

A Study On Role Of Social Media In Modern Recruitment – A Review on Benchmark One

AUTHOR: GUNJAN THARANI¹ DR.RISHI KANT² student of Amity Business School, Amity University, Chhattisgarh, India 2 Assistant Professor, Amity Business School, Amity University, Chhattisgarh, India

ABSTRACT

Organizations ability to attract and retain top talent is directly impacted by their recruitment efforts, making it a crucial function. The evolution of recruitment practices is examined in this dissertation, with particular attention paid to the incorporation of digital technologies and the move toward data-driven decision-making. Modern approaches that make use of social media, job portals, and sophisticated applicant tracking systems are either supplementing or replacing traditional methods in increasing numbers. The study looks at how effective these contemporary methods are, evaluating how they affect candidate quality, candidate efficiency, and overall organizational performance. Important issues like preserving data privacy, guaranteeing diversity and inclusivity, and handling the large number of applications are also covered.

This research offers recommendations for improving the hiring process in a competitive job market, highlights best practices, and offers insights into current trends and future directions in recruitment through a thorough literature review and empirical analysis.

INTRODUCTION

An organization's ability to attract and retain top talent is essential to its success. Recruiters must exercise greater discretion as the labor market becomes more competitive and the range of skills available expands. This is because poor hiring decisions can have long-term negative effects, such as high training and development costs to reduce the likelihood of poor performance and high turnover, which in turn affect employee morale, the ability to produce high-quality goods and services, and the ability to retain organizational memory. In the worst

case scenario, the company might not meet its goals and lose its market share and competitive advantage.

Social media has become a disruptive force in the recruitment industry in the digital age, changing the way businesses find, connect with, and hire talent. Social media integration into recruitment strategies has improved the breadth and depth of candidate interactions while also broadening recruiters' reach. Recruiters can connect with a wide range of candidates on platforms like LinkedIn, Facebook, Twitter, Instagram, and others. These candidates range from active job seekers to passive candidates who may not be actively seeking new opportunities but are open to them. The trend in recruitment towards social media is a reflection of broader developments in communication and technology, where dynamic and interactive digital platforms are often replacing, if not surpassing, traditional methods like job boards and classified ads. In addition to posting job openings on social media, recruiters can use data analytics to improve their recruitment tactics, develop and market their employer brand, and interact with candidates through interesting content. This change affects how positions are found and filled in the contemporary labor market, which has important ramifications for recruiters as well as job seekers.

Objectives of the Study

- To analyze the actual recruitment process of Benchmark
- To Assess the overall impact of social media on recruitment effectiveness.
- To understand future trends in social media recruitment.

Effective way to do recruitment & Selection process

➤ Recruitment Planning-

Recruitment planning is the first step of the recruitment process, where the vacant positions are analyzed and described. These include job specifications and their nature, experience, qualifications and skills required for the job, etc.

A structured recruitment plan is required to draw potential candidates from a pool of candidates. The potential candidates should be qualified, experienced, and capable of taking on the responsibilities required to achieve the organization's objectives.

➤ Identifying Vacancy

Finding the position to fill is the first and most important step in the recruitment plan. The first step in this process is for the HR Department to receive requisitions for recruitments from various departments within the organization. These requisitions include the following: –

- Number of positions to be filled
- Number of positions
- Duties and responsibilities to be performed

When a position becomes available, it is the sourcing manager's duty to determine whether it is full-time or part-time, permanent or temporary, etc. Recruitment should not begin until these parameters have been assessed. Hiring the best resource for the team and the organization results from careful resource identification, planning, and evaluation.

➤ **Job Analysis**

The process of identifying, evaluating, and ascertaining the responsibilities, skills, abilities, and working conditions of a particular job is known as job analysis. These elements aid in determining the requirements of a job and the skills a worker needs to execute it effectively.

Knowing what tasks are essential and how to complete them is made easier with the aid of job analysis. Establishing and recording the job-relatedness of employment processes, such as hiring, training, pay, and performance reviews.

➤ **Job Description**

An essential document that is descriptive in nature and includes the job analysis's concluding statement is the job description. For the hiring process to be successful, this description is crucial.

The job description furnishes details regarding the extent of duties, roles, and the job's placement within the company. Additionally, this information helps the organization and the employer understand exactly what an employee needs to do to fulfill the requirements of his job responsibilities.

