Cyber Recruiting Through Social Media: (No Pen and Paper; Go Digital)

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ABSTRACT

"Get the right people on the bus and the wrong people off the bus" **Jim Collins**
The word recruitment has been defined by different authors in different ways but all meaning the same thing. All the definitions seem to agree that recruitment is a process of actively seeking potential candidates in sufficient numbers and qualities to fill vacant positions within organization. Now whole world is just a click away from us and we can connect with individuals from all over the world. Online recruitment uses the power of the internet to match people to jobs. Electronic recruitment, online recruitment, cyber recruiting or internet recruiting are all synonyms of E-Recruitment. Fundamentally, it is about advertising vacancies on either job sites or corporate websites. At this very basic level it is particularly effective at getting a high level of response. While it may generate hundreds more applications than traditional print advertising, simply attracting more candidates is only part of the job. Social media sites like Facebook, Twitter, LinkedIn, etc. are a growing medium of communication and a tool for effective recruitment across the world. In this paper we critically analyze the importance of Social media and amount of usage for job seekers and recruiters.
KEY WORDS: E-Recruitment, Social media, Cyber recruiting, Facebook, Twitter, LinkedIn.

INTRODUCTION

Today the internet is transforming the whole world, in diverse aspects in the commercial as well as in the personal world. In business, the recruitment process has been completely changed and revolutionized by the internet and currently all the traditional and slower processes of recruitment are transformed in favor of the new process that is known as "e-recruitment". It is the use of technology and web based tools to assist the recruitment process. Many big and small organizations use Internet as the source of recruitment. The increasing impact of social networking sites in communication and socializing worldwide brings attention to how they affect recruitment process and retention of employees in 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. Everyday more people find talent through social media. Today, every organization is interested in recruitment and the ever-growing social media impact in the employment vertical.

REVIEW OF LITERATURE

AVINASH S. KAPSE (2012), published an article about E-recruitment which stated that online recruitment has many advantages to companies like low cost, less time, quick, wider area, better match and along with this they have highlighted some points of disadvantages of online

recruitment like scrutinizing applications is a problem, lack of internet awareness in India in some places and they said that employers want to have face to face interaction with candidates.

DR. A J DU PLESSIS(2012) This article focuses on the background of the 'conventional' or 'old' way of recruiting, it reviews different 'new' ways; e-recruiting and its effectiveness; advantages such as accessibility and disadvantages such as ransgression of some legislation in e-recruiting and the impact it has on management.

VIDOT (2000), suggested that e-recruitment is the use of internet to attract high quality candidates, screening of suitable profiles, streamlining the application and selection process.
The words e-recruitment, online recruitment, cyberuiting, or internet recruiting are synonymous. They imply formal sourcing of jobs online (Ganalaki, 2002).

IMPORTANCE OF E-RECRUITMENT

1. E-recruitment can overcome the barriers of traditional recruitment methods for easy access of the candidates.
2. To be a successful Organization and to maintain the position recruiting high caliber staff is fundamental.
3. To attracting candidates from their own country and they can appeal to qualified candidates all over the world. The same holds true for job seekers.
4. The widespread use of internet today has meant that advertising for candidates has become cheaper while at the same time appealing to the wider audience. This is the secret of e-recruitment gaining popularity in a short time span.

SCOPE OF THE STUDY

The present study has brought out the importance of online recruitment different regional countries along with some statistical information regarding the different social media used by the job seekers and recruiters.

OBJECTIVES

1. To highlight the social media usage for job seekers and recruiters.
2. To list out the importance of online recruitment in different global region.

DATA COLLECTION

This article is prepared by the researchers mainly based on secondary data. The secondary data has been collected from online journals, scholarly research articles is done to understand the current scenario. Further various company websites, journals, business magazines, business newspapers etc. were studied in order to frame the new outlook about the topic.

LIMITATIONS OF THE STUDY

In this study analyzed only selected social media like Facebook, Twitter and LinkedIn among various media available India.

