

# CONTRIBUTION OF SOCIAL NETWORKING SITES TO EMPLOYMENT



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## Introduction

Modern-era organizations have the possibility to rethink their recruitment activities and employer branding strategies. As limited vacancies are being created and only a limited number of new employees are hired, the search for the right candidates who can be efficiently integrated with the organization is perhaps becoming more significant. Additionally, rapid changes in technology open new opportunities for companies to communicate and work. Because of these constant changes and due to the growing importance of the Internet, social media, and Social Networking sites create various opportunities for recruiters and their communications. The impact social Networking Sites are having on the recruitment industry. It focuses on how companies and recruitment professionals are taking advantage of the social Networking Sites landscape to recruit talented people.

## Literature Review

According to Patel and Davidson (2011), to perform successful academic research, a thorough understanding of contemporary scientific methodologies is essential. The approach varies based on the techniques, methodologies, or assumptions used in the investigation. According to Webster's (2014) research, the Internet was a big breakthrough during the 1990s that led many countries in the world to become information societies. This means that the Internet as a technical innovation made such an impact that it brought change in the social world. Josephine Teoh and Emma Wester (2015) in this study the researchers investigate the job seekers' perspective on what they perceive as the benefits of using social

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networking platforms when used as a job-seeking method.

### **Objectives of the study**

The Primary Objective of the study focuses on the benefits job seekers see when using social networking sites instead of traditional recruitment methods.

### **Social Networking Sites**

a social networking site is a phrase used to describe any digital platform that enables users to create public profiles within that digital platform and form relationships with other users of the same digital platform who access their profile. Social Networking Sites have different rules for establishing connections, but they often allow users to view the connections of a confirmed connection and even suggest further connections based on a person's established network. Some social networking sites like LinkedIn are used for establishing professional connections, while sites like Facebook, Instagram, and Twitter connect the line between private and professional.

### **Social Media**

Social media has had a profound effect on recruitment and hiring. Professional social networks such as LinkedIn are important social media platforms for anyone looking to stand out in their profession. They allow people to create and market a personal brand. 19% of hiring managers make their hiring decisions based on information found on social media. According to [CareerBuilder's 2018 social media recruitment survey](#), 70% of employers use social networking sites to research job candidates. Job seekers who develop skills in the latest and most advanced social media techniques are far more employable. A 2020 survey by One Poll on behalf of Pearson and Connections Academy asked 2,000 U.S. parents and their high-school-aged children about the "new normal" of high school. 68% of students and 65% of their parents believe that social media will be a useful tool and part of the new high school normal. Blogs, wikis, LinkedIn, Twitter, Facebook, and podcasts are now common tools for learning in many educational institutions. Social media has contributed to the increase in long-distance online learning. Despite issues of

[lack of privacy and some instances of cheating among long-distance learners, this has not deterred social platforms from being used in education.](#)

### **E-Recruitment**

E-recruitment, also known as online recruitment, is the practice of using technology and in particular digital resources for tasks involved with finding, attracting, assessing, interviewing, and hiring job seekers. It is the process of recruiting job candidates with the aid of electronic resources, particularly the Internet. In the modern era, organizations and recruitment agencies have turned much of their recruitment process online to improve the speed and efficiency where the candidates can be matched with vacancies offered. Using online databases, online job advertising boards, and search engines, employers can now fill vacant positions saving a substantial portion of time than before. Using an online e-recruitment system, hiring professionals can potentially save valuable time as well as rate candidates.

### **Traditional Era**

This approach was usually used by the organizations to attract the applicants and select the candidates who are eligible and suitable for the job. But this method is quite time-consuming and cost consuming. All the methods of traditional recruitment have their own advantages. Job fairs are more attractive because they provide promotion and advertisement activities to participant Companies. By the job offers huge database of candidates can be collected as compared to newspaper advertising.

### **Modern Era**

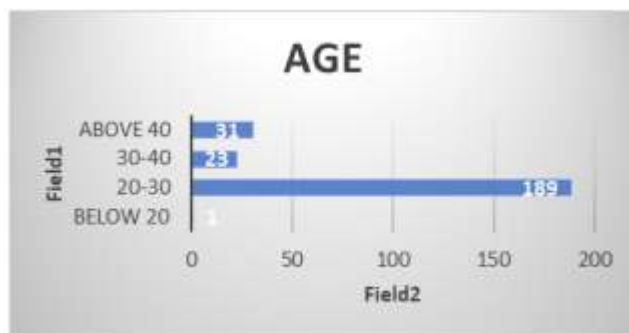
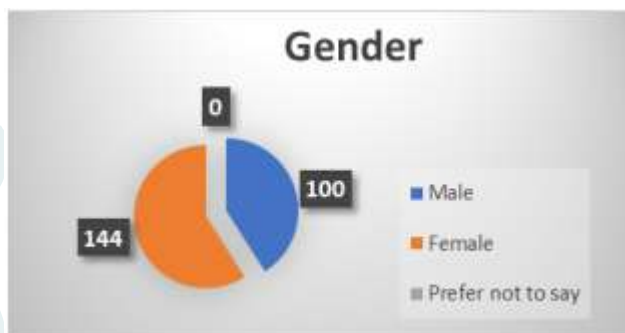
In the modern method, the work done through the Internet. This method become easier for the applicants for searching their job and it is easy method for the recruiters as well to get the suitable candidates for the organization.

