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**“A STUDY ON PERCEPTION OF JOB SEEKERS ON RECRUITMENT THROUGH SOCIAL MEDIA APPLICATION”**

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**ABSTRACT**

*Recruitment refers to the systematic process of searching for prospective employees and stimulating them to apply for jobs in an Organisation. It results in a pool of applicants from among whom the right employees can be selected. Social Media Recruitment (SMR) refers to recruitment with the help of Social Media sites. Social Media has become an integral part of recruitment; through which people stay in touch, keep themselves aware of new developments and connect with the world around them. Human Resource professionals observed this pattern of behavior in regards to the usage of social media tools among employees and crafted innovativeness in HR practices and processes. As a result, social media got introduced into the world of human capital management. Such practices of social media applications were captured and categorized under various HR functions critical for organization's success. As part of an organization's recruitment strategy, social media is compelling. It is also still in the stages of being formulated and adapted and which for many human resource practitioners is a new tool for the purpose of recruitment. In this climate of slow economic recovery and severe competition, companies have a need to get it right when it comes to hiring decisions. These practices were brought to the notice of Job seekers to know their preferences towards such practices.*

*This research paper aims to understand the Job seekers perception on recruitment through social Media application practices that were identified. This was performed to conduct a reality check between the expectation from the HR fraternity and the employees for whom these applications are embattled in order to bring the overall fulfillment of organizational goals.*

**KEYWORDS:** Social Media, Recruitment Strategies, Talent Pool, Job Search

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## INTRODUCTION

Recruitment is an integral part of human resource planning of an organisation. Companies use various sources – internal search, advertisements, employee referrals, employment agencies, Internet etc. – for carrying out recruitment activity. Recruitment is 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 process of discovering the sources of personnel to meet the requirements of the staffing agenda and attracting the adequate number of employees, so as to effectively select the applicants. Hiring is the act of employing new staff, to engage the services of (a person) for a fee or to employ (someone) for wages. Hiring is an action of bringing on a new person to an organization. It is a step in the employee lifecycle and represents the last phase of a successful recruiting process. Depending on the size and culture of the organizational unit, recruitment may be conducted by the managing director, human resource generalists and/or specialists. Alternatively, recruitment can also be conducted by global employment agencies, commercial recruitment agencies, or specialized consultancies.

Social Media Recruitment (SMR) refers to recruitment with the help of social media sites. In the age of social networking sites growing at a rapid rate, there are ample of opportunities that can be gained through it other than networking. It not only helps to open avenues for a job seeker previously unheard of, but also for the employer, it is very easy to search for a prospective candidate. Increasingly, organizations are resorting to social media arena to get the right and viable candidate for a vacant position. SMR not only helps to find candidates for high level positions but it is also very useful to find candidates for lower level jobs. Many companies are using social media sites to do a reference check of the prospective candidates but now if they can also find a job seeker it will cut their efforts of background checks at a later stage. Social networking websites like Facebook, Twitter, and LinkedIn are promising as effective job search tools. Social media has become a global phenomenon for many commercial groups over the past decades. It is gaining in popularity among job seekers and human resources divisions in organizations to facilitate the process of recruitment. Recruiting via social media is certainly on the rise. Employers are using social platforms as promotional channels for sourcing and hiring candidates. Moreover, the extraordinary popularity of Facebook, for example, has revolutionized social networking, and is currently expanding to supplement business functions such as brand building and recruitment. Blogs can be another useful recruitment tool assisting in building relationships with potential new candidates and clients. They can also provide a source of valuable information that is both industry and company specific,

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promote working through a recruitment company, and highlight key vacancies. The ability of social networking sites to integrate innovative mixed media as well as engage in bidirectional communication, enables recruiters to reach both passive and active job seekers, educating them with regards to company positions and establishing a reciprocal relationship. In the search for key talent it appears that organisational recruitment must not only contend with challenging markets and a shortage of quality candidates, but also with considerable technological advancements in recruitment marketing, particularly in an increase in organisational use of social media. The recent exponential growth in the popularity of social media has influenced a number of human resource practices and according to a 2010 Jobvite recruiting survey, over 73% of companies are now using social media channels to support their recruitment strategy.

### REVIEW OF LITERATURE

To have a clear picture of this study it is important to understand key sources used for various recruitment methods. This is followed by investigating the importance of social media currently used in the Indian context. Literature to be reviewed encompasses all the material available in this field of study. For this study various sources such as books, articles, journals, research papers, e-resources, newspapers and magazines are reviewed.

