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A STUDY ON ROLE OF SOCIAL MEDIA FOR RECRUITMENT IN BPO INDUSTRY

***Masese Omete Fred and Dr. Uttam M. Kinange**

Kousali Institute of Management Studies, Karnatak University Dharwad

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ABSTRACT

Social networking media is the buzz all about awareness and connection, and presently used for employee recruitment. The use of Internet in recruitment is not new. In fact, over the years, E-recruitment has become popular both among the employers as well as job seekers. Many of us are registered with one or more of the social networking sites like Face book, LinkedIn, Twitter, etc. The growing popularity of this social media sites for professional networking with the use of social media as a recruitment tool is much more famous and in fashion now a days. However, to what extent can the social networking sites can be used as a source of recruitment? Undeniably, there are certain jobs that cannot be filled by using the social networking sites. And even if the social networking sites can be used for recruitment, they might have to be supplemented by some other source of recruitment to accomplish a meaningful recruitment task. The purpose of this study is to investigate the relevance of collaborative social media as companies are adapting their recruitment strategies to incorporate social media when recruiting employees. This conceptual paper examines positive and negative perceptions of social media recruitment sites. It was discovered that the use of social networks at recruitment helped job seekers to find job, but numerous studies also found the opposite. Thus, organizations should understand about social media recruitment before strategic decision of recruitment.

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INTRODUCTION

The advent of social media sites such as LinkedIn, Face book and Twitter, recruitment procedures have been dramatically transformed. Reputed organizations not only cast a wide net through these sites but also narrow down their search to what they want exactly with great ease. They have precise strategies in place to make the best use of the social media in their hiring process. Going to the routes of each word, social media can be defined as an instrument that helps to communicate and interact. Media is a tool used for communication, like TV, newspaper, radio etc. Social media are media for social interaction, using highly accessible and scalable communication techniques. Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue. Andreas Kaplan and Michael Haenlein (2010) define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web, which allows the creation and exchange of user-generated content. Businesses may also refer to social media as consumer generated media (CGM).

Social media recruitment is the process of sourcing or hiring candidates through the use of social platforms as promotional channels by employers. Career/ Placement offices at university campuses also use social recruiting since social media is familiar to and often embraced by students and graduates as a job searching medium. Social media based recruitment is certainly on the rise, but is it suitable for all types of jobs? Social media websites act as effective recruitment tools to scout for talent with specific skill sets and a large qualified talent pool.

With the large number of groups across multiple networks, employers can now exercise their discretion and narrow down a search to a specific type of organisation, qualifications and skill set they are looking to hire." Social media recruitment falls into two different categories. The first is internet sourcing using social media profiles, blogs, and online communities to find and search for passive candidate data and information. The second is social distribution. This involves using social media platforms and networks as a means to distribute jobs either through HR vendors or through crowd sourcing where job seekers and other influencers share job openings within their online social networks.

***Corresponding author: Masese Omete Fred**
Kousali Institute of Management Studies, Karnatak University
Dharwad

Definition of Recruitment

Recruitment is the process of attracting, selecting and placing the right candidate for the right job at the given time and economy. It is highly admiring that a process has been successfully transforming for several decades and will continue to do so. According to Edwin B. Flippo (1979) "Recruitment is the process of searching the candidates for employment and stimulating them to apply for jobs in the organization". Parry & Wilson (2009) stated that "recruitment includes those practices and activities carried out by the organization with the primary purpose of identifying and attracting potential employees".

Recruitment through Social Media: An Overview

As a systematic mechanism in the selection process, the recruitment function is one of the most important areas of human resource management. Essentially, the purpose of recruitment is to locate and attract qualified candidates to fill the job vacancies. The emphasis is on qualified candidates, since considerable resources may be shattered in processing unqualified applicants. Ideally, recruitment follows from a methodical human resource planning process, whereby an organization analyzes and plans for the flow of people into, through, and out of the organization. Recruitment also goes hand in hand with the selection process whereby organizations evaluate the suitability of candidates for various jobs. Thus, without effective planning systems, organizations may recruit the wrong type and numbers of employees, and without effective recruitment, organizations may end up processing and selecting people who are not the best on the job market. Fundamentally, the recruitment process begins with the identification of a vacancy, after which the recruiter receives authorization to fill it. The job is then carefully analyzed and the knowledge, skills, ability, and experience required to effectively perform the job are identified. This implies using existing job analysis data or doing a job analysis.

