

1. Introduction

Social media is buzzing about awareness and connection and is currently being used for Recruitment. The use of the Internet in recruitment is nothing new. In fact, over the years E-recruitment has become popular among both employers and job seekers. Many of us are registered on one or more social networks such as Face book, LinkedIn, Twitter, etc.

Recruitment is the process of finding and bringing in qualified human labor for the needs of the organization to fulfill any job requirements. When used in a recruiting situation and the HR profession, recruiting commonly refers to the talent acquisition department or a team within the human resources department. The high level of social media usage has made recruiters go the online route. The online recruitment process is one of the best from the company's point of view because it is a cheap affair. Social media helps to connect with a wide range of people during future situations. Social media sites are also identifying this, and new tools are constantly being made available to allow recruiters and employers to work in balance to take advantage of social media hiring. There is no doubt that social media has improved the recruitment process by making it more open and democratic and increasing the visible pool of talent from which to engage and recruit.

According to Flippo, "human resource management is the planning, organizing, directing, and controlling the acquisition, development, compensation, integration, maintenance, and separation of human resources to achieve individual, organizational, and social goals." People are the working organ of the company and they need to be controlled and treated properly so that they can work easily and give their best performance. Human resource management contains many departments according to which the required things are done. Human Resource Information System and Human Resource Development, Human Resource Compensation Planning are some of the types of Human Resource Management.

A big task of the human resources department is always to bring or place the right and talented person in the right places. So many always plan to do the recruitment process through social media. It was found that the use of social media in recruitment helped job seekers find jobs but numerous studies have also found the opposite. The disadvantage of this approach is that the use of social networks for job seekers is primarily carried out by “active” candidates who, for one reason or another, are “on the market” looking for a new

role. It is generally believed that the best candidates are generally “passive” job seekers and are unlikely to make themselves or their profile public.

Regardless of being in a candidate-rich market, high-quality, professional employees can be just as hard to find today, if not harder, than in the past. With thousands of CVs flooding the market, it often takes a deep and specialist knowledge of your sector, business and more importantly, the complexities of your freelance role, along with years of recruitment experience to see that one employee can really add the value of your company.

While social media makes it easy to find thousands of, dare I say, mediocre candidates in a single day, finding the perfect match for your unique business needs is still a task best left to a professional, dedicated staffing agency. So organizations should understand social media recruitment before the strategic decision of recruitments. Especially nowadays, Facebook and WhatsApp play an important role in the recruitment process. It will only take a cheap rate for these and all processes if so Browsing social networks.

The growing popularity of these social media sites for professional networking with use social media as a recruitment tool is much more popular and in vogue these days.

1.2 Objective of the Study

- To find the effectiveness of the social media advertisement given by M. P Dominic and company
- To study the challenges faces while using the social media job search.
- To Know which social media site usage helps the job seeker more.

1.3 Significance of the study

The characteristics can be adapted to recruitment through social media sites, as there is a lack of literature on criteria for an effective recruitment process through social media sites. Social media sites are a relatively new topic, so findings in the e-recruitment literature are the basis for the assumptions in this study.

1.4Statement of the problem

The study is about the Role of Social Media in recruitment with reference to M. P Dominic and company. This problem statement states the organization is not provided a good service

and salary to the nurses. Most of the nurses are left because, the service is not good for their career.

1.5 Scope of the study

Since the role of Social media Sites in recruitment is a relatively new topic for HR departments, it is difficult to compare new findings with old ones. The current study found the first results that explain the extent to which the use of social media sites leads to effective recruitment. It can be considered as an exploratory study as there is currently a lack of studies on social media sites and recruitment. Consequently, further research is recommended to determine the long-term effect. Longitudinal research is needed to monitor possible changes over time. The importance of social media for recruitment communication underlines the fact that current and future start-up entrepreneurs can be typified as digital natives.

Young people who have grown up with the internet and who have fully incorporated social media into their daily lives. This importance of social media will continue to grow as more social forms settle within this interactive online platform and that this generation will provide more value. The relevance for organizations to have an online employer presence is increasing because every organization is already a part of social media, whether they participate or not. If we talk about awareness of the organization as an employer, any online information source can act as a signal that potential candidates can use to evaluate the employer. As a result, every information and conversation about an organization within social media can be considered labor market communication..

1.6 Need for the study

The need for this study for analysis is analyzed by the study on hiring social networks for recruitment. Social media is an interactive or communication-mediated technology that facilitates the creation, creation, and sharing of information, ideas, career interests, and more in forms of expression through virtual communities and networks.

Social media has truly changed the way we communicate, collaborate, consume and create. They clearly represent the most transformative impacts of information technology on business. Recruitment is a way to get qualified human labor for the needs and wants of the organization and also to fulfill any job requirements. Using social media to recruit HR interviewees within a job function.

1.7 Industry profile

Search firms, recruiting firms, temporary staffing agencies, contingency search consultants and executive search firms have been providing recruitment services to employers for decades. We hope the information on this page enables you to learn from industry insiders about the recruitment, staffing and search industry, new and emerging trends and the history of the recruitment industry.

The professional recruitment industry is a challenging environment where radical transformations are taking place. New recruitment trends are emerging. Social media is also changing the landscape for hiring managers and human resources (HR) departments. With all the changes in the recruitment industry, Direct Recruiters continues to put the job candidate first by providing job seekers with the information most relevant to them based on their employment history, work experience and career aspirations. Employers value the partnership approach used by Direct Recruiters because their best interest is paramount.

Traditional recruitment agencies were affected by the financial crisis of the late 2000s, which was considered by many economists to be the worst since the Great Depression of the 1930s. There have been significant changes in the workforce. However, the United States Department of Labor estimates that the recruiting industry will grow by more than 50% in the next few years. Some company estimates suggest the increase could be closer to 70%. When good people leave, it's often the job of the recruiting firm to help the employer find a replacement.

People claim that the history of the recruitment industry began with the military and dates back to the era of ancient Egypt, Greece and Rome. However, the current recruitment industry did not really begin until the 1940s. Because of World War II, employment agencies were created to attract workers who were not required to serve in the military. During the war there was a shortage of available job applicants and the recruitment industry began to take off.

Qualified professionals are now searching for jobs online using job search engines and recruiting websites such as www.monster.com, www.linkup.com, www.simplyhired.com, www.careerbuilder.com, www.indeed.com and other top job sites where you can find a new

job opportunity and post your resumes. Important vendors that dominate the online recruiting market include Indeed.com, LinkedIn Corp, CareerBuilder.com and Monster.com. One of the reasons why this market space is growing rapidly is the increase in the number of social recruiting platforms. Although this has changed the dynamics of the recruitment industry, traditional staffing agencies with physical offices are still the main source for companies that need to find the best talent in their specific discipline, industry or market sector. Many professionals who consider new career opportunities by looking at job openings in newspapers, comparing salaries at job boards, and reading about job openings and vacancies on company career sites also consider job offers from recruiting firms, staffing companies, recruiters and employment agencies. .

Employers who use online recruiting websites to recruit job candidates, fill staffing needs, and hire the right employees often find that a recruiting firm like Direct Recruiters, Inc. that specializes in specific industries and fields is a better fit. Solution for filling vacancies. Positions with the most qualified candidates and recruiting top talent for their business.

While it's true that the Internet has changed the dynamic of headhunters, recruiters still focus on referrals, networking, research, interviewing candidates, and analyzing the skills and motivations of potential employees. Recruiting business owners expressed faith and optimism about the opportunity to increase their potential recruiting businesses. According to a website for staffing analysts, the survey found that 86.6 percent of recruiting firm owners see their business conditions improving over the next 180 days.

On April 2, 2013, Forbes.com published an article titled "Internet's Profound Impact on the Recruiting Industry." The story pointed out that 20 years ago networking was the most important way to get the best job candidates. The article went on to argue that LinkedIn and Monster are having a significant impact on the recruitment industry as recruiters have lost influence over their customers and the candidates they are trying to place. Some people think that Facebook will also change the recruitment industry. Others think LinkedIn's data-driven approach to recruiting and algorithms will also help shape the recruiting industry over the next few years.

In October 2012, ERE, an online gathering place for recruiters founded in 1998, published a story titled "How LinkedIn Is Eating the Recruitment Industry" by Michael Overall, co-founder and CEO of Recruit Loop. Percent of recruiters use LinkedIn to recruit, up from 78% two years ago." The article referenced an article written by Marc Andreessen, co-founder of Naipunnaya Business School, Koratty, Pongam

Netscape, published in the Wall Street Journal titled “Why Software Is Eating the World,” in which he argued that “LinkedIn is the fastest growing recruitment company today. At any time on LinkedIn, employees can maintain their own resumes for real-time search by recruiters, giving LinkedIn an opportunity to eat into the lucrative \$400 billion recruiting industry.”

A follow-up story written by Adrian Kinnersley published on ERE on January 3, 2013 titled “Why LinkedIn Will Never Kill the Professional Recruiting Industry” rebutted a previous story titled “How LinkedIn is Eating the Recruiting Industry.” She stated: “LinkedIn has impacted the recruitment industry – but in a different way than the article suggests. LinkedIn needs recruiting to survive. Despite beliefs to the contrary, recruitment companies still contribute the lion’s share of their revenue. LinkedIn is undoubtedly negatively influencing parts of the recruitment market. But they are not third party agencies. They’re job boards.” To prove her theory, she pointed out that Monster’s stock price has fallen just as impressively as LinkedIn’s has risen. According to an article titled “Monster.com Vs. LinkedIn” written by Adam O’Dell on February 25, 2013 and published by Survive & Prosper, LinkedIn’s stock price rose 61% and Monster.com’s stock price fell 51% over the same period. Time window. Adrian Kinnersley emphasized in the story that recruiters will continue to be used to place senior professional candidates.

According to some sources, the “talent acquisition” or recruitment industry is more than 120 billion when all services related to employers and job seekers are taken into account. Direct Recruiters, Inc. is an innovative company that is well positioned in an industry that is highly fragmented. There are around 150 million employed professionals in the United States, and an estimated 20% to 25% change employers each year.

Whereas Direct Recruiters, Inc. is an established executive search and recruitment company offering superior candidate generation capabilities and services, growing every year since 2007. Today, Direct Recruiters is recognized as one of the Best Places to Work in Northeast Ohio by Crain’s Cleveland Business, North Coast 99 Award, Inc. 5000 Award and the Weather head 100 Award.

Over the past 5 years our emerging recruitment business has continued to deliver key staff to leading firms in our vertical markets which include the following market sectors and disciplines; Automated Packaging, Industrial Automation Technology, Electronic/Physical Security Technology, Energy & Sustainability, Healthcare IT, HVAC, IT & Cyber Security, Labels, Life Sciences, Military Edge, Military Transformation, Food Processing & Naipunnya Business School, Koratty, Pongam

Equipment, Pharmaceutical Processing & Packaging, plastics and Flexible packaging, government technology, robotics and supply chain logistics.

We conduct C-suite searches and executive replacements working closely with HR managers, HR directors, HR departments, hiring managers, senior managers, plant managers and engineers at some of the largest companies in the United States. We present our clients with resumes that correspond to their occupations and help them prepare for job interviews and negotiate offers. Our recruitment company advises potential employees on the onboarding process and helps them transition into employment by monitoring the exit process.

While companies like LinkedIn have played a role in transforming the corporate recruiting process, our sourcing firm has remained true to our valued client companies and shareholders by focusing on strong values, ethics, discretion and confidentiality in all of our business partnerships and recruiting engagements. .

Our specialist recruitment firm attracts, screens and selects only qualified job candidates. Hiring game changers, extraordinary individuals and top entrepreneurs, requires a recruitment process that is unique and able to attract them to your company. When mid-sized and large organizations retain our professional recruiters, they can be confident that by outsourcing their job search processes, we can achieve excellent results and find the right employee.

Many national headhunters, specialist recruiters, supply firms, passive candidate research firms and search specialists in the recruitment industry use personal industry contacts to identify potential job prospects. We also use referrals and our professional network to assess potential candidates for jobs that require highly skilled workers. Our consulting company is no different. We work with employers to analyze and document job requirements to fill open positions using a 5-phase approach; strategy, recruitment, implementation, closure and monitoring.

Our 5-phase approach to recruitment includes sourcing candidates through networking, advertising and referrals. We conduct job analysis in our recruitment process to document actual or intended job requirements. We prepare a detailed job description that our recruiters use to define our search goals.

We screen potential job applicants using various tests and interviews. We select the best job candidates based on many criteria and help with the onboarding process to ensure that the potential employee can quickly and efficiently start their new job.

Within the recruiting industry, Direct Recruiters, Inc. considered a leading elite executive placement firm specializing in the identification, acquisition, attraction, interviewing, research, screening and selection, qualification, selection, screening and hiring of potential job candidates. Hiring talent for today's needs and tomorrow's vision is important, and Direct Recruiters, Inc. is an experienced executive search firm comprised of experienced and committed professional search consultants whose #1 priority is to satisfy our clients by finding the best talent they need.

Some small and large organizations that use their own in-house recruiters, human resources departments, administrative management, front-line hiring managers and recruiting staff have never hired an outside recruiting firm to recruit and hire human capital before. These organizations are now considering paying a fee to engage an employment agency or staffing company to match qualified job seekers with job opportunities and open positions at their company.

Employee verification is important because a significant number of job applicants falsify information on their resumes. According to Neil Adelman, president of Safeguard Background Screening LLC, a Beachwood, Ohio-based comprehensive background screening company and DRI business partner, "About 50% of resumes contain incorrect information and many businesses lack the proper internal resources to ensure full employment. Verification procedures or criminal record checks. As a result, companies can easily make bad and costly hiring mistakes." Direct Recruiters, Inc. has partnered with Safeguard to utilize their screening services to assist our clients during the interview process.

The role of the recruitment industry focuses on finding suitable candidates. Recruitment firms are compensated by employers for work performed in several ways. Recruiters may be paid on a retainer or contingent basis.

Retained executive search firms and recruiting firms are paid an upfront, up-front retainer fee in the form of an advance to begin recruiting individuals to fill open positions. The first deposit fee may be a non-refundable payment. After a set period of time, such as 30 days after the start of the job search process, another fee is due and the final payment is due after another period

of time. Sometimes recruitment fees are paid in full before a job applicant is accepted and in these cases recruitment will continue until the vacancy is filled.

Recruiting companies that work on a contingency basis to search for job candidates often do not receive fees until the search process is over. These recruiting companies are considered distressed businesses. These types of recruitment businesses are paid by the employer if and when a job seeker is found for an open position. Contingency fees are often calculated at 20-30% of a candidate's salary for the first year of employment.

As of 2011, it is common for contingency firms to charge retainer fees and retained search firms to offer flat fees and limited fees. Alternatives to traditional recruitment agencies, such as online recruiters, can charge contingency fees of up to 12.5%. These types of firms take advantage of companies that have lower recruiting budgets and are trying to develop new methods to find and retain talented workers. Some staffing agencies are paid on a pre-agreed hourly basis for part-timers and employees.

Firms in the recruiting industry that are committed to the success of their job seekers build long-term relationships. Recruiting firms keep their candidates' careers on track by presenting them with exceptional career opportunities that ideally match the prospective employee's field and education, talents and career aspirations. Confidentiality is essential for successful staffing agencies. Direct Recruiters, Inc. is an excellent resource for job seekers. To submit a resume, [click here](#). Information about job opportunities and job resources on the Internet is available in The Riley Guide.

While the Internet has changed and disrupted the recruitment industry, its impact on staffing agencies has been marginal. Currently, the recruitment industry has four main types of agencies: employment agencies, recruitment websites and job search engines, headhunters for executive and professional recruitment and specialist agencies that specialize in a particular area of staffing.

The term "executive search firm" is similar in meaning to the term "recruitment firm". Direct Recruiters, Inc. is an executive search and recruitment company. Broadly speaking, there are two different types of executive search firms.

Global executive search firms or global recruitment firms target many different market sectors. Some examples of these disciplines include life sciences, financial services, energy,

automotive, retail, pharmaceuticals, telecommunications, media businesses, and technology companies. These large executive search firms often use geographically dispersed offices throughout the United States or around the world.

Smaller, more specialized executive search and recruitment firms are often referred to as “boutique agencies”. Recruiting companies like Direct Recruiters, Inc. are focused on providing recruitment, staffing, management and management consulting services related to specialized practice areas, disciplines and industry-specific market sectors. Specialist recruitment agencies may cover one or more market sectors and in some cases may focus their recruitment efforts on only one aspect within a particular industry. Some specialized recruiting firms will focus on senior management positions (CEO, CFF, COO, CTO, Directors, Presidents, Vice Presidents, etc.), while others will focus on sales, marketing, engineering, technical services, product managers, software engineers, and more types of professionals.

The Direct Recruiters team are specialists in human capital resources. Recognized industry names rely on us to help build solid management, sales, marketing and plant staffing teams. For more information on human resource management, visit the official website of the Society for Human Resource Management. For information on recruiting associations and staffing associations, see the online Recruiter Directory, which includes a directory of associations.

Nowadays, the recruitment industry is still a very competitive market. Specialist recruitment companies such as Direct Recruiters, which bring a high level of expertise in a specific discipline, practice area, industry or market sector, differentiate their businesses by adding value to a specific area of recruitment outsourcing. Employers and companies seeking to fill an open position gain tangible benefits by outsourcing or outsourcing their recruiting duties to a recruiting firm like Direct Recruiters, Inc. Small specialty recruiting firms like Direct Recruiters, Inc., which recently celebrated 33 years in business, often reduce an employer’s time to hire, increase the quality of job applicants, provide verifiable metrics, reduce costs, and improve compliance with government regulations and standards.

1.8 Company profile

MP DOMINIC CO (MPD) is a INDIA based recruitment consultant based in KOCHIN INDIA



MPD is a professional recruitment company with over 12 years of combined industry experience. MPD specializes in providing contract, temporary and permanent staff for various fields. Our specialized verticals include Oil & Gas, Construction, IT, Hospitality, Healthcare, Retail, Distribution, Manufacturing, Engineering, Government and Offices.

MP Dominic Co is a Government of India approved recruitment agent with 1000+ license. MPD has offices in India, United Arab Emirates and Kuwait. MPD has affiliate offices in Bangladesh, Nepal, Kenya, Pakistan, Philippines, Singapore, Malaysia and Sri Lanka. MPD's proven track record with large international clients has placed MPD in a commendable position among the leading HR consultants in Southeast Asia and the Middle East.

Our goal at MPD Services is always to put the right person in the right job. This means giving you the best possible advice to get you through every stage of your job application.

MPD Services, people and change consultancy. We help our clients build organizational capabilities through their people by focusing on talent strategy, HR strategy, building winning cultures and implementing change.

While many factors influence a company's ability to achieve high performance, perhaps none is more important than the workforce. Technology, strategy and innovative new products and services are of course important. However, the workforce is the critical component that brings it all together and translates ideas and goals into results.

Our goal at MPD Services is always to put the right person in the right job. This means giving you the best possible advice to get you through every stage of your job application.

Hiring:

- *Technical staff such as engineers, doctors, accountants, buyers, purchasing managers, production managers, project managers, chefs, food and beverage managers, salespeople,
- * IT professionals, sales staff, export managers
- * Administrative and HR managers, IT skills,
- *Receptionists, secretaries, etc
- * Technicians like Welders (SMAW.GMAW, GTAW etc.), Fabricators, Scaffolders, Carpenters, Bricklayers, Mechanics, NDT tech, Electricians, Plumbers, Autocad etc.

Mission

To support a democratic, lively, creative, sustainable organization that will achieve environmentally friendly, fair and socio-economic development of people's quality of life.

Motto

- Gain the trust of the people we work with
- Be proud of what we do
- Make our association a joy for the people we work with

Manual

- People – Service – Profit

(Good people lead to exemplary services that lead to profits)

SERVICES

M p Dominic and company is a people and change consultancy

- Worldwide reach

Our expertise cuts across gender and geographic barriers and we can identify potential candidates from any global location for hire to any global location depending on the client's requirements – by industry, profession and profile.

- Services across a wide industrial spectrum

MPD is a professional staffing company with over 10 years of combined industry experience. MPD specializes in providing contract, temporary and permanent staff for various industry verticals. Our specialized verticals include Oil & Gas, Construction, IT, Hospitality, Healthcare, Retail, Distribution, Manufacturing, Engineering, Government and Offices.

- Prospecting and identification of potential hire

MPD uses proven and scientific methods when searching for potential employees. MPD uses its own database of resumes, job portals, peer references, newspaper ads, online media, etc. to source suitable candidates for its discerning clients.

Recruitment process

Once a potential hire is identified, MPD uses scientific interviewing methods to identify the right person for the job. MPD uses F2F interviews, video interviews, panel interviews, business tests, online tests, psychometric tests etc. to evaluate and shortlist the right candidate for the position.

- Orientation after selection and travel arrangements Once the candidate is shortlisted by the client, we help with background checks, criminal background checks, medical fitness tests, etc., so that the candidate is mobilized for the client's work in time

- Efficient and cost-effective services

We are proud to be one of the most valuable recruitment service providers for the MENA region.

- Human resources solutions

We provide personalized and tailor-made HR solutions to our valued clients.

1.9 Limitations of the study

The limitations of the study can be outlined as follows. The research sample is limited to M P Dominic & companies and it is excluded that certain cultural

influences influenced the results. In addition, the number of companies using social networking sites is small, which may limit the generalizability of the study.