- Social media allows free participation and engagement with wider communities (*Narvey 2009*). The process is proactive as both job seekers and recruiters are engaged in sharing and referring to each other using social media (*Nel, Werner, Du Plessis, Fazey, Erwee, Pillay, Mackinnon, Millett & Wordsworth 2012*).
- Traditionally newspapers and professional journals have been the first place that recruiters placed job advertisements. However, during the last decade there has been a dramatic shift towards the internet and online recruitment advertising. These specific recruitment websites are called job boards (*Parry & Tyson 2008*).
- Both employment and recruitment agencies perform recruitment functions on behalf of a client company by charging fees. These agencies also attract talented candidates who are currently employed (*Nel et al., 2012*). Moreover, due to high costs, confidentiality issues, managements sometimes do not depend on these sources.

- The widespread nature of the Internet has played a large role in shaping the current state of the recruitment industry, and for this reason it is easier for recruiters to source job candidates using internet job boards and social media (*Mihelich 2014*).
- There is a strong relationship between the qualities of social networking sites and effective recruitment. The higher the quality of information, the higher the number of online users there will be (*Lee & Kozar 2006*), and hence more diverse applicants for recruitment. In addition, the navigation features of social networking sites help recruiters find what they need without difficulty, and allow them to maneuver easily and quickly back and forth through the pages (*Tong, Duffy, Cross, Tsung, & Yen 2005*).

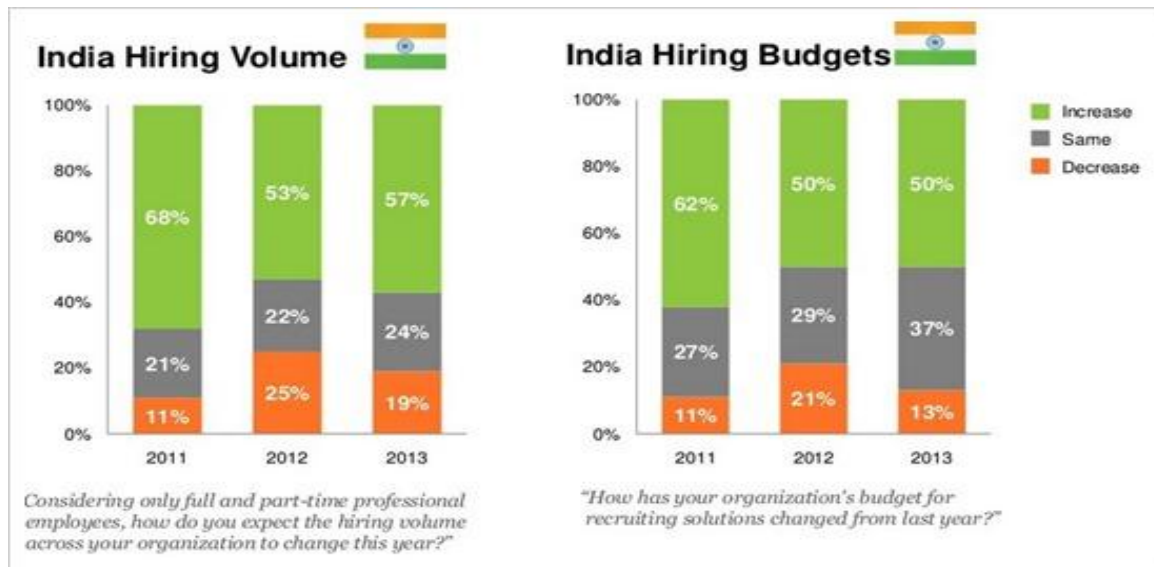
#### **OBJECTIVES OF THE STUDY**

- To Study the perception of job seekers on recruitment through Social Media Application.
- To evaluate the impact of social media recruitment on organisational efficiency in recruitment.
- To Study the usefulness of Social Media Recruitment (SMR) from recruiter's perspective.
- To Study the Recent Trends in Social Media Recruitment

