help us to understand the social media recruitment and the effectiveness of this in the organization. Social media recruitment will have help in diversity candidates, the engagement of the candidates, time efficiency and cost savings by using social media.

METHODOLOGY

Research Question

To have an idea on whether there is significant impact between social media and recruitment the multiple linear regression analysis is done.

Null Hypothesis (H₀): Social media recruitment is not time-efficient than traditional recruitment.

Alternative Hypothesis (H₁): Social media recruitment is time-efficient than traditional recruitment.

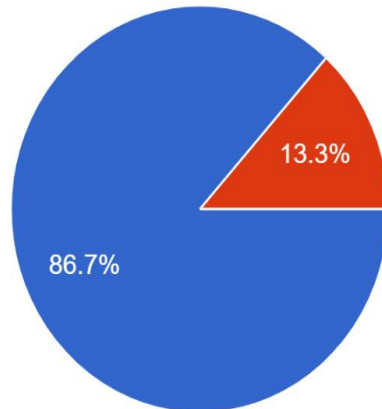
Dependent And Independent Variables

Dependent variables: Time efficiency in social media recruitment.

Independent variables: cultural fit observed in employees and cost savings.

Research Design

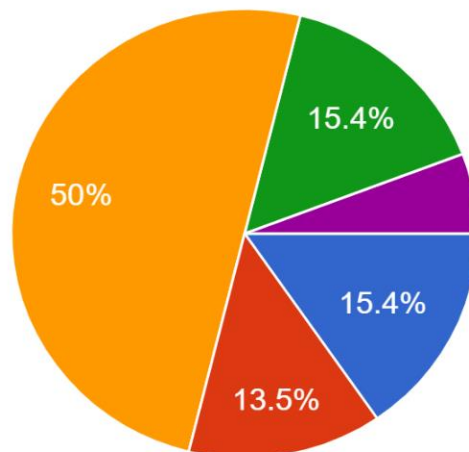
The HR department employees who are working in the recruitment area were the sample for this study. The data was collected through the questionnaires. The questionnaire consisted of 11 questions which were related to using social media as tool for the recruitment in companies. The questions were in MCQ form on the basis of Likert's scale i.e., Strongly Disagree, disagree, neutral, agree and strongly agree. A total of 60 responses were collected. The data has been analyzed by Multiple linear regression to know the impact of social media in recruitment.



Primary Data

Figure 1: Use of social media in organization

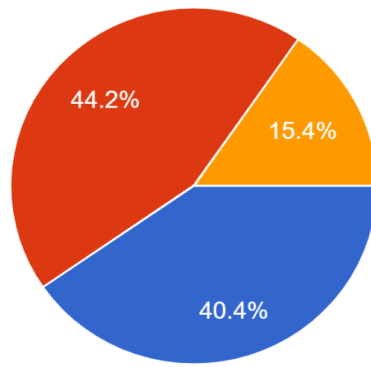
This graph represents companies using social media for recruiting the candidates. 86.7% will use social media as a tool for recruitment and 13.3% said they don't use social media for recruitment.



Primary Data

Figure 2: Social media platform which is mostly used

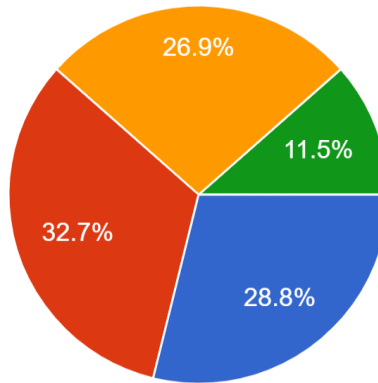
This graph represents the mostly used social media application or platform by the recruiters for the recruitment in their organizations. 50% is LinkedIn, 13.5% is Facebook, 15.4% is Instagram and Glassdoor and 5.8% is Twitter.



