

BUSINESS REPORT

APETITE FOR ORGANIZED RECRUITMENT PROCESS: INTEGRATION OF SOCIAL MEDIA AFTER COVID-19

INDUSTRY: DIGITAL MARKETING & COMMUNICATIONS
CASE STUDY TOPIC: INTEGRATION OF SOCIAL MEDIA IN RECRUITMENT PROCESS

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EXECUTIVE SUMMARY

The largest global health crisis of the century hitting the current business world as a whole is undoubtedly the COVID-19 disease caused by the Coronavirus SARS-CoV-2. During a pandemic like the coronavirus, integration of social media in the recruitment processes of the firms are of high value. Human resource management in organizations have started to think aggressively and creatively for attracting and retaining the best talents with the help of social media. While most of the recruitment happens through social media platforms in the COVID-19 era, it is essential to identify an appetite for an organized recruitment process which brings out the best results during this crisis. The report identifies the best social media platforms and have come out with detailed discussion of the findings of the study which can enhance the HR expertise in the digital marketing and communications industry. For achieving the best results ,a set of defined primary and secondary questions were used to achieve the best result of a consultancy approach. The report also assessed how companies can enhance their recruitment process from different angles of psychological well-being and safety of the employees. The best way to achieve effective and efficient recruitment goals are given through the consultancy recommendations which explains minute details to be considered by employers to retain and attract the best talents from the competitors.

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1.INTRODUCTION

The largest global health crisis of the century hitting the current business world as a whole is undoubtedly the COVID-19 disease caused by the Coronavirus SARS-CoV-2. The Virus is taking continuing tolls on human lives that it has led to humanitarian crisis. This has led the business world to rethink strategies which has effected the external and internal environment of business that has led to rethink for working in the new normal. Even after 6 months since its evolution in December, 2019, there have been no signs that an effective vaccine has been tested on human with a positive result of eradication. Rethinking on the new normal of doing business by behavioural decisions, hygiene practice and social distancing has highly impacted the offices and employees to move from traditional to virtual world. With the emergence of the pandemic situation, most of the knowledge workers have moved their studies by utilizing web based participant recruitment platforms to study and collect data for their research works. During a pandemic like the coronavirus, integration of social media in the recruitment processes of the firms are of high value as there are less chances for the right applicants to travel and attend interviews. Also the need for the right applicants who have to be well versed with the digital world can be assessed well by placing the recruitment strategy purely through the digital world. For consultancy approach of the report, the participants of the survey were recruited through social medias LinkedIn and Facebook. It is considered as the most popularly used online platforms during the COVID-19 pandemic for recruitment through social media as per a McKinsey Global Institute study in 2020.

1.1 Purpose of the report

Due to the pandemic companies have found very difficult to cope up with the right employees in each departments who can efficiently and effectively work through the transformation from traditional to digital world. It has become a challenging factor for companies to focus well on their HR department for identifying the best possible strategies to identify the right talent pool for Managing in a complex environment like the COVID-19 pandemic. This huge change has clearly stated that the new normal is working purely with the digital world which is a revolutionary change or can be called 'once in a generation shift'. The continuous outlook on economic changes that is uncertain due to the pandemic has led companies to choose strategies that are difficult to digest from what they were doing as a traditional approach. Companies have started to make changes by doing effective actions which helps them to survive through this COVID-19 recession. One of the top most priority for actions and changes which needed to be done through the HR department mainly deals with people management. The external and internal environment are disturbed so badly that HR department needs to tackle issues efficiently and effectively foreseeing the difficulties which can impact through the global pandemic. The present work environment needs effective talent pool which has the capacity to implement the decisive actions of the top leaders so that when the crisis end, they can be stronger than they are or they have survived well through the pandemic situation. From the recession of 2007-08, A study conducted by the McKinsey group stated that companies who have a through-cycle mindset will accelerate out of the recession with higher growth after the recession, it will be more than 150 percentage growth than the companies who have not taken effective actions during the tough times. Another study clearly states that the many of the companies even before the COVID-19 crisis planned to change their strategies in regard to the shift towards a digitized world.

To structure this business report in the right angle, experiences were drawn from Chinese companies which have proved and have moved ahead from the pandemic. Due to the relevance of the topic in the current situation, the business report was focused to analyse in a crisis situation which has impacted by the COVID-19 recession on digital marketing and communications industry. In this regard ,the report has tried to reach key objectives by answering the following questions for the best consulting approach on reporting based on the topic of case study ‘Integration of social media in recruitment process’.

Primary question:

- How should companies rethink their Human resources recruitment strategy through social media during a crisis?

