Effectiveness of Social Media Recruitment on Employer Branding -A Study
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Abstract
Social media is becoming increasingly more important in today’s world. It brings along offer and demand in accomplishment and choice. In addition to this it also gives employers the possibility to verify potential employers. This article presents a wildcat investigation on the role of social networking sites in accomplishment. Social media is becoming increasingly more important in today’s world. It brings along offer and demand in achievement and choice. In addition to this it also gives employers the possibility to verify potential employers. This article presents Associate in nursing searching investigation on the role of social networking sites in achievement. Particularly Evolution of technology and the disruptive nature of social media in the twenty first century workplace is a central concern of this paper. The framework of exploring the perception that the use of social media for recruitment is devoid of any recruiter bias. The use of social media and its propensity to create a permanent digital record also raises interesting questions connected with the level at which individual’s experience a world in which constant digital surveillance has become the norm. This paper is focused on the usage of social networking sites. For human resources departments in the process of hiring new employees. It also maps the development and influence of social networking sites on recruiter’s behaviour and customs. The main aim is to find out, whether SNS will replace traditional online job boards in the current scenario. Our findings confirm the rising importance of social networking sites usage as a new recruiting technology. However, as a major player in the field of recruitment, job boards are still important. Social networking sites today can be seen as the most utilized services within Web 2.0, in which Facebook, Twitter, LinkedIn, and MySpace have attracted hundreds of millions of users which integrated these sites into their daily practices. Because of the large number of individuals active on SNS, it is also frequently used as a tool for promoting purposes within businesses. So has social networking sites already have proven to be an effective tool for the branding of products and services (Constantinides, 2010). Even more recently SNS is increasingly used as a tool for promoting the employer brand, referring to the image of desirability and uniqueness as an employer. Employer Branding messages including story telling for inspiring people. Employer branding content that fits the special interests of the focus group. Employer branding advertisements for reaching new people. The findings suggest that participants perceive social networking sites as important tools for communicating the employer brand. This study contributes to research project by providing new insights into the usages of social media as a communication tool for leader stigmatization.

Keywords:
Employer Branding, Social Media, Social Networking Sites, Recruitment, Employees
Introduction
Social media brings together supply and demand in recruitment and selection. To assess how employers can create best use of social media as part of the talent acquisition. It observes which platforms are best suited for job search information, which can help accomplish recruitment goals and how they are used by employers and applicants. Social media websites and their impact on the recruitment development and how social media is used as part of talent acquisition and on which sites applicants apply and where they anticipate to be approached. The internet is transforming the whole world, in diverse aspects, in the commercial as well as in the personal world. The recruitment method has been fully modified and revolutionized by the internet and presently all the traditional and slower processes of recruitment are recruitment are reworked in favour of the new process that is known as e-recruitment. Every organization is interested in recruitment and the ever-growing social media impact in the employment vertical. In this paper we critically analyze the pros and cons of Social Media Recruitment methods, latest e-recruitment process and its significance in organization effectiveness. The increasing impact of social networking sites in communication and coming together worldwide brings attention to however they affect on recruitment method and retention of workers within the organization. Social media sites like Facebook, Twitter, LinkedIn, etc. are a growing medium of communication and a tool for effective recruitment across the world. Technology and also the role of the Internet open up new opportunities for firms each to communicate and to work.

Recruitment is the process of announcing the available working positions in an organization while seeking to create a pool of qualified applicants both from the internal and the external organizational environment to satisfy the organizational needs. Hence, the recruitment process resulting in an efficient workforce can consequently be viewed as central to the success of an enterprise and a vital function in Human Resources Management. Companies use various sources for carrying out recruitment activity such as internal search, advertisements, employee referrals, employment agencies, etc.

Social recruiting is a term referring to the use of social media in employee recruitment and includes different practices while offering several advantages. Social media potentially contribute speed, efficiency and the ability to target and attract specific, particularly apposite candidates in the recruitment process. It can provide a useful additional source of information on potential job candidates, especially since some data may not be generated for this purpose, and therefore may give candid supplementary information on the applicant. Recruiters use platforms such as LinkedIn, Facebook and Twitter to post job ads, attract and recruit job applicants, and pre-screen applicants. As a result of this social media use, the recruitment process becomes more dynamic, relational, and authentic, and the employer brand and attractiveness are enhanced. However, there are a number of issues that need to be considered.

Social recruiting has been gaining popularity across the world. The purpose of this paper is to know how the organizations are carried out recruitment process by using social media networking sites. Social networking sites are accustomed to facilitate and improve method of accomplishment methodology in our management. Social Media in employment process is a beneficial tool for both universities and potential candidates. This paper will focus on the
most popular social media platforms like LinkedIn, Face book and Twitter. The purpose of this study is to develop an understanding of how recruiting has evolved and the ramifications that social recruitment has on the recruitment process. This paper also examines the advantages and limitations of recruitment through social media for employers as well as jobseekers.

