International Journal of Advanced Research
in Arts, Science, Engineering & Management

INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

A Study on Impact of Social Media on Recruitment

Sneha Kumari, Dr. Seema Ghanghas

Student, School of of Business (SOB), Galgotias University, Greater Noida, India

Associate Professor, School of of Business (SOB), Galgotias University, Greater Noida, India

ABSTRACT: This study paper's goal is to investigate how social media affects hiring practises. Social media has completely changed how we connect, talk, and exchange information. One of the many places this change has impacted is recruitment. The study's objectives are to investigate how social media has altered the employment process and to look at the benefits and drawbacks of doing so.

I. INTRODUCTION

Any organisation must have a crucial recruitment procedure. It is the procedure for locating, luring, and choosing the best applicant for a position. The hiring process has undergone a change since the introduction of social media. Recruiters can now recognise and interact with prospective applicants using social media. Recruiters now have access to a sizable group of potential employees through social media, even if they aren't actively looking for work.

The recruiting process has been significantly impacted by social media. Managers now have to change the way they search for candidates, evaluate their apps, and conduct interviews. Social media platforms like LinkedIn, Facebook, Twitter, and Instagram are now vital for recruiters to find and communicate with potential candidates.

However, there are also some disadvantages to using social media for recruitment purposes. Social media platforms are often biased towards certain demographics, which may limit the diversity of candidates that can be identified. There is also a risk of personal bias creeping into

the recruitment process, as recruiters may be influenced by the candidate's social media presence.

This study explores the positive and bad effects of social media on recruiting. It also looks at how recruiters can use social media to interact with and draw applicants. Additionally, the research will look at the moral ramifications of using social media for hiring and offer suggestions for reducing any dangers.

Objectives of the Research:
- To identify the impact of social media on the recruitment process.
- To examine the advantages and disadvantages of using social media for recruitment purposes.
- To investigate the effectiveness of social media in identifying and engaging potential candidates.
- To explore the ethical considerations of using social media for recruitment purposes.
- To provide recommendations for recruiters on how to effectively use social media for recruitment purposes.

Scope of the Study:
The research will concentrate on how social media affects the hiring process. The study will look at the benefits and drawbacks of using social media for hiring, as well as how to locate and interact with prospective applicants using social media platforms. Additionally, the research will look into the moral ramifications of using social media for hiring, and it will offer advice to hiring managers on how to use social media efficiently.Methods from both qualitative and quantitative research traditions, such as surveys, interviews, and case studies, will be employed here. The study will focus exclusively on the recruiting process, excluding all other facets of HRM.

II. LITERATURE REVIEW

Recruiters now rely heavily on social media to find and communicate with qualified applicants. Studies have shown that social media has significantly impacted the recruitment process, particularly in terms of sourcing candidates (Nguyen & Mohamed, 2019). Social media platforms like LinkedInhas grown in popularity among employers because it gives them access to a huge group of potential employees who might not be actively looking for work but are still enthusiastic about learning about new possibilities. (Sears, 2019).

However, there are also concerns about the effectiveness of using social media for recruitment purposes. Research has shown that social media platforms can be biased towards certain demographics, which may limit the diversity of

candidates that can be identified (Misra & Stokols, 2012). There is also a risk of personal bias creeping into the recruitment process, as recruiters may be influenced by the candidate's social media presence (Kluemper& Rosen, 2009).

III. METHODOLOGY

The study will use a quantitative research methodresearch design. The study will get started by reviewing the body of research on how social media affects hiring. In order to create the study questions and poll tool, this literature analysis will serve to find important topics and areas of concern.

An online poll will be given to a selection of candidates and HR workers as part of the study project. The poll will examine both the benefits and drawbacks of using social media for employment while also examining the degree to which it is used in the hiring process. The poll will also look at the moral issues surrounding using social media for hiring, and it will look for any best practises or standards for doing so.

In-depth conversations will be conducted with a selection of candidates and HR workers in addition to the poll as part of the research. In-depth information about the viewpoints and experiences of employees regarding the use of social media in employment will be provided by the conversations. Semi-structured interviews enable flexible asking and give participants the chance to expand on their answers.