Review of literature

Nigel Wright (2011) examined the impact of social media on recruitment. It focuses on how Companies and recruitment professionals are using the internet lifestyle scene to develop brands Adequately and understand ability issues. Specifically, it takes into account work destinations, e.g. LinkedIn, Video, Xing. Web-based social networks have improved recruitment strategy to be gradually open and based on laws. Using this technique alone in any case requires “singular touch” from relationship building and candidate visible evidence. Author Suggested that they are therefore unlikely to replace standard recruitment practices in the near future.

Louw (2013) explored the important key data for increasing competitiveness using executive Recruitment. The fundamental intention was to decide whether focusing on associations have out Methods for basic exploratory investigation. Exploration discoveries could give society Pioneers and their human asset functionaries with a hypothetical indicator comparable to recruitment And determination bends within the area that could drive successively successful capabilities.

Rakholiya & Gupta (2013) focused on applicants' perceptions of e-recruitment. E-recruitment showcase registers a solid development. 100% development, players who rose Such as the unmistakable champions – Jobstreet.com and so on. Today Each of them forcefully perform procedures to grab the most extreme parts Development of India's e-recruitment showcase. The article presents the basic strategies used in e-Recruitment. The e-recruitment conversation discredits the importance of the increasingly commonplace Device, with regard to association or to a less mechanically driven medium.

Tiwari (2013) separated individual areas of executives for creating new innovative strategies used in Today's business world. In addition, human resources should be resourceful and innovative. Professional development begins with career planning, the vast majority of associations say Stock in the process of arranging professions and advancement because this training brings job fulfillment Representatives and associations can act their representatives, this training additionally expands An employee – employer relationship that aids the general effectiveness of the association and its Development

Girard & Fallery (2013) investigated new e-recruitment practices and issues. Every division, every Activity, every capacity was, is or will be disrupted by the Internet. The HR segment was experiencing a Transformation. The enlistment process is friendly in spirit with a far-reaching way of dealing with abilities For example, the board procures, develops, and directs individual and aggregate capabilities. Today, The competence of managers is considered essential and a resource at the top. Three primary parts Website can be identified. Calling the page to improve the guest's information about the organization, in advance An attractive image of the company and of course the creation of applications. Occupation leaves to give Organizations the opportunity to transfer their activities to a huge space. Occupation leaves can be General, similar to Monster, or specific to provide more focused data and gradually qualify CVs. Registration frameworks have several advantages: cost reduction, efficiency improvement, improvement Customer assistance and improved strategic orientation created a five-phase model of company development Framework for e-recruitment.

Khan et al. (2014) analyzed the impact of e-recruitment and the perception of job seekers on intention Looking for work. The test pointed out the criticality of e-recruitment in organizations. Job seekers have also been profited with the internet era and will start searching Profession on the internet. Information was collected from different respondents and disaggregated Connection with a view to destinations. The findings of the examination proved

the internet is The most popular resource to explore activity among other resources for registration.

García-Izquierdo et al. (2015) analyzed e-recruitment and the organizational results of the mentioned Companies. The paper explored the use of potentially unfair means against an equivalent Business opportunity. The improvement of new advances has turned the web into a prevalent one Recruitment source. A new type of recruitment called e-recruitment brings significant changes Usual recruitment. The differences are apparent when we come across the encounters that happen Accessible through the website.

Sherkar (2015) explored that human resource planning was by far a necessary part Achieving any relationship over time. It is of the utmost importance to use the right person for the right position through proper recruitment. The website has been a huge support HR. This makes recruitment conceivable immediately. The Internet has changed the point of view Recruitment from the perspective of associations and jobseekers. It further improved it The way recruitment is done.

Singh Hada & Gairola (2015) found that social networking sites (SNS) allow users to create online Profiles where people can associate using web-based social networking tools. Social systems management destinations were basically meant for getting together with loved ones But now these networking environments have become such a necessary expert apparatus, exclusively in the field Recruitment. The basic aim of this investigation is to find out why social networks are diverse Destinations are known among businesses and job seekers and know their importance. The purpose of managing social systems is coming into vogue among scouts.

Unadkat (2015) defined that the internet has made recruitment effective and efficient. Organization Are turning into virtual organizations thanks to the widespread Internet. Job portals and career Options on the organization's website are two types of E-Recruitment engagement. Primary a Secondary data is used by the author for data collection.

Lewis et al. (2015) in their study on Security Enterprise studied the implementation of e-recruitment With the help of social networks. The research focused on Generation Y as the main target Social networks. The aim of this research was to identify perceptions and attitudes This generation in using social networks for e-recruitment.

Melanthia et al. (2015) investigated that the motivation for the examination was the introduction of an Basic exploratory examination of e-recruitment and the work of social networking sites (SNS) During the procedure. In particular, it was about recognizing whether organizations use social media Attract and screen candidates during recruitment processes. Primary information was Collected using a web survey that was accessible online for 40 days. One hundred and seventeen Survey questionnaires were collected and educational research conducted. Discoveries of this The survey showed that online recruitment strategy has a lot of advantages but in addition Entanglements that selection agents should be aware of. Moreover, it seems that The current act of screening workers through web life can exceptionally influence Recruitment choices and the legitimate consequences likely to arise from inappropriate use Data.

Nasreem & Hassan (2016) investigated the adequacy of e-recruitment in SMEs Businesses. Enrollment through electronic resources is gaining amazing success and extremely short Time window. The viability of e-enrollment was estimated based on the characteristics of favorable circumstances and Weaknesses. This study provided information on how recruiting organizations view estimating Online registration. The research suggests that HR supervisors of IT SMEs should focus more on Online signup to get an enormous rate of profitability in terms of long haul. Associations are They are looking for approaches that will be increasingly adaptive, inventive, productive and key to performance Works in a powerful way. Globalization, customer-oriented culture and specialization have shifted Accentuation of the association from financing to the acquisition, retention and development of qualified employees. As a general HR rule of any association, fill in as the main impulse or as a “vehicle check”. It will move the whole association in the right direction.

Through his research, **Sander (2016)** found that social networking sites (SNS) are viable for business Seeks a procedure to examine the usage, behavior and components corresponding to SSS. The expanding influence of SSS on associations and people is the motivation to deal with this topic. The A hypothetical basis given by the social capital hypothesis, which is deeply researched Original systems should be moved to SSS. The aim of this dissertation was to investigate SSS for Work seeking process including trade of relevant data between people and HR managers.

Vroman, Stulz & Hart (2016) found that social media combine, but are not required to, singular Destinations, e-mail, online journals, chat rooms and declaration sheets. In addition,

it consolidates for a long time Range of areas of interpersonal communication, for example Facebook, Flickr, Google Plus, LinkedIn, My Space, Pinterest and Twitter as well as video sharing destinations such as YouTube. According to Examines and synthesizes legitimate standards related to the use of online life in recruitment, it is conceivable to help businesses in this effort by giving direction and establishment.

Rana & Singh (2016) investigated that the emerging task of living on the web as a mechanism for eavesdropping Opening registrations and thus using social networking sites (SNS) with a high reach with the ultimate goal Work and not just relaxing exercises. Understand the work of entry-level employment And flow situation, focus on how e-enrollment can affect the authoritative capacity of selection and Hold staff. Furthermore, various organizational pages, diaries, business magazines, business newspapers and so on Further, they were focused to outline a new point of view.

Deshati (2017) reported on the way people exchange information. As progress on social networks She continued, and at last she was logically vast, presenting to them a refreshingly open entrance Recruitment industry. This creation deals with questions concerning the recruitment of electronic life in privacy Division and this means raising the awareness of associations and personnel about the way of use Online life can vehemently affect the system of acceptance and how social media could be fulfilled A potential choice machine. The implementation of social media is regularly determined by the association Consider using it as a recruitment tool.

Emanuela (2018) found that life on the Internet worries the world and affects two, Are individuals and organizations. Current changes in recruitment methods require clarity Understanding the power of social media in leveraging significant assets in an organization. Target The aim of this paper was to present how online life affects inclusion, starting with a summary of what Web-based social networking depends on the advantages and difficulties faced by the organization When enrolling through life on the internet, except for the general end. Cooperation between The individual has changed a lot due to the latest stages of social programming.

Munro (2018) questioned that although SSSs provide a huge amount of opportunities, they are also Important to consider the issues. These sites have several problems like fake profiles, fake data, Protection issues, organize problems, general and so on. If these sites carefully Used and properly maintained, at that point it can very well resemble a gift for companies and Naipunnya Business School, Koratty, Pongam

businesses Job seekers. The commercial exploitation of Internet-based life is by no means new. Its universality in Both the business exercise and its use by people on an individual level noted various Researchers. For example, to characterize what it is to understand the clients' view of their online Protection. Studies have begun to examine the use of web life and especially social life Networking sites (SNS) as a useful stage for distinguishing applicant characteristics during enrollment.

Fred and Kinange (2018) stated that an online recruitment system is a platform that helps Job seekers to search the organization. It can easily reach such a large number of qualified people To help e-recruitment. In this competitive world, e-recruitment was the best way to succeed. In Management tools, the talent management process is considered an effective measure. The researcher found that web offices equip the organization less but rather Candidates through conventional placement.

Poorangi et al. (2018) found that e-recruitment became popular due to rapid adaptation People to new technologies. This was continuously monitored by all the organization for Hiring or selecting an employee. The researcher found that the e-recruitment system had some gaps Which could be covered by the traditional recruitment system. Because of the advancement in technology, that The process has been digitized. In one way or another, the situation was characteristic of creation Opportunities in a country where a large number of individuals do not own innovation.

Sharma & Singh (2018) explored that digital life has opened up new responsibilities and changed Ways of exchanging information. It brings demand and supply in recruitment and selection. The reason for this exploratory investigation was to evaluate how managers can make the most of it Digital life as part of recruitment. This research determined which phases were most appropriate For finding new employment data that can help meet enrollment goals and how they are Used businesses and candidates. In particular, this article analyzed the perceived contrast between Digital life and its impact on enrollment improvement. They studied what life is like on the Internet Used as the main impact of e-recruitment and on which sites candidates apply and where they appear Be drawn closer.

Junejo et al. (2019) found the influence of cost, time, suitable location and attractiveness in e-recruitment. The Data was collected from 200 service sector employees in Pakistan. Conclusions of the study Revealed that e-recruiting made it easier to place the right candidate in the right position.

Mallik and Patel (2020) studied e-recruitment measures following the Covid-19 pandemic. They emphasize don the need for job seekers and employers to improve the quality of recruitment. They found that use Social media for e-recruitment benefits both. Through their research, the authors described How social networks can be used for e-recruitment. The authors concluded that instead of relying on External sources, should focus on social media as a tool for e-recruitment.

Abia and Brown (2020) attempted to bring conceptual clarity to e-recruitment by analyzing previous Conceptualization in existing literature. The authors used five conceptualizations using grounded Theory. These include: E-recruitment as a proxy, E-recruitment as a service, E-recruitment as Process, E-recruitment as a system and E-recruitment as a technological tool. These conceptualizations Assistance in providing the use and definition of e-recruitment.

2.1 Introduction

With the advent of social media such as LinkedIn, Face book and Twitter, recruitment practices have changed dramatically. Reputable organizations not only cast a wide net through these sites, but also very easily narrow down their search to exactly what they want. They have precise strategies in place to make the most of social media in their recruitment process. When it comes to the paths of every word, social media can be defined as a tool that helps to communicate and interact. Media is a tool used for communication such as television, newspaper, radio, etc. Social media is a medium for social interaction, using highly accessible and scalable communication techniques. Social media is the use of web and mobile technologies to transform communication into an interactive dialogue. Andreas Kaplan and

Michael Haenlein (2010) define social media as “a group of Internet applications that build on the ideological and technological foundations of the Web, enabling the creation and exchange of user-generated content. Businesses may also refer to social media as consumer media (CGM).

Social media recruiting is the process of sourcing or hiring candidates using social platforms as promotional channels by employers. Career and internship offices on college campuses also use social recruiting because social media is known and often embraced by students and alumni as a job search medium. Social media-based recruiting is certainly on the rise, but is it right for all types of jobs? Social media websites act as effective recruiting tools for Scouting for talent with specific skills and a large qualified talent pool.

With the large number of groups on different networks, employers can now apply their discretion and narrow their search to the specific type of organization, qualifications and skill set they are looking to hire.” Social media recruitment falls into two different categories. The first is Internet sourcing Using social media profiles, blogs and online communities to find and search passive data and information about candidates. The second is social distribution. This includes using social media platforms and networks as a means of distributing jobs either through HR vendors or through crowdsourcing, where job seekers and other influencers share job openings within their online social networks.

Job applicant

Use of social networking sites for recruitment The purpose emerges as a solution where it is Beneficial for both recruiters and job seekers. Instead of Rely more on external recruitment companies or Desktops, many companies focus on localization Talent through social networks such as LinkedIn, Facebook, Twitter and other platforms (Brijmohan&Rohini,2015). Social media is meant to provide a varietyBenefits to job seekers by providing them with a singleA platform for branding their profile (Sivertzen, Nilsen &Olafsen, 2013).

Build professional networks

Social media comes with a basic advantage Network building (Kaplan & Haenlein,2010). Papacharissi (2009) explains about bringing Professional network along with slogan “relationship matters”. Through this relationship, Social media helps not only in creating a professionalNetwork, but also acts as a catalyst in increasing Sewing. Van Dijck (2013)

explained FrImplications of imposed connectivity and narrative The uniformity of people's online identities and Discussed the formation of a public identityThrough various social media platform interfaces.Effective network management through social networks The media help in raising professional andCareer benefits for individuals seeking Jobs (Gerard, 2012).

Active job search

Social networking websites are used asAn active way of recruitment where just like job portalsApplicants are also actively looking for a job (Aral, Dellarocas & Godes, 2013). Job search portal on Social networking websites help the candidates Because they are able to do networking as well as work Search using a single platform (Kane, Alavi, Labianca & Borgatti, 2012). Study Conducted by Kane et al. (2012) explained the benefits of s Social media as a source of recruitment and Identified "active job search" as one of the key ones Features that are formulated by social media platforms. Gilbert & Karahalios (2010) developed a prediction Model with a data set of more than 2000 samples that Predicted the likelihood of job success The search takes place through social networks. On Unlike the study conducted by Nikolaou (2014) on IT Experts from Athens, Greece found this work Candidates seem to be using job boards more and more Than social networking websites.

Passive candidates

Social media provides a platform for job seekers Where they maintain their profile, but not necessarily good for work Nikolaou (2014) concluded that social media Networking sites like LinkedIn are very popular Effective for attracting passive candidates. Passive Candidates are job seekers who are not actively They participate in the job search, but form the main group Candidate recruiters (Doherty, 2010). Traditional recruitment processes always focus on Applicants who are actively looking for work but Social media has the ability to achieve passivity Candidates as well, thus covering the part Applicants who may not be looking for work, but have Technical profile on social networking websites (Kilcar, 2012). The social network makes it possible for the recruiter Create a pool of qualified candidates that they can Reach when they need access to them (Varma a Lambert, 2011).

Know about Peers

In addition to finding work and building networks, social networks Media helps an individual to know about others Professional achievements (Skeels&Grudin, 2009).Social media

networking sites like LinkedIn Provides a setting where the candidate receives newsInform about other profiles that are in his network(Arruda, 2017).

From the point of view of job seekers:

“What are the perceived benefits of social affairs by job seekers Using media for recruitment?”

Recruiter

Social media recruiting offers a wealth of talent Which can save time and cost (Santhosh Kumar, 2012). Social media has come as a boon to the Indian IT industry where it can help overcome Geographical distances (Chaudaha, 2013). Studies From a recruiter’s point of view they are further Classified and listed below:

Verification of candidate credentials Social media is used by recruiters as a tool for identification Candidates and verify their credentials. Berkelaar and Buzzanell (2014) reviewed Personal selection and career path of candidates according to Only through social media. Leite, Palgon & Vila (2009) made the innovation and created the software Which conveys the collected personal data From connecting to a social network, along with Verification score, per set of consumer profiles Assist them in verifying the information provided Candidates. Profile credit is not limited to Recruitment in the organization as research Housholder&LaMarre (2014) explains how The credibility of Facebook social media profiles helps In gaining political credibility.

Employer brand

Recruitment is not just about staffing; that’s about it Highlighting a clearer image of the organization. So for the same purpose social media works as a A platform where employees can have reserved Promoting their organization with regard to work Culture and innovation, which gives positive Image for candidates. Organizational attributes Have a positive effect on the attractiveness of applicants and Organizational reputation has a positive effect on a Candidate’s perception of work (Turban, Forret& Hendrickson, 1998). Application of this Employer branding can be analyzed from reality That potential candidates can obtain prior information About the company on these third party social media Websites and thus have a clearer picture of them Future employer to facilitate their decision Process.

There is always a strong correlation Between employer brand image and likelihood Job seekers to apply for jobs. That is, the employer Brand image plays a major role in attracting leads And quality candidates for the organization (Knox & Freeman, 2006; Wilden, Gudergan & Lings, 2010). Social media can be used as a platform for yourself Marketing from the perspective of an employer who can Help in building a positive reputation, e.g To correct asymmetric information using Employers (Martensen, Borgmann& Bick, 2011). Branding, which was a term associated only with marketing in the past, becomes very important Recruitment aspect and social media provide a A catalyst in building the image of the employer brand (Aspridis, Kazantzi&Kyriakou, 2013). Social media Turned out to be an opportunity to increase the strategic The role of human resources (HR) through Employer branding strategy for internal skills Development, thereby stimulating greater Involvement of managers in sourcing Process (Girard, Fallery&Rodhain, 2013). Social The media connects recruitment with marketing and helps Organizations to push for potential Candidates (Schoshinski, 2013).

Collect a database of resumes

Another advantage of social media for recruiters is in Assist them in maintaining the database Continues. A resume that matches the job you are applying for Description is very valuable to recruiters. Smart Recruitment strategies in different organizations Accept the use of social media to maintain profiles Candidates that can be immediately used for Future purposes (Menon & Yeole, 2014). Social media Provides recruiters with a platform where they search For CVs of candidates from the database Maintained on social networking websites such as LinkedIn (Kumar, 2017). Holmes (2017) explained in His article on attracting passive candidates Means of collecting resumes through available Database on social networking websites such as LinkedIn, Facebook, Twitter, etc.

Protection and privacy

Social media provides a channel to help Protecting information shared by job seekers.Privacy concerns have had an impact on risk management Behaviors such as seeking interpersonal relationships Advice or other information (e.g Statement) or refrain from using websites that request For personal data (Youn, 2009). Buchanan, Paine, Joinson&Reips (2007) in their study Developed scales and testing tools Privacy of professional content on social networks With a high correlation coefficient of these scales. These scales are suitable for use in privacy searches For content on social networks. Social network Websites like LinkedIn provide different

switches Update your profile sharing privacy settings Selected recruiters and thereby provide a handle For users to selectively protect their information (Scott, 2014).

A perfect match for work

Interpersonal network ties in social media Assistance in matching job descriptions toCandidate profile (Marsden & Gorman, 2001). Khan (2012) invented the 'Perfect Match' engine which Matches verified jobs and resumes on social networks Media by creating a ranked list of resumes for each Jobs and jobs for every resume.

Ease of use

Recruiting through social media involves using Online platforms or websites (social media net worksites) that allow people to communicate where Interaction is web-based and offers opportunities Communicate via the Internet, e.g. via e-mail and 'immediately Messaging' (Broughton, Foley, Ledermaier, & Cox 2013). Ngai, Tao & Moon (2015) made a comprehensive A review of 46 research papers on social media use In recruitment and concluded that social media is a A very convenient tool for recruiters Their workplace. Social media provides targeted A platform for recruiters to narrow down Reduce their research to fit their job requirements, Which makes recruitment work much easier (Gentle, 2017).

Broad network connectivity

Social networking sites are becoming more and more attractive Attention of recruiters to maintain existing Networks and thus recruiters are constantly Work to increase their connection (Boyd & Ellison, 2007). Henderson & Bowley (2010) in their The study of how organizations think Using social networking sites to engage new ones By expanding their networks. Social media can help in working with qualified Professionals who can work with the organization Achieve goals (Black, 2010).

Quality of candidates

Social media has become the need of the hour Recruiter as companies that do not include social The media as a recruitment tool may risk losing quality Candidates to their competition (Hunt, 2010). Madia (2011) analyzed that with the awareness of technology Organizations must consider adding social media Their overall recruitment strategy to meet objectives Be cost effective, targeted and strategic Remain competitive by acquiring top talent through

Social media. Some characteristics of candidates which A recruiter can gain by leveraging social Media is defined as follows:

Innovative and technology savvy To maintain a highly effective corporate image, Recruiters are looking for different ways to engage Potential employees. Social media is one of the Most promising media for the same. Companies use Social media to attract innovative talent (Joos, 2008). Discussed by McEntire & Greene-Shortridge (2011). Several approaches to identification and selection Innovative candidates for the organization, Including best practices for organizations of all sizes And budgets, where social networks proved to be the main ones Best techniques used by organizations.

Emerging trends

Social networking sites like LinkedIn and Facebook helps bring knowledge to talent New upcoming trends right on the table (Wasserman, 2018).

Best match

To attract the best match, recruiters must define Platforms that are job seekers with relevant skills Likely to be used to achieve the best possible match (Dev, 2016). Khan (2012) also mentioned about They perfectly correspond to the results of the work requirements Candidate profile while collecting data for his “Perfect match” engine innovation.

2.2 Definition of Recruitment

Recruitment is the process of sourcing, selecting and placing the right candidate for the right job in a given time and economy. It is very admirable that the process has successfully transformed for several decades and will continue to do so. According to Edwin B. Flipp (1979) “Recruitment is the process of finding job candidates and stimulating them to apply for jobs in an organization”. Parry & Wilson (2009) stated that “recruitment includes the practices and activities undertaken by an organization with the primary purpose of identifying and attracting potential employees”.