Primary Data

Figure 3: The current of employees in the organization

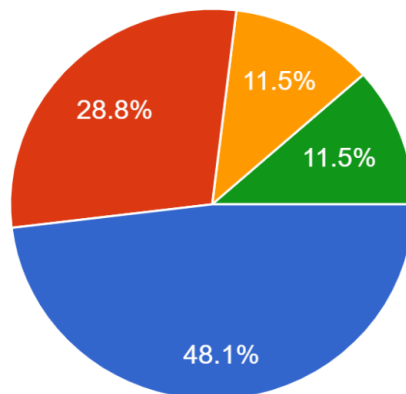
This graph represents the current role of respondents in their organization. 40.4% are Hiring Manager, 44.2% are HR specialist and 15.4% are Recruitment officer.



Primary Data

Figure 4: Duration of individual in recruitment and hiring process

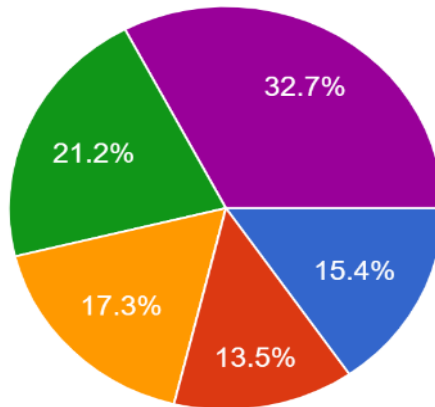
This graph represents from how long the respondents are in the recruitment or hiring process of the candidates 28.8% is less than 1 year, 32.7% is 1 to 3 years, 26.9% is 4 to 6 years and 11.5% is 7 years and more.



Primary Data

Figure 5: Social media recruitment is used in which sector

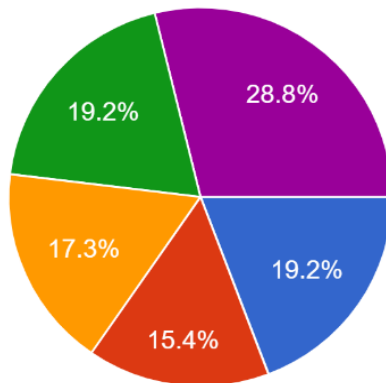
This graph represents in which industry or sector social media is used for the recruitment. 48.1% is technology, 11.5% is retail and manufacturing, 28.8% is finance.



Primary Data

Figure 6: The group of candidates using social media

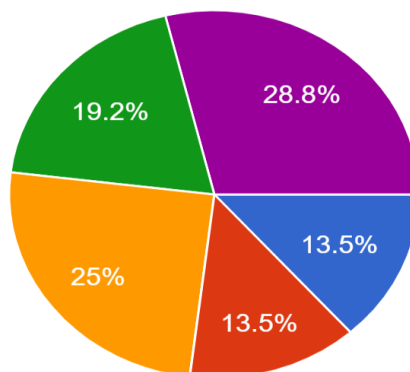
This graph represents more diversified group of candidates can be pooled with use of social media as recruitment platform. 15.4% said strongly disagree, 13.5% said disagree, 17.3% said Neutral, 21.2% said agree and 32.7% said strongly agree.



Primary data

Figure 7: social media candidates will show good cultural fit

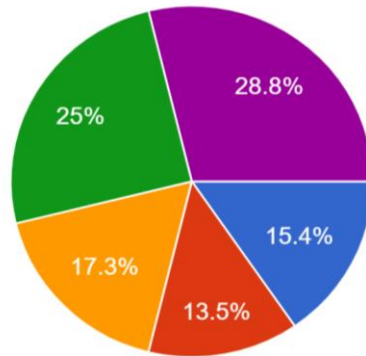
This graph represents candidates discovered through social media interactions are often show a better cultural fit with the organization. 19.2% said Strongly Disagree, 15.4% said disagree, 17.3% said Neutral, 19.2% said agree and 28.8% said strongly agree.



Primary Data

Figure 8: The engagement of the candidates is higher.

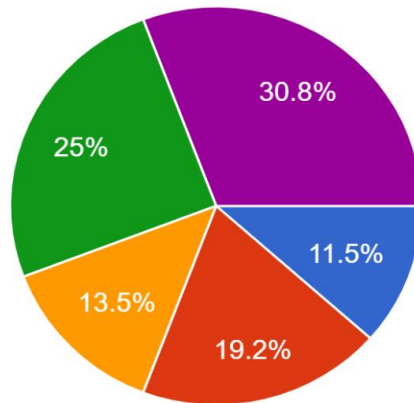
This graph represents the engagement level of candidates is higher when they discover job vacancies through social media platforms. 13.5% is strongly disagree and disagree, 25% is Neutral, 19.2% is agree and 28.8% is strongly agree.