#### **SOCIAL MEDIA RECRUITMENT IN INDIA**

Social media networks help companies get to know candidates in terms of areas of interest, proficient network, educational qualifications and look into their career graph so to find the best people who fit their company. Social networks also provide the opportunity to reach out to passive candidates, people who have posted their resumes on social networks but are not actively looking for work, save costs and have access to a great talent pool. Social media recruitment is the most popular recruiting trend in India with a rise of 20% in its popularity in the last 3 years according to the survey performed by LinkedIn. 40% of people surveyed use this method to source candidates. It seems that this trend is here to stay since it has been suggested that those companies and recruiting organizations which will not be using this platform in the next 5 years will be out of business. HR managers across the world are constantly looking at adopting new and efficient recruitment practices to make sure that their organizations are able to acquire and retain talent. Having right human resources is probably the most important aspect of an organization to keep themselves ahead of the curve, especially in a talent driven economy. LinkedIn's annual global recruiting trends

report offers a pulse on where the recruitment industry is headed and what are currently the most popular trends among HR practitioners. The report found that Social professional networks are increasingly impacting the quality of hires done in an organization. The report based on interviews with over 3300 acquisition leaders finds that the hiring volumes are increasing faster than the budgets allocated to HR departments. While 57 percent of the respondents said that their hiring volume increased in 2013, only 50 percent saw increase in budgets.



Source: <http://trak.in/career/indian-recruitment-trends-2013> (Indian Recruitment Trends 2013 Report - July 9, 2013)

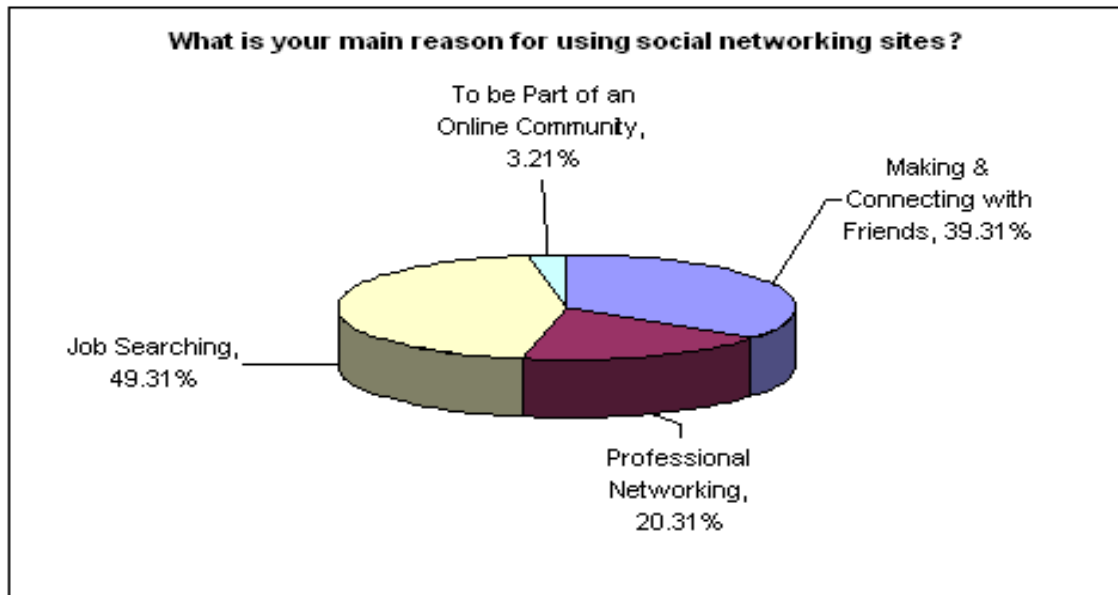
Another important aspect which is not becoming core to recruitment process is “Social Network Recruitment”. In India, it has become the fastest growing source for quality hires. While employee referral programs still remain the most important channel to find quality hires, Social professional networks have now become the 4<sup>th</sup> most used channel for bringing in quality. HR managers interviewed in the report also think that Social Networks will be one of the most long lasting trends in recruitment.