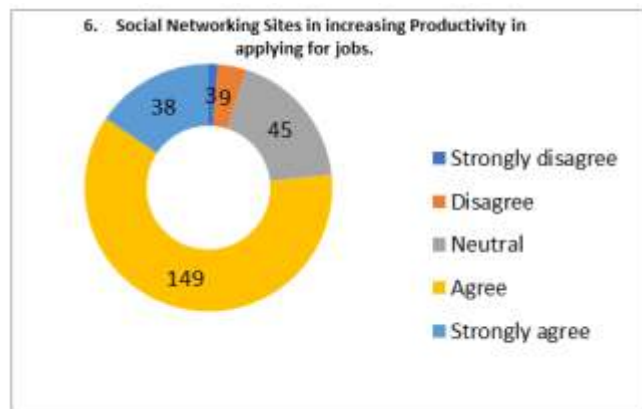
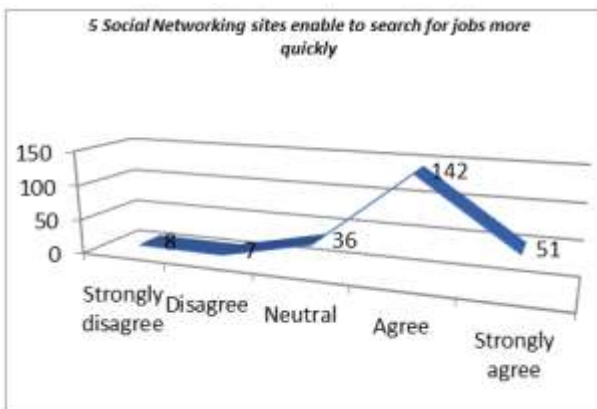
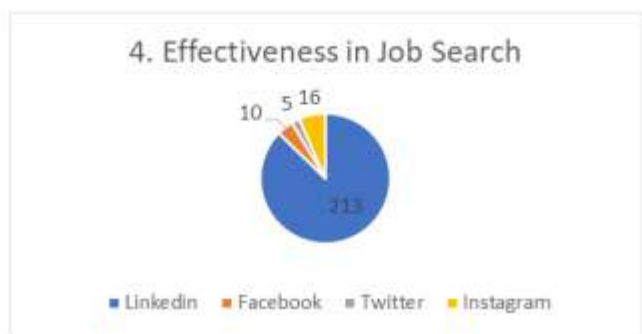
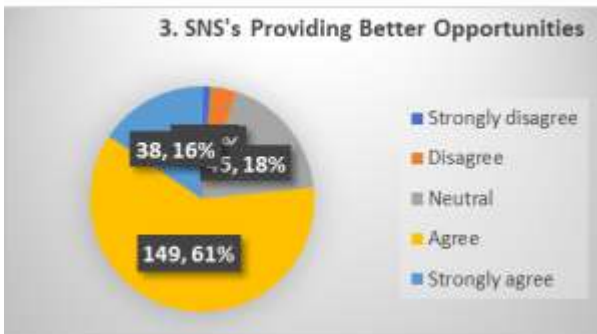
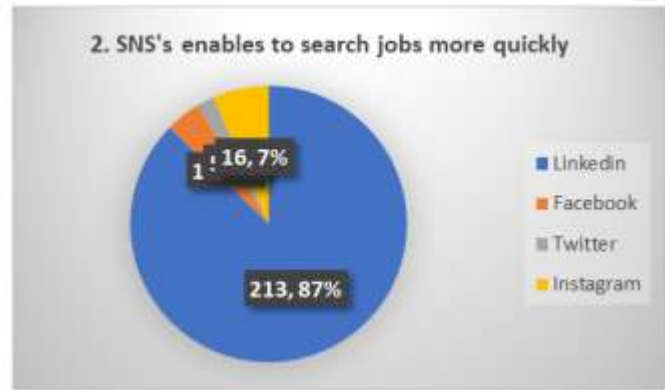
**Differences between Traditional Vs Modern era methods of E-Recruitment are as follows.**

Perspective	Traditional Era	Modern Era
Searching Candidates	By using various sources like advertisements, flyers, spokesperson, etc. which are not supported by technology. Through all these sources the candidates can be searched.	In this method, the candidates are searched by using technology like the Internet. Various Job Portals are used by the organizations and websites are created for searching the potential candidates.
Screening	By using the paper-based test, the applicants can be invited.	The next step is screening. In this step, the standardized online tests are conducted by the organizations to manage the "applicants" pool.
Interview	After screening, the candidates are short listed by the medium of phone or face to face conversations.	The automated hiring management system is used by the organization which is mostly used and common method to contact the desirable candidate.
Placement	By making calls, meetings etc the candidates are placed.	At last, by the video conferencing, making calls, setting up meetings the candidate is selected by the organization.