2.3 Methods of E-Recruitment

- Job Boards: It is the place where an employee can post and search the jobs.
- Employer Website: Company creates own website expanded by employers.

- Professional Website: The professional websites are formed or created for skilled and

Specific professions. For example: www.Shrm.org. The professionals create their own Websites.

2.4 Difference between Traditional Vs Modern methods of the E-Recruitment are as follows:

- Traditional Methods:
 1. Searching Candidates: By using the various sources like advertisement, flyers, spokesperson etc. which are not supported by technology. Through all these sources the candidates can be searched.
 2. Screening: By using the paper-based test, the applicants can be invited.
 3. Interview: After screening, the candidates are short listed by the medium of phone or face to face conversations.
 4. Placement: By making calls, meetings etc the candidates are placed Social media

This approach has typically been used by organizations to attract and select applicants candidates who are qualified and suitable for the job. However, this method is quite time-consuming and cost intensive. In the modern method, work done over the Internet. This method make it easier for job seekers to find a job and it's an easy way for recruiters also get suitable candidates for the organization. Traditional recruitment methods are being replaced. All traditional recruitment methods have their advantages. Work trade fairs are more attractive because they provide promotional and advertising activities participating companies. A huge database of candidates can be gathered according to the job offers compared to newspaper advertising.

Modern methods:

1. Candidate Search: In this method, candidates are searched using technology like the Internet. Various job portals are used by organizations and websites are created for them searching for potential candidates.
2. Screening: The next step is screening. In this step, standardized online tests are administered by organizations for the management of the pool of "applicants"

3. Online interview: The organization uses an automated recruitment management system which is the mostly used and common method to contact the desired candidate.
4. Order by e-mail: Finally, by video conference, phone call, setup the meeting of the candidate is selected by the organization.

The most essential resource is the “human resource” that companies choose these days. There are various innovations in technology that improve the recruitment process through use internet. It provides less cost, less time, updates of any data, job offers etc. are easily available at any time and identify the best informed candidates and provide the company with an opportunity for image and profile improvements.

Due to a poorly organized workflow, such as late responses from applicants, companies are not going to prepare risk losing qualified candidates. But here the question arises, how can society ensure the attraction of a large number of quality and highly qualified candidates? Speed Internet availability and connectivity should be good and affordable.

2.5 Why is recruitment important?

Employees are the lifeblood of a company, so finding and attracting the best candidates is of utmost importance. Poor recruiting efforts can lead to unfilled jobs and lost revenue, while successful recruiting brings in the right candidates in a timely manner, ensuring the business can continue to move forward.

In a competitive recruitment market, employee retention can also be tricky, but an effective recruitment strategy can minimize this risk by ensuring the right people are hired for the right roles.

When recruiting is done well, your workforce is engaged, employees are best positioned to succeed, your organization thrives, you can attract better candidates, you have good reviews on sites like Glassdoor, you can reduce turnover, you can build your talent pipeline, and more.

2.6 How does recruitment work?

To ensure that an organization's recruitment activities are well thought out, efficient and effective, an organization can develop a recruitment strategy. A recruiting strategy may include items such as the size of the organization, the overall economy, competition for similar

candidates, the attractiveness of the organization, employment law, and other legal considerations.

In general, the hiring process is similar across organizations; however, the number of steps in the process and the tasks involved may vary. For example, one organization may ask candidates to take a pre-assessment while another does not.

The following are typical steps in the recruitment process:

- Conduct a job analysis to determine what is needed in the position.
- Develop a job description, if one does not exist, based on the analysis, including the following:
 - necessary skills and competences;
 - Experiences;
 - education; and
 - position-specific requirements such as the ability to regularly lift heavy objects.

Evaluate the job by comparing it to other positions in the organization to determine the overall value of the position. This can be done using a point system. The ultimate goal is to ensure that compensation is fair based on comparable positions.

- Get the job description approved.
- Create a job posting that is similar to a job description, but written with a marketing intent that uses employer branding to help attract candidates.
- Post a job opening using an applicant tracking system (ATS). It is often posted internally on the company's intranet or web portal to inform employees, and on the organization's external career website, job boards, and social media.
- Educate everyone involved in the hiring process to ensure they are aware of the laws and company guidelines they must follow. An example might be that you don't ask candidates about their age, marital status or other personal information that is not directly related to the work they will be doing.
- View resumes that have been submitted to your recruiting software.
- Conduct the first interview, possibly by phone, to confirm basic information and evaluate the applicant's interest.
- Create and share interview guides to help hiring managers conduct good interviews.

- Conduct a second interview with the hiring manager or hiring team. In small organizations, interviewees may also meet with the CEO or executive director.
- Send the candidate a pre-hire evaluation. It can be a personality type test, coding test for software development roles and so on.
- Conduct reference checks on current and former employers and personal references.
- Conduct background checks, such as verifying a candidate's education or conducting a criminal background check.
- Have the candidate take a drug test, provided it is legal in your jurisdiction and required for the position.
- Negotiate the contract, including salary or hourly rate, number of vacation days, bonus eligibility, and potential other items offered by the company or requested by the candidate.
- Send the offer to the candidate for review and checkout.
- Hire a candidate and move them through the onboarding process.

2.7 Recruitment sources

When looking to fill open roles, employers have two options: Look internally or hire externally. Both have advantages and disadvantages.

Internal candidates need little to no registration because they are familiar with the company and you know their past performance. However, moving an existing employee into a new role leaves the old role to be filled.

On the other hand, external candidates can bring fresh eyes, enthusiasm and skills to the company, but it is important to ensure that the new hires fit well with the company culture.

2.8 Types of recruitment techniques

Although some companies still rely on the “Hiring” sign on the door, many companies approach recruiting the way they do marketing—with a multi-level approach. Recruitment marketing can include everything from social media promotion to billboard ads, PR campaigns and even bonuses to current employees for successfully referring candidates.

Here are recruiting techniques to help your talent acquisition team attract qualified candidates:

- Internal recruitment. Post open positions on your internal careers page so existing employees can apply.
- Sustained recruitment. Hire a third party to fill open positions. You pay an upfront fee for recruiting work, and you can pay an additional fee once a candidate is accepted.
- Emergency recruitment. Similarly, this option involves using a third party to recruit on your behalf, but you only pay a fee if a qualified candidate is hired.
- Recruitment. This type of recruitment also involves a third-party recruiter, but is often used to fill short-term or temporary positions.
- Outplacement recruitment. This type of recruitment is sometimes offered to employees who have been made redundant. The service, in addition to other services offered by the outplacement company, serves to support former employees in their job search.
- Recruitment Process Outsourcing (RPO). In this case, the organization completely outsources its recruitment function to a third party. The primary objective is to reduce the cost of the recruitment process.
- Temporary recruitment of a professional. You may want to hire a temporary employee or consultant to assist your recruiting team on an occasional basis rather than hiring a full-time recruiter.
- Career fairs. Whether in person or virtually, these events give your organization the opportunity to meet qualified candidates and promote your employer brand.
- Campus recruitment. Attending campus recruitment events can help recruit new graduates or co-op students.
- Employee development and succession planning. Developing employees and preparing them for a new role is a great opportunity for employees and reduces the risks associated with external candidates.
- Partnerships with external organizations. You can do this to attract a more diverse workforce or support underrepresented communities such as immigrants and minorities.
- Networking. Meeting other people in the community provides an opportunity to share information about your organization.
- Social media. Posting job openings on Twitter, Facebook, and LinkedIn is a popular option. Another option is search engine ads that appear in response to a query.

2.9 Latest trends in recruitment

As recruiting has become more competitive, many vendors have developed recruiting software such as recruiting management systems (RMSes) and ATSs to automate the hiring process. These systems allow the talent acquisition team to streamline the application process, improve the candidate experience, and leverage interview scheduling systems, among many other benefits.

Some organizations are turning to AI-powered screening tools to help them more quickly identify potential candidates, assess strengths and weaknesses, and come up with questions that can speed up the decision-making process.

Some organizations with a large number of high-turnover positions have started processing applications via mobile SMS, giving applicants a much easier way to apply for open positions.

To showcase their employer brand and attract top-rated candidates, organizations are adapting their recruitment activities. For example, recruiting for an entry-level position might involve posting the position on your website and on a job board like Indeed. When recruiting for a leadership position, you'll likely use other methods, such as hiring an external recruiter or identifying passive candidates who have the desired skills.

Large employers can also use other strategies such as brand advertising that showcases company benefits and advantages and promotes culture and work styles. They can also highlight a strong Net Promoter Score (NPS), a popular measure of customer loyalty. To attract certain groups of employees, such as millennials, a company may emphasize the social value or importance of the work being done.

2.10 Best practices for effective recruiting

Recruiting can be a challenging task, especially when you're trying to find qualified candidates for positions that are in high demand.

Here are some tips to effectively attract new candidates:

When selling the company's benefits to candidates, it's important not to oversell, as this can lead to turnover of new hires.

Don't just post and hope. Actively search for qualified candidates, including passive candidates who are not currently looking for work. Platforms like LinkedIn have greatly improved a recruiter's ability to find candidates who may be great for a given position.

Keep candidates warm, even if you don't hire them, because another position may open up tomorrow that they'd be a good fit for. An ATS or RMS can facilitate this by sending regular communications to candidates.

Personalize your communications with candidates, even when using auto responders. For example, you could have a simple automated email that goes to all applicants who don't meet your minimum requirements, and another for applicants who have been interviewed.

Focus on recruiting people who have hard-to-find skills and competencies, then train them on job-specific tasks. This will help ensure you find candidates who fit your organization's culture and bring the right mindset to the job.

Take advantage of your brand. If your organization has good brand awareness or is recognized for doing great things, use that information in your recruitment marketing.

Get to know the company and its leaders so you can better support them and provide a better candidate experience during the hiring process.

Ensure that all data related to the recruitment process, including each candidate's CV and interview notes, is stored in one place so that it is available to everyone involved in the recruitment process and accessible in the event of litigation or audits.

#1. Online reputation development

Millennials and Generation Z look for information online, so creating a strong online presence that speaks to the company's mission and values is essential. Don't just offer facts because millennials love an emotional connection.

Show what your company stands for through powerful storytelling. Show your employees that they don't have to choose between ethics and beliefs, and show that everyone is welcome.

In addition, use social media to establish your company as an authority in the industry and be consistent – let a single message flow through all of your values. Increase your brand value with social media recruiting.

#2. Networking with the right people

While it's beneficial to be open to everyone, if you want to take your strategy to the next level, you should target the right people. So make sure all your social media profiles are industry

specific and work to develop connections with leaders in your industry. Social Media Recruiting Trends Don't fall into the blanket approach trap though. Instead, be intentional and individualize your communications and tailor them to the specific person or company.

So if you want to get the best results, you need to address their interests. Be clear about what you have to offer and why working together would be beneficial for both of **you**.

#3. Live video streaming and passive candidate engagement

In your social media recruiting process, use apps and social media that enable live streaming to engage passive candidates, but also all professionals and like-minded people in your industry.

Live streaming allows you to tell your story and host a Q&A session. You can customize the stream to give your audience a glimpse into the organizational culture.

In addition, you can tailor the content to your target audience and adjust it according to their reactions and feedback. Most importantly, going live will show your audience that you care and that their opinion is important to you.

#4. The power of hashtags

The power of hashtags is one of the best social media recruiting practices. Using the right hashtags will help you spread your message and increase its reach. It is recommended to determine what are the hashtags on Twitter, Facebook and Instagram that job seekers are following.

However, these hashtags will usually be generic and you will need to research and narrow them down. But don't lose hope if there are no relevant hashtags in your industry. – Create your own and create a strategy to get them trending. Make your hashtags unique and clear enough to convey your brand message.

#5. LinkedIn Groups

Polishing and updating your company profile on LinkedIn is one of the essential recruiting tasks, as this is the number one platform for finding candidates. However, it is not enough to optimize it and show that the company is recruiting.

Join industry-relevant LinkedIn groups, get active and participate. This can be where you find other top talent looking to highlight their skills and expertise

#6. Diversify your social media platforms

Many companies feel they have to follow an invisible set of rules and avoid certain social media platforms. Still, being bold and different is encouraged.

If you can use each platform in advance and deliver a professional message on both LinkedIn and Instagram, you will have more reach. Instagram and Snapchat will help you reach a younger audience of candidates and you can use them to create content with strong visuals.

Each social media channel has different purposes. Instead of focusing on just one social media platform, use many of them to make social media recruiting highly fruitful.

#7. Helping employees

Employee referrals are always an advantage, and you can also use your employees when recruiting on social networks. They can share company publications and recruitment ads on their profiles to maximize reach. This way, your recruitment messages could have viral potential.

However, it is recommended to create a company social media policy in advance to avoid sending conflicting messages.

#8. Inorganic advertising on social networks

Sometimes organic efforts do not yield the expected results and it is necessary to switch to paid advertising as most social media platforms allow their users to spread their message in this way.

If you're concerned about price, Facebook is quite affordable, with an average ad cost of \$0.64 per click. Still, try to only use paid advertising when you're actively hiring.

#9. Quality content

Although this is a logical requirement as it can be a crucial step, it must be noted that you must pay attention to the quality of the content you publish. You might be posting frequently and investing a lot of money, but if the content isn't up to par, the exposure won't yield the desired results.

So make sure all your campaign materials and posts are useful, shareable and entertaining.

#10. Get to know your candidates

There are no quality strategies unless they target the right people. The Internet and social media provide you with ample materials and opportunities to gain insight into the digital footprint of candidates in your industry. This information can help you find out what they need, what triggers their attention, and how to adjust your content to suit their needs.

2.11 Also found that time and cost were inversely related to e-recruitment.

There are many ways to define what social media is, according to Cambridge Dictionaries Online social media is defined as "forms of media that enable people to communicate and share information using the internet or mobile phones" but with the rise and immense popularity of sites such as Facebook, LinkedIn and Twitter There seems to be some confusion that differentiates social media from social networks According to Antony Mayfield, vice president, head of content and media at iCrossing, "Social media can best be understood as a group of new kinds of online media that share most or all of the following characteristics of participation, openness, conversation, community and connectedness' (2008, p. 5) Mayfield (2008) with 'participation' highlights the fact that social media 'blurs the line between media and audience' by encouraging Contributions and feedback 'Openness' according to Mayfield (2008) has to do with the fact that there are rarely any barriers to accessing social media and their use of its content, making it very easily accessible and open to anyone The "conversation" factor highlights the main difference between traditional media and social media While traditional media broadcasts information, "social media is better thought of as a two-way conversation" (Mayfield, 2008 P 5) Mayfield (2008) uses the term "community" to point to the importance of social media, which allow communities that share the same interests to form quickly and communicate effectively. Finally, mentioning connectedness as one of the main characteristics of social media, Mayfield (2008 p. 5) states that "most kinds of social media thrive on their connectedness, the use of links to other sites, resources and people"

So what are social media ?

As mentioned above, social media consists of different ways of communicating, sharing and interacting, and social networking is just one of those ways. Other forms of social media include blogs, wikis, videos, podcasts and so on (Joos, 2008) However, it is no coincidence that the concepts of social media and social networks are mixed and sometimes considered as one, certainly, social networks represent the main form of social media due to the huge popularity of sites like Facebook, LinkedIn and Twitter (Hunt , 2010) Looking at the definition of social networks, it is also easy to see how it can easily get mixed up with the term social media. According to Boyd and Ellison (2008 p. 211), “social networks are web services that allow individuals to (1) create a public or semi-public profile within a bounded system, (2) formulate a list of other users with whom they share connections, and (3) view and browse their list of connections and connections made by others within the system” It is important to note the key words used in this definition of social networks and how they directly relate to the definition of social media Words such as "web-based", "system", "profile ", “articulate”, “connect”, and “transcend” all refer to the concepts of participation, openness, conversation, community and connectedness used by Mayfield (2008) in his description of social media.

As mentioned above, social networks are just one of the many forms in which social media is presented, but certainly a very significant one. In the next part, the three main social networks (Facebook, Twitter and LinkedIn) and their current use by organizations in their recruitment processes will be presented, analyzed and discussed.

2.12 Internet, Social media and Recruitment

More recently, the massive growth in the capacities and capabilities of social media and the Internet has added a host of additional sourcing options and activities. Some of these include internet job boards (websites that allow organizations to post job vacancies and candidates to upload their resumes), internet data mining (the process of using Boolean searches), and web crawlers (programmers who constantly search the web for employee information).) (Nikolaou, 2014; Parez, Silva, Harvey & Bosco, 2013; Sinha & Thaly, 2013). Other capabilities and capabilities include flip search (a process that identifies employees who link to specific websites to find passive and semi-passive candidates) and social networking (leverages social media connections) such as LinkedIn, Facebook and Twitter.

In this rich internet and social media world with so many options available, choosing which sourcing tool to use becomes a critical decision in the recruitment process for any organization or recruiter (Galanaki, 2002; Sinha & Thaly, 2013). In order to attract high-quality passive and semi-passive potential candidates, it is increasingly possible and necessary to abandon the traditional spray-and-pray approach and embrace the new sourcing tools offered by the Internet and social media (Dutta, 2014). In this process, it is important to note the differences in approach and philosophy between conventional and various social media recruitment tools (Dutta, 2014).

2.13 Social media

Social media can be defined as the use of web-based conversational media (applications that enable the creation and transmission of content in the form of words, images, videos and audio) among communities of people who meet online to share information, knowledge and opinions (Safko & Brake, 2009). Four key motivations drive social media use: connect, create, consume, and control (Hoffman & Fodor, 2010). There are a wide variety of social media platforms that are well established such as Facebook, LinkedIn, Instagram, Twitter and so on. However, a large amount of previous research shows that among the various social media platforms, Facebook, LinkedIn and Twitter are mainly used in the sourcing process (Caers & Castelyns, 2011; Doherty, 2010; Dutta, 2014; Singh & Sharma, 2014). LinkedIn and Facebook could be classified as social networking tools, in other words tools that allow users to share information about themselves, often through an online profile that they have created themselves (Safko & Brake, 2009). Twitter falls under the subcategory of microblogging tools that allow users to communicate a message in less than 140 characters.

Social networking and microblogging sites have shown tremendous growth over the past few years, with Facebook averaging 1.32 billion daily active users in June 2017 (Facebook, 2017), up 23% from 2016 (Zephoria, 2017). , of which over 14 million users were from South Africa (2OceansVibe, 2016; Business Tech, 2016). LinkedIn had 467 million members in 2017 (Chaudhary, 2017), of which 5.5 million users were from South Africa (2OceansVibe, 2016). More than 1 million professionals have posted on LinkedIn and the average user spends 17 minutes on LinkedIn per month (Chaudhary, 2017). Twitter had 317 million users in 2017, of which over 7.7 million users were from South Africa (2OceansVibe, 2016).

2.14 Social media and Recruitment

Social Media and Recruitment

Research has shown that placing an advertisement in popular media or on an organization's website has a limited chance of attracting the right candidates (Phillips & Gully, 2012). This is because mainly active candidates apply for these ads, resulting in a small and limited pool of candidates. With the increasing number of social media users, the use of social media channels in recruitment is gaining momentum (Dutta, 2014; Singh & Sharma, 2014).

This trend results from the ability of organizations to recognize the potential of these channels to attract not only active potential job seekers, but also passive and semi-passive applicants. Social networking sites such as LinkedIn, Facebook and Twitter allow recruiters to post job advertisements to attract a wide range of potential candidates to easily access and apply for such potential positions, thereby enabling recruiters to search and screen potential applicants about employment - even those who do not necessarily true (Sinha & Thaly, 2013). There is evidence that recruiters and organizations realize that social media can be used to find and reach more and better candidates faster and at a lower cost than traditional recruitment methods (Armstrong, 2006; Singh & Sharma, 2014). Specifically, a strong link was found between the use of LinkedIn and the ability to identify and attract passive candidates (Nikolaou, 2014). Using social media for recruitment allows access to a wide range of candidates who are easily available at any given time. For example, LinkedIn now has 3 million active job postings (Chaudhary, 2017). Moreover, the use of social networks enables this approach at increasingly lower costs (Broughton, Foley, Ledermaier & Cox, 2013; Brown & Vaughn, 2011; Khullar et al., 2017). In particular, social networks allow recruiters access to a widely sought-after pool of highly competent but passive candidates (Doherty, 2010; Joos, 2008). It is therefore not surprising that recruiters and organizations find social media and networking to be attractive recruitment tools that provide recruiters with a competitive advantage in achieving their recruitment goals when implemented effectively (Singh & Sharma, 2014).

It is clear that the use of social media platforms has become the norm for recruitment sourcing and recruiters believe that social media allows them to find better candidates. In fact, 93% of recruiters use social media to promote an open approach to recruiting (Jobvite, 2014). Social media is used in recruitment for many reasons. When asked how recruiters use social media

for advertising, Jindal and Shaikh (2014) found that 50% use social media in paid job advertising through social media platforms and 37% advertise vacancies through tweets or alerts or use free job. advertising through targeted social media platforms (e.g. Facebook). In addition, 30% of recruiters build a database of followers and/or supporters by posting regular updates, and 18% use a social media platform's job search engine to advertise job openings or accept resumes and application forms on behalf of the organization. Surprisingly, only 7% of recruiters use it to check the suitability of potential recruits on their social media pages.