Secondary Question:

- What value can a company create to join new talents to their company during a crisis from their competitor?
- How can you track brand value of your company during the pandemic and use it in attracting and engaging the best talents?

The report will address in detail the literature to come out the best findings and results .It also leads to consultancy recommendations in regard to the need for integration of social media in recruitment during a crisis situation like the COVID-19 recession in the digital marketing and communications industry. The report will also identify recommendations or aligning the aim of the report toward the objective of the research with focus on a crisis situation with a conclusion that entails the importance of the study. This is based on the chosen topic of case study by using the techniques of managing in complex environment for digital marketing and communications industry.

2.DISCUSSION OF METHODS & FINDINGS

As per CNBC, the number of Americans unemployed during this COVID-19 emergency is at the highest with 36.5 million people which comprises nearly 16% of the population of the United States. With the pandemic related reasons people are finding it difficult to find full time jobs as many of the companies have redefined their strategies to manage the recession caused by the pandemic. Companies are finding it difficult to manage the talent pool and to recruit new talents in this pandemic situation as there are higher needs for recruitment or mass hiring in many of the industry sectors like technology, health care and telecom. Due to the crisis situation, it is important for companies to engage and attract the best talents towards them as the new normal is remote work and working under social distancing measures. In the UK, a survey was conducted using the top ranked social media platforms used by HR companies for recruitment to understand the best possible outcomes and the requirements of the companies and candidates for choosing the best companies and candidates by using the social media. The companies and candidates were from United Kingdom, Poland, Peoples Republic of China, India, Bangladesh, Middle-East countries (United Arab Emirates, Sultanate of Oman, Qatar, Bahrain). The identified social media platforms were LinkedIn and Facebook as per the McKinsey Global Institute social media trends data to get the best information possible to derive a good strategic fit for the objective of the research. LinkedIn helped to identify the right people in the HRM practices easily as the sole purpose of the platform is about making the HR practices easy through networking the professionals. Facebook helped to understand the social side of the candidate and also its new features which helped companies to expose their opportunities through the marketing communications in their platform. This has resulted in highlighting some important outcomes on the effect of the global pandemic in the internal and external environment of business.

2.1. COVID-19 RECRUITMENT & HUMAN RESOURCES ENVIRONMENT

To understand the need for social media in the recruitment process, it is very important to understand the impact of COVID-19 on the business environment and the HR management side of it. As we have started thinking about the new normal, the discussion tends to be of general nature which identifies observations and ideas for working with the new normal. For instance, work from home and flexibility practices followed to manage the operations. Every change in the organization starts with people and their management. It is very important to understand the impact on the basis of HR context and how it can be tackled with the help of new HRM practices. Many of the changes are likely to be common based on the country and can change depending upon the business environment of the country which should be expected. Many of these changes might look alike with the impact of globalization in business world, still there will be minor changes depending upon the political-socio-legal factors influencing the business in a particular country. Some of the important outcomes from the study are:

1. There have been a huge negative effect of the global pandemic in the industry, but it must be noted that many companies have been positively impacted with COVID-19. Many of the companies in the technology, social care, healthcare, social assistance, insurance, telecom and several sectors are positively impacted even though many of them have moved to working from home. Some of them in the UK have survived positively by using the furlough schemes offered by the government. Many of them have stopped hiring activities, but the positively impacted companies are actively hiring with changes in the HRM practices using the virtual presence of the candidate through social media and internet.

2. While many experts are forecasting that the work-from-home will be the future, Many of the respondents are expecting that the management is possible only for a limited time with active results and on a long-run the productivity can come down if they are meant to be working from home always. Most of the employees are working efficiently at the moment of ensure that their company survive through this difficult recession from the pandemic. Many of the companies and HR have still not identified the ways to measure performance and productivity as they have to research and understand new strategies as most of them are still working on improving the people management practices during this radical change from physical to the virtual world of work. It is a big uncertainty for the HR department to devote too much time on performance and productivity measures rather than managing the people management issues as most of them are optimistic that this will get back to normal after the pandemic.
3. Many of them have responded with some major issue in the people management with change management practices in HR. In general, employees have responded with agility and care to the consequence of the pandemic situation. This will not remain the same in a long-run. The importance of recruiting efficiently will become the prime importance of an organization as they need to know the candidate more effectively as they need to do all these procedures virtually. It is very difficult of explain many of the internal and external policies followed in the companies during this transition period. There needs to be a clear balancing act between the legal procedures of the country and the policies of the company. This will be highly challenging procedure on a long-run which could take the help of

social media platforms and needs time as many of the matters in regard to recruitment cannot be ignored. In many cases, the employees themselves have found themselves important and valued at this stage. The issues stated by them were the technologies used at home, the increase in their energy bills, the communication used. In some cases, it mostly dealt with supervision and performance issues as employee engagement can vary depending upon the activity of work. Most of them are really concerned about how the Department of the company will help in re-aligning and re-designing their benefits and performance management measures so that the right candidate is identified and given benefits. It has been understood that UK with its larger number of knowledge workers and researchers are working efficiently to take steps for tackling these issues by effectively adaptive measures to the new normal.