The data collected from the survey and in-depth conversations will be analysed using quantitative and qualitative methods. The quantitative data will be analysed using both descriptive statistics and inferential statistics, such as regression analysis and association analysis. The qualitative data will be analysed using thematic analysis to draw out key topics and patterns.

Limitations:

The study has some limitations. The study will focus on the recruitment process and will not cover other areas of human resource management. The study will also be limited to the use of social media for recruitment purposes and will not explore other factors that may impact the recruitment process. The study will be based on the perceptions and experiences of recruiters and HR professionals, and may not reflect the views of job seekers or other stakeholders in the recruitment process.

IV. RESULTS

The study's findings demonstrated that social media significantly influenced the hiring procedure. The overwhelming bulk of users (84%) admitted to using social media for hiring. The most popular network was LinkedIn, followed by Facebook and Twitter.

The study also found that social media provides recruiters with several advantages, including access to a wider pool of candidates, the ability to engage with candidates in real-time, and the ability to conduct background checks on candidates. However, there were also concerns about the effectiveness of social media for recruitment purposes. Participants reported that social media platforms can be biased towards certain demographics, which may limit the diversity of candidates that can be identified. There were also concerns about the risk of personal bias creeping into the recruitment process, as recruiters may be influenced by the candidate's social media presence.

The study found that recruiters use social media primarily for candidate sourcing and engagement. Participants reported using social media to post job vacancies, search for potential candidates, and communicate with candidates. However, the study found that social media was less effective in terms of candidate selection and screening, with most participants reporting that they still rely on traditional methods of screening candidates, such as resumes and interviews.

The research also showed that there are moral issues to take into account when using social media for hiring. Participants expressed worries about prejudice, data security, and privacy.

In general, the research advises managers to use social media as an additional aid to conventional employment techniques. The possible dangers of using social media for employment should be understood by recruiters, and precautions should be taken to reduce these risks. According to the research, recruiters should create clear rules and standards for using social media in employment and educate them on how to do so in an honest and successful manner.

V. DISCUSSION

Social media has assimilated into contemporary society by giving people a forum to create, share, and exchange ideas, knowledge, and materials in online communities and networks. The rise of social media has transformed how people engage with one another, enabling real-time conversation and information exchange. Facebook, Twitter, Instagram, LinkedIn, YouTube, Snapchat, and TikTok are a few of the most widely used social media sites, each with distinct

characteristics and user bases. Social media has given businesses a platform to talk about and advertise their goods and services, making it a crucial element of the advertising blend. Its direct contact feature between businesses and customers, as well as between customers themselves, has been a significant advantage. Businesses prioritize leveraging social media platforms like Wikipedia, Facebook, YouTube, and Twitter to generate profits, with top management and consultants actively seeking ways to do so. Social media has rapidly become a dominant means of communication in society, influencing a wide range of issues from environmental policies to technology and business operations (Asur & Huberman, 2010).

IMPACTS OF SOCIAL MEDIA ON RECRUITMENT
The way we interact and communicate with one another has profoundly altered thanks to social media, which has also had a significant impact on employment practises.LinkedIn, Facebook, Twitter, and Instagram are just some of the social media sites that modern companies use to network and discover prospective employees.
The expanded accessibility and exposure social media offers are two of its most important effects on employment. Employers can reach a much broader audience by posting job opportunities on social media, including inactive job searchers who might not be actively looking for a new employment. Potential applicants who reside outside of the company's local physical location can also be included in this larger group.

Employer branding has also benefited from the widespread use of social media. The ethos, beliefs, and personnel encounters of a company can be promoted through social media. which can help attract candidates who align with their values and are a good cultural fit for the organization. This can also improve retention rates, as employees who share the company's values are more likely to stay long-term.
Recruiters can use social media to screen candidates more effectively, reviewing their profiles, work history, and professional accomplishments. They can also identify any red flags, such as unprofessional behavior or controversial posts, before extending an offer.
Social media has also made communication between recruiters and candidates more efficient. Employers can use social media to answer questions, provide updates, and keep candidates engaged throughout the recruitment process. This can help improve the candidate experience and build a positive employer brand.
Last but not least, social media has made it simpler for job seekers to study prospective companies and learn about the ethos, beliefs, and employee experiences of the organisation. This can both assist in attracting applicants who are a good match for the organisation and assist job seekers in making more educated choices about whether to apply for a position.
 The way we interact and communicate with one another has profoundly altered thanks to social media, which has also had a significant impact on employment practises.Today's best talent is often discovered and recruited via social media sites such as LinkedIn, Facebook, Twitter, and Instagram.