➤ **Job Specification**

The job specification is centered on the qualifications of the applicant that the HR department intends to select. Making a list of every position held by the company, along with its locations, is the first step in creating a job specification. The creation of each job's information is the second step.

➤ **Job Evaluation**

Analyzing, evaluating, and determining the relative value or worth of a job in relation to other jobs within an organization is the process of job evaluation. The primary goal of a job evaluation is to identify and assess the jobs that pay the most. Job evaluation involves a number of techniques, including job grading, job classifications, job ranking, etc. Salary and wage negotiations start with a job evaluation.

➤ **Recruitment Strategy**

The second step in the recruitment process is the preparation of a recruitment strategy, which is the plan for hiring the resources. Choosing which recruitment strategy to use to find possible candidates for the company comes after job descriptions and specifications have been completed. While preparing a recruitment strategy, the HR team considers the following points

- Make or buy employees
- Types of recruitment
- Geographical area
- Recruitment sources

➤ **Searching the Right Candidates**

Searching is the recruitment process where resources are found based on the job requirements. Following the completion of the recruitment strategy, the candidate search will begin. There are two steps in this process. –
activation of the source - The hunt for candidates begins as soon as the line manager confirms and approves the position's existence.

Selling - In this case, the company chooses the media that potential candidates are informed about job openings through.

Attracting job seekers to open positions is part of the search process. The sources can be broadly classified into two groups: Both internal and external sources

➤ **Internal Sources**

Internal sources of recruitment refer to hiring employees within the organization through:-

- Promotions
- Transfers
- Former Employees
- Internal Advertisements (Job Posting)
- Employee Referrals

- Previous Applicants

➤ External Sources

External sources of recruitment refer to hiring employees outside the organization through:-

- Direct Recruitment
- Employment Exchanges
- Employment Agencies
- Advertisements
- Professional Associations
- Campus Recruitment
- Word of Mouth

➤ Screening / Short listing

After the candidate sourcing process is finished, screening begins. Filtering candidate applications for a subsequent selection process is known as screening. A crucial step in the hiring process, screening aids in eliminating candidates who were sourced but are either unqualified or irrelevant. There are three steps in the recruitment screening process.

➤ Reviewing of Resumes and Cover Letters

The first stage of the candidate screening process is reviewing. During this procedure, resumes are examined to ensure that the candidates' training, employment history, and general background match the job requirements.

In order to improve candidate screening, an HR executive should bear the following points in mind when reviewing resumes.

- Reason for change of job
- Longevity with each organization
- Long gaps in employment
- Job-hopping
- Lack of career progression

➤ Conducting Telephonic or Video Interview

The second stage of candidate screening involves conducting phone or video interviews.

Following the screening of resumes, the hiring manager contacts the candidates via phone or video in this process. There are two results from this screening process:

- It assists in confirming the candidates' availability and active status.
- Additionally, it provides a brief overview of the applicant's demeanor, interviewing prowess, and communication abilities.

➤ Identifying the top candidates

The last stage of screening the resumes and candidates is to determine who the best candidates are. The hiring manager's decision-making process is facilitated by the selection of the best resumes during this process. The three results of this process are as follows: –

- 1 Short listing five to ten resumes for the hiring managers to review
- 2 Offering advice and insights to the hiring manager
- 3 Assists hiring managers in selecting the best applicant for the job

➤ Evaluation and Control

The final step in the hiring process is evaluation and control. The validity and efficacy of the procedures and methods are evaluated during this process. Since hiring is an expensive process, it's critical to thoroughly assess how well the hiring process performed.

The expenses related to the hiring process must be properly assessed and managed. Among them are the following

- Pay for the Hiring Managers
- The cost of advertisements and additional expenses—such as agency fees—incurred during the hiring process.
- Expenses for recruitment and administration
- Unpaid overtime and other expenses while there are open positions
- The price paid to find qualified applicants for the last round of selection
- Time spent by the Management and the Professionals in preparing job description, job specifications, and conducting interviews

Literature Review

Breaugh, J.A., & Starke, M. (2000) In addition to introducing the early stages of considering internet-based methods in the recruitment process, this study covers the fundamentals of recruitment.

Christopher Petropoulos (2009) in an academic study reveal that using social networking for recruiting can increase hiring effectiveness while enabling businesses to compete in the global market.

Doherty, R. (2010) Doherty's work addresses the impact of social media on traditional recruitment methods and its integration into HR practices.

