A Study On The Influence Of Social Media On Contemporary Recruitment Practices

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ABSTRACT

After covid 19 everyone starts using social media as it is very friendly and includes less cost. Recruitment is the process of acquiring the best talent for the organization. So social media helps organization to attract many applications and select the best one for the Job. This paper explains the influence of social media on recruitment practices and how organizations will select personnel. The study is based on secondary data, and the objective of the study is to know about recruitment practices through social media. social media is more used after pandemic. Because it includes very little time to apply and to give full information of personal through social media application. As everyone gives full information on their feeds, it includes pictures and background of their study. Which helps organizations to easily watch the details and send quick notifications for applying for jobs. Using facebbok,twitter, linkedin, indeed helps us to search for a good job according to our qualifications and standards.

Keywords: -Social media, pandemic, organization, LinkedIn

INTRODUCTION

Social media is the platform where we are connected. With people all over the world with the help of the Internet. It helps us in all ways to recruit and select the employees in the organization. It is a task to select the perfect employee at the right time for the perfect job. In the traditional method, the recruitment is done through some internal and external methods which involve gate hiring, references etc. Internal Recruitment Sources are more beneficial for the organization as it involves less cost and time. The influence of social media now Is so popular for different types of recruitments. Everyone is using Facebook, Instagram, LinkedIn, Indeed and other platforms for searching jobs. The social media platforms are not costly because we just need an Internet to reach an organization. Recruitment is the process of attracting the the best talent. Either people living in urban or rural areas are aware about social media and know how to explore new things or the Internet. Social media helps to find a job Just sitting at home

Now the question arises. How people Using and applying for jobs in different social media platforms. Nowadays, LinkedIn is on the top for recruitment. Here, a person who wants to Apply for a job needs an ID in on LinkedIn. That person will make a profile related to the qualifications.

Organization is hiring personal Through different social media platforms which involve less cost and no wastage of time. It is a very simple process if qualification meet the vacancy, then it automatically comes to your field, and you can apply and submit the resume. Due to social media people who are not using these platforms are suffering a lot and don't get a job on time prefer traditional way they still and apply the

application in physical form. Recruitment is all about attracting the best talent for the organization. In traditional method there was less use of social media but there is a limitation in modern method data those who are using social media can apply and become more aware instead of those who are not using any platform connected to Internet. 2 social media recruitment become easy for both employer and personal to recruit Because it clearly shows the qualification details needed for a job.

The main drawback of using social media is Internet some people are not aware about Internet especially in rural areas because of connectivity and because of this the information get skip. The influence of social media has a great impact on recruitment without wasting time they easily call those people for interview who qualify the vacant post. And this is the best method to find the best resume after reviewing all the applications. Everyone wants to save time and money. So, it can be done through social media just by sitting at home you can apply, and employer can find your resume. Like indeed there is just you must search the area where you want to join near your place.

REVIEW OF LITERATURE

- The impact of social media on recruitment: are you linkedin?- In this paper the author discussed about how LinkedIn identify and want the best talent for an organization the purpose of the researchers how it impacts the social media on recruitment process in South Africa this study focuses on LinkedIn has major impact on recruitment specially in South Africa findings are despite using the traditional method use social media is best. There use of Twitter and Facebook is lessons South Africa (Tanja Koch)

- In this book "social media as a Personnel Selection and Hiring Resource: Reservations and Recommendations" the author discussed how social media recruits and selects employees. What are the legal practices that follow and what kind of problems are faced by the personnal while applying for job. Biases have arisen while using social media in talent acquisition ((Mark N. Bing Ph.D)

- In this study "Understanding Social Media Logic"it is observed and examined that dynamic between social media platform by calling social media Norms, strategies, Economies understand how it affects the various domains. Concentrate on the tactics and strategies to recruit a personnal. It is affecting them in formal interventions and professional recruitment. It also explains how social media helps the institutional boundaries to select a talent. The author discussed about the different platforms of social media like Twitter, Facebook, mass media etc.(Thomas Poell)

- This paper "Online and social media recruitment: Hospitality employer and prospective employee considerations" aims to reflect the online recruitment in hospitality organization. Discussed about the employee and employer Wanted relevance. Secondary data are used to collect the information findings of the study are consideration of employees including website attributes brand reputation. This paper provides a basis for understanding the impact of online and social media recruitment trends and issues (Adele Ladkin)

OBJECTIVE

- To study the influence of social media in recruitment process
- To study the difficulty faced by employer in searching the resume through social media
- To study the impact on employees through social media recruitment
- To study the level of satisfaction employer, get by social media platforms

LIMITATIONS

This study only focuses on the modern way of recruitment and not the traditional method. Here the employer can become biased by not watching the application of any person applied for the post and some applications can be skipped due to lack of time and which may affect your selection of talent acquisition.

RESEARCH METHODOLOGY

This study is conducted on secondary data based on general books, articles and newspapers. This study is focused on social media recruitment and how it influences recruitment practices.

FACTORS INFLUENCING SOCIAL MEDIA RECRIUTMENT PRACTICES

- Easy to use -It is easy to use with the Internet connection and provides detailed knowledge of person who is applying for job. Organization feels free to send the notification to a particular person
- Privacy concern -The social media platform secures data. People can apply in a particular organization and that organization will keep your data safe.
- No wastage of time and money- it is less paperwork because you don't have to print the application and submit it in physical form Here you just must apply online through your devices and organization can keep your data for the further process.
- Getting knowledge of organization and personnel- Organization will find the information of person by watching the social media account as they also post pictures so up knowledge of background can be known easily buy a employer and if they feel attractive, they will send the notification to apply for a job.

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