SOCIAL MEDIA TOOLS USED IN RECRUITMENT
There are several tools of social media that can be used in recruitment. Some of the most commonly used tools include:

LinkedIn: It also allows recruiters to post job openings and promote their employer brand through company pages.

Facebook: It also allows employers to promote their brand through company pages and engage with potential candidates through groups and pages.

Twitter: Twitter can be used to post job openings, promote employer brand, and engage with potential candidates through hashtags and targeted messaging.

Instagram: Instagram can be used to promote employer brand through visual content such as photos and videos. It can also be used to post job openings and engage with potential candidates through hashtags and direct messaging.

YouTube: YouTube can be used to create and promote employer brand through video content, such as company culture videos and employee testimonials.

Job Boards: Job boards such as Indeed, Glassdoor, and ZipRecruiter can be used to post job openings and promote employer brand. These platforms also allow job seekers to search for jobs and apply directly through the platform.

Applicant Tracking Systems (ATS): ATS systems such as iCIMS, Workday, and Greenhouse can be used to track and manage candidate applications and resumes. These systems can also help automate recruitment workflows and simplify the candidate screening process.

Talent Relationship Management (TRM): TRM tools such as Avature and Phenom People can be used to manage candidate relationships and engage with potential candidates through email marketing and targeted messaging.

ADVANTAGES OF USING SOCIAL MEDIA IN RECRUITMENT:
- Social media recruitment has several advantages, including wider reach, cost-effectiveness, faster and efficient recruitment, employer branding, targeted advertising, and candidate screening.
- Recruiters can access a wider pool of qualified applicants on social media sites than they could through more conventional methods.
- Posting job vacancies on social media platforms is often free, making it an affordable way to advertise job opportunities.
- Social media recruitment is fast and efficient, reducing the time it takes to fill vacancies.
- Employers can target specific applicant groups based on demographics, hobbies, and job descriptions, aiding managers in narrowing their search to the most skilled and pertinent applicants.
- Social media platforms can also be used for candidate screening, providing insights into candidates' personality, interests, and communication skills to make more informed recruitment decisions.

DISADVANTAGES OF USING SOCIAL MEDIA IN RECRUITMENT
- Social media profiles may contain a vast amount of information, making it challenging for recruiters to find the most relevant and useful information about candidates.
- Social media recruitment has some disadvantages, including a potential lack of diversity in the candidate pool, information overload, unverified information, privacy concerns, legal issues, and being time-consuming for recruiters.
- The accuracy of information found on social media profiles may not be verified, leading to incorrect assumptions and judgments about candidates.
- Candidates may feel uncomfortable with recruiters viewing their personal information, raising privacy concerns.
- Social media recruitment may raise legal issues, such as discrimination or bias, and must comply with employment laws and regulations.
- Social media recruitment can be time-consuming, taking away from other important recruitment tasks and slowing down the hiring process.

The research also emphasised the significance of moral concerns when using social media for hiring. Concerns about discrimination, data breaches, and personal protection were voiced by those who took part. Data security and privacy laws like the EU General Data security Regulation (GDPR) and the California Consumer Privacy Act are becoming increasingly important, making these concerns all the more pressing. (CCPA). Recruiters must be conscious of these worries and take precautions to reduce the risks involved with using social media for employment.

Overall, the research offers insightful information about how social media affects the hiring process. While social media has many benefits for employees, there are also issues with possible prejudices and ethical issues that need to be resolved. According to the research, managers should use social media in addition to more conventional methods of hiring and should create explicit rules and standards for doing so. Additionally, recruiters must teach their employees how to use social media skillfully and morally.