Davison, H.K., Maraist, C., & Bing, M.N. (2011) pointed out possible drawbacks while weighing the advantages and disadvantages of using social networking sites for HR decisions.

Sivertzen, A.M., Nilsen, E.R., & Olafsen, A.H. (2013) This study investigates the ways in which job seekers' perceptions and intentions are influenced by employer branding on social media.

Pike, J., Bateman, C., & Butler, P. (2013) The writers examine how social media can be strategically used to draw in and choose job candidates, emphasizing the platform's increasing significance.

Denning's (2014) research indicates that Twitter is especially useful for hiring in tech-savvy and media-related fields. Recruiters can use hashtags to reach a broader audience and participate in industry-related conversations to attract talent.

Nikolaou (2014) concentrated on the use of social networking sites for hiring and job searching. The study demonstrated how social media can effectively reach passive job seekers and improve the hiring process in general.

Gelinas and Bohlen's (2015) research suggests that interactions on social media can produce a more engaging and personalized candidate journey.

Thompson and Aspinwall (2017) assert that employer branding can be greatly improved by having well-maintained company pages with comprehensive information about the business, employee testimonials, and multimedia content.

Gupta and Jain (2018) Naukri.com is home to one of the biggest databases of job seekers in India, this gives employers access to a large pool of potential candidates from a variety of industries and experience levels.

Gelinas and Bohlen's (2015) research suggests that interactions on social media can produce a more engaging and personalized candidate journey.

Research Methodology

This study investigates the use of social media in the hiring process using a descriptive research design. The goal of the descriptive research approach is to offer a thorough grasp of the prevalent procedures and cutting-edge developments in this field.

Using a qualitative methodology, the study drew information from two main sources:

1. **Existing Research Paper:** To obtain a theoretical understanding of the various stages of the hiring process and the integration of social media, a thorough review of an existing research paper was carried out.

This gave the investigation a strong basis.

2. **Industry Expert Interviews:** During interviews with HR specialists and recruiters, information was acquired to comprehend the difficulties and real-world applications of using social media in the hiring process. These professionals from the field offered their insights and firsthand experiences regarding how the recruitment is changing.

Through the integration of insights from extant research papers and interviews with industry experts, this study offers a comprehensive understanding of the current state of social media in the hiring process. The main conclusions emphasize the mechanism, advantages, and causes behind the rise in social criticism in addition to current trends in hiring.

A thorough examination of the subject is made possible by the descriptive research design, which offers a thorough description of the accepted practices and new developments in the use of social media for recruiting.

DATA ANALYSIS AND INTERPRETATION

PROCESS OF SOCIAL RECRUITMENT

- Selection of the Right Networking Tool

The business must choose which social media platform to post its content on in order for a big audience to see it. Through appropriate analysis, businesses can identify the most appropriate networking tool.

➤ **Determining the Target Candidates**

Next, the business must choose between a low-qualified and a highly-qualified candidate. Social media allows for the widespread dissemination of information, so businesses must be careful to provide accurate information in order to attract the best talent.

➤ **Posting and Updating the Information**

Once the company has identified the desired candidates, it must post all job-related information on the selected networking platform. In the event that information needs to be updated on a regular basis to ensure that candidates are receiving accurate information.

➤ **Selection of the Right Talent**

The business must choose the applicant who best fits the organization. To select the most talented applicants from the pool of candidates, the company must administer tests and conduct interviews

BENEFITS OF SOCIAL RECRUITMENT

➤ **Candidate Quality**

Social recruiting makes use of a candidate pool comprised of individuals who are early adopters or regular users of social media and technology. These applicants typically exhibit greater initiative and engagement with contemporary trends, which may speak well of their abilities and flexibility. These tech-savvy people frequently reply promptly to job openings and company information posted on social media, exhibiting not only their interest but also their efficiency and enthusiasm. Due to their promptness, businesses are able to find and hire excellent candidates who will likely be creative and forward-thinking, which will enhance the company's culture and growth.

➤ **Hidden Candidates**

A large number of extremely competent applicants are not actively looking for new positions. They may be happy in their current positions or be ignorant of other opportunities that would be a better fit. These passive candidates may not be discovered through conventional job postings or recruitment techniques, but social recruitment helps reach them. Recruiters can interact with these people by using social media sites like Facebook, Twitter, and LinkedIn, as well as direct messaging, content sharing, and targeted advertising. This proactive strategy aids in identifying a hidden talent pool that may contain extremely competent individuals who can provide significant knowledge and experience to the business.

