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## SOCIAL MEDIA AND NETWORKING: REVOLUTIONARY CHANGE IN THE RECRUITMENT PROCESS

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### ABSTRACT

*The virtual world plays an even important role than the real world today. Individuals differ radically from one another in the degree to which they adapt social media in their life. There are some people, whose day start and end at social media, while there are others who use it only for professional work and another category of people use it only for personal use, as leisure and its even phobia for some. But somewhere or the other, everyone today is habitual of social media. Earlier Social media was mainly used for networking, and then with the evolution of web it emerged as a very useful component for promoting, branding, marketing, sales, consumer research, advertising, communications. However since last few years people have realised that even it has impacted a lot on the Human Resource Practices of organization (inter and intra organizational communications, community building among employees, human resource, increasing employee engagement and motivation and internal process management). Present study is an attempt to study the utility of social media in HR practices. The study is also aimed to understand the scope of social media in the revolutionising the recruitment process.*

*The study found that social networking sites have changed the basic nature of recruitment process. Traditional Human Resource Practices and techniques have shown a positive shift towards modernization. Techniques like online job posting, screening (on the basis of their websites or their work) have shown the recruiters a modern way to connect with the best suited individuals, 92 percent of U.S. companies have used social networking sites as one of the tools for recruitment.*

**Keywords:** *Social Media, Social Networking, Recruitment, HR Practices, Modern Recruitment tools.*

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**INTRODUCTION**

Social media can be used in Human Resource Management for maintaining records efficiently, for motivational purpose, competency mapping, performance appraisal, enhancing innovations, Recruitments, employee tracing, culture development and culture building, competition and lots more. Although these concepts are not broadly practised, the day is not far when Social Media would be a crucial part of HRM. Some researchers support this fact that Social media is taming HR practices, and has a wide scope for future. Individuals and organizations who will be able to utilise and upgrade themselves with the new emerging HR trends, would show better growth and results than those ignoring Social Media. Recruitment through Social Media is a platform for potential employees to access better job opportunities, resume writing and interview preparation. It is also the platform for recruiters to share all the upcoming job fairs, events, vacancies. Social Media is one of the best tools of employer branding and recruitments.

These days, everything is available just on the click of a button, whether it's searching something, contacting family or friends. It gives the power of spending money in buying things online. Their users are now so habitual for using web at ease. The rapid changing world of gadgets and smart phones makes it comfortable for people to access things online around the clock. People getting paid for working online, it's no more a dream come true; this may be working on web specifically on social networking site. It is not directly related to the Marketing job profiles, but focussing on the H.R. aspects. People are appointed for writing blogs, as a part of employer branding and recruitment campaigns are run by organization to attract potential candidates. This may also be outsourced or done by their Human Resource Department. Social Networking actually mean any application or Web site that links communities of people together through the ability to upload and share media such as photos, videos and bookmarks, blogs, or to message or link with friends, or to make new ones. It has created a vital shift in the way people communicate via real-time conversations online. And thus it ended up being a part of not only an individual's personal or professional life, and society, but also of the corporate world.

**SOCIAL MEDIA RECRUITMENT (SMR)**

A new term has evolved with innovations- Social Media Recruitment (SMR) - the term is self-explanatory, i.e. recruitment with the help of Social Media. In the age where networking sites are generated at a rapid rate which is equal to the growth rate of a developing country, it shows that

there are ample opportunities that can be gained through social media other than networking. 92 percent of U.S. companies have used social networking sites as one of the tools for recruitment. Networking is nevertheless considered to be a very important aspect in order to achieve new heights in one's career. SMR makes it simpler for a job seeker and opens avenues unnoticed earlier. It is very easy to search for a prospective candidate and that too with just a click for the job seeker and also for the employee. Increasingly, organizations are resorting to social media arena to get the right and viable candidate for a vacant position. It not only saves time, but also saves cost, at different levels and reduces our efforts. Thus, its helps in reducing even the number of people working for that purpose. Social Media was initially used only for reference checks of prospective candidates, but soon it became the most efficient way of finding perfect candidates not only for higher posts but even for the clerical jobs. The candidates thus selected by social media have shown a high retention rate. For an individual One's personality and social image is always very important. And it brings a sense of belongingness when find the organization as a part of their intro (/info). And if we tend to compare it with traditional HR practices we would find that Social media is any day better than the traditional recruitment process from both the perspective of an employer and the employee. It helps in efficiently utilising the resources (time, money, efforts etc.) and provides a perfect variety of candidate pool to the employer from everywhere without any limitations. And it helps the applicant seeking and selecting a better job for him/ her according to thy capabilities and also helps them understanding the company and its policies. It's found that job seekers contact the current employees for inquiring as they are the most trusted source of information about organizations for candidates. And even the recruiters; tend to take the references from their existing employees first for hiring new employees.