This leads to the following question: Which social media platform is the most effective? Although Facebook is the largest social media platform worldwide, it is not the most popular or effective recruiting platform (Bullhorn, 2014). Job postings on LinkedIn receive more impressions from potential candidates than those on Facebook and Twitter combined, and these postings generally garner twice as many applications per ad. LinkedIn is by far the most preferred social network for recruiting (Jobvite, 2014). Over 95% of recruiters who use social media in their hiring process report using LinkedIn (Bullhorn, 2014), compared to 66% using Facebook and 52% reaching out to candidates on Twitter (Jobvite, 2014). This trend is confirmed by Zide et al. (2014) who found that all respondents in their research use LinkedIn in their recruitment process. In addition, recruiters who use LinkedIn more often in sourcing experience more success using LinkedIn and therefore use it more frequently (Caers & Castelyns, 2011; Ollington, Gibb, Harcourt & Doherty, 2013). In fact, the staffing and recruiting industry is the most connected on LinkedIn (Darrow, 2017). Houran (2017) found that LinkedIn is overwhelmingly used to recruit candidates for senior (87%) and middle management (80%) key management positions, while it is used very rarely (8%) for entry-level positions. These studies confirm the importance of LinkedIn in the recruitment process.

One of the main reasons for the higher level of use of LinkedIn among social networking sites seems to be related to the fact that it is perceived by the public as almost exclusively for building professional relationships, which is not the case with Facebook and Twitter, which are more general social media (Zide et al. , 2014). Although all three of these social media platforms are used in the sourcing process, they tend to be used differently. LinkedIn is generally used for posting advertisements, searching for candidates, and contacting and screening candidates (Jobvite, 2014). On the other hand, Facebook and Twitter are used more to showcase the employer brand and generate referrals as well as posting advertisements (Jobvite, 2014). Among recruiters and HR professionals, LinkedIn is strongly preferred over Facebook for recruiting. because they consider the former more effective than the latter

(Nikolaou, 2014). Recruiters believe that LinkedIn provides the most insight into candidates' employment history, education, years of experience, and how they present themselves (Zide et al., 2014).

Jobvite's annual social recruiting survey is arguably one of the most comprehensive surveys of its kind. This survey (2014) was conducted online and completed by 1,855 recruiting and HR professionals from a variety of industries. The difference in the use of social media platforms has also produced different results for recruiters. Overall, 79% of recruiters said they placed a candidate through LinkedIn, 26% said they did so through Facebook, and only 14% said they placed a candidate through Twitter (Jobvite, 2014). Although LinkedIn has one of the highest success rates of any website, it still appears to be used less than, or at least in combination with, more conventional recruitment platforms such as job boards, career portals and company websites (Allden & Harris, 2013; Tyagi , 2012). One of the reasons many recruiters still prefer multiple conv.

2. 15 Social Networking Websites

Facebook

Just eight years after it was founded by Mark Zuckerberg of Harvard College in February 2004, Facebook has reached a staggering number of registered users, now exceeding 800 million, with estimates reaching the billion mark by the end of this year. August 2012 to be precise (Silver, 2011) This will mean that on average one in every seven people on the planet will be registered on Facebook Although the rate of growth of Facebook users may be slowing slightly overall, large markets such as Brazil and Indonesia are just beginning to massively join the social network and show a user growth rate of 11.37% and 4.15% respectively (Silver, 2011) These figures show how much potential Facebook still has in such large markets as Brazil, not to mention the Indian market with more than 1 billion people, which represents such growth potential.

This is just a sample of how powerful Facebook can be for companies looking to use social media as a resource in their recruitment process. When used wisely, it's probably safe to say that it's the most powerful tool for companies to communicate with their current and potential employees and customers are able to reach hundreds of millions of profiles on one website, access and interact with a vast amount of valuable information about these potential employees and customers According to Carisa Miklušák, Emerging Media Consultant for CareerBuilder

com and CEO and founder of the emerging media company Media Strategies in Vancouver, British Columbia: “Facebook is the largest social media site in the world. If candidates are friends, we have access to the largest number of possible candidates” (Hunt, 2010 p. 39) This is not to mention the huge advertising space it provides to potential employees and customers to take care of the company and learned as well, which is just as important as vice versa According to Hunt (2010), companies are increasingly using Facebook to do more than promote company culture, as they also post jobs on their Facebook pages or redirect users to their company websites, where they are looking for work. Links and application forms With an increasing number of companies using social media for recruitment purposes, it is very important that hiring managers learn to optimize the way they use this tool to be effective According to Hunt (2010, p. 39) Facebook, “companies they need to actively attract ‘friends’ by keeping their content fresh and engaging” (Hunt, 2010, p. 39) In other words, companies need to be proactive and keep their Facebook page up-to-date with the latest news and opportunities as well as communicate with their “friends” on Facebook, which can create a higher level of commitment between both parties and facilitate the company’s future search for top talent

However, using Facebook as a recruiting tool goes beyond creating a Facebook page, keeping it up to date and occasionally interacting with its visitors. In fact, a recent survey by the Society for Human Resource Management (SHRM 2008) reported that 34% of companies use social networking sites such as Facebook , to recruit and contact potential applicants, while 19% plan to use this tool in the near future Still according to SHRM (2008), 13% of organizations use social networking sites such as Facebook to screen applicants, with another 18% planning to use it in the future (Davison, Maraist, & Bing, 2011) These numbers prove that there is more to Facebook in recruitment than just

Company Presentation Space More and more companies are using Facebook as a screening tool, which means that hiring managers are increasingly monitoring potential candidates’ Facebook profiles as a way to filter candidates at the pre- or post-interview stages based on a variety of factors. , such as pictures, recent status updates, groups an individual has joined, and so on (Siedsma, 2012)

With the increasing use of Facebook for recruitment purposes, many issues have arisen regarding the reliability of information on Facebook profiles, the actual amount of job-relevant information on these profiles, and last but not least, the legal implications of accessing legally

protected personal information such as gender, family status, religion etc. These issues will be further discussed later in this section as they deserve special attention

Twitter

Twitter consists of what is called a “microblog”, where users have the option to post short messages of up to 140 characters on their profile for their “followers” to read, as well as to “follow” other people and read what they have tweeted” in recent times (Hunt, 2010) Every big company today has its own Twitter account where they post the latest updates about the company, do online promotions and keep up with their customers and also get new It is also very convenient because the user has the option choose who they want to follow and thus get only up-to-date information about those people/companies they follow based on their interests and needs, making it a powerful tool for companies to easily target their messages to active readers and reach them more precisely potential candidates (Hunt, 2010)

As Hunt (2010) pointed out, despite the fact that Twitter can be infested with celebrities and other famous people, businesses also use it in many different ways, including as a recruitment tool. Is posting jobs on their Twitter account with their company website URL, creating a direct link for more information Businesses are also able to search for talent through Twitter, perhaps not as successfully as they can on LinkedIn, but “companies are able to identify candidates by asking about competencies, companies, activities or keywords as well as sending direct messages to potential candidates” (Hunt, 2010, p. 39) Recognizing the growing use of Twitter by various organizations around the world, Twitter has created a service called Twitter 101, a special guide through which they intend to help organizations how to use the site to their advantage, along with best practices and case studies these studies.

Job seekers are also beginning to realize that they can – and should – use every large – and even small – organization’s Twitter presence to help them land the perfect job (Cuthbert, 2012) “A job seeker should avoid creating online a presence they wouldn’t want their future boss to see If you use social media to screen companies, they’re doing the same for you” (Cuthbert, 2012, p. 3)

LinkedIn

LinkedIn, a professionally oriented social network, differs from the regular social network Website in what is its focus and main purpose for professional networking in the “online world” (Joos, 2008).

2.16 Other Forms of Social Media

Blogs

A contraction for the term Web log, a blog is “a website on which diary or newsletter-type entries are created and often posted (), in some cases readers can respond to posts and engage in a two-way conversation. With the blogger and other readers” (Joos, 2008 p. 53) Blogs have the potential to be a great way to get in touch with a large number of passive candidates who might read blog content just out of curiosity, so blogs specialize content into more specific professional areas may even increase Chances of reaching a more precise audience for future recruitment purposes (Joos, 2008) There are also blogs created by recruitment agencies, in this case aimed at reaching both active and passive candidates, as they tend to be more specialized in specific areas of interest , such as finance, information technology and so on As Joos (2008) very well states, “starting a blog as a recruitment tool is something g that any company can do as a free software It is easily available on the Internet for download, the main problem is to maintain content appropriate, interesting and focused

Wikis

Unlike blogs, a wiki is a type of website that allows authors to collaborate on information. Provided on the Web One of the best known is Wikipedia, a free encyclopedia that contains millions of articles written by volunteer contributors (Joos, 2008). One of the wikibooks available on this site is the Find a Job Wikibook, which, according to the opening quote, “attempts to explain the process of finding a job and getting a job with that job” (Joos, 2008 P 54) Like blogging software, wiki software is readily available for free on the internet, making it completely accessible to any company interested in getting involved in this area of social media

Marketing videos

A marketing video is a great tool for smaller companies to help them put a name and face together to project to potential employees an image of the company’s culture and working conditions, among other things (Joos, 2008) A great example of an employer’s successful use Naipunnya Business School, Koratty, Pongam

of a marketing video is on Getting Hired They allow his short video to “present your company to a potential candidate” His video marketing tool for job seekers is also very useful for graduates looking for jobs where excellent communication and presentation skills are strong job requirements (Joos, 2008) Due to its wide availability free and with great reach, every company should consider using marketing videos to support their recruiting and hiring processes

Podcast

Podcasting is another form of social media that is sometimes used for recruiting purposes, either directly or indirectly. According to Joos (2008 p. 55) “A podcast is an audio file that is delivered over the Internet to computers or digital handheld devices” Created for entertainment purposes. Podcasts are now used for a variety of reasons, such as “talk shows, music, tutorials, lectures, interviews with subject matter experts, commentary, and information on recruiting and hiring” (Joos, 2008, p. 55) Goulston & Storrs, and the Boston the law firm has a series of podcasts on its website called the “Goulston & Storrs Recruiting Podcast Series” created to allow potential candidates to “hear directly from our partners and associates answering questions about various aspects of what it’s like to be a lawyer in our company” (Joos, 2008) Another example of using podcasts for recruiting is IBM, where a peer-to-peer podcast series was created to allow employees to share their knowledge. With other experts inside and outside the company.

Text messages

While it may sound strange for a company to use text messaging as a way to interact with potential candidates, it can actually prove to be a very convenient way for hiring managers and job candidates to communicate. TMC net and described by Joos (2008, p. 56), “recruitment coordinator () sends text messages to confirm interviews with young candidates or answer questions, but did not use them To make first contact It is a quick and concise way of communication “under the radar screen”” Recruiters using text messaging to reach Gen Y members who are so used to real-time communication use two main strategies “(1) send a targeted email and then follow up with the same people at some point in the future via text or (2) send a text message only to those who click through as a reply to the original email” (Joos, 2008) The low cost and wide availability of text messaging makes it a very powerful tool for companies to maintain close and real-time contact with potential candidates

Finally, there are social networking websites. The best known are Twitter – already discussed above – Facebook – the most popular of all – and LinkedIn, dedicated exclusively to career networking/recruitment purposes due to their impressive popularity and therefore huge reach potential, below will discuss and analyze these websites with regard to their ability to influence or support recruiting and hiring processes

2.17 Social Media and Recruiting

More and more businesses are entering the social media arena to recruit viable candidates for positions within their companies – and according to social media gurus, they are having great success (Hunt, 2010) And this is where the questions suggested by this research come into play, as they are trying to go the extra mile to identify not only the extent to which managers are actually using social media to aid in the recruitment process, but also how to do it more effectively to optimize valuable company resources such as time, money and ultimately hiring top talent

While this research will focus on how social media is being used by hiring managers, understanding the current world scenario in terms of the extent to which different managers around the world are actually doing it is still very important And according to a survey of over 2,500 employers that conducted by CareerBuilder published in August 2010, “35% of respondents use social media to promote their companies Of these, 21% use it to recruit and research potential employees and 18% use it to promote their employment. Brand’ (Hunt, 2010, p. 37)

Microsoft is an example of a large corporation that uses social media for recruiting purposes. It started with the creation of a web protocol (Blog) through which they wanted to educate interested people about events, new technologies and best practices at Microsoft, but also put a “face” to Microsoft Recruiting (Joos, 2008) And this is just one way that companies can Use Social Media for Recruitment Another way, which will be discussed in more detail later, is Candidate Filtering by researching their social media profiles⁵ For now, we are focusing on the different modes of social media that companies use to interact with potential future employees

According to a 2011 survey by Right Management, most HR professionals and hiring managers agree that social media has a very strong influence on their hiring decisions. The survey also showed that LinkedIn, Facebook and Twitter were the three most popular sites

used by HR professionals and hiring managers, and most interestingly, there was a very relevant difference in the usage rate for each of these sites in the three different geographic areas of the North study Americas, Europe and Asia Pacific (Alleyne, 2011)

While 93% of North American HR professionals and hiring managers surveyed said they use LinkedIn for recruiting purposes, that number drops to 42% and 32% for HR professionals and hiring managers in Europe and Asia Pacific (respectively) (Alleyne, 2011) The table below provides a broader understanding of this difference in usage rates of the top three social networks (LinkedIn, Facebook and Twitter) from HR professionals and hiring managers in North America, Europe and Asia Pacific

	LinkedIn	Facebook	Twitter
North America	93%	34%	18%
Europe	42%	62%	35%
Asia	32%	75%	48%
Global	52%	58%	34%

Table Percentage of recruiters who said the website was useful in each of the regions surveyed (Alleyne, 2011)

Two important conclusions can be drawn from this table. The first is that even though it is a more professionally oriented social network and despite its massive popularity among recruiters in North America, globally LinkedIn is still second only to Facebook in terms of usefulness in recruiting and hiring processes. What we can do by looking at these numbers is that there is actually a huge difference between the different regions in which social media is most useful for recruitment purposes. This fact raises many questions about the use of social media in recruitment. social media in recruitment, or whether it is too subjective and dependent on too many variables to accurately assess. Why is LinkedIn so popular in North America but only one in three hiring managers in Asia Pacific think the site is useful? Is it to do with cultural differences and conflicting views, or could Americans find the optimal way to use the tool while Asians have mastered using Facebook for recruitment*? These are all interesting questions that help us better understand how social media is used to recruit and recruit and what is the optimal way to do it - if any At the end of this article, the researcher will try to

answer most of these questions according to his the best capabilities supported by the research that follows here

Unlike the technology industry, where the use of social media for recruitment is almost the norm (Joos, 2008), the practice has very little popularity among HR professionals in the healthcare industry (Sheehan, 2010) According to a recent survey conducted by CareerBuilder, “while 26% of healthcare employers use social media to promote their company, only 14% use it to recruit potential employees” (Sheehan, 2010, p. 31) Ben Jablow, CEO of Miracle Workers com calls out the importance of social media in Finding top talents and urges employers in the healthcare industry to engage in such a practice His urge is reinforced by director of human resources for several nursing homes and assisted living facilities in Oklahoma, United States, Lisa Nice-Graham, when she says she regularly uses social media to recruit and it is "one of the most effective ways of recruiting there is" (Sheehan, 2010 p. 31) Nice-Graham also brings in elmi makes an interesting point when he compares traditional recruiting methods with what he refers to as “social recruiting”⁵ “I usually find a better quality candidate because they are more passive job seekers versus newspapers, which usually have responses from people who are unemployed — And often they are unemployed for a reason' (Sheehan, 2010, p. 31) This statement is very powerful in the way it compares traditional methods of recruitment with 'new' methods through the use of social media, especially because it brings into the discussion a very key concept, namely is the concept of passive versus active job seekers and how it affects the way employers will recruit Passive job seekers are those who are currently employed but are passively looking for an opportunity that will enrich their career either financially or professionally (Victor, 2009) Generally speaking , given that they are currently employed, this type of job seeker will have an advantage over r active job seeker in the eyes of n laborers because they tend to be more qualified Active job seekers on the other hand will try all available ways to get a job because they will generally be unemployed and need one as soon as possible (Victor, 2009) It does not mean that only passive job seekers are online, and therefore, using social media, hiring managers will find the best potential candidates, but it can certainly be said that using some of the traditional methods, such as newspapers, will have a better chance of a hiring manager finding more active job seekers who may be in desperate need of a job, and as Nice-Graham said, unemployed for a reason

Another very interesting fact that highlights the importance of using social media for recruitment purposes is that in times of economic crisis and high levels of unemployment, as

is currently the case for most countries, “job hunting has become a second career for many people. And it's no surprise that in a number of fields, especially entry-level positions, the search for a new job is done almost entirely online” (Russo, 2011, p. 14). This statement is supported by recent research conducted by Simply Hired, which found that approximately 88% of all entry-level positions in the United States were registered exclusively online. and as these numbers grow every year, it is imperative that companies stay up-to-date not only on new forms of interaction, but also on the best way to use them.

2.18 Risks and Challenges

Online vs. Face-to-Face Networking

Despite all the good reasons for using social media for recruitment so far, there are some aspects that need to be carefully considered before a company decides to do so. These aspects represent challenges that companies already using this tool face in their recruitment efforts, as well as risks that a company planning to implement this mechanism must assess.

Monika Morrow, senior vice president of talent and workforce solutions, says that “recruiters love social media because it improves their sourcing, but social media has not replaced other recruiting methods” (Alleyne, 2011, p. 44). According to Morrow, from Networking, from a job seeker’s perspective, is the most important element in helping them land a job, and this element requires more than just online interaction (Alleyne, 2011).

It is important that we return to our concept of networking. In this day and age, when almost everything we do is computer-based or connected to the Internet in some way, it is easy to assume that networking must be all about online interaction, tweets, e- emails and so on, but the fact is that networking was created long before computers even existed. Therefore, it is essential that both employers and potential employees realize that real networking goes beyond the computer screen and has face-to-face interaction as one of its main elements (Andrade, 2011). According to Premier Search CEO, Bemie Reifkind, social media should only be one of many tools and “none of it matters unless you pick up the phone and make human contact” (Sheeham, 2010, p. 31).

2.19 The problem of accuracy and reliability

Another issue commonly faced by companies that use social media in their recruitment process is related to the accuracy and reliability of information contained in online profiles of potential

talent (Cain, Scott, & Smith, 2010). Actually accurate on a candidate's online profile, and that's where human interaction comes into play again. As for what Reifkind said, social media use should only be one element of the whole mix, an increasingly important element, but never the only one (Sheeham, 2010)

In contrast, information found in online social networking profiles may be more likely to be more accurate and reliable than information contained in, for example, a potential candidate's cover letter or resume, simply because these potential candidates do not expect their profiles to be viewed by potential employers (Davison et al, 2011) and therefore they will not care about a professional image, instead they will just be themselves, which is exactly what HR professionals are looking for.

2.20 Background check

Still on the subject of information found on social media profiles, another major challenge that companies currently using social media in their recruitment efforts face is related to background checks (Victor, 2010) To what extent is the information contained on online profiles, such as tweets, status updates, pictures and interesting pages, used against or in favor of a potential candidate? Is this information really relevant to the employer? The researcher will try to answer these questions during the follow-up research, but much has already been said on this topic

Victor (2010) highlights the fact that every company should always be proactive in managing its reputation, and this starts with hiring the right candidate with the right profile for the company Hiring the right candidate means more than just hiring the person with the best technical skills. Or academic skills, involves choosing someone who will fit in with the company's culture and values (Cain et al, 2010) Because of this, many companies now have their own social media policies in place to deal with challenging situations involving the company's name, employees, and social media The same is happening at the managerial level, where every day more hiring managers are paying more attention to what potential employees post online in order to assess whether a given candidate would fit into the organization's culture (Victor, 2010) And that's exactly what online is background check about checking recent posts, photos, sites of interest and inappropriate use Language in social media profiles of potential candidates as a resource to help determine which ones the recruiter believes will

or will not be a valuable addition to the company in terms of organizational culture (Victor, 2010)

2.21 The problem of legality

The topic of background checks brings up another very interesting issue that deals with whether recruiters have the right to use such information contained on social networking sites against or for the benefit of potential candidates. IN other words, do companies have the right to reject job applicants? Based on information found on public online profiles? There is currently much debate on this issue, but the consensus seems to be that yes, but with limitations and restrictions (Victor, 2010)

According to Victor (2010), there is no doubt that social media, and especially social media profiles, are a very valuable source of highly revealing information about a job seeker, but the key is to use these sources with caution. And with a clear idea of what information you're after and stick to it Because this is a relatively new topic, laws regarding this type of action are still being implemented at the local or state level in various parts of the world as more situations arise. Of social networking sites for screening also requires more studies Many employers assume this is acceptable as long as specific laws (eg civil rights laws) are not violated” (Davison et al, 2011 p. 156)

The problem is that during this process of collecting information from a potential employee's personal online profile, not only civil rights laws can be violated, but also an issue related to privacy rights (Davison et al, 2011) To what extent is the information a violation of rights on privacy protection? According to Victor (2010, p. 81), “it is better to err on the side of safety in the terms of the law and establish some clear guidelines in your organization” This is especially true because although most of the specific laws on this matter are still under construction, it has been filed many lawsuits against organizations that use social networking sites for background checks, which could become an incentive for other organizations not to adopt the practice (Victor, 2010)

Examples of lawsuits against companies for using information found on social networks

networking sites include the fact that not every candidate will have their online profile reviewed, which constitutes discrimination, even though it may be difficult for the claimant to prove it was discriminated against based on his personal information found on social networks

profiles, it can also be extremely difficult for employers to prove that they haven't, and that's why "it is better to err on the side of safety in terms of the law" (Victor, 2010 p. 81).

