

A Study On Awareness And Effectiveness Of Social Media Recruitment From Job Seekers Perspective

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ABSTRACT

Social media has engaged the world by gale in recent years. Social media is a friendly and promising environment for both job seekers and recruiting entities. The realities of today's labour market prompt recruiters to use innovative tools to find and attract talent, and push job seekers to adopt new approaches in their job search and professional self-presentation. While social media recruiting is not a new concept, the way that hiring managers utilize these websites to find the right employees has changed, and also job seekers started using social media for Job search. How far social media helps job seekers to identify the job and are they all aware is a question mark here. This article aims to examine the awareness and effectiveness about the social media recruitment from Job seekers perspective. The focal point of this article is to analyse the awareness level of social media recruitment from job seekers perspective and to identify the effective tool of social media in job seeking processes, and the problem is investigated through a quantitative study. Based on the findings of the study, recommendations for effective use of social media for job seekers are provided, and future research avenues are suggested.

Keywords: Social media; social recruiting; employee recruitment; job seekers.

INTRODUCTION

The prevalent advancements made in recruiting in the most recent decade have been related to social media. Online platforms like LinkedIn have played a major role for communication. With 65% of adults using social media on a regular basis and an increasing amount of candidates actively searching for jobs using their social media contacts, it's no surprise that this is where recruiters are hanging out too.

Social media may be friendly and promising surroundings for the job seekers and recruiting entities. According to the Web Observation Information, around 20 thousand people post on the Internet weekly that they need a job. What's more, the vast majority of these results come from social media profiles. For people working in HR department or just looking for highly qualified personnel, Internet is a source for endless opportunities. Job ads websites offer place to social media as a recruiting tool.

Social media has revolutionized today's job search, when looking at the new career opportunities job search doesn't look like the one which it was earlier. In order to compete in the modern, ultra-competitive job market one requires to be master and learn the ins and outs of social media, a huge development over simple job search boards. In fact, using social media to find a job can easily be done nowadays.

While typical sites like Monster.com and SimplyHired.com continue their reign in the job marketplace, people are supplementing their searches there with the vastly more diverse set of social networking sites. Strategically using both social media and job search sites can propel one's ability to uncover opportunities in ways unheard of just a few years ago. To find a job using a social media has become easy and the big three social media networks: LinkedIn, Face book, and Twitter, can help the job seekers to land with their dream job.

Evolution of Social Media Recruitment

The way social media used is changed now, with constant evolution being a part of the world, there comes a time when the future turns into the present; change transforms to the new normal. In recruitment, that is the case with social media. If at this point an organization is not building its social media to help recruitment efforts, it is not really at par with the industry. When a job-seeker starts looking for a job, Face book and Twitter may seem like the last place where candidates might expect to connect with talent recruiters. But that is fast shifting now, as more and more recruiters are turning to social media to identify the ideal talent for a specific role in the organization. A study suggests that there have been some changes in the manner in which hiring teams are reaching out for talent including a rise in the number of head-hunters resorting to social media channels.

Career Builder's annual social media recruitment survey reports that 60 % of employers used social networking websites to find ideal job candidates in the past year, which has

significantly risen from 52% in 2015, 22 % in 2008 and 11% in 2006 when the survey was first conducted. The sheer number of active users on websites such as Face book has made social media hiring extremely beneficial. With numerous people using social networking sites employment opportunities, there is only going to be a rise in the number of establishments that will use social media for talent acquisition in 2017.

Tools of social media recruitment

Face book – Face book has changed the way in which job seekers network with the brands they find interesting, and it spans every age group, gender, and ethnicity, so diverse exposure isn't an issue. In fact, Face book provide firms a 'Job Openings' tab right from their profile, so candidates can visit one single depository and easily see what's available.

Twitter – With nearly 310 million monthly active users, Twitter is a massive micro blogging site with a twist. With social recruiting tool, one can create 'Twitter Cards' to attach rich photos, videos, and media to their tweets and pack a bigger punch with a more expressive messaging beyond the limit.

LinkedIn – Being the world's largest skilled network and most frequented social media platform for recruiting, LinkedIn is used as an important screening tool, and it's where 62 percent of candidates expect to find their next job.

YouTube – With its video-only format distinguishing itself amongst the other members of this list, YouTube allows one to literally broadcast your brand. With over a billion active users, there's no better place to have real employees speak to company culture and shed details to what it's like to work there.