DISCUSSION

TABLE NO.1 IMPORTANCE OF ONLINE RECRUITMENT

India 82%	Netherlands 82%	Australia 81%	South Africa 80%	Italy 76%	United Kingdom 75%	China 74%
Spain 74%	Germany 72%	France 70%	Mexico 70%	Brazil 69%	Belgium 69%	United States 67%
Canada 67%	Japan 61%	America 69%	**Source:** Deloitte University Press/DUPress.com			

The above table explains that in the year of 2016, rating of online recruitment importance across global regions and selected countries. Out of seventeen selected countries, India and Netherlands ranks first (i.e 82 per cent), Italy, United Kingdom, China, Spain, Germany, France and Mexico Countries in second place (i.e.80-70 per cent) and rest of countries in third place. It can be concluded that Indian and Netherlands Companies recruiters recognized that online recruitments is efficient for both employer and job seekers in the technology world.

E-RECRUITMENT TRENDS

Social Media finds an inherent place in hiring process. With social media coming up on the scene, companies have more information than ever on the job seekers. While earlier recruiters were dependent solely on the candidate's resume, today they can easily perform a web search and find more information about them by scouting their social media profiles, and also examine their work samples, all through the use of web. Social media can also be a great way of discovering candidates who are employed but are open to changing jobs if offered the right opportunity. This makes social media a fascinating way of finding talent that one may not be able to find otherwise. Further, while using social media is an immensely helpful tactic for recruiters, the job seeker is also at advantage here as he has more opportunities today to find the right job than he had ever before.

QUOTES ON SOCIAL MEDIA RECRUITMENT

"Opposed to popular opinion, social media is a platform where an employer can seek candidates, irrespective of the nature of the job. Social media websites act as effective recruitment tools to search 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 organization/ qualifications/ skill set they are looking to hire" - ManojBiswas, HR lead, Accenture India
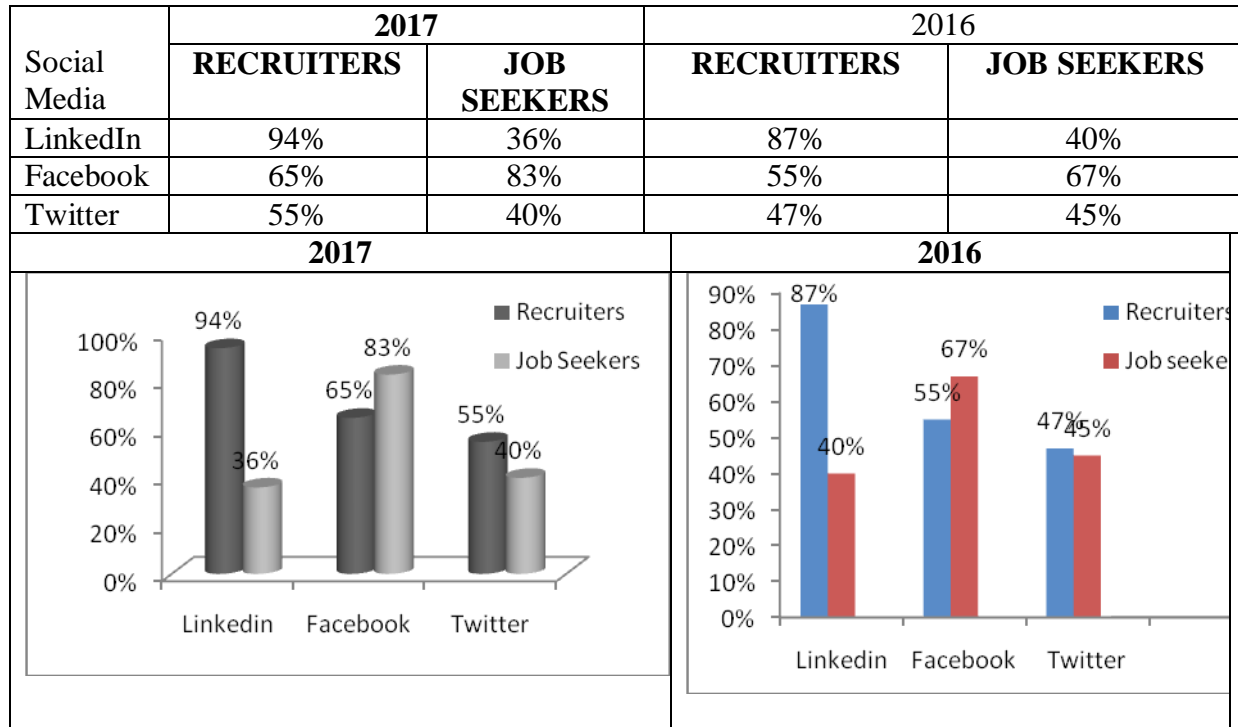
"Recruiting through social networking websites is more cost-effective compared to traditional forms of hiring that include placement consultants, posting advertisements in different forms of media and participation in job fairs,"- Shruti Jain, Chief Communications Officer and Global Head - CSR, EXL Service