The recruiter may also consider the job environment, as well as the organization's culture and strategy, to determine individual characteristics necessary for a job fit. The recruitment effort is then planned and coordinated. In the past, the recruiter depended on fairly low-tech methods to produce a pool of potential qualified candidates. Internally, one of the most common methods, especially in unionized organizations, involved posting vacancies within the organization and encouraging bids from current employees. Externally, the organization depended on employee referrals, newspaper and other print media ads, employment agencies, search firms, college recruiting, and job fairs. In recent times, many organizations have begun to use innovative information technology with social media methods to complement the traditional sources. The Internet is one of the most popular information technology tools, with such varied social media like face book linked in, Twitter just to name a few of the social media where it can be the source of skilled manpower to the organization. Before we examine the effects of social media on recruitment, it is crucial that we assess the actual extent to which companies are using new technology in social media recruitment. In a recent survey by the Society for Human Resource Management (SHRM) Human resource professionals reported that traditional recruiting remains popular in attracting good candidates 1997. More specifically, 61 percent reported that employee referrals are considered

good sources of job applicants; 60 percent ranked newspaper ads as good sources; recruiting firms, 58 percent; college recruitment, 52 percent; temporary help firms, 46 percent; job fairs, 32 percent; the Internet, 20 percent; and walk-ins, 18 percent. Similarly in a recent survey of 207 employers, found that employers continue to use traditional methods over high-tech methods and social media recruitment with the recruitment sources ranking similarly on their level of importance. In this survey, one high-tech recruiting vehicle considered important was employers' use of their own Internet web sites (with approximately 30 percent of the sample asserting that this method is important). Nevertheless, as the author notes, there were gradual change in the organizations changing from the traditional methods of recruitment to the modern methods like the social media recruitment are on the rise to suit the test of time in the job market. Organization are not ready to lose out on either the continued importance of traditional methods or the promise of social media recruitment approaches, many companies are adopting a dual approach, viz., using both social media recruitment and traditional approaches. For instance, some firms are placing short print ads in newspapers, with a reference to the full ad on a web site and social media account.

Recruiting through various social sites

Recruitment through Facebook

Facebook is now the most visited place on the web. Facebook is a relatively closed network it can make direct sourcing a challenge. Depending on the user's security settings, visitors are allowed certain access making sourcing on this platform somewhat difficult. Even still, there are ways to grow candidate pool, source, and fill positions recruiting on Facebook. Facebook's ad network offers recruiters a unique opportunity to target job advertisements to Facebook users by keyword, education, location, and even age. Facebook users are providing detailed information and news about their own interests, hobbies, education, and activities throughout the day and at staggering rates. The average Facebook user now spends 15 hours and 33 minutes per month on Facebook. Facebook's ads capitalize on their members and the information that is voluntarily submitted by offering advertisers very small and specific areas in which to target for not a lot of money. To keep up with the competition for top talent, companies must recruit with Facebook ads. Facebook Fan Page can serve as a recruiting and sourcing tool just like a company blog or opportunities to directly engage and educate target candidate market. Approximately 81% of Facebook's monthly active users are outside the U.S. and Canada. Facebook has seen a 41% growth in active users from Russia, South Korea, Japan, India and Brazil during 2012. 70% of Facebook-using job seekers are male, 63% are under the age of 40, 40% earn more than \$75,000 and 36% are college graduates.

Recruitment Through LinkedIn

LinkedIn had more than 187 million members in over 200 countries and territories. 63% of LinkedIn members are located outside of the United States new members sign up to LinkedIn every second. There are more than 1 million LinkedIn groups. 38% of job seekers use LinkedIn to help find work in 2012, 19% of job seekers had a contact share a job on LinkedIn, 11% of job seekers searched for jobs on LinkedIn

and 79% of LinkedIn users are 35 or older; the average LinkedIn user is 40.5 years old. 60% of LinkedIn-using job seekers are male, 62% are under the age of 40, 51% earn more than \$75,000 and 50% are college graduates.

Recruitment through twitter

Recruiters and hiring managers can also leverage recruiting on Twitter as a Social Media candidate source in a number of different ways. Searching for candidates via hash tags can net a solid list of job search and recruiting leads long before candidate has responded to a resume-mining database like CareerBuilder or Monster. Hash tag feeds on Twitter allow companies to go beyond their audience (followers) when posting, and when reading hash tagged Tweets, companies can target thought leaders in the industry. Like any job board or social network, finding top talent is the top priority of e-recruiting. 67% of Twitter-using job seekers are male, 69% are under the age of 40, 46% earn more than \$75,000 and 44% are college graduates.

Recruitment through Google+

Google+, Google's social media platform is the fastest growing social network. It provides recruiters and hiring managers another wide channel to recruit, source, and search. Google+ offers a unique opportunity for recruiters to blaze new trails and connect with candidates in different ways. Users add individuals they wish to engage by categorizing them into circles, which they create. Through circles, one can contact individuals or groups privately or publicly to recruit on Google+.