4. Employee well-being should be the prime consideration while looking at any people management issues with regard to the pandemic. Therefore safety should also become a part of it. While recruiting new employees during the pandemic it is very important to ensure that the newly recruited candidates have the psychological capacity to manage the work from home option as many of the candidates will not be able to adapt to a new workplace without direct training. Hence HRM practices should be developed to ensure that the training and development offered and the capacity of the candidate go hand-in-hand. This can ensure the safety and psychological well-being of a candidate as well as increase the productivity and efficiency of candidate during this difficult time of pandemic. It also adds value to the HR expertise of a company thereby more candidates will be attracted to join when their safety

and well-being is taken care which will go against the decision of high salary offered by competitors if any.

5. Some of the respondents identified that the employee willingness to participate in making effective changes in the HR practices will be highly helpful in increasing the business continuity. Their willingness to collaborate and create effective strategies for the professionals and the new candidates will help in managing an adaptable and flexible workplace during this crisis and in future if any. This helps in upskilling with agility. If these positive behaviours are encouraged, it can help in adapting to rapid changes with great pace effectively. In some cases respondents believed that their managers are not happy with working remotely and are not giving micro-responsibility to the team which they believe as unhelpful behaviour which can negatively impact their performance. This is usually because the managers are not ready to believe in micro-management as they still believe in getting back to the office and work. HR department should play an active part in giving expertise to the managers to tackle these micro-management issues by effectively working along with them beginning with 'trial and error' with employees who under perform. HR expertise should be increased in a way that the trust issues are managed well for increasing the employee performance while working remotely.

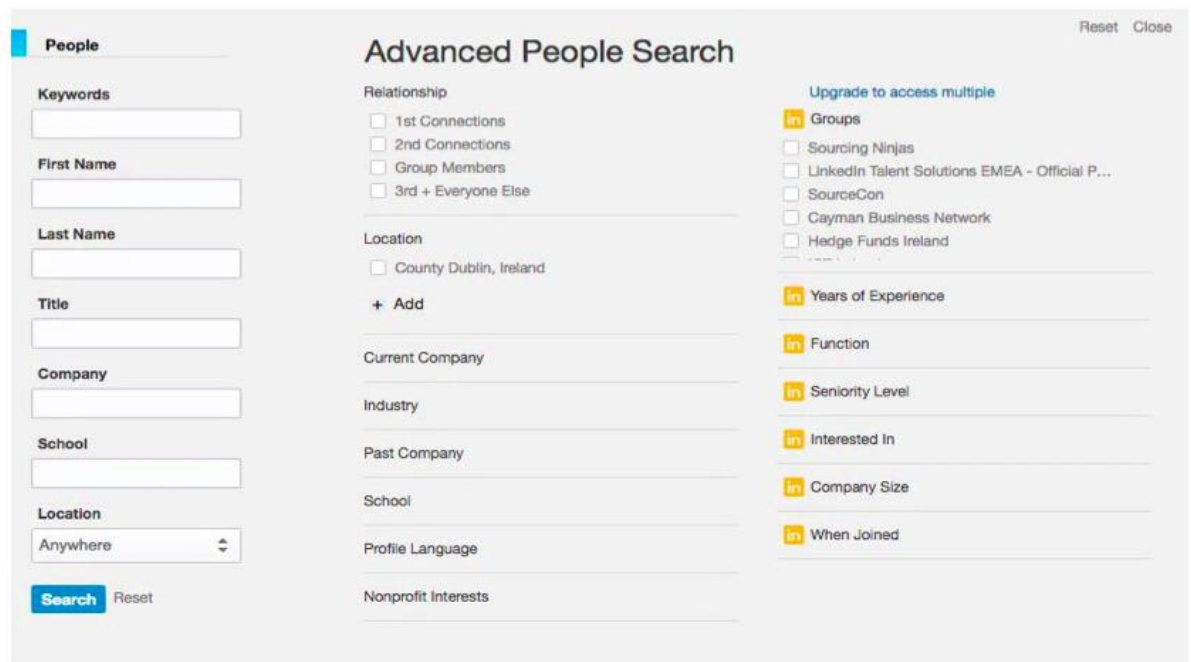
As most of the responses to our study was through the professionals in the HR departments and with professional who have good people management skills from proven companies during the pandemic. This is an area which will be broadened day by day as the topic itself is very new but is general in an HR aspect. Agility is the main concern at this time of crisis where organizations have to equip their HR expertise by learning new skills which will accept and disrupt traditional ways of managing employees and the business environment. The respondents come from all form of business which clearly states that the employees are required to have good basic skills with the technology to manage their employability which are existing or new. In regard to tech savvy employees they need to be very skilful in regard to helping the HR department which can benefit in increasing the employee performance and trust issues which can be discussed on a broader context of micro-management depending upon the area of business. It is very important that social media platforms can help in effectively recruiting the right candidates during the recession time with care and precision considering all these findings from the pioneers in HR world. As the study has gone international during the difficult times to ensure that the data should be general and add to the complex environmental issues of business and people management. Many of the issues faced are general and are similar to that of other countries .Therefore an assumption is made that the issues will be similar in most of the countries.

