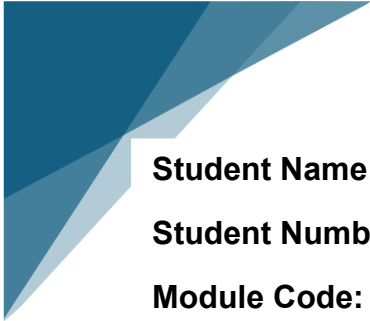


REPORT

SOCIAL AND DIGITAL MEDIA



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INTRODUCTION

The impact of social media on hiring procedures. Social media has fundamentally altered the ways in which we communicate, connect, and share information. Recruitment is just one of the numerous areas where this shift has had an effect. In what ways that social media has impacted hiring practices, as well as the benefits and drawbacks of these developments.

SOCIAL MEDIA AND RECRUITMENT



Every organization needs a vital hiring process. It's the process of finding, courting, and selecting the most qualified candidate for a job. Since the advent of social media, the hiring process has changed. Recruiters can now use social media to identify and connect with potential candidates. Through social media, recruiters can now reach a substantial pool of prospective employees, even if they aren't actively seeking employment. Social media has had an enormous impact on the hiring process. Supervisors now need to adapt how they find applicants, assess their applications, and hold interviews. Recruiters now rely heavily on social media sites like Instagram, Facebook, Twitter, LinkedIn, and others to locate and connect with possible candidates. Nevertheless, there are certain drawbacks to using social media for hiring. The diversity of candidates that can be found may be limited by the demographic bias of social media platforms. Additionally, because recruiters might be swayed by a candidate's social media presence, there is a chance that personal bias will find its way into the hiring process. Research examines the advantages and disadvantages of social media for hiring as well as how recruiters can use it to engage with and attract candidates. The study also examines the ethical implications of employing people through social media and provides advice on how to lessen any risks. Social media has significantly changed how we interact and communicate with one another. It has also had a big impact on employment practices.

Social media's increased exposure and accessibility are two of its most significant effects on employment. By posting job openings on social media, employers can reach a much wider audience, including job seekers who may not be actively seeking employment. This broader pool of candidates may also include applicants

who live outside of the company's local physical location.

An additional benefit of social media's widespread use is employer branding. Social media can be used to promote a company's ethos, values, and employee interactions, which may aid in drawing applicants who share. Because long-term employees are more likely to share the company's values, this can also increase retention rates.

Social media can be used by recruiters to more efficiently screen applicants by looking through their profiles, employment histories, and professional achievements. Before making an offer, they can spot any warning signs, like dishonest behaviour or contentious posts.

Additionally, social media has improved the effectiveness of contact between recruiters and candidates. Throughout the hiring process, employers can use social media to respond to inquiries, offer updates, and maintain candidate engagement. This can enhance the recruiting process and create a favourable employer brand.

Finally, but just as importantly, social media has made it easier for job seekers to research potential employers and discover the culture, values, and working conditions.

Social Media Resources Utilized for Hiring

Social media offers a variety of tools that can be applied to hiring. Among the instruments that are most frequently used are:

LinkedIn Additionally: recruiters can use company pages to advertise job openings and build their employer brand.

Facebook: Employers can interact with possible candidates through groups and pages and advertise their brand through company pages.

Twitter: Employers can use Twitter to post job openings, build their brand, and interact with prospective employees by using hashtags and focused messaging.

Instagram: Using visual content like images and videos, Instagram can be used to promote employer brands. Additionally, job openings can be posted there, and candidates can be contacted directly through direct messaging and hashtags.

YouTube: Using video content like employee testimonials and company culture videos, YouTube can be used to develop and promote employer brands.

Job boards: Posting job openings and promoting employer branding can be done through job boards like Indeed, Glassdoor, and ZipRecruiter. Job searchers can also use these platforms to look for jobs and apply straight from the site.

Applicant Tracking Systems (ATS): You can track and manage candidate applications and resumes with ATS systems like iCIMS, Workday, and Greenhouse. Additionally, these systems can streamline the candidate screening process and automate recruitment workflows.



CONCLUSION

Social media has made it easier for employers and prospective employees to have more individualized and interesting conversations, which has improved candidate comprehension of the company culture and values. Better retention rates result from the increased transparency in attracting candidates who are more likely to fit the goals and culture of the company.

Nonetheless, there are drawbacks to using social media for hiring. A plethora of information, privacy issues, and bias possibilities can make the selection process difficult. Employers need to tread carefully when handling these matters to maintain equity and adherence to the law.

REFERENCE

Kumari, S., & Ghanghas, S. A Study on Impact of Social Media on Recruitment.