Social media has also started to have an impact on recruitment. Social media will increase the speed of employment, reducing the cost of recruitment, huge availability of jobseekers and improve the quality of recruitment and services. A social networking site addresses the needs of employers and job-seekers via internetworking on electronic platform likes face book, twitter, LinkedIn, naukri.com, and monster.com

- Social recruiting is victimisation social media channels for recruiting. The term refers to alternative ways of victimisation social media networks, like facebook, Twitter, LinkedIn etc., and websites like blogs, forums, job boards and websites like Glassdoor for example: to search out, attract and rent talent.
- Social Recruiting could be a important a part of enlisting promoting. Importance of social recruiting is social media networks to proactively seek for potential candidates, build a relationship with them and encourage them to use to your vacant job positions

Benefits of Social Recruiting:

- Target Your excellent Candidates
- Get additional Referrals
- Establish A additional Personal reference to Potential Candidates
- Showcase Your Company Culture
- Save cash
- Reach Passive Candidates

Literature Review

Employer Branding and Recruitment

Employer Branding became the center of attention of many educational institutions, regardless of their type, since it is concerned with the people dimension in management. As Decenzo and choreographer claimed, since each organization is created from individuals, exploit their services, developing their skills, motivating them to higher levels of performance and making certain that they still maintain their commitment to the organization is important to attain structure objectives. According to Mandy and Noe (2008), achievement is that the method of characteristic and attracting potential workers, whereas selection is the process of making decisions to select these employees. It is the method of discovering the sources of personnel to satisfy the necessities of the staffing agenda and attracting the adequate variety of workers, to with efficiency choose the candidates. Focusing more on the recruitment, it involves communicating with actual or potential job seekers, inviting them to have an opportunity and try to convince them to work for the organization by any means of the fields.
Categorizing the vacant positions

Preparing job description and qualifications

Advertising the vacant position

Administering the demand and supply

Short-listing

Classifying interviews
These steps may change depending on the nature of every company/organization, the available time and the method used for the recruitment. Educational may use several types of recruitment sources or combinations of them to pursue and fulfil the management requirements, some of the most effective internal recruitment sources are the following:

- Referrals/ Colleagues
- Internships
- Print Advertisement
- Career Days/Job Affairs
- Internet
- Social Media
- Walk-Ins/Unsolicited Resumes
- Internal Advertisement
- Promotion/Transfer
- Recruitment Agencies

Social media in Recruitment
Boyd and Ralph Waldo Ellison (2007) outline Social Networking Sites as: “web-based services that permit people to construct a public or semi-public profile inside a delimited system, articulate a listing of alternative users with whom they share a association, and think about and traverse their list of connections and people created by others inside the system”. Social Media adoption in Human Resources management and particularly in recruitment, it may be beneficial to point out the most used, well known and successful of them worldwide.

- Face book
- Google
- LinkedIn
- Twitter
- YouTube
- Instagram

From the definition of the below mentioned social networking sites, it is clear that the initial idea behind the creation and launch of them was the social interaction and communication on a personal and social level.

- Viadeo. It was launched to compete with LinkedIn in non-English speaking markets such as France, Italy, China, and Brazil. Viadeo provides social-networking services geared toward professionals seeking to make work connections and earns revenue from recruitment services, advertising, and subscription fees.
Snap chat. A limited amount of time is the distinctive feature of this social media service application which is used for sending pictures, messages and videos that are visible for strictly 24 hours. Users also need permission to follow another users' profile while comments, likes, and texting are applicable as well.

Recruitment can be defined as ‘a vital function of human resource management, which can be defined as the process of searching the right talent and stimulating them to apply for jobs in the organization. It is the method of discovering the sources of personnel to satisfy the wants of the staffing agenda and attracting the adequate variety of staff, on be in a position to make the effective selection among the applicants’. Social media can be defined as, ‘refers to the Websites, which enable people to exchange and work together on digital content in virtual communities’ (networks). Some of the foremost widespread embody the Facebook, Blogger, Twitter, WordPress, LinkedIn, Pinterest, Google+, MySpace and Wikipedia’’. (Sinha & Thaly, 2013).

A survey applied by Potential park in 2011 of over thirty,000 graduates, students and early career professionals worldwide found that in Europe, nearly one hundred per cent of survey participants would like to interact with employers online. The preference was for LinkedIn (48 per cent), with Facebook scoring 25 per cent (Potential park, 2011).

COMPARISON OF TRADITIONAL RECRUITING AND SOCIAL RECRUITING

A number of reasons may be given to explicate why recruiters are eager to shift from traditional recruitment methods to social recruiting.

- More room for a candidate’s creativity – a traditional curriculum vitae or a letter of application does not allow a candidate to fully present his or her creativity. A network offers such an opportunity. Applicants may, for example, build their own websites which may act as their business cards, record videos or create their curriculum vitae in Pinterest.

- A three-dimensional picture of a candidate – in traditional recruitment a recruiter’s perception of a candidate, having read his or her curriculum vitae, frequently fails to fit their real image. A big number of valuable candidates happen to be rejected due to e.g. poorly structured curriculum vitae, and people who are requested to attend job interviews should not have been invited. Curriculum vitae may look appealing but in reality a candidate may be unable to talk about any previous professional experience or may have problems in social interactions. An opportunity to see the candidate’s actions online allows recruiters to see a complete picture of a candidate as a person and his or her way of communicating with others.