2.2. RECRUITMENT TRENDS DURING COVID-19 THROUGH MARKETING

This section of the report focuses mainly on marketing trends in recruiting the best candidates. Most of the HR department either have their own wing for managing this section or will outsource the marketing aspect of recruiting the best candidates. It is very essential in a crisis time like to work with the best marketing trend in recruitment for getting the best candidates with a competitive edge than the competitors in the industry. The research will be reporting a couple of trends in the report which can be used during this COVID-19 crisis and in future for better HR expertise through marketing the recruitment so that the reputation and acceptance on the prospect candidate increases. This is in fact used by many of the bigger organizations effectively by having their own specialized departments. Smaller companies can outsource this work to recruitment marketing companies or they can manage themselves by increasing their HR expertise depending upon the capacity of the HR professionals to manage the technological and marketing aspect with the right business strategy which matches the business setting. Some of the identified marketing trends are:

1. ***Marketing Technology*** – Different types of marketing tools in recruitment which helps in lead generation and analytics are very important in identifying the right candidates in business. Companies should have efficient HR professionals that can handle technology tools that can help in recruiting the best candidates through sophisticated marketing tools which bring the candidates search results direct to the company links through social recruiting automation tools.
2. ***Personalisation in recruitment*** - This is very important in recruitment process as the candidate puts a query related with a job search and the search word should align in such a way that the candidate is redirected to options related with working on your company or otherwise putting

yourself in candidates shoes. With the right automation tools, the candidates receives a response as a result which suits his preferences or persona. This is highly expected from business rather than the business expecting from the candidate to identify the right candidate from the virtual world.



The image shows the 'Advanced People Search' interface on LinkedIn. It is divided into three main sections: filters on the left, search criteria in the center, and a sidebar on the right. The left section includes input fields for Keywords, First Name, Last Name, Title, Company, School, and Location (with a dropdown menu set to 'Anywhere'). Below these is a blue 'Search' button and a 'Reset' link. The center section contains checkboxes for Relationship (1st Connections, 2nd Connections, Group Members, 3rd + Everyone Else), Location (County Dublin, Ireland), and a '+ Add' button. Below these are input fields for Current Company, Industry, Past Company, School, Profile Language, and Nonprofit Interests. The right sidebar features a link to 'Upgrade to access multiple' and several filter categories: Groups (with a sub-link to 'Sourcing Ninjas'), Years of Experience, Function, Seniority Level, Interested In, Company Size, and When Joined. Each filter category has a yellow 'on' button. At the top right of the interface are 'Reset' and 'Close' links.

Image 1 Advanced people search tool on LinkedIn

3. **Insights driven marketing** – According to McKinsey global institute(2020), recruiters who use analytics are 23 times successful than their peers who are less likely to use analytics.it is the right time to revisit the KPI and metrics in business to identify the pitfalls and increase the expertise in people management process. Companies which have already done it during the beginning stage of pandemic have come out of the recession stage and have started utilizing the opportunity from the associated threats of the COVID-19 pandemic.

4. **Increasing the number of communication platforms:** it has been identified that majority of the recruitment process are using limited number of communication channels which can now be called traditional approach or as old practices like the job sites, social media platform (Facebook, LinkedIn) and company website .But then companies have to think beyond that using Display Networks from google like AdWords, paid advertising through social media, SEO content strategies. Business should realise that there is a need for more information to reach the candidate to attract the right talent towards their company.

