

Report

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The Role of Social Media Tools ¹ in the Recruitment of Staff

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INTRODUCTION

In today's dynamic and digital world, every company, firm, industry, and sector has to quickly adapt itself to the rapid digitalization and actively adopt technology. In just 20 years, with the internet boom and then the introduction of smartphones, a huge impact has been on all the sectors and it has radically transformed them. Companies that did not keep up with the digitalization are long gone (Hillyer, M. 2020). Businesses are adopting to new means of hiring that are more efficient than traditional hiring processes. It is now a common practice of companies to hire employees through the use of Information Technology, called "E-recruitment". However, a recent phenomenon is seen that companies and businesses are now utilizing and integrating social media platforms in their process of hiring (Mars, and Weir, 2019).

Companies are now very much active in building their online presence and brand image on social media platforms. People are now connected with the companies through social media platforms and following the businesses. This helps the companies to hire competent and talented individuals, and it also makes it easy for people to find a job. Although E-recruitment is generally not bad, though it can have some major issues like privacy, confidentiality, ownership, consent, and misuse of data (Febrian et al., 2022). Generally social media platforms are used for personal use which generates a huge amount of data called "Big Data". This Big Data has intrigued and caught the eyes of many hiring professionals which are now hiring new talent with the aid of social media such as LinkedIn, Facebook, Indeed, and many more.

5 MAIN DISCUSSION

E-recruitment

E-recruitment is the practice of finding and attracting potential candidates through the Internet, and then hiring the shortlisted individuals after assessment and interviews. Nowadays, most employers are using social media tools to hire as it saves time and resources. It also has made the process of finding a job easy for people as compared to traditional hiring processes.

4 Social Media and Social Networking Sites

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Social Media (SM) is defined as the collection of various internet applications that are based on Web 2.0. Social media solely depends on the end user providing the content rather than an author,

and this kind of social media is referred to as Social Networking Sites (SNSs) such as LinkedIn and Facebook.

Utilising Social Media for E-recruitment

For many years, recruiters have been utilizing job sites to post vacancies to hire individuals. This has reduced the time, money, and effort of both employers and job seekers. However, companies are now making their social media pages for E-recruitment on platforms like Facebook and LinkedIn.

Social Networking Information

Social Networking Information (SNI) is the data created by users using Social Media. Nowadays, almost all the employers that do E-recruitment utilize Social Networking Information to find a suitable candidate. By utilizing this information, recruiters can assess the individuals and identify red flags based on their personal content and sensitive information. This secondary data provides the employer with additional information about the applicant not found in the CV or application form (Rahman et al., 2020).

Advantages of SM/SNSs in E-recruitment

The popularity of this new form of electronic recruitment that utilizes social media is due to the advantages it provides to recruiters. Some of the advantages are given below.

- ***Time and Cost Savings***

Posting an advertisement on social media such as LinkedIn and Facebook is almost free, takes little to no time, and saves up a lot of resources required for traditional hiring processes. It also saves the time and effort of the job seeker.

- ***Readymade Information***

Social Media also provides some readymade information about the candidate to the employer like education, hobbies, and interests which makes it easy to gain relevant information about the candidate beforehand.

- ***Relationship Building***

Employers can also find passive job seekers on SNSs whose information is available on their profile like on LinkedIn and they can connect with the candidate and offer an opportunity if the person is found suitable for the available role in the company.

- ***Avoid Negligent Hiring***

The recruiter can utilise Social Media to gain information about the candidate and help discover the candidate's incompetence, criminal behaviour, and other possible attribute to avoid hiring that individual.

Disadvantages of Social Media Recruitment Tools

Like every technology, E-recruitment and social media recruitment tools also have some inherent issues and challenges. Some of the major disadvantages are given below.

- ***Ethical issues***

Many people argue that the use of personal information found on SNSs for recruitment purposes is unethical as that content is not related to the job.

- ***Information Overload***

With ease of access, many applicants apply for jobs that do not qualify for the time. This created a burden on the recruiter to find a suitable candidate among hundreds of applications.

- ***Neglecting the Candidate***

Employers do not hire individuals who have a history or a trace of unprofessional or explicit content on Social Networking Sites (SNSs). This is a major issue as the information gained may not be true.

- ***Biasness***

Many employers are utilizing information about the candidate found on SNSs and create a perception which may not be true about the candidate which results in neglect and rejection on this basis.

- ***Legal and Privacy Concerns***

E-recruitment is giving rise to legal concerns. It is not legal for employers to search the personal information of a candidate and evaluate based on this information (Hosain, Arefin, and Hossin, 2020).

CONCLUSION

In conclusion, social media offers many advantages for employers to find, attract and hire a candidate who is the best fit for the role. Businesses should thoroughly understand the nuances of these recruitment tools to utilize them for attracting upcoming talent. Businesses can employ creative strategies for E-recruitment by understanding the advantages and disadvantages of SM recruitment tools and utilizing them for their benefit.

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