➤ **Candidates Diversity**

Compared to traditional recruitment methods, social media recruitment allows companies to reach a wider and more diverse audience. Global user bases of social media sites such as LinkedIn, Twitter, and Instagram comprise people from a wide range of cultural, educational, and professional backgrounds. Businesses can increase diversity in their workforce by using social media to attract a diverse pool of candidates. Because it brings a variety of viewpoints and ideas to the table, diversity is especially advantageous for managerial and professional roles. It also improves problem-solving within the organization and fosters innovation.

➤ **Employer Brand**

An organization's employer brand can be greatly improved by having a strong social media presence. Through regular dissemination of captivating content, highlights of the company culture, employee endorsements, and industry insights, businesses can improve their exposure and standing as appealing employers. Social media platforms give businesses the opportunity to show off their values, humanize their brand, and establish a personal connection with prospective employees. Top talent that is searching for a company that shares their values and career goals can be drawn in by this enhanced employer branding. Stronger employee engagement and retention rates can result from an employer brand that is well-established on social media.

➤ **Cost Saving**

Comparing social recruitment to traditional recruitment techniques can reveal significant cost savings. Comparatively speaking, posting job openings on social media platforms is frequently free or only costs a small amount of money, unlike the expensive job boards, recruitment firms, or print advertising. Social media also makes targeted advertising possible, which means that hiring efforts can be precisely focused on the most qualified and relevant candidates, saving time and money on unsuitable applicants. The overall hiring process can be made more effective and affordable by redistributing the cost savings from social recruitment to other crucial areas of the company.

➤ **Engagement and Interaction**

Social media platforms offer a distinctive chance for instantaneous engagement and communication with prospective candidates. Recruiters are able to speak with job seekers face-to-face, respond to their inquiries, and offer prompt feedback. In addition to helping to establish a rapport, this degree of engagement helps prospective employees learn more about the company's culture and values. Furthermore, quality candidates can be drawn in and held interested by captivating content like infographics, videos, and live Q&A sessions. Because social media is interactive, two-way communication is possible, which helps recruiters determine a candidate's interest and suitability early in the hiring process and make better hiring decisions.

REASONS FOR GROWTH OF SOCIAL RECRUITMENT

➤ **Full-Time Presence**

People spend a lot of time on social networking sites, which have become indispensable in today's world. Due to the popularity of these platforms, it is now simpler for employers to connect with possible employees at any time. For example, recruiters can connect with people who are actively seeking career opportunities as well as those who may not be actively looking but are open to new possibilities.

➤ **Data-Driven Recruitment Strategies**

Social media sites offer insightful data and analytics that can be used to improve recruitment tactics. Recruiters can monitor the effectiveness of their job postings by using tools on Facebook, LinkedIn, and other platforms. These tools include metrics like views, clicks, shares, and application conversions. The most successful content categories and targeting techniques can be determined with the help of this data, allowing for ongoing recruitment process optimization. Through the analysis of these metrics, organizations can spot trends and patterns, make data-driven decisions, and instantly modify their strategies to improve the caliber and effectiveness of their hiring procedure.

➤ **Targeted Audience**

Businesses can effectively reach a targeted audience through social media recruitment. Employers can focus on a specific audience by using advanced targeting options on platforms, which allow them to filter candidates based on industry, job function, experience level, education, and even interests. By using precision targeting, job postings are seen by highly qualified candidates who fulfill the position's specific requirements for skills and qualifications.

➤ **Excellent System of Information Sharing**

Social media networks provide a great mechanism for rapidly and extensively disseminating information. Jobs that companies post on social media are easily shared by users, which greatly expands the post's reach through networks of friends, followers, and business contacts. Because job postings are shared virally on social media by company followers and employees, this can result in faster responses and referrals.

FUTURE TRENDS IN SOCIAL MEDIA RECRUITMENT

➤ **Integration of Automation and AI**

Automation and artificial intelligence (AI) will revolutionize social media recruitment by expediting the hiring procedure. AI-powered tools can evaluate enormous volumes of social media profile data to find possible applicants, assess a candidate's suitability for a position, and

even reach out to them initially. Recruiters can concentrate on more strategic responsibilities by delegating routine questions and preliminary screening to automated chatbots.