Primary Data

Figure 9: Time efficient of social media recruitment

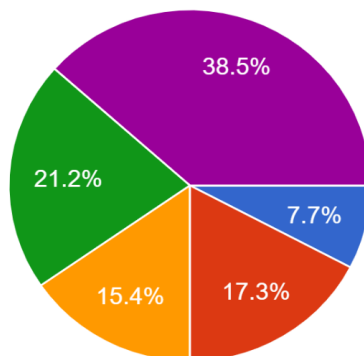
This graph represents social media recruitment is more time efficient than traditional recruitment method. 15.4% is Strongly disagree, 13.5% is disagree, 17.3% is Neutral, 25% is agree and 28.8% is Strongly agree.



Primary Data

Figure 10: Cost savings of social media recruitment

This graph represents social media recruitment has led to significant cost savings in hiring processes. 11.5% is strongly disagree, 19.2% disagree, 13.5% is Neutral, 25% is agree and 30.8% is strongly agree.



Primary Data

Figure 11: Effectiveness method of recruitment.

This graph represents social media can be used as an effective method of recruitment in organizations. 7.7% is strongly disagree, 17.3% is disagree, 15.4% is neutral, 21.2% is agree and 38.5% is strongly agree.

DATA ANALYSIS AND INTERPRETATION

Summary of Fit					
RSquare		0.513703			
RSquare Adj		0.497493			
Root Mean Square Error		1.033342			
Mean of Response		3.063492			
Observations (or Sum Wgts)		63			

Analysis of Variance				
Source	DF	Sum of Squares	Mean Square	F Ratio
Model	2	67.67833	33.8392	31.6907
Error	60	64.06770	1.0678	Prob > F
C. Total	62	131.74603		<.0001*

Parameter Estimates					
Term	Estimate	Std Error	t Ratio	Prob> t	VIF
Intercept	0.7107657	0.324989	2.19	0.0326*	.
Cost savings in hiring process	0.3328777	0.111848	2.98	0.0042*	1.3991989
Cutural fit of hired candidates	0.467881	0.10056	4.65	<.0001*	1.3991989

Effect Tests					
Source	Nparm	DF	Sum of Squares	F Ratio	Prob > F
Cost savings in hiring process	1	1	9.457975	8.8575	0.0042*
Cutural fit of hired candidates	1	1	23.115711	21.6481	<.0001*

Prediction Expression
0.7107657297
+ 0.3328776917 • Cost savings in hiring process
+ 0.4678810398 • Cutural fit of hired candidates

Durbin-Watson			
Durbin-Watson	Number of Obs.	AutoCorrelation	Prob<DW
2.1998577	63	-0.1006	0.7681

INTERPRETATION

With an R square value of 51.37% indicates the amount of variation observed in Y value due to the presence of X variables.

The forecasting model is determined to be fit by 49.7%. Hence the efficiency of hiring and recruitment process by social media platforms in comparison to conventional methods is significantly due to its cost saving nature and also the exhibition of better cultural fit of the candidates hired through such practices.

Durbin Watson test confirms the absence of autocorrelation between the selected independent variables.

CONCLUSION

Social media is an important tool for the organization. This makes the work easy and without any challenges the work can be done earlier. Social media recruitment is one of new and useful concept in the organization. If the HR department in companies the social media they can have good candidates. The major drawback can be using of social media by the employees during the work hours and rather than searching for the candidates in the companies can be distract to the employee and the companies have to set the rules and regulations for the workers in company. The social media recruitment can be major topic in upcoming days in India. This will cost saving and will create huge pool of the candidates in the companies with the short period of time. The social media sites such as LinkedIn, Instagram, Naukri any other can share their resumes and job interests in the profile. These sites will help in the networking of the candidates with each other and great corporate leaders who are working in great position in the companies. The social media sites can be useful for both employees and the HR it should be used carefully by knowing the risk which will associated.

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