Advantages of online recruitment

There are several advantages of using advanced technology and social media in recruitment, including

- Cost reduction the organisation does not need to employ someone to write letters and post them.
- Is seen by many potential applicants. Sometimes people search out of curiosity and Easier administration especially for large numbers. The computer can be programmed to carry out tasks such as sending acknowledgements to everyone who not because they are actively looking for a job.
- Gives impression the company is up to date. Imagine if a company did not use the web. What would you think of them?
- Enables internal vacancies to be advertised regardless of geography and time zone.
- Adverts can be tailored to the specific vacancy and adjusted quickly if not effective.
- Can include pre-screening assessment. The computer can be programmed to 'weed out' applicants who are not qualified or the computer can invite all applicants to sit a test before the application is accepted.
- Quicker. The web operates 24 hours a day, and no one has to wait for the post.

Disadvantages of online recruitment

- Will limit applicants to those people with access to a computer. This is becoming less of a problem, but may still apply in different labour markets in different parts of the world.

- Might attract too many applicants. Potential candidates may only need to post their CV or résumé once on a website, but this may result in a large number of employers receiving the information. This is good for candidates, but expensive in admin terms for organisations.
- Ease of application may encourage non-qualified applicants. See above.
- May be discriminatory. Some jobs do not require knowledge and skill with computers, why then filter all the applicants through the web?
- Gives an impersonal feel to an organisation which may stop some applicants from applying. How would you feel if you applied for a job online after you had taken ages filling in the application form and the computer rejected you immediately?
- Technical problems can give a bad impression to candidates or stop them from applying at all. If an organisation relies on a computer as the only means of applying and the computer fails!
- Search engine management needed to make sure that the organisation is on the 'first page'. When you search for something, the search engine decides which information comes first. How many of us look at information on the fourth or fifth page of results?

Role of Technology and Social Media in Recruitment process

To keep high social media recruitment, company should maintain a continuous improvement of core processes and activities in their technology advancement. The tool which supports Idea Management processes should understand how many people are using a certain social media website who might be potential employees. It can also provide the information of saved revenues and costs by implementation of improvement technology. The main purpose of online recruitment is to support and build a tool which gives the opportunity to all employees to present their applicable and well-founded ideas to the company and on the one hand and on the other hand company becomes more competitive. A research was conducted to examine the relationship between use of the social media as a recruitment source and student attitudes (Rozelle & Landis, 2002). They hypothesized that that Internet recruitment would be seen as presenting less accurate information to applicants as compared to informal forms of recruitment. In addition, greater applicant use of Internet-based recruiting information was expected to be associated with lower satisfaction with the organization. The data did not support the hypotheses; hence the role of online recruitment was significantly established through this study.

A paper was recently presented at an international conference by Florea & Badea (2013), which emphasized the manner in which the organizations use technology increases or decreases its positive net impact. The findings suggest that through the Internet, HR can develop an effective recruitment program, which helps manage the highly competitive and time-consuming process of finding skilled personnel. Another study addressed an important issue while using social media as a hiring tool that the reliability and validity of using social networking sites to screen and select applicants is unknown. Until the reliability and validity of the information from social networking sites is examined, hiring organizations should be cautious when relying on social networking sites to make

selection decisions (Madera, 2012). Hence it can be observed that the social media recruitment it is in infancy stage which needs to be developed.

DISCUSSION

The study confirms that companies use social media recruitment tools and should contain strong technology processes which will sustain online recruitment process for the organization. Organizations use social media to brand their company and to market themselves to potential candidates who are in search of the job. While companies are using social media to find candidates, the candidates are also using it to find out information about their potential employer therefore it is a two way communication. This means that organizations should have a well-defined strategy for their social media presence and must determine the most effective way to market them online. This can include ensuring that the company's website contains useful information for candidates. Sites such as LinkedIn should be updated to put forth the best image for the company. The research presents that the importance of usage of social media is getting more and more important not only due to the fact that HR productivity increases but at the same time, the value of the organization increases, including the most important asset human capital. First of all implementation HR recruitment tools requires to perform analysis which provides information about benefit of social media usage. Also during the implementation, attention must be paid to the protection of sensitive data about employees. If the tools are implemented on higher level, it can bring cost saving for the organization, reduce processing time, quality of work and finally the major benefit is the contribution to the strategic development of the company. It is essential that the tools are user friendly for prospect employees, provides data and reports necessary for the employees' jobs. Next point which has to be taken into consideration is that implementation of HR database tools can be used by employer because incorrect database of employees may bring negative consequences e.g. the employer may make incorrectly decision of recruitment hence affecting the company.

Conclusions

Social media recruitment offer a powerful tool for recruiters to reach a pool of qualified candidates that they might not otherwise be able to reach without social media connections the potential employees can steer the business towards excellence and reach competitiveness in the market. Establishing your company within social networks also exhibit a lot about your company to potential candidates and will create the perception that your company wants to connect with them. Social recruiting is another strategy you can use to find the best candidates before your competition, but it is not a complete solution. It must complement your other recruiting programs. The legal risks are real, and they should be considered as you examine your overall recruiting strategy. Now Social media is considered as an effective tool for Recruitment. A recruiter can use Social media as a tool for Recruitment.

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