Google+ – One of the more under-utilized recruiting social sites, where jobs are shared 182 percent of the time, Google + has some stark advantages over competing platforms. For one, it offers an integral talent pool feature, Circles, which allows recruiters to create private groups filled with candidates in relevant sectors and target specific content towards. It's conjointly nice for SEO functions and offers your business many visibility related to the keywords you identify by, not hard to figure since it's backed by the world's strongest search engine.

Instagram – A picture's worth a thousand words, but they're also invaluable to recruiters who feel that Instagram is the breeding ground for millennial "purple squirrels". Boasting the second highest penetration rate in social media amongst this asked for generation, Instagram may be a extremely participating ways to promote your brand via footage, videos and text captions whereas appealing to the immature generation of job seekers.

Review of Literature

Allen, Van Scotter, and Otondo (2004) conducted a study with 989 undergraduate students, and located that media and media options had a right way impact on communication outcomes, attitudes, intentions, and behaviors related with potential employees for an organization. Conveying a continuing recruiting message and utilizing media options like two-way communication, personal focus, social presence, symbolism, and as well as correct quantity of organization, led to a positive opinion of the organization.

Braddy, Foster, Wuensch, and Grossnickle (2003) in his study on Internet recruiting found that maintaining a favourable recruitment image is related to being successful when attracting potential employees. The navigational ease of a website led to a favourable notion of the company versus websites that were difficult to navigate. The study addressed the potential of the Internet and the recruitment opportunities a company has through a user-friendly site. Overall, the Internet can be used to increase communication outlets and influence potential employees. Using the Internet for communication purposes can lead to an increase in the number of job applicants a company can receive.

According to an Eduba study it was found that 93% of companies use LinkedIn for social recruiting, 66% uses Face book, and 54% uses Twitter. Jobvite- social media for recruiting software company through a survey report revealed that 73% of recruiters have hired the candidates through social media channels namely LinkedIn, Face book and twitter.93% of recruiters reviewed the candidate's social media profile before taking the hiring decision. Through social media, hirers find it easier to go through the candidate's personal life, views, interests, goals as well. These channels are being used in the screening process to select those who are favourable and reject those which are unfavourable for the job according to personality traits and interests.

OBJECTIVES

The objectives of the study is

- To analyse awareness about social media recruitment from job seekers perspective.
- To know which tool is best for Job search.
- To know the effectiveness of social media for Job search.

RESEARCH METHODOLOGY

For carrying out the research, 70 job seekers from the area covering Coimbatore were selected through simple random sampling. The job seekers were administered with questionnaire on awareness and effectiveness of social media recruitment from job seekers perspective.

Data analysis and interpretation

Table 1: Level of Awareness about social media tool used for job search

Options	Frequency	Percentage
Yes	53	78
No	16	21
Maybe	1	1
Total	70	100

From the above table it is inferred that 78% of the respondents are aware that social media tool is used for job search, 21% of the respondents are not aware about the social media tool and the remaining 1% cannot come to a conclusion.

Table 2: Level of tool used most frequently for job search

Options	Frequency	Percentage
Face book	42	52.5
Twitter	2	2.5
Linked in	12	15
Other apps	5	6.3
All the above	9	23.7
Total	70	100

From the above table it is found that 52.5% of respondents uses face book for job search, 2.5% of respondents uses twitter, 15% of respondents uses LinkedIn, 6.3% of the respondents uses other apps for job seeking, while 23.7 % of the respondents use all the above for job search.

Table 3: Level of effectiveness of social media for job search

Options	Frequency	Percentage
Yes	50	77.5
No	7	8.8
Maybe	13	13.7
Total	70	100

From the above table it is inferred that 77.5% of the respondents find the social media as effective for job search, 8.8% of the respondents find social media tool as ineffective and the remaining 13.7% of the respondents find the social media tool as neither effective nor ineffective.

CONCLUSION

Social media and networking sites were earlier used to market products, promote brands, create profiles and share messages to family and friends from across the globe and now the purpose has been changed totally, slowly people started to use the social media for career purposes. The study found that 78% of the respondents are aware that social media is used for recruitment and job search in that 77.5% of the respondents find social media as effective for job search and 52.5% of respondents frequently uses face book for job search. 50% of the respondents confirmed that using social media for job search saves most of their time. Furthermore it is perceived that majority of the respondents find social media platform are easily accessible and effective tool for finding and applying for jobs.

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