If there would a discussion on what impact does social media made on HRM and that too specially on recruitments, we would find that, it has made changes on every phase, right from the beginning to the end, till the minute processes. An efficient HR personnel focuses on the all the three categories of people viz. potential job seekers, present employees and organization's alumni to make best use of social media in recruitment process. And this process unlike the traditional process does not start at the identification of need of workforce,

but it's an on-going process. There might be changes in degree of focussing on the three people category during the process, but it is continuous.

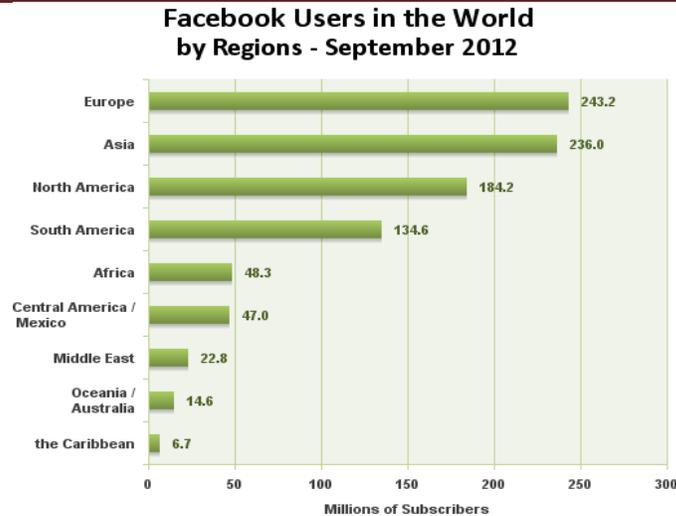
As employee referral or alumni referral is always considered better by an HR professional for the vacancy, it's the prima facie requirement to stay in touch with them. Here the networking plays the major role complemented by communities and online blogs and groups of social networking sites. These make the alumni still a part of the organization for which they wish to do the best work they can. It's more about the bonding with their organization and its culture. And it's not only about getting in touch with the alumni, but also about hosting events and having some knowledge discussions on forums virtually. Table 1 given indicates region wise world population statistics with Internet users data and penetration rate for the year ended on Jun' 2012. The table indicates highest penetration rate in North America and lowest rate in the Africa region. There is tremendous growth with 566% in the internet users during last 12 years. And at present more than one third of the world population is using Internet, which gives strong evidence that social media is one of the important tool to get connected with the new employees. It also saves cost and time with extra benefit of company's promotion.

**Table 1 : WORLD INTERNET USAGE AND POPULATION STATISTICS**  
**June 30, 2012**

<b>World Regions</b>	<b>Population ( 2012 Est.)</b>	<b>Internet Users Dec. 31, 2000</b>	<b>Internet Users Latest Data</b>	<b>Penetration (% Population)</b>	<b>Growth 2000-2012</b>	<b>Users % of Table</b>
<u>Africa</u>	1,073,380,925	4,514,400	167,335,676	15.6 %	3,606.7 %	7.0 %
<u>Asia</u>	3,922,066,987	114,304,000	1,076,681,059	27.5 %	841.9 %	44.8 %
<u>Europe</u>	820,918,446	105,096,093	518,512,109	63.2 %	393.4 %	21.5 %
<u>Middle East</u>	223,608,203	3,284,800	90,000,455	40.2 %	2,639.9 %	3.7 %
<u>North America</u>	348,280,154	108,096,800	273,785,413	78.6 %	153.3 %	11.4 %
<u>Latin America / Caribbean</u>	593,688,638	18,068,919	254,915,745	42.9 %	1,310.8 %	10.6 %
<u>Oceania / Australia</u>	35,903,569	7,620,480	24,287,919	67.6 %	218.7 %	1.0 %
<b><u>WORLD TOTAL</u></b>	<b>7,017,846,922</b>	<b>360,985,492</b>	<b>2,405,518,376</b>	<b>34.3 %</b>	<b>566.4 %</b>	<b>100.0 %</b>

NOTES: (1) Internet Usage and World Population Statistics are for June 30, 2012. (2) CLICK on each world region name for detailed regional usage information. (3) Demographic (Population) numbers are based on data from the [US Census Bureau](#) and local census agencies. (4) Internet usage information comes from data published by [Nielsen Online](#), by the [International Telecommunications Union](#), by [GfK](#), local ICT Regulators and other reliable sources. (5) For definitions, disclaimers, navigation help and methodology, please refer to the [Site Surfing Guide](#). (6) Information in this site may be cited, giving the due credit to [www.internetworldstats.com](http://www.internetworldstats.com). Copyright © 2001 - 2013, Miniwatts Marketing Group. All rights reserved worldwide.