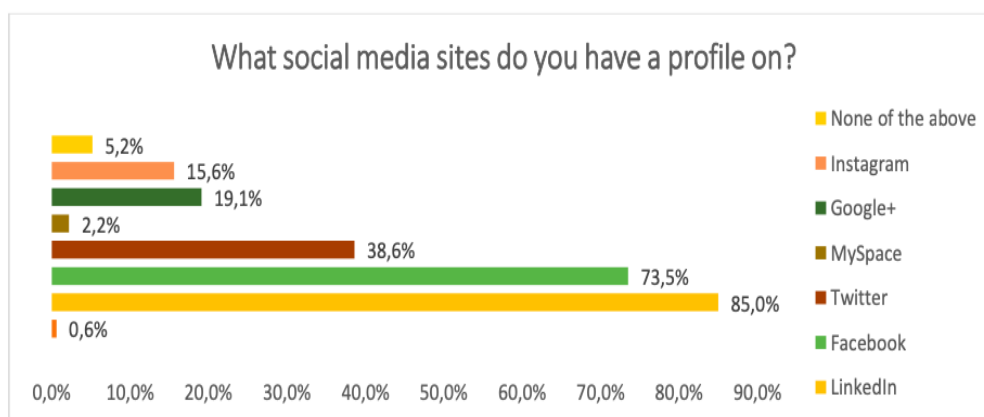


Image 2: Job seekers profile as per McKinsey global institute 2020

5. **Live Video or an engaging medium:** Some of the algorithm in the internet are highly favouring videos thereby the candidates are more likely to come across the video of the companies thereby having a good image of the company or the job environment. Some of the famous platforms which supports the video algorithm are LinkedIn ,Facebook and Instagram.
6. **Employer Branding** -It is very important to communicate every employee favouring actions taken by the company to the public through social media which can help in creating a good image which can act as an effective

branding strategy while recruiting new candidates and reducing attrition of the key employees towards finding better spaces during this pandemic. This is very important especially during a crisis stage to enhance the productivity of employees which in turn can help in business continuity.

7. ***Voice search for recruitment*** – This is the future and have not attracted too much attention in the HR world of recruitment. People have started searching through voice or most of their daily needs. It is high time that companies start thinking about giving enough algorithmic information in regard to your company in voice search so that it will help them as first comer in their industry when there is a new trend where people start to use voice more typing on a screen.

2.3. REBRANDING THE RECRUITMENT STRATEGY DURING COVID-19

The main purpose of using Social media in recruitment process is to use its agility to rebrand business strategies at the earliest. The number of people using social media has drastically increased with the global pandemic taking its form as COVID-19 recession. This has led to including this section into the report without which the report will not take its actual form. The situation has started effecting everyone including business and individuals. It is very important to take necessary steps to increase the HR expertise as there will not be just a ‘new normal’ but a ‘Post-New normal’. Being highly responsible as the people management executives in the HR department is the most important job in a crisis like this. Because all other departments in the company work hard to ensure that the operations are working smoothly without considering the well-being and safety of their people to make sure that their profit figures should not come down. It is up to the HR department to attract and engage the right candidates to work with their company. This is possible only through rebranding during crisis. It is

an important process to look into the future and sustainability of the business. Every companies are effected differently, but it is very important to ensure that the HR expertise should be improved at the time of crisis is considered with ample care when there is crisis. HR managers find it difficult to come up with their new ideas and rebranding schemes during normal times which is the biggest mistake that many companies do and end up highly impacted in a crisis situation. To come out of this, companies should some need some important considerations:

1. ***Acknowledging the crisis-*** It is very important to understand the fact that Coronavirus is still there and its impact will not go any time sooner. Companies need to acknowledge this fact and move on. Many of the companies have slowed down their operations and are waiting to come back when the virus is gone, which will be biggest mistake that they ever do by giving space to the competitors and new entrants in the market. This is one of the main reasons many new entrants have used this threat of the pandemic into an opportunity to grow without competition. If it is not acknowledged at the right time, it means that the leadership and the HR expertise of the company is poor in the eyes of the associated external stakeholders of business. It is very important to understand when and where this is to be acknowledged during the recruitment process through social media with full transparency as a priority. This can be done through three different ways of rebranding through social media.
2. ***Social media for crisis support:*** It is very important to create contents which explains how the company has managed their people during the difficult times of the pandemic. There is nothing better than a stronger statement of the company's values which are in action during a crisis time. It is very important to note that, this should be dealt as an information rather than a promotional activity. Different platforms in social media

serves different purposes ,therefore content should float in a way that it looks as a good information supporting their employees in business which in turn will help to attract and engage new candidates and increase goodwill of the company .It will also have an impact on the existing employees too which can reduce attrition and in increasing Job satisfaction level.