Sources of Quality Hires	2011	2012	2013	Increase (+) Decrease (-)
Employee referral programs	61%	57%	65%	+4%
Internet job boards	41%	46%	42%	-3%
Recruitment agencies	45%	35%	42%	-3%
▶ <b>Social professional networks</b>	21%	25%	41%	+20%
Internet resume databases	32%	29%	27%	-5%
Internal hires	11%	15%	23%	+12%
College recruiting programs	20%	21%	18%	-3%
Company career website	13%	12%	14%	+1%
Company ATS/internal candidate database	9%	6%	5%	-4%
Diversity recruiting programs	4%	2%	5%	+1%

Source: <http://trak.in/career/indian-recruitment-trends-2013> (Indian Recruitment Trends 2013 Report - July 9, 2013)

There is another aspect in which Social Networks play a very important role –“Employer Branding”. The report finds that professional networks like LinkedIn are the second most effective channel for the employer brand to be seen and heard. Employer Branding works in both ways, while it can be a means of great advantage, it also is source of competitive threat. However, investment in Employer branding is on the rise because good brand has a significant impact on the ability to hire great talent. Another interesting finding, where Indian recruitment differs from their global peers, is – use of data to measure employee brand. Over half of Indian companies think that they utilize data well to make hiring decisions, while less than 23 percent think the same globally. Internal hiring is now taken very seriously with 94 percent of Indian companies investing either more or the same as compared to previous.

Beyond.com, a network of more than 15,000 online niche career communities, recently (2012) polled more than 4,000 network visitors and found that nearly 30 percent of visitors currently use social networking sites. Of those respondents, more than 65 percent said they use social networking sites for job searching and professional networking.



Considering the amount of time people are investing on these platforms there is no surprise to the fact that this is going to be the next big thing in Staffing and Recruitment Industry. Every stakeholder needs to understand that social networks are not the replacement for traditional recruitment strategies but considering the high level of engagement they command, social media have become more and more fundamental to the overall recruitment strategy of companies. As everything comes with a price, so does social media. It could turn out to be a boon or a bane, depending on how a company uses it? Social media can be fast, effective and efficient when used as a tool for recruitment, but it has its own limitations and every company needs to take care of these limitations while planning to go ahead and incorporate social media in their communication and recruitment strategy. As far as Indian context is concern, there are multiple views presented by experts about which particular platform is actually leading the way but one thing is for sure, "Social Media Recruitment" has actually taken off and Indians have accepted with open hearts. One thing that favors the use of social media in Indian context is the personalization factor which is the crux of communication through social media channels. Indians are known to support things which have the flavor of human / personal touch in it and the way to success using social media actually follows that only.

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## SUGGESTIONS

Recruiters can make the most of both traditional tools and online recruitment tools to have advantage in recruitment through social media application. For efficiency in the use of recruiting Strategies, companies can take the following measures

- Use Specialized Job Sites that cater to specific Industries.
- Assess the service level methodically provided by Job Sites to ensure that they maintain the level they claim to provide.
- Augment the Corporate Web Site as a tool to persuade potential job seekers to become involved in joining the Company.
- Take advantage of the fact that Internet job advertisements have no space confines so recruiters can use longer job descriptions to fully describe the company's job requirements and working conditions offered.
- Use valid Search Engines that will sort candidates effectively, but will not differentiate against any persons or groups.
- Create attention-grabbing newspaper advertisements that prompt people to visit the company's website. They will then see all vacancies that are advertised.
- Persuade human resources to e-mail job advertisement to friends.
- Design and execute a successful e-Recruitment strategy.
- Issues of ethics and legality must also be evaluated and held in selflessness by recruiters and HR practitioners when choosing a candidate through this source.

## CONCLUSION

In the Era of Globalization, progression of technology and stiff Competition particularly in the I.T .Industry, new H.R.Strategies and practices have to be constantly adopted. In this perspective, Existing Recruitment Strategies have to be replaced by new strategies. It has been observed by H.R. specialists that Social networking websites are effectual job search tools and that in just a few years' job advertisements in newspapers will be replaced by online job boards. Even job fairs are finding stiff competition in the social media. Also, it has evidently been visible that a lot of companies have their own formal pages on these websites, where job seekers can learn about the organization business, culture, ethics etc .Studies have indicated that India is the 4th country in the world in terms of Internet usage. Hence Recruiters have a large pool from this source from which they can



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search for prospective employees. In the years to come, social networking will soon be an indispensable part of the hiring process. It is Cost effective, does not require setting up an office and forms an effective tool for Recruiters .The Usefulness of Social Media Recruitment is that it helps to gain an overall view of the prospective candidate, offers a large search for talent pool and saves time and cost involved in the recruitment process. Social media sites carry with it the distinct advantage of enabling companies to reinvent themselves internally as well as externally. The rapid and proficient use of SMR will enable the company to realize the greatest benefits in terms of recruitment.

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