Others examples of lawsuits include violations of the terms of service of these social networks site by the employer, as some job seekers find these sites helpful in recruitment decision constitutes commercial use, which is prohibited by the terms of service of some of them these sites such as Facebook (Victor, 2010).

2.22 Features of social media

As already mentioned, social networks are divided into business-oriented and social-oriented. The quality of these places is measured by different characteristics. Given that social networking sites are a relatively new topic and the characteristics of the sites are consistent with the information technology literature. In their study, Lee and/or (2006) investigate the factors of website quality that can be adapted to the qualities of social networking sites. In addition, Palmer (2002) conducted a study on the key success factors of websites.

2.23 Recruitment through social media: An overview

As a systematic mechanism in the selection process, the Recruitment function is one of the most important areas of human resource management. Essentially, the purpose of recruitment is to find and attract qualified candidates to fill job vacancies. Emphasis is placed on qualified candidates, as significant resources can be wasted processing unqualified applicants. Ideally, recruitment results from a methodical human resource planning process where the organization analyzes and plans the flow of people into, through, and out of the organization. Recruitment also goes hand in hand with the selection process, where the organization evaluates the suitability of candidates for various positions. Thus, without effective planning systems, organizations may hire the wrong type and numbers of employees, and without effective recruiting, organizations may process and select people who are not the best in the labor market. In principle, the recruitment process begins with the identification of a vacancy, after which the recruiter receives authorization to fill it. The job is then carefully analyzed and the knowledge, skills, abilities and experience needed to perform the job effectively are identified. This means using existing job analysis data or performing a job analysis.

Recruiter may also consider the work environment as well as the organization's culture and strategy to determine the individual characteristics necessary for a suitable position.

Recruitment efforts are then planned and coordinated. In the past, a recruiter relied on fairly low-key methods to create a pool of potential qualified candidates. Internally, one of the most common methods, especially in unionized organizations, involves posting job vacancies within the organization and encouraging offers from current employees. Externally, the organization depended on employee referrals, newspaper and other print media advertisements, employment agencies, search firms, college recruiting, and job fairs. Recently, many organizations have started using innovative information technology with social media methods to complement traditional resources

Internet is one of the most popular tools of information technology with social media as diverse as Facebook, Twitter to name a few of the social media where it can be a source of skilled manpower for an organization. Before we examine the effects of social media on recruitment, it is essential that we assess the true extent to which companies are using new technologies in social media recruitment. In a recent survey by the Society for Human Resource Management (SHRM), HR professionals reported that traditional recruiting remains popular in obtaining good candidates in 1997. More specifically, 61 percent said that employee referrals are considered good sources of job applicants; 60 percent identified newspaper ads as good sources; recruiting firms, 58 percent; college recruiting, 52 percent; temporary help firms, 46 percent; job fairs, 32 percent; internet, 20 percent; and entrances, 18 percent. Similarly, a recent survey of 207 employers found that employers continue to use traditional methods over high-tech methods and social media recruiting, with recruitment sources similarly ranked in terms of importance. In this survey, one of the high-tech recruitment tools considered important was for employers to use their own websites (about 30 percent of the sample said this method was important). However, as the author notes, there have been gradual changes in organizations Moving from traditional recruitment methods to modern methods such as social media recruitment are on the rise to stand the test of time in the labor market. Organizations are not ready to lose either the continued relevance of traditional methods or the promise of social media.

2.24 Recruiting through various social cites

Recruitment through Facebook

Facebook is now the most visited site on the web. Facebook is a relatively closed network, which can make direct sourcing a challenge. Depending on the user's security settings, visitors are allowed some access, so getting resources on this platform is somewhat difficult. However, there are still ways to increase candidate recruitment, acquisition and filling positions on Facebook. Facebook's ad network offers recruiters a unique opportunity to target job ads to Facebook users by keyword, education, location, and even age. Facebook users provide detailed information and news about their own interests, hobbies, education and activities all day long AND at staggering rates. The average Facebook user now spends 15 hours and 33 minutes on Facebook per month. Facebook Ads monetize its members and volunteered information by offering advertisers very small and specific areas to target for little money. To keep up with the competition for the best talent, companies need to recruit using Facebook ads. A Facebook Fan Page can serve as a recruiting and sourcing tool, as well as a company blog or opportunities to directly engage and educate your target candidate market. About 81% of Facebook's monthly active users are outside the US and Canada. Facebook saw a 41% increase in active users from Russia, South Korea, Japan, India and Brazil in 2012. 70% of job seekers using Facebook are male, 63% are under 40, 40% earn over \$75,000, and 36% are college students.

Recruitment via LinkedIn

LinkedIn had more than 187 million members in more than 200 countries and territories. 63% of LinkedIn members are located outside the United States. Every second, new members sign up on LinkedIn. There are over 1 million groups on LinkedIn. 38% of job seekers use LinkedIn to help with their job search in 2012. 19% of job seekers had a job share contact on LinkedIn, 11% of job seekers searched for a job on LinkedIn, and 79% of LinkedIn users are 35 or older; the average LinkedIn user is 40.5 years old. 60% of job seekers using LinkedIn are male, 62% are under 40, 51% earn over \$75,000, and 50% are college graduates.

Recruitment via twitter

Recruiters and hiring managers can also use Twitter recruiting as a social media candidate source in a number of different ways. Searching for candidates using hash tags can be neat. A solid list of job search and recruiting leads long before a candidate hits a resume mining database like CareerBuilder or Monster. Hash tag feeds on Twitter allow companies to transcend their audience (followers) when posting, and when tweets with hash tags are read, companies can target industry thought leaders. As with any job board or social network, Naipunnaya Business School, Koratty, Pongam

finding the best talent is a top priority for e-recruitment. 67% of job seekers using Twitter are male, 69% are under 40, 46% earn more than \$75,000, and 44% are college graduates.

Recruiting via Google+

Google+, Google's social media platform, is the fastest growing social network. It provides recruiters and hiring managers with another broad channel for recruiting, sourcing and prospecting. Google+ offers recruiters a unique opportunity to break new ground and connect with candidates in a variety of ways. Users Add individuals they want to engage by categorizing them into circles of their own making. Circles can be used to privately or publicly contact individuals or groups to recruit on Google+.

2.25 Advantages of Online Recruitment.

There are several advantages to using advanced technology and social media in recruiting, including

- Cost reduction, the organization does not need to employ someone to write letters and send them.
- It is seen by many potential applicants. Sometimes people Search out of curiosity and easier administration Especially with a large number. A computer can be programmed to perform tasks such as sending confirmations to anyone who is not because they are actively looking for work.
- Gives the impression that the company is up-to-date. Imagine that the company does not use the web. What would you think of them?
- Allows you to advertise internal vacancies regardless of geographic location and time zone.
- The ad can be tailored to a specific vacancy and quickly adjusted if it is not effective.
- May include pre-screening assessment. The computer can be programmed to “screen out” applicants who are not qualified, or the computer can invite all applicants to take a test before accepting an application.
- Faster. The website works 24 hours a day and no one has to wait for a post.

2.26 Disadvantages of online recruitment

- Limits applicants to those with access to a computer. This is becoming less of an issue, but can still be true in different labor markets in different parts of the world.
- May attract too many applicants. Potential candidates may only need to upload their CV or resume to a website once, but this can result in a large number of employers receiving the information. This is good for candidates, but expensive in terms of administration for the organization.
- Ease of application may encourage unqualified applicants. See above.
- May be discriminatory. Some jobs don't require computer knowledge and skills, so why filter all applicants through the web?
- The organization appears impersonal, which may prevent some applicants from applying. How would you feel if you applied for a job online after filling out the Ages application and the computer immediately rejected you?
- Technical issues can give candidates a bad impression or prevent them from applying altogether. If an organization relies on a computer as the only means of submitting an application and the computer fails!
- Search engine management required to ensure the organization is on the 'first page'. When you search for something, the search engine decides which information comes first. How many of us look at the Information on the fourth or fifth page of results?

2.27 The role of technology and social media in the recruitment process

In order to maintain high recruitment on social networks, the company should maintain constant improvement of the basic processes and activities in the field of advancement . A tool that supports Idea Management processes should understand how many people use certain social media websites who may be potential employees. It can also provide information on the revenue and cost savings of implementing the Improvement technology.

The main purpose of Online Recruitment is to support and build a tool that gives all employees the opportunity to present their applicable and substantiated ideas to the company, and on the one hand and on the other hand, the company becomes more competitive. Research has been conducted to examine the relationship between the use of social media as a recruitment resource and student attitudes (Rozelle & Landis, 2002). They hypothesized that this Internet Naipunnya Business School, Koratty, Pongam

recruitment would be perceived as providing applicants with less accurate information compared to informal forms of recruitment. In addition, it was expected that greater use of Internet recruitment information by applicants would be associated with lower satisfaction with the organization. The data did not support the hypotheses; The role of online recruitment was significantly confirmed thanks to this study.

Recruitment Process



A recent paper presented at an international conference by Florea & Badea (2013) highlighted how the way organizations use technology increases or decreases its positive net impact. The findings suggest that through the Internet, HR can create an effective recruiting program that helps manage the highly competitive and time-consuming process of finding qualified workers. Another study addressed an important issue with using social media as a recruitment tool, that the reliability and validity of using social networking sites to screen and select applicants is unknown. Until the reliability and validity of information from social networking sites is investigated, recruiting organizations should be cautious when relying on social networking sites for selection decisions (Madera, 2012). So it can be observed that social media recruitment is in its nascent stage which needs to be developed.

2.28 Laws relating to social media

We live in a technologically advanced world where knowledge is readily available. However, the media plays a primary role in this and therefore media in India is governed by various regulations and codes. As its purpose includes public and national interest, regulation is important as it is one of the industries that is expected to develop.

Information Technology Act § 66 letter and):

According to this section, if anyone sends a message by any means of communication any information which is offensive and if it is specially designed to harass, spread hatred, he shall be punished with imprisonment for a term which may extend to three years and with fine.

This section says that the government has the right to prohibit or stop public access to any information that does not comply with government regulations, and this section also sets out the procedure for blocking public access to certain information. Whoever fails to comply with this provision will be punished with imprisonment for up to seven years and also with a fine.

Constitution of India

The Constitution of India provides certain fundamental rights to the citizens of India. These rights protect their basic life interest and in the event of its violation, they are provided with a remedy. Article 19 of the Constitution of India talks about the right to freedom, there is no specific mention of freedom of the press/media but it flows through Article 19(a) which is the right to freedom of speech and expression. Dr. Ambedkar quoted, “Freedom of the press is essential to political freedom. When men cannot freely communicate their ideas to one another, no liberty is secured, where freedom of speech exists from the beginning of a free society, and the means for every preservation of liberty are already present.

“Freedom of speech is therefore unique among liberties”. There is no special clause for freedom of the press, but freedom of the press is part of freedom of speech and expression. The press has no special rights or freedom as a whole, but it has the same freedom and right it gives to individuals in the country under freedom of speech and expression. For example, we can say that journalists, editors can claim freedom of speech and expression as any other citizen can claim under Article 19(a). Press Commission of India rightly opined that the democracy of the country cannot be protected only with the help of the legislature but it also depends on the opinion of the people and what is the better medium than the media/press.

Indian Penal Code

The official penal code of India is known as the Indian Penal Code (IPC). It is a thorough code that aims to cover all important areas of criminal law. Any person who has violated the above laws will be dealt with under the provisions of the IPC.

Section 295A: Intentional defamation of religion or religious belief.

Section 153A: promoting enmity between groups based on race, religion, etc.

Section 499 deals with defamation, under which anyone who makes a defamatory comment in writing or verbally with the aim of destroying someone's reputation faces legal consequences. Sections 499 and 500 of the Act are the primary safeguards against abuse of social networks.

Section 505 deals with statements that incite public outrage.

Section 509: Disregarding Female Modesty.

Section 124A: deals with sedition, which means the offense of inciting opposition that has the potential to overthrow the government.

Orientation judgments

1. Shreya Singhal v. Union of India

In this case, Sections 66(a) and 69(a) of the Information Technology Act were challenged, saying that they were violative of Article 19(1)(a) and Article 14 of the Constitution of India. The court stated that there was no intelligible difference, that is, a difference that could be understood. There is no difference between other media and the internet for providing any information. In this landmark judgment, the Supreme Court decided that § 66 letter a) of the IT Act should be repealed because it violated the freedom of speech and expression according to Article 19 paragraph 1 letter a) of the Constitution and did not save him under Article 19(2), which imposes reasonable restrictions. Sc says section 66(a) is open, undefined and constitutionally vague with the words used in the statute. This section interferes with the right to freedom of expression, the right to dissent and the right to know. Another court added that this law, that "no close relationship to public policy and did not pass the "clear and present danger test," i.e., it is an American doctrine that in any event calls into question whether the words used are dangerous and will cause confusion that the government has the right to avoid. It is a matter of proximity and degree.

2.28 Problems with the regulation of social networking laws

In India, the media is governed by many laws and regulations. Since its purpose includes public and national interest, regulation is important because it is one of the industries that are considered to be developing. Every time a law is made, it takes into account three factors: law, Naipunnya Business School, Koratty, Pongam

economics and psychology, because laws are primarily designed for the benefit of people. And with media being one of the fastest growing industries, there is growing concern about the need to create a single legal framework to govern all types of media.

However, due to the large number of media organizations in India, we have problems controlling the media. They defend it by expressing their desire for each other. Self-regulation is the maintenance of free speech without engaging in censorship or self-censorship, and instead establishes basic standards of truth and morality. However, there is talk that there will be a specific legal framework for media regulation in India.

As we live in a technologically advanced age, the use of social media has increased dramatically. According to the study, consumers spend an average of 142 minutes a day on social media. With the growth of social media, it is necessary to create a specialized legislative framework for their control, protection of users from misuse and prevention of cyberbullying. In conclusion, we could add that “social media is both a blessing and a curse

2.30 A final thought on social media recruiting

If you are going to implement social media recruitment for the first time, you should be patient with the entire recruitment process. This is because recruiting through social media takes time, Roma weren't built overnight, neither will your brand presence.

Don't think twice before adopting a social media recruitment strategy, it is only fully beneficial to you and your candidates if it has been well planned.

3.1 Research methodology

Research Approach Based on the lack of research on recruitment in South Africa, exploratory research was conducted to gain insight into the potential impact of social media on recruitment in South Africa. Data on the use of social media for recruitment were collected through semi-structured interviews with recruiters. The aim of the interviews was to explore the sourcing techniques of recruiters and gain insight into their sourcing techniques and processes, particularly in relation to the use of social media. Semi-structured interviews were chosen as the data collection method because of their potential to elicit rich descriptions of the topic (Bloomberg & Volpe, 2012). They offer the interviewer an opportunity to gather in-depth information because they provide a situated activity that locates the observer in the world of the participant and involves an interpretive approach (Denzin & Lincoln, 2011). In this situation, in-depth information can be classified as the understanding that real-life members have of an activity or event. Semi-structured interviews allow the interviewer to gain in-depth information by allowing probing and follow-up questions to mine underlying aspects for specific responses, asking more questions, and observing participants (Wegner, 2014).

3.2 Research Model

According to theoretical principles, social networks have already entered the recruitment environment and have become an important topic in the HR department. Sites, business-oriented or social networks, are characterized by different qualities.

The site qualities selected are ease of navigation, security/privacy, quality of information, popularity among applicants, and extent of networking. Designing an effective recruitment process to attract the best candidates is a huge challenge for organizations. The selected characteristics price, time, orientation to the target group, quality of applicants/applications and diversity of applicants characterize effective recruitment. In general, very little research has been done to answer the main research question: To what extent does the use of social networking sites lead to effective recruitment? Social networking sites are part of e-recruitment, so it can be assumed that the role of social networks can have a positive effect on recruitment.

3.3 Research Design

In the research, descriptive research design was used. Descriptive Research design is defined as scientific method of research which is concerned with the observation and the narration of the behavior of a subject without causing an impact on it. It considers ‘what’ of a particular investigation rather than the ‘why’ of research.

3.4 Sampling Design

Convenience Sampling technique was used to collect data. The total sample size that was considered for the analysis and interpretation part was 91. The sample for analyzing the data was taken from the clients of M. P Dominic and company . Sampling unit was nurse.

3.5 Tools & Techniques

percentage analysis

3.6 Data Collection Method

Data Collection methods used were of two types:

- 1)Primary Data: The Primary data included use of structured questionnaire.
- 2)Secondary Data: The Secondary data included articles published in books, journals and magazines.

3.7 Analysis of Data

All the information was collected through a Structured Questionnaire to gather data from the respondents.

Nominal Scale: Nominal Scale was utilized in this investigation which shows segment profile.

□ Five Point Scale: Five points scale was used in the study in most questions i.e

- ☐ 1- Strongly Agree
- ☐ 2- Agree
- ☐ 3- Neutral
- ☐ 4- Disagree
- ☐ 5- Strongly Disagree

3.8 Period of the Study

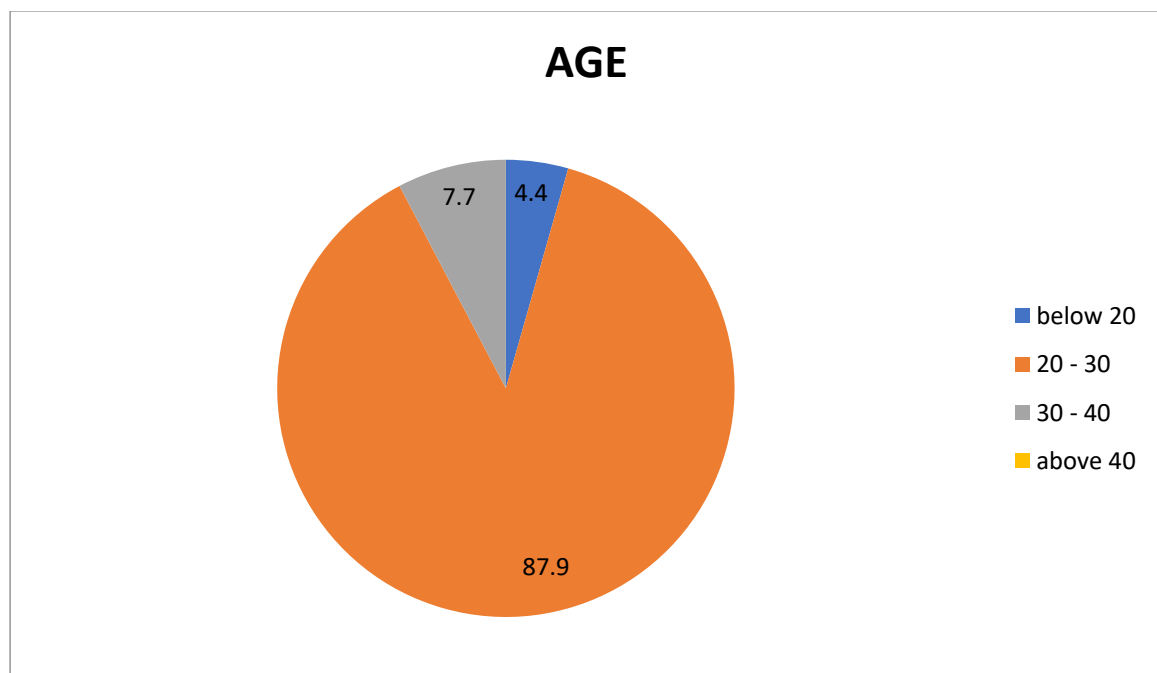
It was mostly for a 2 month based study, 04/7/2022 to 8/2022 August.

Table 4.1 Age

Age	No. of Respond	Percentage
Below 20	4	4.4%
20 - 30	80	87.90%
30 – 40	7	7.7%
Above 40	0	0%
Total	91	100

Source : Primary data

Chart 4:1 Age



INTERPRETATION

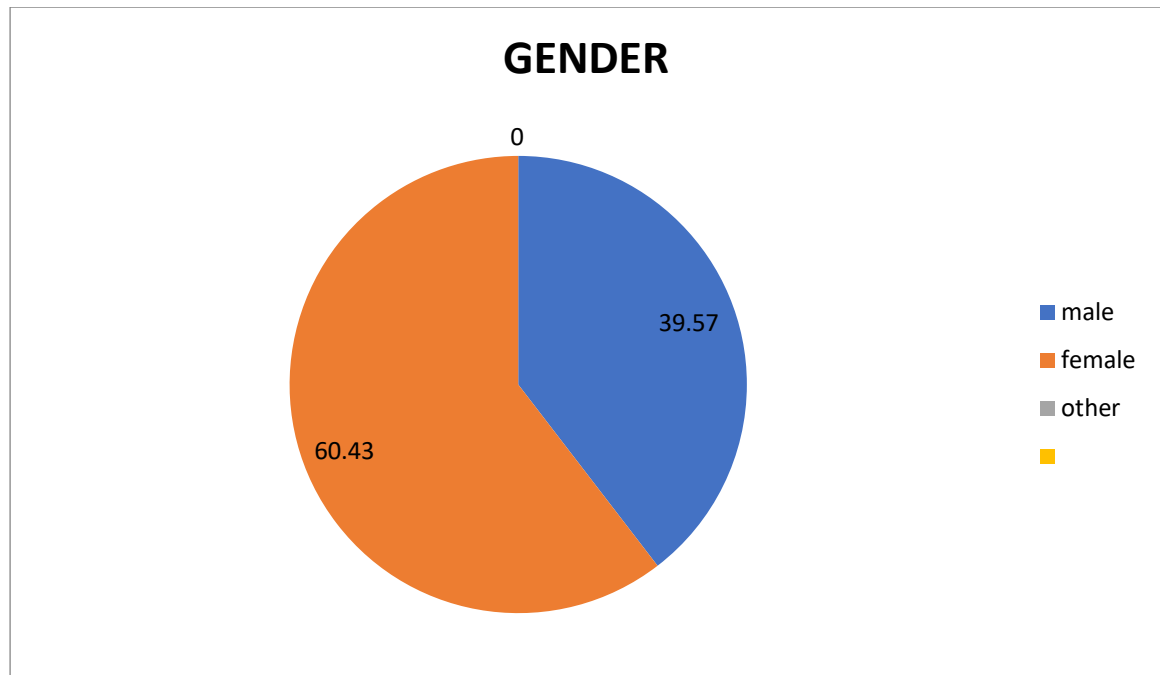
From the table it is inferred that 87.90% of the respondents belong to the age category of 20 to 30 , 7.7% of the respondents were belonging to the age of 30 to 40 & 4.4% of the respondents are belonging to the age category of Below 20.