3. ***Hiring activities:*** It is very important to have a clear picture of the activities of the hiring very well known to the prospect candidates from beginning till they reach the workplace. This is highly important because of the crisis situation in action and there is a chance of high uncertainty in normal procedures of the traditional recruitment. Hence the structure of the interview and hiring process need to be very clear to the candidate. Social media platforms can efficiently and effectively tackle this.

4. ***Harmonize the expectations:*** One of the prime considerations to be taken to during a crisis situation is to communicate the situation with harmony which attracts a prospective candidate during the crisis. High consideration need to be given for the psychological well-being of the candidate to get the best results from the candidate during the crisis time with compassion and stability with authentic information which makes a candidate to start thinking that they are considered with high importance even before being a part of the company officially. This can be ensured by working together with the sales and marketing team to get the best results to come out with consistent clarity in critical communications during a crisis.

3. CONSULTANCY RECOMMENDATIONS

The detailed study of the report through the method used to gather data for the findings helped to identify huge insights on using social media in recruitment process during the COVID-19 and the post COVID-19 era. HRM in the virtual world should deal with social media with due diligence. HR managers should consider social media of prime importance while developing their recruitment strategy by utilizing the social posting methods and sponsoring the online content presence. If any of these are not considered it is unlikely that the company will succeed during the remote working era of recruitment process where recruitment marketing is of prime importance. The pandemic situation has encouraged every human being with minimal technological knowledge to use internet through different forms of media. This COVID-19 crisis situation can be considered as an opportunity to use the recruitment process online to be highly successful by engaging the right candidates online. Through the effective study organized in the report it has been recommended that companies should utilise this time to reach digital platforms and to integrate them into effective recruitment strategies which can benefit in the COVID-19 era and the post COVID-19 era. Some recommendations on using social media effectively in the recruitment process during and post the crisis of COVID-19 pandemic are:

1. Salute your organizational culture

This is the best time to show-off what you do at work and celebrate the efforts made at work whether it be in office or working remotely at home. This is in fact a creative approach for showing online presence of people management during the crisis which can attract talents during crisis. For those who still want to get

back to office and work, they can show their online presence in a way how their company has supported them in working in their office with psychological well-being and safety. For those who have chosen to work from home remotely, they can show their remote working office that they have set up at home with the support of their company. Many companies have helped their employees to transport their company chairs and gadgets to effectively create a work environment in many of the technology companies in UK. Flexibility at the workplace is one of the ways for attracting talents. This helps to show that the existing employees are happy at the workplace even at the time of pandemic which can attract more talents towards the workplace as they see the harmonious work culture through social media. This can be made possible through careers page of the company website as well as through creating dedicated careers page in the social media platforms. Wellness sessions for existing employees for psychological well-being can be highlighted at this time to show that employees are taken care by the company apart from the remote working sessions.