- Highly valued information of social media – nowadays an increasing number of career choices require online presence. Marketers, journalists, graphic designers, Information technology and Human resource specialists, because of their professions, have to know how to move efficiently in the world of online communities. Recruiters assume that anyone capable of managing technology innovations should also be able to do well at work.
Social media should not be used as a replacement for traditional recruitment strategy, but rather as an addition and enhancement. A company has to recognize the potential for social recruiting.

An opportunity to get to know candidate better – traditional curriculum vitae is usually limited to mere facts offered under specific headings. Recruiters, however, prefer to get to know a real person by watching videos, reading posts on blogs, following links and comments placed by the candidate.

Social Recruiting Benefits
Social media is becoming an important tool in recruitment of future human resources for companies. They offer an easy and simple access to suitable people at a low cost. Using social media recruiting requires time and effort, but it’s an investment in long-term benefits for the company. The most important benefits are

- Increased job visibility – with hundreds of millions of people on Facebook, Twitter or LinkedIn, using social networking platforms for recruiting will ensure that job offers will be seen and interpret by a larger number of qualified candidates,
- Wider access and geographical spread – anyone from anywhere can apply for an advertised job; social media allow for immediate real-time interaction and 24x7 job search activity,
- posting and sharing job openings through social media is more likely to deliver results than a single description on a job board, So using social media in recruiting results in better than that of traditional recruiting as the benefits far exceed its cost,
- Competitive advantage – using social networks gives recruiters a competitive advantage over other talent competitors who aren’t using social media recruiting.
- Better candidate quality – individuals who frequently use social media tend to be early adopters of innovations and also tend to be more tech-savvy, these kinds of candidates are more reliable fans that can become loyal employees,
- Finding hard-to-reach candidates – social media offer the ability to reach out to passive or hard-to-find candidates that likely couldn’t be reached using other sources.

Pros and Cons of Using Social Media in Recruitment for Employers

Pros
- Helps them easily access national and international applicants
- Could possibly help to automate the recruitment process
- It makes the recruitment process more responsive
- Can help them filter out relevant information for the recruitment process
- Lighter workload employers
- Broader effective search range applicants
- Employers could save time

Cons
• Companies using social media in recruitment may be perceived as less fair
• Information on social media may very considerably among jobseekers
• Employers may look at information on social media the wrong way, this could eventually lead to lawsuits
• The employer might violate an applicant’s privacy
• Information about applicants might be overly positive
• Job pursuit intentions for companies are lower
• Social media recruitment could lead to negligent hiring
• Lower costs

Jobseekers pros and cons

Pros
• It can help them filter out relevant information for the recruitment process
• Can easily access information about the company and vacancy
• They can easily access a broader range of vacancies
• Lower costs
• It makes the recruitment process more responsive

Cons
• Others might post negative information about them
• Information they post might be misunderstood
• Employers reject applicants based on what they find on social media
• Information can be false; e.g. identify theft

Recommendations
• Employers are advised to provide relevant training and information for managers that are involved in social networking services for recruitment purposes.
• It is advisable for organizations to have in place guidelines on employee conduct and social media.
• Social media employees should consider engaging with social media tools to some extent, given how cost-effective they can be– setting up a Facebook page and a LinkedIn profile is relatively easy and low-cost.
• If employers do access potential employees’ social networking services, it should be borne in mind that the information there may not be accurate, so employers seek to verify information on applicants social networking services through other means.
• It is wise to adopt a fairly vigilant approach in terms of investment in social media tools.
• Using social network services for recruitment purposes requires site maintenance, in order to ensure that queries are answered somewhat promptly and sites are updated regularly.

Conclusion
With more and more people shifting to the virtual platform, it is only rational that managers would have to change their recruiting strategies. A strong web presence is important for creating a powerful impression on the potential candidates. Social media is just one of many modern tools that successful companies leverage to attract and retain
top talent. To win the talent war, companies need access to integrated solutions that provide the flexibility to interview, accept and on-board effortlessly. Today’s most successful businesses are including social media in their recruitment strategy. According to SHRM survey 84% of companies used social media as a recruitment tool in 2016 and an additional 9% were planning to start. While the majority of these companies are not using social media as their only recruiting tool, it’s clear that social media should be a part of any recruitment strategy. According to the job and recruiting site, Glassdoor, 79% of all job seekers, and 86% of those in the first decade of their career are likely to use social media in their job search. In addition to using social channels to promote job postings, employers can use it to establish and maintain their talent brand, and to screen potential hires. The popularity of online job boards like Monster.com is declining yearly as social media becomes a more valued channel for many employers. The use of LinkedIn, Twitter, Facebook and other social media networks for this purpose increased by 10% last year while the use of job boards fell by 3%. LinkedIn is understandably the most popular social site for recruitment, due to its robust ability to connect potential employers with passive job seekers. Social media has made it easier than ever for brands and candidates to find each other and communicate, but this in itself has created challenges in sourcing the right people. However, effective permanent workforce solutions and the right technology can help overcome this.

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