Table 4:2 Gender

Gender	No. of Respondents	Percentage
Male	36	39.57%
Female	55	60.43%
Other	0	0%
Total	91	100%

Source : primary data

Chart 4:2 Gender



INTERPRETATION

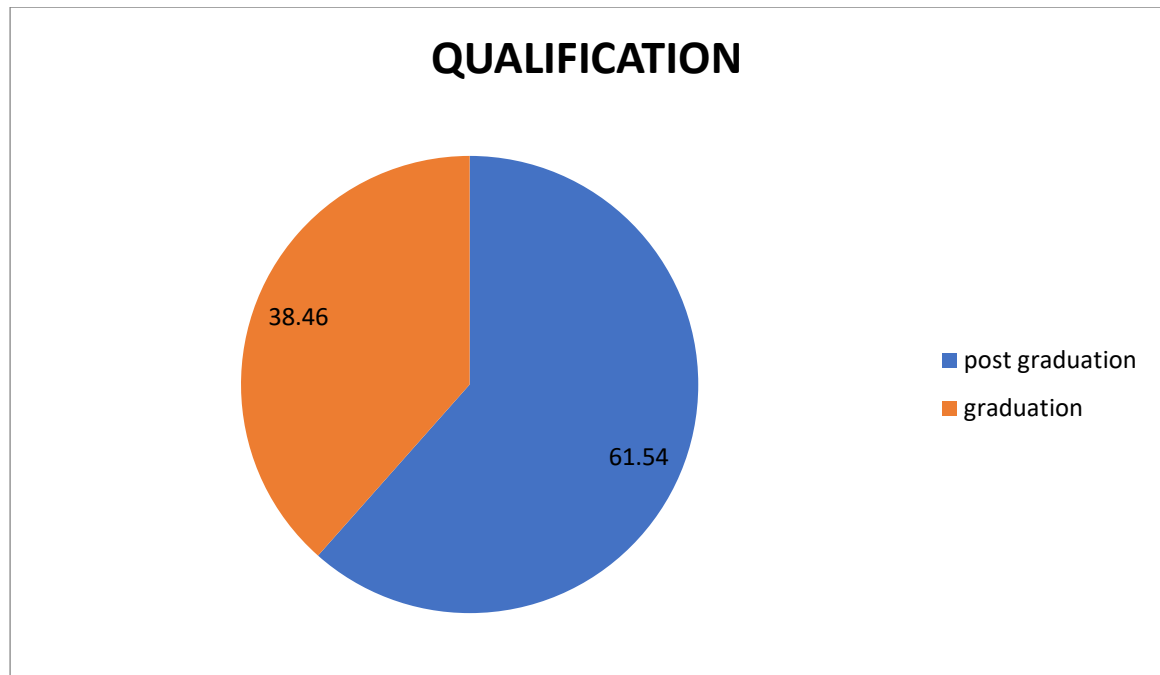
The table above shows that 60.43% of the respondents were female and 39.57% of the respondents were male.

Table 4:3 Qualification

Qualification	No . of Respondents	Percentage
Post graduation	56	61.54%
Graduation	35	38.46%
Total	91	100%

Source : primary data

Chart 4:3 Qualification



INTERPRETATION

From the above table, it inferred that majority , that is 61.54% of people are above the graduation and 38.46 %are graduates.

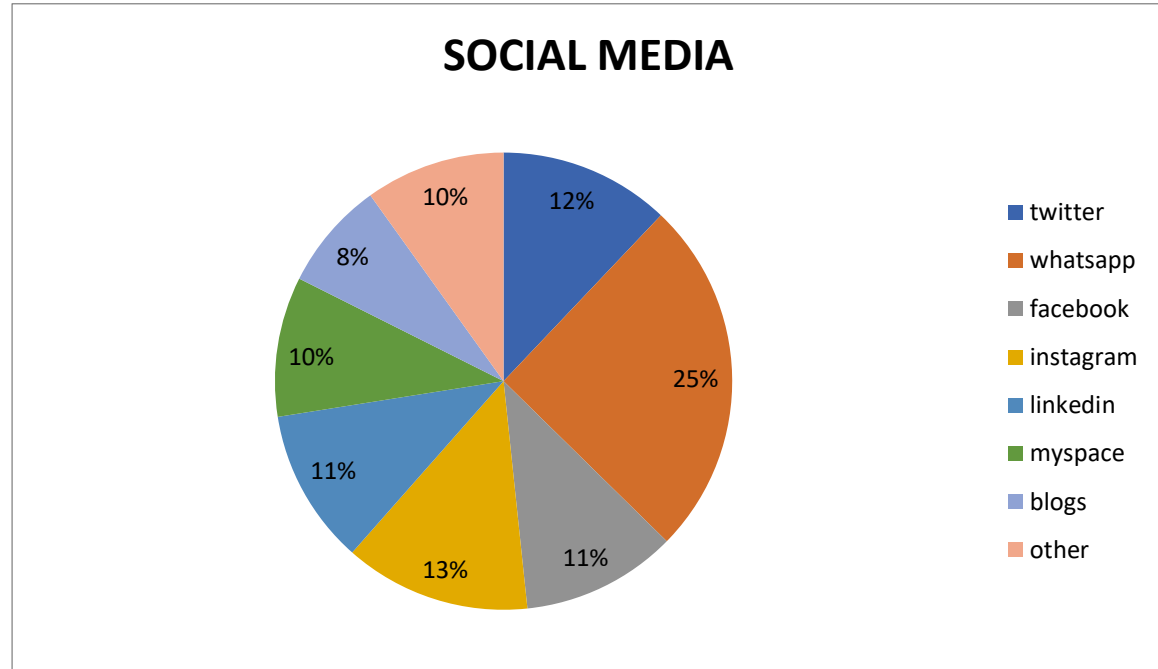
Table 4:4 Name some social media familiar to you for job searching

Name of social media	No. of Respondents	Percentage
Twitter	11	12.08%
Whatsapp	23	25.27%
Facebook	10	10.99%
Instagram	12	13.17%
Linkedin	10	10.99%
Blogs	7	7.7%
My space	9	9.9%
Other	9	9.9%

Total	91	100%
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Source : Primary data

Chart 4:4 Name some social media familiar to you for job searching



INTERPRETATION

From the above table, it is inferred that 25.27% of the respondents familiar to use Whatsapp, 13.17% of respondents Instagram. 12.08% of respondents familiar with Twitter, 10.99 % of people familiar with the LinkedIn and Facebook. In the case of Myspace, and other medias people now well in the 9.9%. Blogs are familiar to 7.7% people.

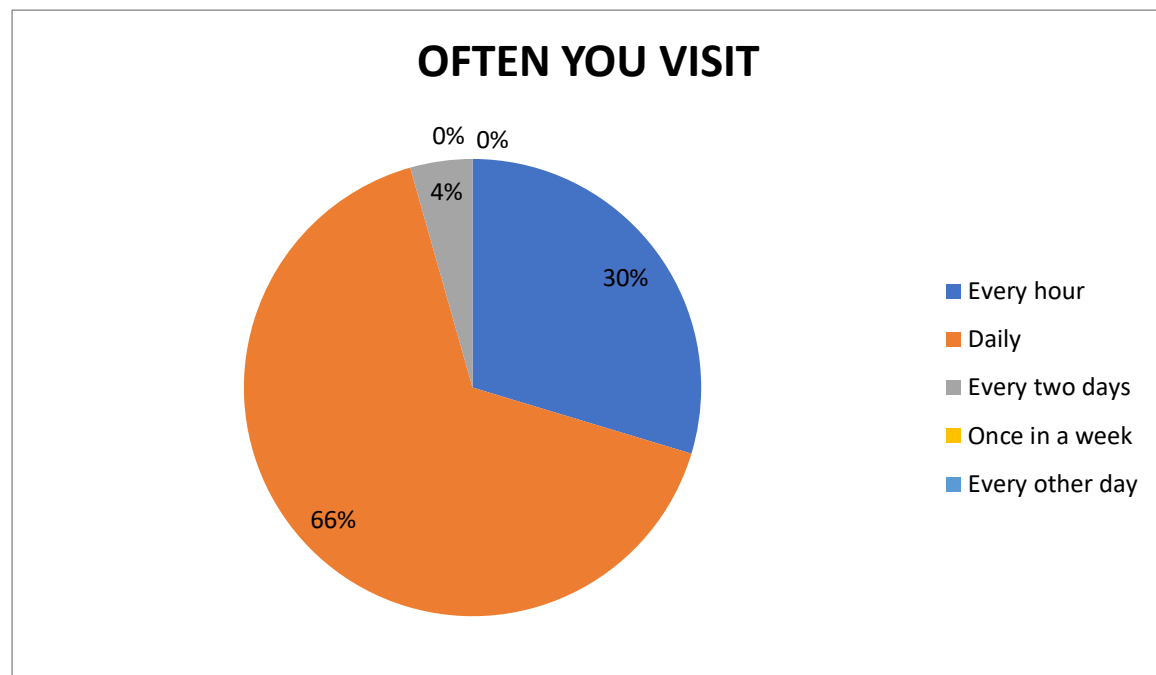
Table 4:5 How often you visit your preferred social media for job hunting

Often you visit social media	No. of Respondents	Percentage
Every hour	27	29.67%
Daily	60	65.93%
Every two days	4	4.4%
Once in a week	0	0%

Every other day	0	0%
Total	91	100%

Source : primary data

Chart 4:5 How often you visit your preferred social media for job hunting



INTERPRETATION

From the above table, 66% of all respondents saying they visit their social networking websites at Daily, with over 30% saying they visit these pages every hour in a day. Then 4% respondents saying they visit the social media Every two days.

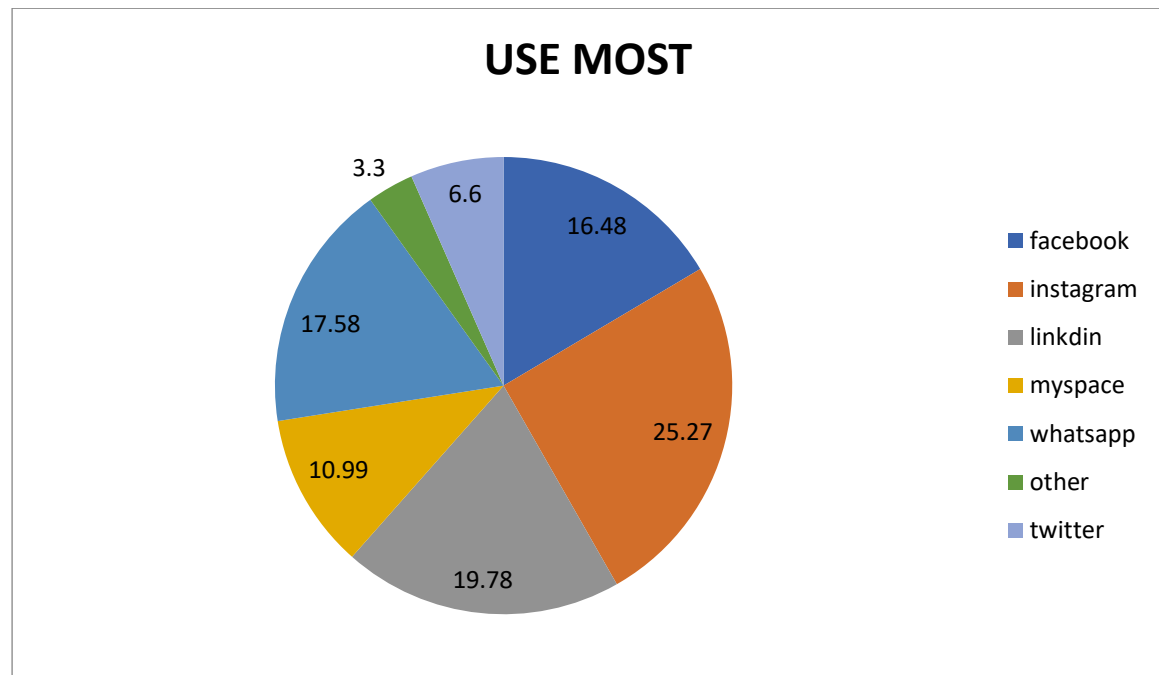
Table 4:6 Rank the social media use most

Medias	No. of Respondents	Percentage
Facebook	15	16.48%
Instagram	23	25.27%
LinkedIn	18	19.78%
My space	10	10.99%
Whatsapp	16	17.58%

Twitter	6	6.6%
Other	3	3.3%
Total	91	100%

Source : primary source

Chart 4:6 Rank the social media use most



INTERPRETATION

From the above table , it is 25.27% of the respondents use most social media is Instagram , 17.58% of the respondents used most social media is whatsapp ,. Not surprisingly Instagram ranked 1st, being chosen as the most popular Social media, followed by LinkedIn, and Facebook , and confirming once again ranked 3rd and 4th, LinkedIn 19.78%, Facebook 17.58%. Myspace get respondents at 10.99%, Twitter got 6.6 % and the other medias got 3.3%.

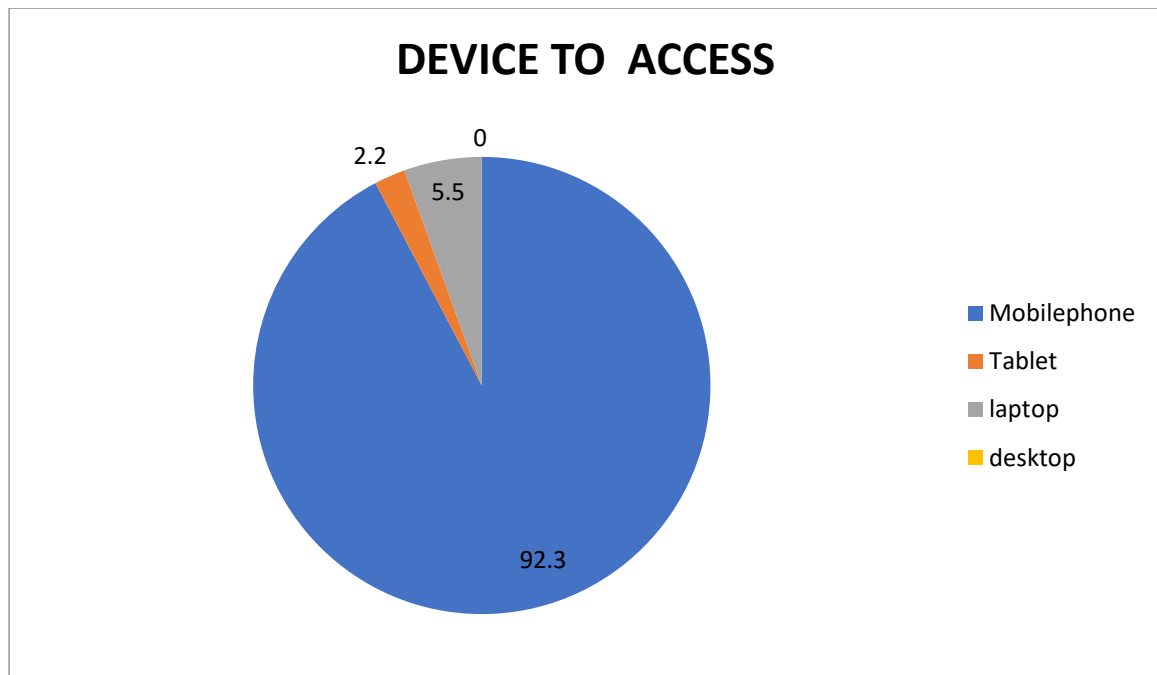
Table 4: 7 What is your go-to device to access your social media feed

Device	Respondents	Percentage
Mobile phone	84	92.30%
Tablet	2	2.2%
Laptop	5	5.5%

Desktop	0	0%
Other	0	0%
Total	91	100%

Source : primary data

Chart 4: 7 What is your go-to device to access your social media feed



INTERPRETATION

From the above table, around 92.30% of the respondents used to access the social media feed in Mobile phone, 5.5% of respondents used to access the social media feed in Laptop and 2.2 % of people very rarely used Tablet.

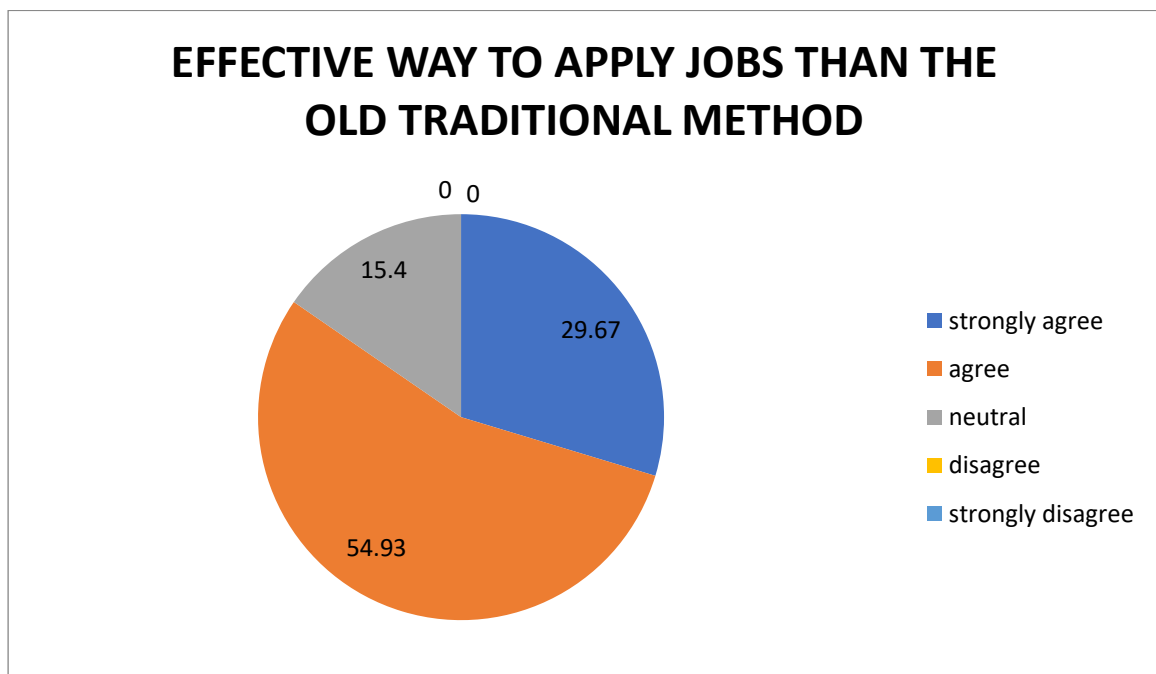
Table 4:8 Do you agree that social media recruitment is an effective way to apply jobs than the old traditional method gathering

Effectiveness	No. of Respondents	Percentage
Strongly Agree	27	29.67%

Agree	50	54.93%
Neutral	14	15.40%
Disagree	0	0%
Strongly disagree	0	0%
Total	91	100%

Source : primary data

Chart 4:8 Do you agree that social media recruitment is an effective way to apply jobs than the old traditional method gathering.



INTERPRETATION

From the above table 54.93% agree that the social media recruitment is a effective way to apply for jobs. 29.67% of respondents strongly agree, & 15.40% respondents have a neutral approach to this. And there is no any kind of disagreements raised from the respondents.