Findings
- 76% of population in study were male aged 21-30, 38% with post-graduate studies and 44% earning 3-5 lakhs/yr.
- 68% of job seekers use social media to apply for jobs, benefiting from networking, researching companies, and receiving job notifications.
- 71% of respondents prefer using LinkedIn for job search and professional networking.
- 53% found job openings through social media job posts, indicating the growing importance of social media in job search.
- 87% believe social media has made it easier to find job opportunities.
- 89% have positive views on social media recruitment, making it a significant part of the job market for both job seekers and recruiters.
- 39% believe social media has a positive impact on recruitment due to wider candidate pool and cost-effectiveness, but transparency in the process needs improvement.
- 35% agree that social media recruitment leads to limited diversity in candidate pool.

Suggestion:

- ➢ Social media can increase the visibility of job openings, reaching a larger audience and increasing the chances of finding the right candidate.
- ➢ When compared to more conventional employment techniques like job sites or print media, it can be a more cost-effective way to promote open positions.
- ➢ It can help to reduce the time to hire, enabling recruiters to quickly identify and screen potential candidates, saving time and resources.
- ➢ Social media can provide recruiters with access to a wider talent pool, allowing them to find candidates from around the world, not just within their local area.
- ➢ Social media can provide recruiters with valuable insights into potential candidates, including their work history, interests, and personality traits.
- ➢ It can help recruiters to identify passive job seekers, who are not actively looking for a new role but may be interested in a new opportunity if it's the right fit.

VI. CONCLUSION

In conclusion, social media has had a significant impact on recruitment, providing recruiters with new ways to connect with potential candidates and improve their hiring processes. Social media platforms have helped to increase the vsisibility of job openings, reach a wider audience, reduce the time to hire, and identify passive job seekers. Additionally, social media provides a more informal way for candidates to learn about companies, establish trust, and build relationships with recruiters. However, it's important to note that while social media can be an effective recruitment tool, it's not without its challenges, including issues with privacy and potential biases in the selection process. In order to use social media responsibly and ethically and to maximise its advantages while lowering its risks, candidates must be conscious of these issues.

REFERENCES

1. Arruda, W. (2017, July 15). LinkedIn 201: How to Cultivate a Powerful Network. Retrieved from http://www.forbes.com
2. Benjamin B. Aguenza1 and Ahmad Puad Mat Som's conceptual analysis, as published in the IOSR Journal of Business and Management (Vol. 1, Issue 2, May-June 2012, pp. 48-5).
3. Arjomandy, D. (2016). Social media integration in electronic human resource management: Development of a social eHRM framework. Canadian Journal of Administrative Sciences, 33, 108–123. https://doi.org/10.1002/CJAS.1380
4. Esch, P. van, &Mente, M. (2018). Marketing video-enabled social media as part of your e-recruitment strategy: Stop trying to be trendy. Journal of Retailing and Consumer Services, 44, 266–273. https://doi.org/10.1016/j.jretconser.2018.06.016
5. Hosain, M. S. (2017). The impact of E-HRM on organizational performance: Evidence from selective service sectors of Bangladesh. International Journal of Human Resources Management, 6(3), 1-14
6. Holmes, R. (2018, April 17) Social Recruiting Tips. Retrieved from http://www.betterteam.com
7. Khatri, (2015). Using social networking web sites in hiring and retention decisions. S.A.M. Advanced Management Journal, 74, 27-35
8. Hosain, S., & Liu, P. (2020). The Impact of Social Media Recruitment on Job Candidates' Perceptions: Evidence from Bangladeshi Fresh Graduates. Postmodern Openings, 11(1), 20-41.
9. Take the work out of hiring. (2017). Retrieved from https://www.facebook.com/business/news/take-the-work-out-of-hiring
10. Spellmann, E. (2018). How to leverage social media to benefit your business. Seminar Paper presented at Ranger College Erath County. Stephenville, USA.
11. Muduli, A., & Trivedi, J. J. (2020). Social media recruitment : the role of credibility and satisfaction. Evidence-Based HRM: A Global Forum for Empirical Scholarship, 8(2), 237–251. https://doi.org/10.1108/EBHRM-08-2019-0069
12. Wasserman,T. (2018, Feburary,16) Why Social media should be part of recruitment. Retrieved from http://www.forbes.com

International Journal of Advanced Research in
Arts, Science, Engineering & Management
(IJARASEM)