2. Exhibiting employer's CSR

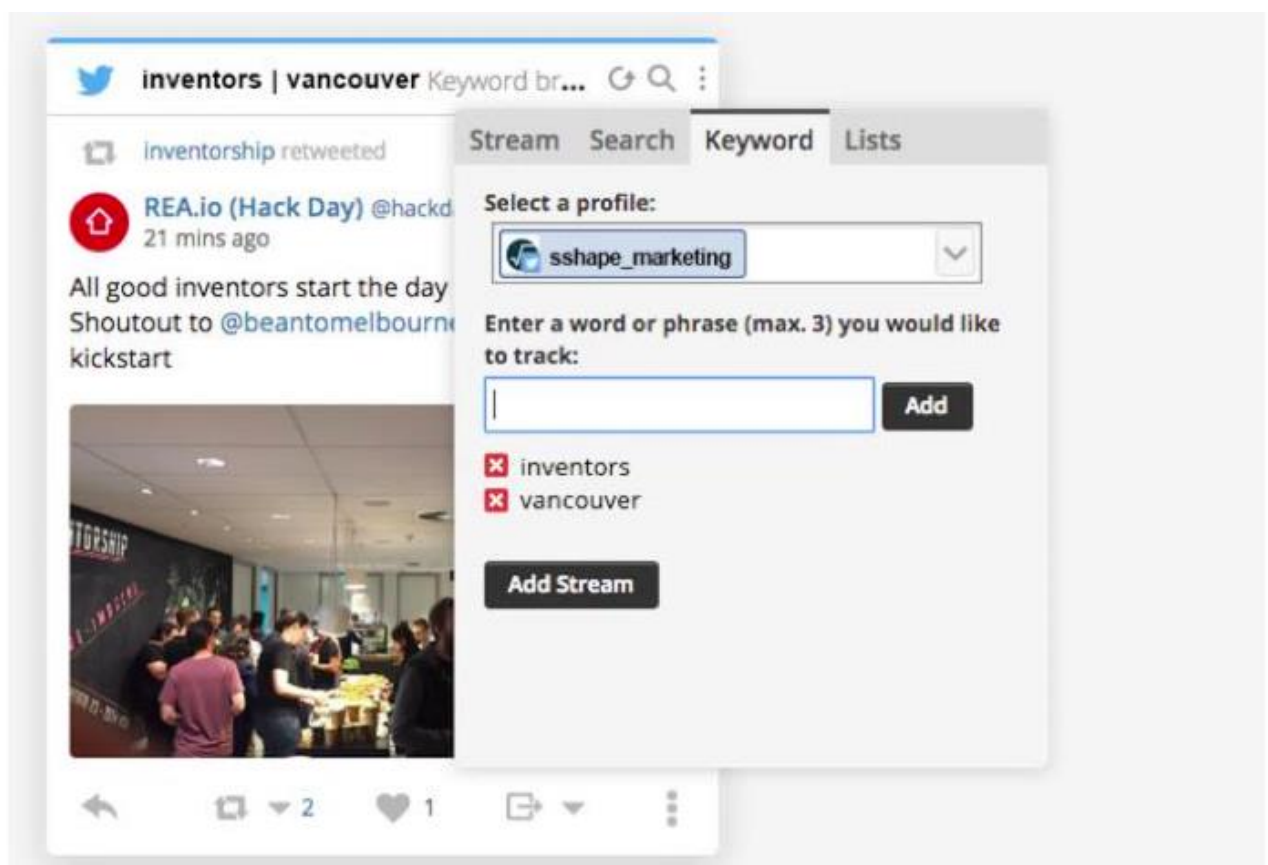
Enhancing your employers corporate social responsibility helps to build their brand name hugely. One of the most important factors that companies invest in the CSR is to build goodwill. In India ,many of the larger business families and organizations sponsored huge amount to the government for upbringing the economy from the global pandemic by helping the government to use the best possible methods in managing the pandemic. The TATA Group in India had a highly positive impact in their automobile sector where many Indians chose to buy only Indian made TATA cars which impacted on a high sales revenue on their automobile sector from the previous weeks of pandemic. This example was used to highlight the power of social media as the TATA's did not try to showcase what they did .But the social media and every citizen who watched the news

through different platforms started fanning the TATA group which had a huge impact during the crisis and will definitely have a positive impact post-crisis. Prospective talents in the industry are always attracted by conscientious and concern giving employer especially during this time where people management is of prime importance. A positive effort done through CSR helps in retaining the talents and attracting new talents when they feel that a phenomenal impact is done to the world by the company they have chosen or are planning to choose. It's an era of social media dominance as people do not have any other option to communicate each other. Every effort will add a positive value to building the brand hugely by attracting new talents and retaining the existing with harmony. This will help in high job satisfaction and an energy to work effectively for such a great entity which takes care of the society at a pandemic situation. The size of the company does not matter, it is about a positive effort done for the society and marketing it in a way through social media to show that the company cares for the people.

3. Deploy affordable promotional activities

Integrating social media into recruitment process was vastly used in the past because of its affordability of advertisements through social media and its vast reach. In this time of pandemic, it has to be noted that there is no medium other than social media to create such a vast reach, that majority of people spends time online through some form of social media platforms and the number is increasing day-by-day. Facebook being the topmost social media platform has vertically integrated its services into different platforms even in advertising, recruitment and analytics is one of the major service providers to advertise about the employer brand, job vacancies and exposing the best practices done by the company. The prices are very reasonable compared to the traditional activities which does not

give active reach anymore due to remote working and the partial lockdown policies in majority of the countries. Another advantage of the social media is its advantage of finding the right audience to show the activity which finds interest for them rather than being open to all. This is taken care by advertisement analytics which can identify the right choices of the people according to their online activity and the search words used in the past. The HR expertise is highly needed at this time to ensure that they give the right choices and actions required by indicating the requirements in a detailed format through some KPI which helps the analytics algorithm to identify the right candidates with relevant skills.