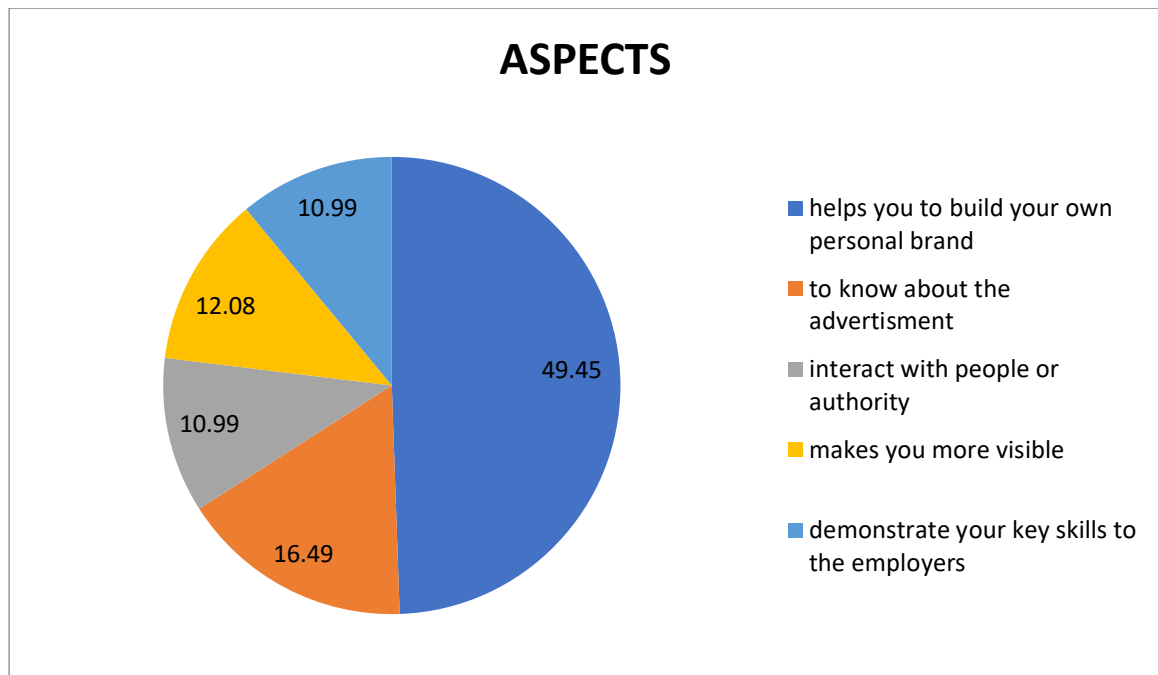
Table 4:9 What aspects of the social media Appeals you the most

Aspects	Respondents	Percentage
Helps you to build your own personal brand	45	49.45%
To know about the job advertisement	15	16.49%

Interact with people or authority	10	10.99%
Makes you more visible	11	12.08%
Demonstrate your key skills to the employers	10	10.99%
Total	91	100%

Source : primary data

Table 4:9 What aspects of the social media Appeals you the most



INTERPRETATION

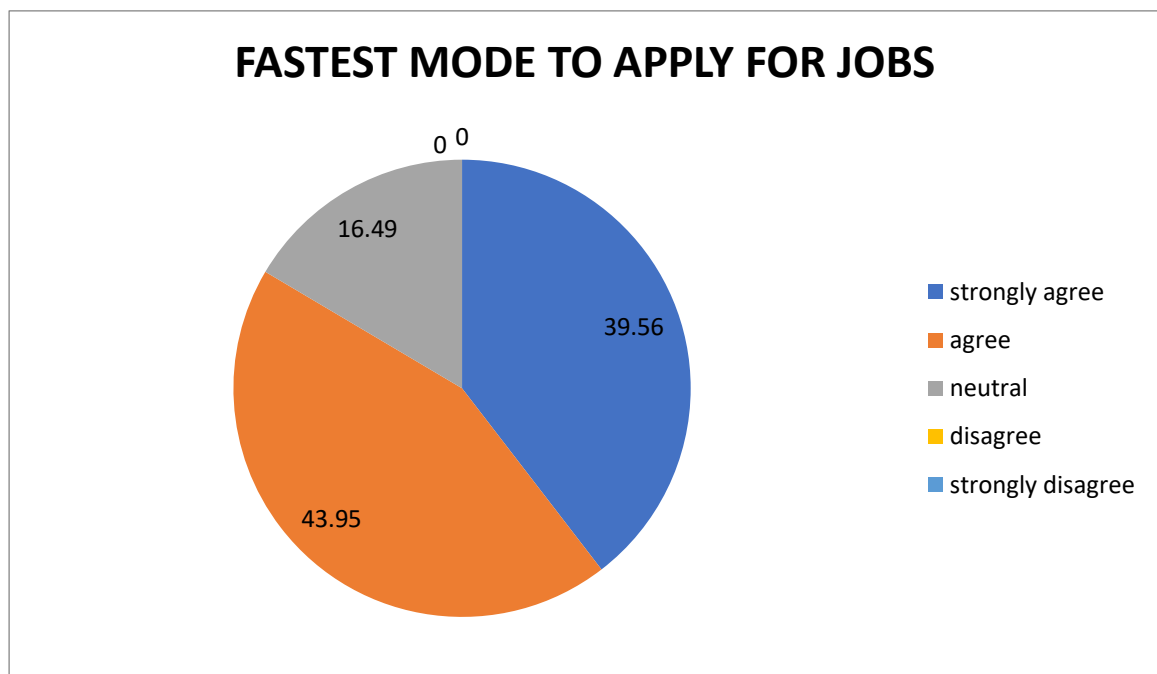
From the above table, there are 5 aspects of social media appeals. Helps you build your own personal brand 49.45% of respondents are agreed, 16.49% of respondents respond as To know about the job advertisement. 12.08% of the respondents respond as makes you more visible and 10.99% people responded as interact with the people or authority, demonstrate your key skills to the employer.

Table 4:10 Do you agree that social media is the fastest mode to apply for jobs

Fastest mode to apply for jobs	No. Of Respondents	Percentage
Strongly agree	36	39.56%
Agree	40	43.95%
Neutral	15	16.49%
Disagree	0	0%
Strongly disagree	0	0%
Total	91	100%

Source : primary data

Chart 4:10 Do you agree that social media is the fastest mode to apply for jobs



INTERPRETATION

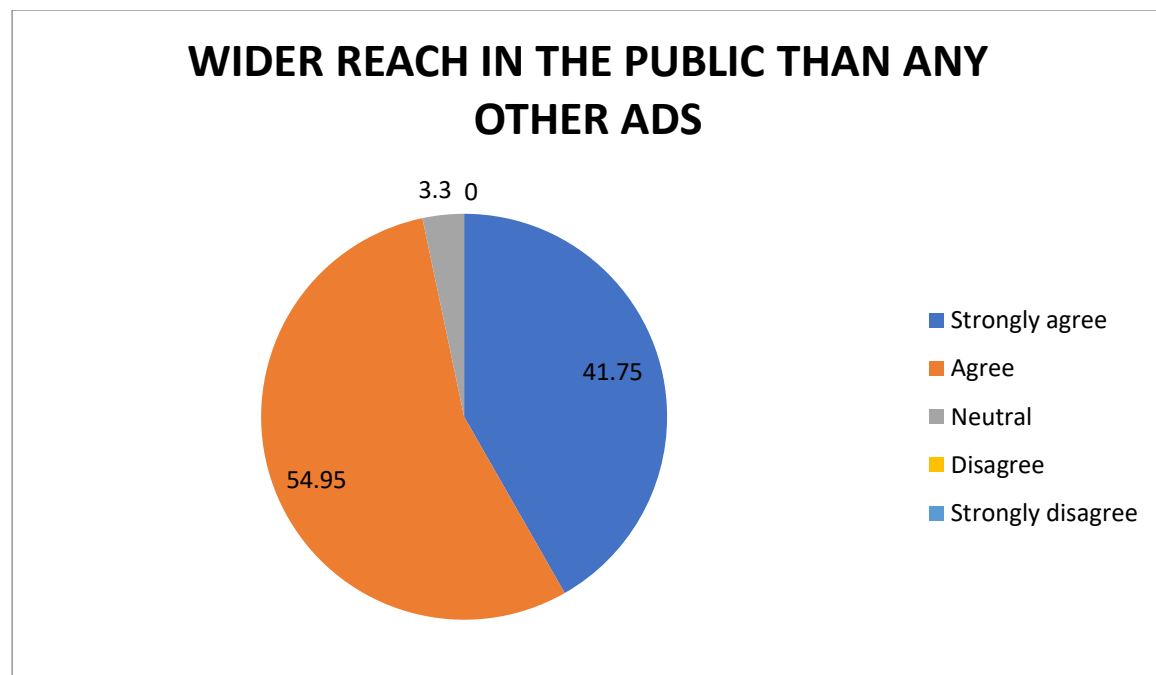
From the above table social media considered as the fastest mode of Applying for jobs. 39.56% of respondents are strongly agree to this. Most of 43.95% of respondents are agreed that the statement. 16.49% respondents take a neutral opinion about this statement . So we can analysis that more than half respondents agree that the social media is the fastest mode of apply for job.

Table 4:11 Do you agree that online advertising is wider reach in the public than any other modes of advertisement

Wider reach in public	No. of Respondents	Percentage
Strongly agree	38	41.75%
Agree	50	54.95%
Neutral	3	3.3%
Disagree	0	0%
Strongly disagree	0	0%
Total	91	100%

Source : primary data

Chart 4:11 Do you agree that online advertising is wider reach in the public than any other modes of advertisement



INTERPRETATION

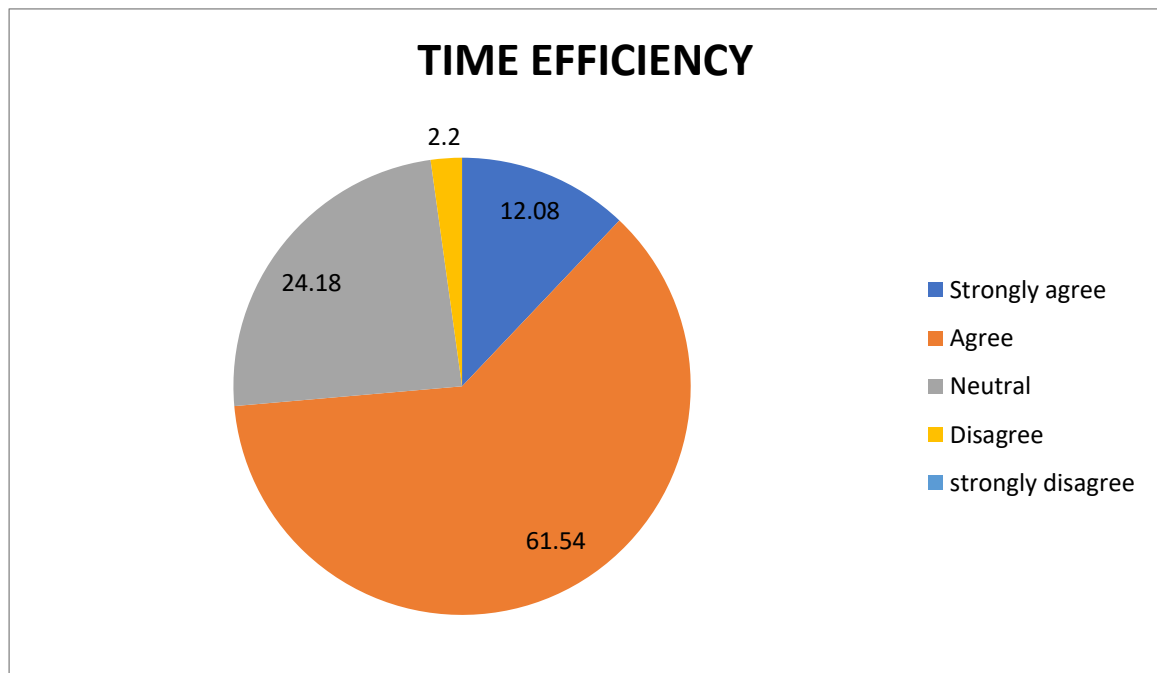
From the above table , 54.95% of the respondents agreed that the online advertising is wider reach in the public than any other modes of advertisement, 41.75% of the respondents strongly agreed, and 3.3% of the respondents have a neutral respondent.

Table 4:12 Do you agree that statement time efficiency of social media in recruitment is essential

Time efficiency	No. of Respondents	Percentage
Strongly agree	11	12.08%
Agree	56	61.54%
Neutral	22	24.18%
Disagree	2	2.2%
Strongly disagree	0	0%
Total	91	100%

Source : primary data

Chart 4:12 Do you agree that statement time efficiency of social media in recruitment is essential



INTERPRETATION

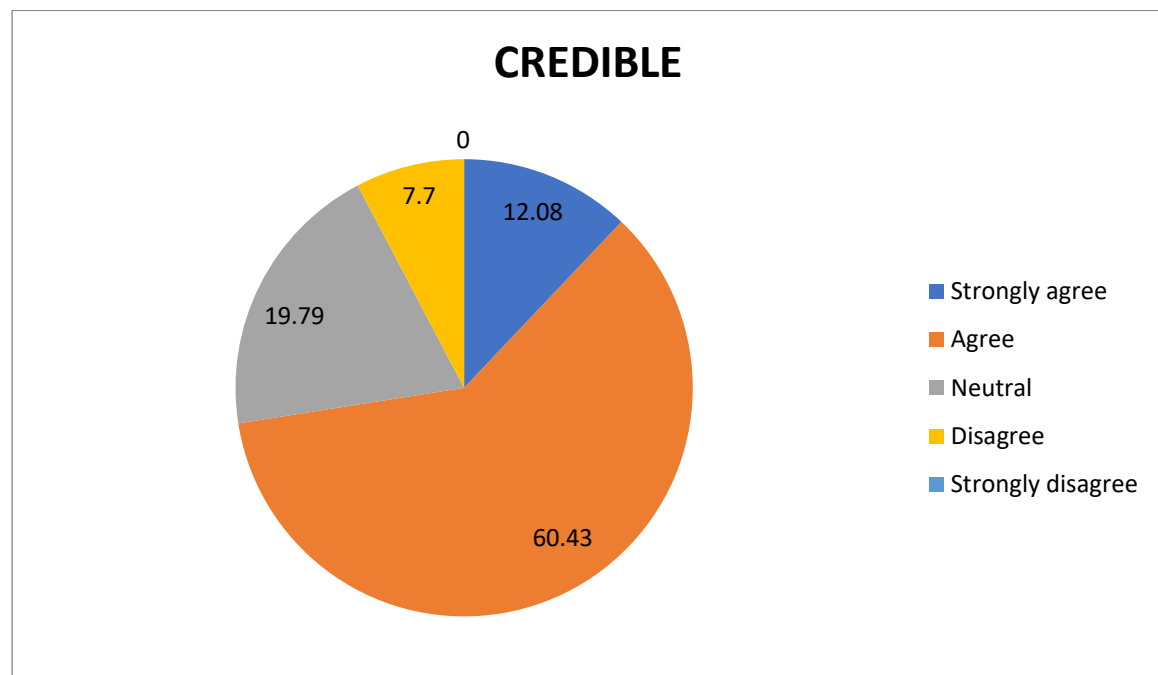
From the above the table, 61.54% of the respondents agreed that time efficiency of social media in recruitment is essential. 24.18 % of respondents have a neutral approach to this statement. 12.08% of the respondents strongly agreed and 2.2% of respondents disagree this agreement.

Table 4: 13 Do you agree that social media job opportunities credible in recruitment

Credible	No. of Respondents	Percentage
Strongly agree	11	12.08%
Agree	55	60.43%
Neutral	18	19.79%
Disagree	7	7.7%
Strongly disagree	0	0%
Total	91	100%

Source : primary data

Chart 4: 13 Do you agree that social media job opportunities credible in recruitment



INTERPRETATION

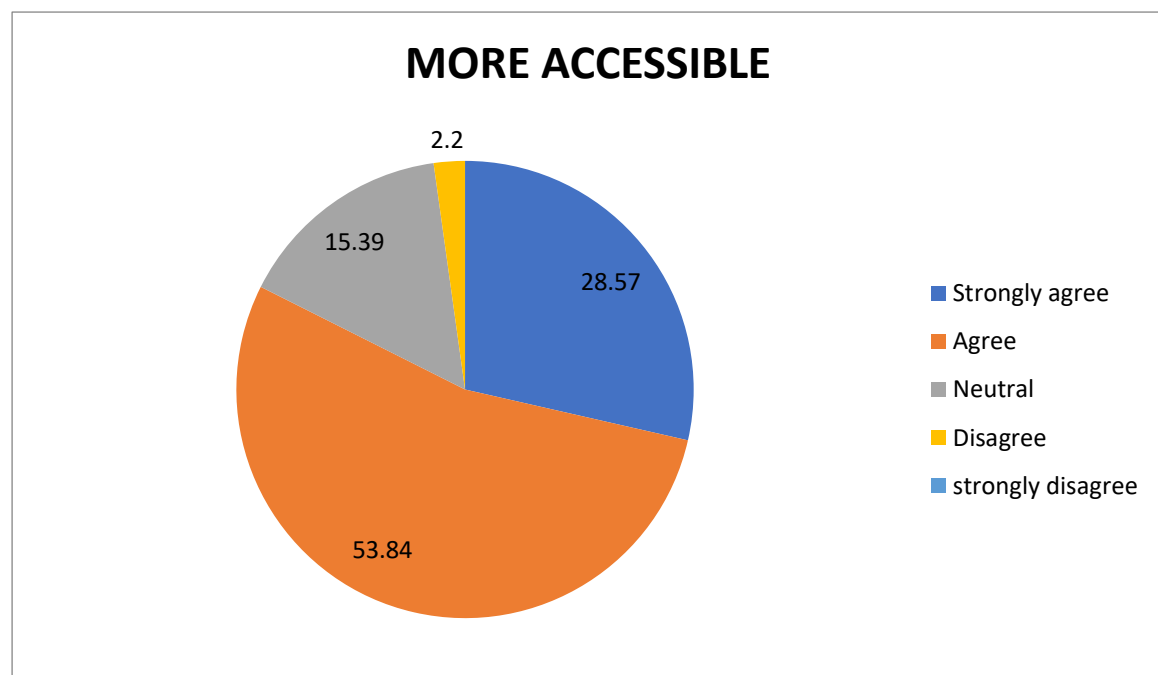
From the above table 60.43% of respondents are agreed to this statement. 19.79% of respondents have a neutral opinion about this statement. 12.08% of respondents are strongly agreed and 7.7 % disagree to this statement.

Table 4: 14 Do you agree that applying through job portals and social media networking sites are more accessible for a job seeker

Accessibility	No. of Respondents	Percentage
Strongly agree	26	28.57%
Agree	49	53.84%
Neutral	14	15.39%
Disagree	2	2.2%
Strongly Disagree	0	0%
Total	91	100%

Source : primary data

Chart 4: 14 Do you agree that applying through job portals and social media networking sites are more accessible for a job seeker



INTERPRETATION

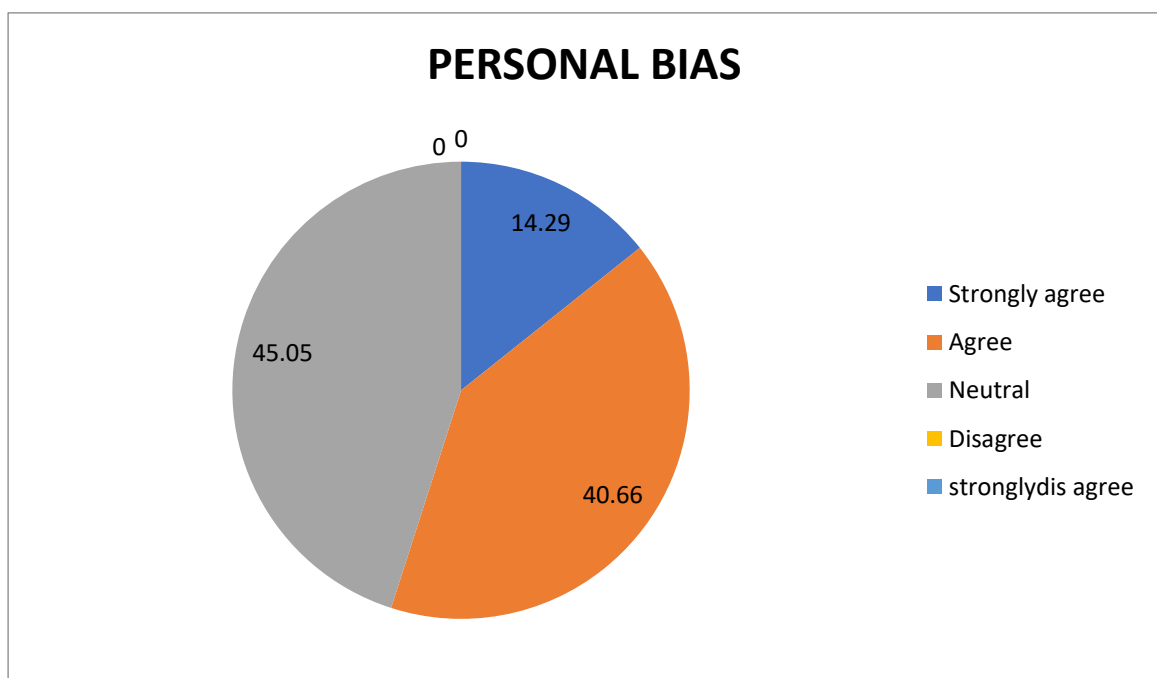
From the above table, 53.84% of the respondents are agreed applying through job portals and social media sites are more accessible for a jobseeker , 28.57% of the respondents are strongly agreed 15.39% of respondents have a neutral opinion to this. 2.2% of the respondents have disagreement to this statement. So we can say the social media sites are more accessible for a job seeker.