➤ **Enhanced Data Analytics**

Recruiters will be able to learn more about candidates' preferences, behaviors, and career paths thanks to advanced data analytics. Recruiters can find trends and patterns that point to high-potential candidates by examining social media activity. Based on a candidate's past interactions and social media activity, predictive analytics can help predict which applicants are more likely to succeed in particular roles.

➤ **Employer Branding and Authentic Content**

Companies will invest more in employer branding as candidates use social media more and more to assess possible employers. It will be essential to provide genuine content that highlights the company culture, values, and employee experiences. Top talent will be drawn in by video content, employee endorsements, and behind-the-scenes glimpses into company operations.

➤ **Ethical Considerations and Privacy Concerns**

Privacy and ethical issues will be of utmost importance as social media data is used more and more in hiring. Businesses must comply with data privacy regulations and make sure they are using social media data in an ethical and open manner. It will be essential to establish trust with candidates through moral behavior.

Conclusion

Social media's ability to increase reach, boost efficiency, and increase candidate engagement has completely changed the landscape of modern recruitment. Companies can enhance their employer branding through compelling content and draw in a diverse global talent pool by utilizing platforms such as Instagram, Facebook, and LinkedIn. Time-to-hire and hiring costs have decreased as a result of the hiring process's streamlining thanks to the integration of data analytics, automated tools, and advanced search features.

The advantages of social media in recruitment are significant, even with the difficulties associated with handling data privacy, processing large numbers of applications, and verifying authenticity. New technologies that promise to improve candidate matching and verification processes include blockchain, virtual reality, and artificial intelligence. All things considered, social media is a vital tool for modern hiring, providing a host of benefits that support businesses in luring and keeping top candidates in a cutthroat labor market.

Subsequent investigations ought to persist in examining the dynamic influence of digital technologies in order to maintain recruitment tactics current and efficient.

References

- Leung, M. (2016). Advanced Resume Search Techniques on Indeed: A Guide for Recruiters. *Journal of Employment Techniques*, 9(1), 34-48
- Florentine, S. (2021). The rise of short-form video content in recruitment. *Recruitment Today*, 8(3), 15-28.
- Thompson, B., & Aspinwall, K. (2017). *Employer Branding on Indeed: The Impact of Company Pages*. *Journal of Corporate Reputation*, 22(4), 365-379.
- Kaur, P. (2015). Leveraging social media for recruitment. *International Journal of Management*, 6(2), 45-54.
- Roberts, S. J., & Roach, T. (2009). Social networking websites and human resource management: A study in the public sector. *Australian Journal of Public Administration*, 68(4), 451-467.
- McFarland, L. A., & Ployhart, R. E. (2015). Social media in personnel selection: A review and future research agenda. *Human Resource Management Review*, 25(1), 1-14.
- Pallavi Srivastava; Jyotsna Bhatnagar; "Employer Brand For Talent Acquisition: An Exploration Towards Its Measurement", *Vision: The Journal Of Business Perspective*, 2010. (If: 4)
- Gavin Walford-Wright; William Scott-Jackson; "Talent Rising; People Analytics And Technology Driving Talent Acquisition Strategy", *Strategic Hr Review*, 2018. (If: 3)
- Brown, T., & Swain, J. (2019). *Job Search Engines and Employment Outcomes: A Case Study of Indeed.com*. *Journal of Employment Studies*, 12(3), 45-62
- Kulwinder Singh; Sheetal Sharma; "Effective Use Of Social Media For Talent Acquisition And Recruitment", *International Journal Of Intercultural Information ...*, 2014. (If: 3)
- Nyathani, R. (2022). Ai-Powered Recruitment The Future Of Hr Digital Transformation. *Journal Of Artificial Intelligence & , 5*.
- Dr. Parul Agarwal, D. J. (N.D.). "Digitizing Talent Acquisition: A Comprehensive Analysis Of Erecruitment Practices And Trends". *Ugc Care Group 1 Journal*, 6.
- Chakravarthy, C. (2018). A Study On Recruitment Proces. *International Journal Of Pure And Applied Mathematics*, 22.
- Kumar, N., & Singh, V. (2020). *Proactive Recruitment Strategies Using Naukri.com's Resume Database*. *Journal of Human Resource Studies*, 12(4), 301-318.

- Born, N. (2015). What Are Best Practices In The Space Of Employer Branding That Enable Organizations Attract And Retain The Best Talent? <https://hdl.handle.net/1813/74460>.