REASONS FOR THE SUCCESS OF SOCIAL MEDIA RECRUITMENT

1. Social networks were once considered the domain of teens and twenty-something students. With 901 million Facebook users, Twitter accounts numbering over 500 million and more than 161 million users on LinkedIn, it's getting more and more difficult to find someone without a social media presence. It's hard to imagine a better way to reach the potential candidates to hire.

2. By reaching the large audience that social media increase chances of getting company and job posting in front of the exact people who want to hire. The vast networks that are created through social media provide an excellent system of information sharing that can result in referrals and recommendations that amplify voice and reach. So even if the company don't reach perfect candidate directly, reaching their friends or colleagues in their network can result in ultimately getting job posting where it needs to be.

3. Social recruiting allows to target job postings to not just anyone, but to specifically reach highly qualified potential candidates through specified outreach efforts.

TABLE: 2 USAGES OF SOCIAL MEDIA

Social Media	2017		2016	
	RECRUITERS	**JOB SEEKERS**	**RECRUITERS**	**JOB SEEKERS**
LinkedIn	94%	36%	87%	40%
Facebook	65%	83%	55%	67%
Twitter	55%	40%	47%	45%

The above chart clearly indicates that usage of social media platforms for recruiters and job seekers in the year 2016 and 2017. Facebook, LinkedIn and Twitter are still the biggest for job seekers. It is interesting that facebook is still number one for job seekers but LinkedIn comes up top for recruiters (94% of recruiters are active in linked in, only 36% job seekers are).

SOCIAL RECRUITING STEPS
PICK THE RIGHT SOCIAL NETWORK

It's generally the go-to social media site for social recruiting efforts. However, the company needs to consider specific target audience. If the type of candidate trying to reach is more likely to have an active presence or Facebook or Twitter than on LinkedIn, then it's important to refocus or at least expand.

TARGET THE RIGHT CANDIDATES

There are a number of ways that can fine-tune social recruitment efforts to target the candidates that the company wants, starting with using the right keywords. In any social media job posting or announcement, keep Search Engine Optimization best practices in mind use key phrases and words that describe both the position and potential candidates, and that would likely be used in a search. LinkedIn allows creating job postings with specific industry, experience, and educational

requirements, and also gives employers the ability to search for and reach out to individual, handpicked candidates. Using Facebook ads for job postings are another option for reaching a very specific audience, as they'll only shows up on the profiles of candidates that Match Company's specified requirements.

MAKE APPLYING SIMPLE

The recruitment board may have created an exciting job posting that target the ideal demographic and catches the eye of highly qualified candidates, but if application process is convoluted and complicated, it may all be for nothing. LinkedIn provides the opportunity to allow candidates to apply directly from the job posting. Link directly to an online application in Facebook or Twitter posts (or clearly provide contact info, such as an email address to submit resumes).

SELL YOURSELF

Interested candidates are going to take the time to research about company before applying, and candidates reach through social media are likely going to turn to your social media accounts to learn more.

CONCLUSION

India's Internet consumption has already exceeded USA to become No. 2 globally. By 2020, the Internet is expected to penetrate deeper in the hinterlands of the country, helping to create more opportunities for everyone. Social Media has transformed the face of recruitment drastically. The current study has discussed the recruiters and job seekers using social media for recruitment and importance of online recruitment in different region. Though it has many benefits for both-job seeker and recruiter like cost effectiveness, quickness, ample options and opportunities, still it cannot be suitable for every job and profile. This research paper will help academicians and scholars to get an insight of pitfall and benefits of Social media Recruitment.

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