Table 4:15 Do you agree that there is no personal bias involved in the social media recruitment

Personal bias involved	No. of Respondents	Percentage
Strongly agree	13	14.29%
Agree	37	40.66%
Neutral	41	45.05%
Disagree	0	0%
Strongly disagree	0	0%
Total	91	100%

Source : primary data

Chart 4:15 Do you agree that there is no personal bias involved in the social media recruitment



INTERPRETATION

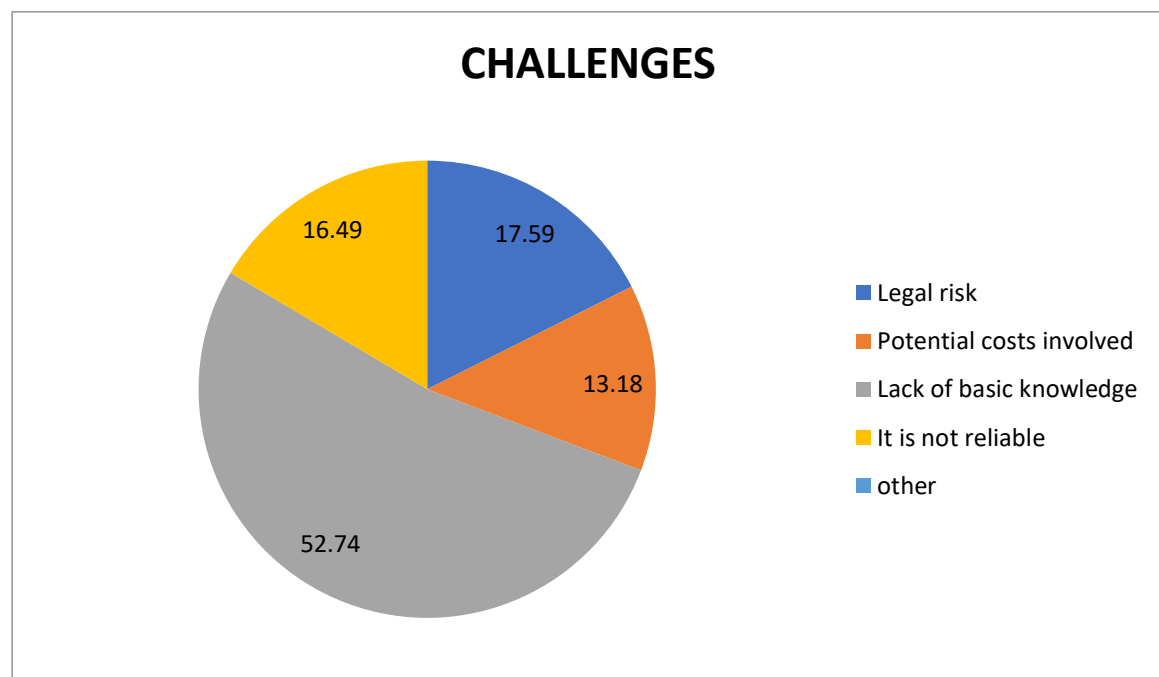
From the above table, 45.05% of the respondents have a neutral opinion there is no personal bias involved in social media recruitment. 40.66% of the respondents agreed 14.29% of respondents strongly agreed to this statement.

Table 4:16 What are the challenges you faced in a social media as you search for jobs

Challenges	No. Of Respondents	Percentage
Legal risk	16	17.59%
Potential costs involved	12	13.18%
Lack of basic knowledge	48	52.74%
It is not reliable	15	16.49%
Other	0	0%
Total	91	100%

Source : primary data

Chart 4:16 What are the challenges you faced in a social media as you search for jobs



INTERPRETATION

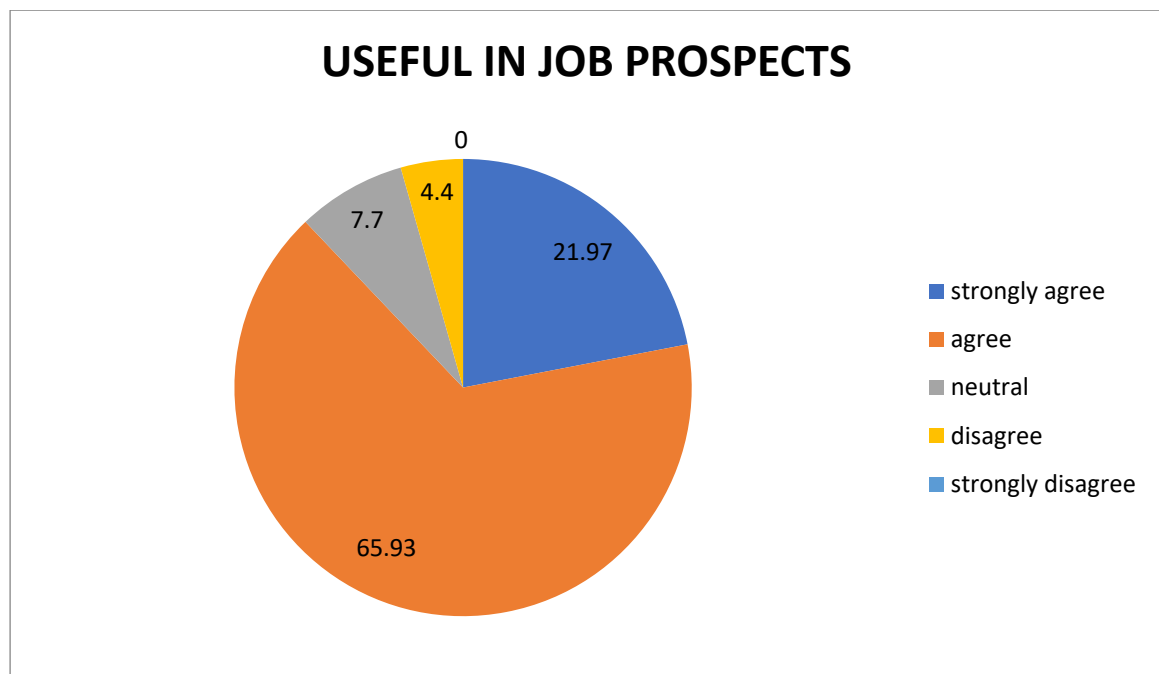
From the above table , there are 5 major challenges we analysis in this question. 52.74% of the respondents are Lack of basic knowledge is considered as the major challenge, 17.59% of respondents are considered the challenge as legal risk, 17.59% of respondents consider the challenge as it is not reliable and 13.18 % is considered as challenge is potential costs involved.

Table 4:17 Do you agree that the social media is useful in job prospects

Usefulness	No. of Respondents	Percentage
Strongly agree	20	21.97%
Agree	60	65.93%
Neutral	7	7.7%
Disagree	4	4.4%
Strongly disagree	0	0%
Total	91	100%

Source : primary data

Chart 4: 17 Do you agree that the social media is useful in job prospects



INTERPRETATION

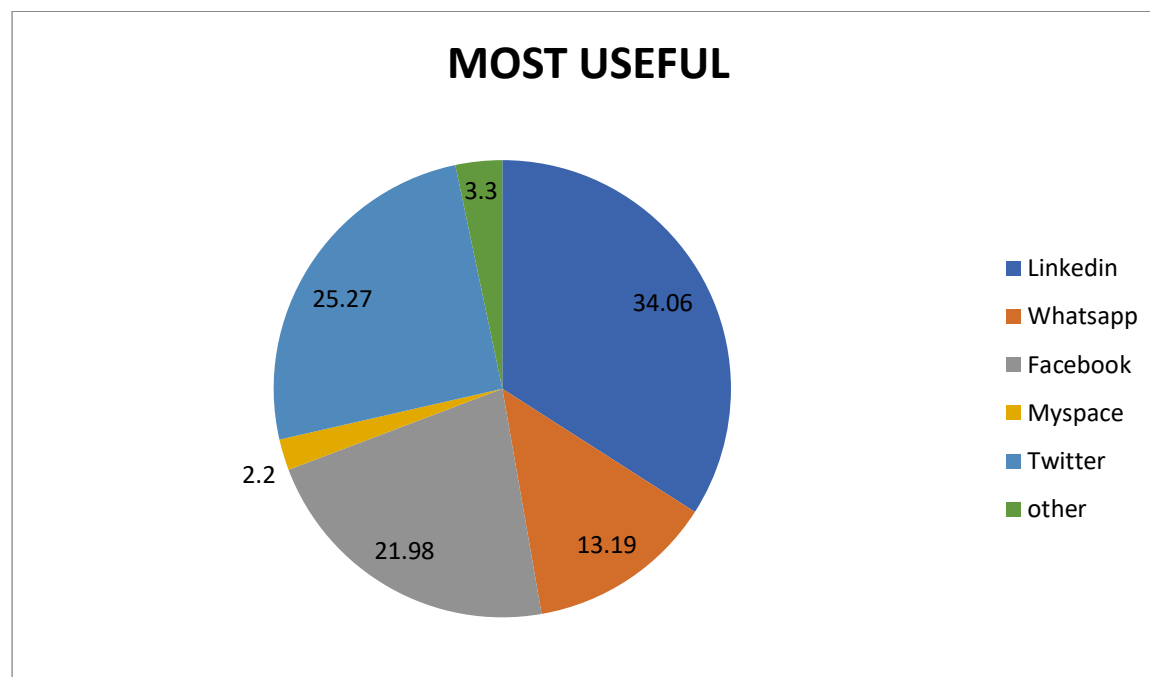
From the above table, most of the respondents are agree to the social media is useful in job. 65.93% are agreed and 21.97% of respondents are strongly agreed. 7.7% of the respondents have a neutral opinion to this statement. 4.4% are disagree to this. So the social media is useful in job prospects.

Table 4: 18 In different social media networks which ones do you believe are the most useful for a job seeker

Social media networks	No. of Respondents	Percentage
LinkedIn	31	34.06%
Whatsapp	12	13.19%
Facebook	20	21.98%
My space	2	2.2%
Instagram	23	25.27%
Other	3	3.3%
Total	91	100%

Source ; primary data

Chart 4:18 In different social media networks which ones do you believe are the most useful for a job seeker



INTERPRETATION

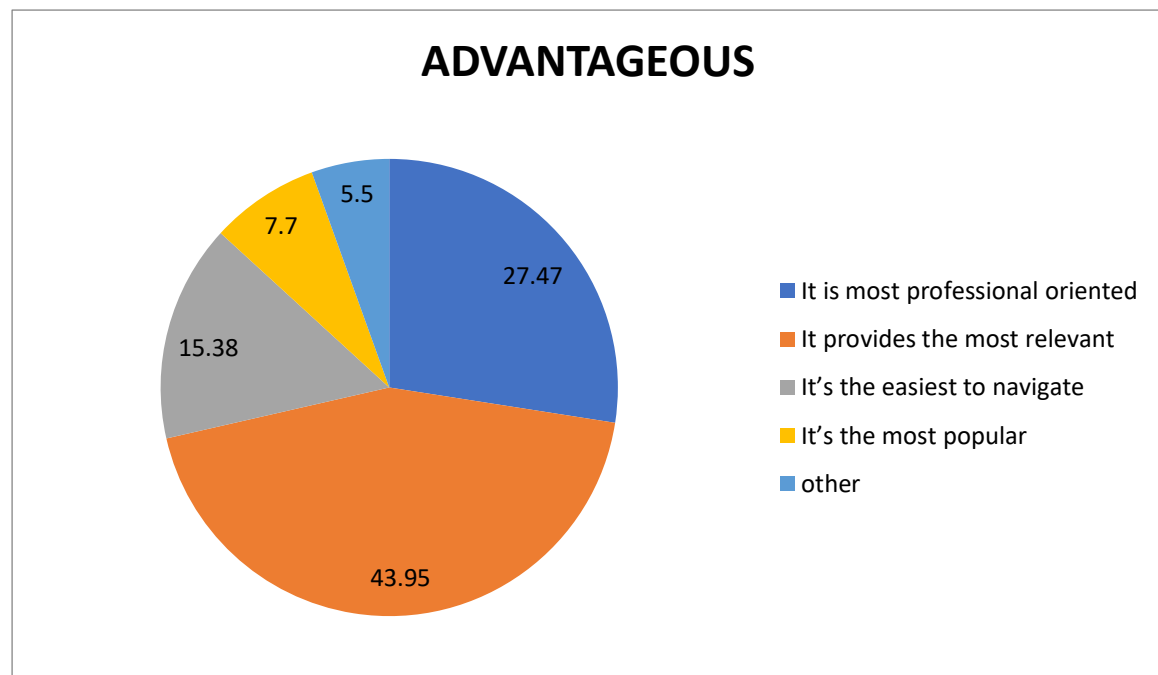
From the above table, 34.06% of respondents said that the LinkedIn is the most useful for a job seeker. Instagram is the 2nd most response for most useful for job seeker 25.27%. 21.98 % Facebook considered the most useful one. WhatsApp as 13.19% is the respondents and 2 % is the respondents used as Myspace. 3.3% of respondents used other types of social media for a job purpose.

Table 4: 19 Why do you believe your top choice is most advantageous

Advantageous	No. Of Respondents	Percentage
It is most professional oriented	25	27.47%
It provides the most relevant	40	43.95%
It's the easiest to navigate	14	15.38%
It's the most popular	7	7.7%
Other	5	5.5%
Total	91	100%

Source: primary data

Chart 4:19 Why do you believe your top choice is most advantageous



INTERPRETATION

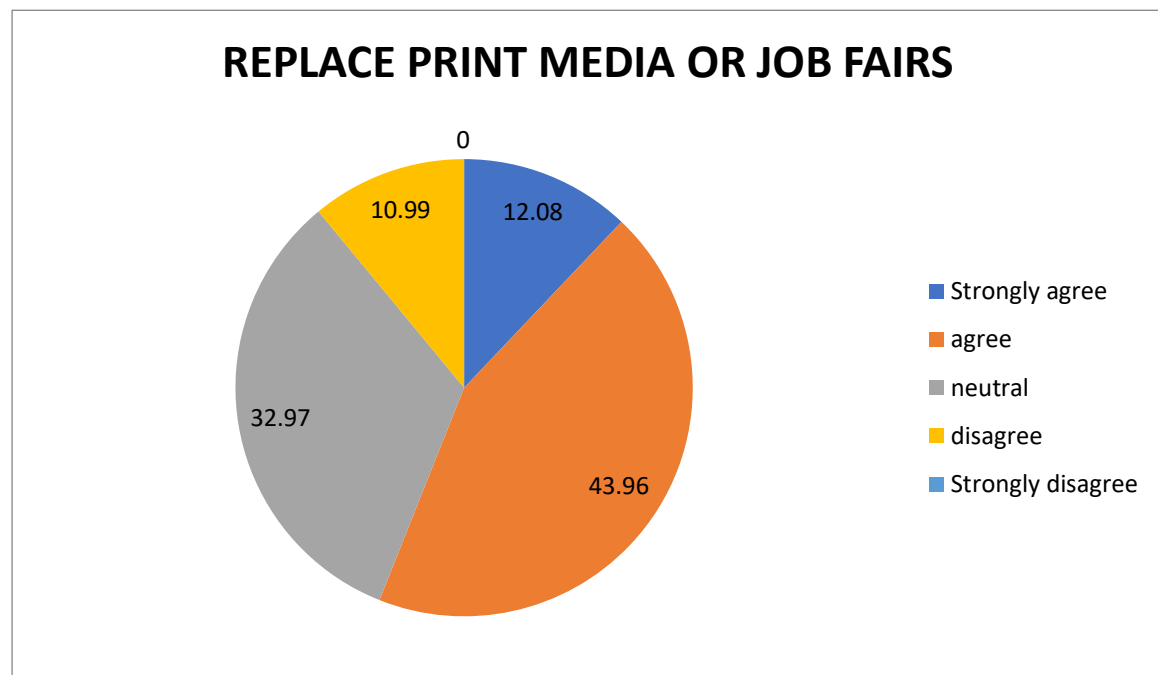
From the above table , There are 5 advantageous we analysis in this question. 43.95% of respondents are said that the most advantageous thing is It provides the most relevant. 27.47% of respondents are said that It is most professional oriented. 15.38% of the respondents are said that It's easiest to Navigate and 7.7% respondents said that it's the most popular and 5.5% said other is most advantageous.

Table 4:20 Do you agree these social media will soon replace print media or job fairs

Replace	No. of Respondents	Percentage
Strongly agree	11	12.08%
Agree	40	43.96%
Neutral	30	32.97%
Disagree	10	10.99%
Strongly disagree	0	0%
Total	91	100%

Source: primary data

Chart 4:20 Do you agree these social media will soon replace print media or job fairs



INTERPRETATION

From the above table, 43.96% of respondents are strongly and agreed to the statement social media will soon replace print media and job fairs. 32.97% respondents have a neutral opinion for this. 12.08% of respondents strongly agreed and 10.99% are disagree to this statement.

Findings

- According to the study conducted it is clear that majority (87.90%) of the respondents fall into the category of age group 20 to 30.
- From the study it is clear that majority (60.43%) of the respondents are female.
- From the study majority (61.54) of the respondents are post graduates, of people are above the graduation.
- From the above study (25.27%) Most of the people familiar with the whatsapp .
- According to the study The frequency with which the respondents visit social networking websites was Inquired, with over (66%) in daily manner.
- Most of the respondents (25.27) Instagram were once again asked to rank from 1 to 5 the websites they personally use The most.
- Majority (92.30%)of the respondents are used to access the social media feed in Mobile phone.
- Majority (54.93%) of the respondents are said that the most of the aspect of social media they try to use is To know the about the job advertisement.
- Most (49.54%)of the respondents Social media considered as the fastest mode of Applying for jobs. Most of of respondents are agreed that the statement.
- Most (43.95%)of the respondents said that they strongly agree that the online advertising is wider reach in the public than the any other modes of advertisement.
- Majority (54.95%)of respondents agreed that time efficiency of social media in recruitment is essential.
- Majority (61.54%) of respondents are agreed that social media job opportunities are credible in recruitment. of respondents are agreed to this statement.

- Majority (60.43%) of respondents agree that applying through job portals and social media networking sites are more accessible for a job seeker .
- Majority (53.84%) of respondents have a neutral opinion with the statement there is no personal bias involved in social media in recruitment.
- Most of the respondents considered Legal risk is considered as the major challenge (40.05%) respondents are agreed.
- Majority (52.74%) of the respondents are agree to the social media is useful in job. 60% are agreed.
- Majority (65.93%) of respondents said that the LinkedIn is the most useful for a job seeker.
- Most (34.06%) of the respondents LinkedIn is considered as the most advantageous is professional oriented .
- Most of the respondents (43.95%) are strongly and agreed to the statement social media will soon replace print media and job fairs.

Suggestions

- An increased awareness on social media devices for job prospects and recruitment especially for the job seekers.
- Organisation should come forward and take initiative to make use of the social media for talent Acquisition purpose so that they could meaningfully engage with the new-gen job seekers.
- HR managers shall invite job seekers to visit the company websites and encourage them to post Comments and carry out on-line interface with it.
- The webpages of companies are to be monitored and updated every day and they will have to be Made more user-friendly.
- Use social media for making the recruitment efforts effective mainly by reducing the recruitment Lead time.
- Substitute the traditional CV/resume system by posts, comments and blogs.

Conclusion

Social media recruitment offer a powerful tool for recruiters to Reach a pool of qualified candidates that they might not Otherwise be able to reach without social media connections The potential employees can steer the business towards Excellence and reach competitiveness in the market. Establishing your company within social networks also exhibit A lot about your company to potential candidates and will Create the perception that your company wants to connect with Them. Social recruiting is another strategy you can use to find The best candidates before your competition, but it is not a Complete solution. It must complement your other recruiting Programs. The legal risks are real, and they should be Considered as you examine your overall recruiting strategy. Now Social media is considered as an effective tool for Recruitment. A recruiter can use Social media as a tool for Recruitment.

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Questionnaire

I ,Aleena K A, MBA Student of Naipunnya Business School, am conducting a survey to **Role of Social Media in Recruitment: A study reference to M. P Dominic and company Aluva.**

The responses provided by you will be kept confidential and will only be used for research purposes.

I request your kind cooperation for the same.

1. Age

- Below 20
- 20 – 30
- 30 – 40
- Above 40

2. Gender

- Female
- Male
- Other

3. Qualification

- Post graduation
- Graduation
- Plus two
- SSLC
- Other

4. Name some social media familiar to you for job searching?

- Twitter
- Whatsapp
- Facebook
- Instagram
- LinkedIn
- Blogs
- MySpace
- Other

5. How often you visit your preferred social media for job hunting?

- Every hour
- Daily
- Every two days
- Once in week
- Every other day

6. Rank the social media is use most?

- Facebook
- Instagram
- LinkedIn
- MySpace
- WhatsApp
- Twitter
- Other

7. What is your go-to device to access your social media feed?

- Mobile phone
- Tablet
- Laptop
- Desktop
- Other

8. Do you agree that social media recruitment is an effective way to apply jobs than the old traditional method of gathering?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

9. What aspects of the social media appeals you most?

- Helps you to build your own personal brand
- To know about the job advertisements
- Interact with people or authority
- Makes you more visible
- Demonstrate key skills to the employers

10. Do you agree that social media is the fastest mode to apply for jobs?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

11. Do you agree that online advertising is wider reach in the public than any other modes of advertisement?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

12. Do you agree that time efficiency of social media in recruitment is essential?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly agree

13. Do you agree that social media job opportunities are credible in recruitment?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

14. Do you agree that applying through job portals and social media networking sites are more accessible for a job seeker?

- Strongly agree
- Agree

- Neutral
- Disagree
- Strongly disagree

15. Do you agree that there is no personal bias involved in social media recruitment?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

16. What challenges you faced in a social media search for jobs?

- Legal risk
- Potential costs involved
- Lack of basic knowledge
- It is not reliable
- Other

17. Do you agree that the social media in job prospects?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

18. In different social media networks which ones do you believe are the most useful for a job seeker?

- LinkedIn
- Twitter
- Facebook
- Instagram
- MySpace
- Other

19. Why do you believe your top choice is the most advantageous?

- It is most professional oriented
- It provides the most relevant

- It's the easiest to navigate
- It's the most popular
- Other

20. Do you agree that social media will soon replace print media or job fairs?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Role of social media in recruitment : A study with reference to M. P Dominic and company, Aluva
Ashokapuram