4.Creating a database of talents

While managing the social media for promotional activities as a prospect employer, it is very essential to have an organized process for collecting a specific dataset of talents when advertising a vacancy or not. This helps to identify a wide range of diverse and versatile talents in the industry. Presently this is just done by bigger organizations. This is modern era ,HR expertise should be focused in a way that anything and everything is possible through social media. It is the most affordable and effective means for collecting the right data set of prospect candidates whether you are recruiting or not. This should be a continuous process even if you are hiring or not. The continuous process helps the company in agility of recruitment process when there is an actual requirement by using the rich talent pool collected through social media platforms. This helps in reducing the recruitment costs and the outsourcing costs associated with a talent recruitment from external HR companies which charges more recruitment costs during emergencies of immediate recruitment. Running a campaign about the job satisfaction at your company through the delighted employees encourages more candidates to register their information for their interested job roles. Collecting email addresses can help in communicating the employer experiences by keeping in touch through the email and the accounts associated with that email which could be identified through analytics offering constant updates about opportunities to the prospect audience or candidates. The analytics algorithms used by Facebook pages are highly effective and affordable in finding the right candidates from the Facebook platform which can re-route the candidates towards the careers page of the company by creating an effective careers page for the company which is linked with the careers page of the company website. It connects interested candidates with you even if they are interested in your company from different aspects of their individual thinking. The power of social

media to link the business and the prospect candidate is fast and efficient which makes the candidate experience rich through a talent community.

4. Tantalizing passive candidates

This is similar to the concept of attracting the new customer. There is always a first customer for many new and existing products in the market. The psychology of human beings are the same in this case. It can be more effectively used through utilizing the power of social media where most of the unexpected passive talents from your industry spend their time. The pandemic and lockdown measures has made people to increase the amount of time spend in social media which helps the algorithms used by social media to identify the right set of candidates even if they are interested or not. HR expertise should be creative such that the content posted in social media through campaigns should make a prospect talent to imagine a job in a workplace culture like your company and create a spark to be a part of the company. This is the right time as many of the companies have not taken necessary actions for the well-being and safety of their talents mentally and physically during this COVID-19 crisis. The creativity of the HRM should be exposed during a time like this can ensure that the right set of talent can reach your employer even at a difficult times like this by considering a new company which empathize for their well-being. It can be a fact that the talent did not actually have a plan for a change but you being the change and forcing the candidate to rethink about a change in workplace. This could be done through paid and organic social media presence in your HR expertise and creativity while hiring during and post COVID-19 era.

4.CONCLUSION

With the advent of social distancing and work-from-home measures in place during the COVID-19 pandemic, the social media consumption has highly impacted with drastic changes in human behaviour. This has impacted the HRM in organizations to creatively think on their HR expertise to manage the recruitment crisis. The way candidates used to engage with the social media has highly increased after the lockdown measures implemented in different part of the world. This has led the business world to rethink strategies which has effected the external and internal environment of business that has led to rethink for working in the new normal. Rethinking the new normal of doing business by behavioural decisions, hygiene practice and social distancing which has highly impacted the offices and employees to move from traditional to virtual world. With the emergence of the pandemic situation, most of the knowledge workers have moved their studies by utilizing web based participant recruitment platforms to study and collect data for their research works. During a pandemic like the coronavirus, integration of social media in the recruitment processes of the firms are of high value as there are less chances for the right applicants to travel and attend interviews. Therefore it is important for the employers to ensure that their recruiting communications reach the prospect employees where they are. This is the right time to use the threat into an opportunity because the cost is comparatively less and the reach is very high. The companies and candidates were from United Kingdom, Peoples Republic of china, India, Poland, Middle-East countries (United Arab Emirates, Sultanate of Oman, Qatar, Bahrain).The identified social media platforms were LinkedIn and Facebook as per the global trends data to get the best information possible to derive a good strategic fit for the objective of the research. The findings after interviews and participant observations in the social media platforms were re-developed for overcoming the COVID-19 crisis using experiences from Chinese companies which have proved

and have started to move ahead from the pandemic. Due to the relevance of the topic in the current situation, the business report was focused to analyse in a crisis situation which has impacted by the COVID-19 recession on digital marketing and communications industry. In this regard ,the report has tried to reach key objectives by answering one primary and two secondary questions for the best consulting approach on reporting based on the topic of case study ‘Integration of social media in recruitment process’. The detailed study of the report through the method used to gather data for the findings helped to identify huge insights on using social media in recruitment process during the COVID-19 and the post COVID-19 era. HRM in the virtual world should deal with social media with due diligence.HR managers should consider social media of prime importance while developing their recruitment strategy by utilizing the social posting methods and sponsoring the online content presence. The report has also given its consultancy recommendations to align with the objective of the research with focus on a crisis situation which helps companies in the digital marketing a communications sector to thrive well for a sustainable future.

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