On the other hand the present employees stay in touch with the alumni and also have public representation through organization's websites, or social media groups, forums, communities, blogs or pages. Thus help them to gain knowledge, share their knowledge, get all the information, stay connected with outer world during work and by doing so, they get involved in employee branding. They are the best source for communication of culture and virtues of an organization. This shows, how caring the organization is, their acceptance to innovations, and their promoting the ideas of their employees and their culture of treating employees as associates, and giving them the freedom to work in their way effectively and efficiently. This shows the trust that exist between the organization and their employee, due to their fare and clear policies, that organization give them freedom and employees take care of organization's image and don't do anything to hamper its image. It helps not only in attracting the job seekers, but also build a strong and healthy work environment at work place, which guarantees long term growth of the organization. And getting referrals from present employees make their commitment even stronger as they just called someone from their peer group to join the same organization they are working with. This guarantees of long term sustainability of employees.



Source: Internet World Stats - [www.internetworldstats.com/facebook.htm](http://www.internetworldstats.com/facebook.htm)  
The total number of Facebook subscribers in the world is estimated to be 937,407,180 on September 30, 2012.  
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At present in the world more than 1.1 billion users are using Facebook. Figure given below depicts the users statistics for one social site namely Facebook. On the other hand 500, 216.3, and 130 million users are using Twitter, Tumblr and Instagram respectively. Apart from these four, numbers of social sites are there on the internet with millions of active users. This big number encourages the corporate to use social media as tool for the recruitment. In the total population of social media users, major weightage is of young population, this is also one of the important reason to use social media as recruitment tool.

## CONCLUSION

The potential job applicants are targeted by the HR professional through a variety of means via social media. This begins with the recruitment announcements that are made on social networking sites, followed by recruitment campaigns. These campaigns are promoting the organizations positives. There may be various options in this too. There can be photos, videos and articles of present working people, organizational environment, its best practices, occasions and events. There can be sharing of present employees about their experience in the organization so far, and the thoughts of leadership of the organization. There are easy ways using social media that can be used by candidates to send their resume to the organization. Even specific resume format can be designed by the HR professional to avoid irrelevant information and make it more time efficient. After getting the resumes reference and background checks are easily done using

social media and studying their profiles ( if it's under company policies).HR professional systematically code job relevant information from the social networking sites to asses and measure personality and other characteristics of individuals personality. It shows the mirror image of the individual, although there can be cases where individual can fake, but good HR can identify that. The job relevant traits thus observed by HR professional can even be used for future job designing, performance management, and training and promotion activities.

The HR professional also get help by social networking sites to develop target interview questions based on recent issues or the individual's profile. This tool of social media just like cell phones, that started very costly, took initial time to come in market, and getting acceptance, but once accepted, it starts becoming a part of everyone's life, where people find it difficult to separate from them. Some of the widely used social networking sites are- Facebook, LinkedIn, Twitter, Plaxo, Blogger, Jobster, Craigslist, MyWorkster, Job fox, Visual CV. There are professional social media sites specially develop only for HR like- hr.com (Dan Schawbel, the author of book, Me 2.0: Build a Powerful Brand to Achieve Career Success, and also the owner of the award winning Personal Branding blog, listed out these 10 incredible social sites to help the candidates in their job search). 55% of HR Professional has been rating word of mouth and employee referral as the best source of candidates. But even in this 50% of the candidates today are coming through online communities. This was also supported by Taleo. Most of the people spend time online to search for new jobs or when they think about switching their jobs. Social media is the most growing market today. But still in India it's not totally accepted. It's better for MNC's and good companies that focuses on good company policies and treat their employees as asset and great value for the organization. But still there are certain organizations that are not accepting HR. This may be due to their fear or not being able to take the technological change and improve themselves by training their employees.

This hesitation should be removed by the HR community and they should take all the HR executive society at same level. Where they can use social media and even applicants get more options. It makes the process more clear and transparent too. This all proves that, it is not yet widely accepted, but surely has grown thy roots in organizations. Even organizations have one more task added in the profile of HR professional to frame and maintain social media polices of the organization.

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