### Data Analysis & Interpretation

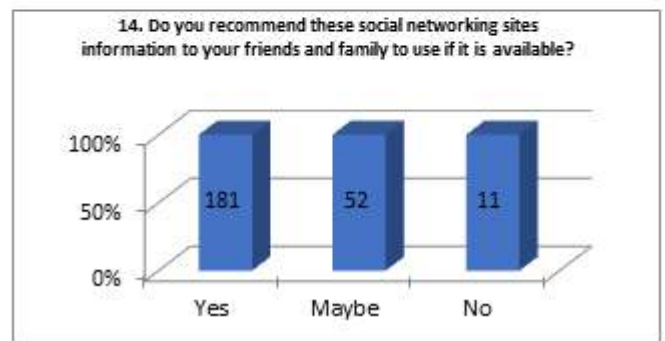
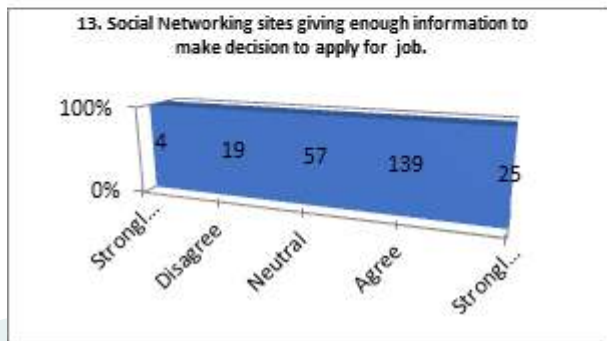
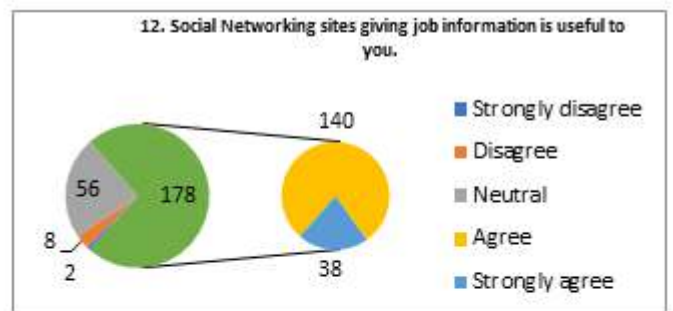
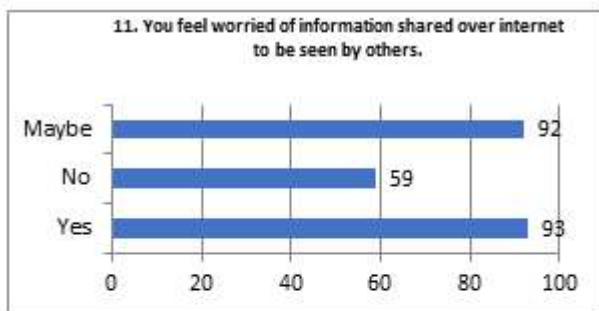
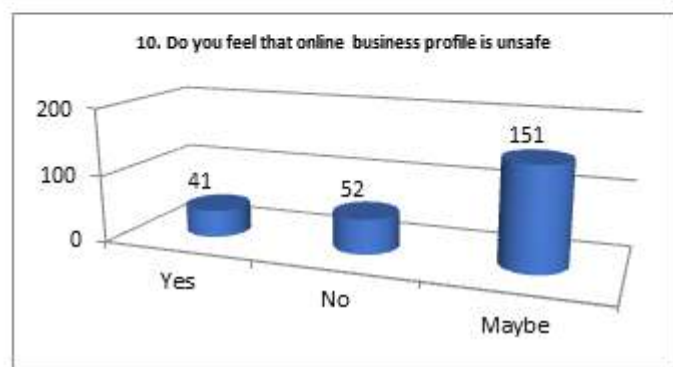
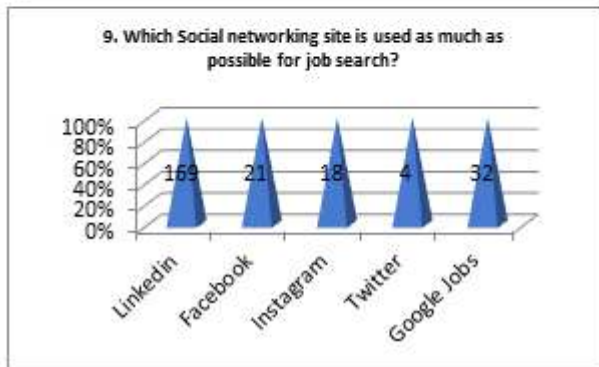
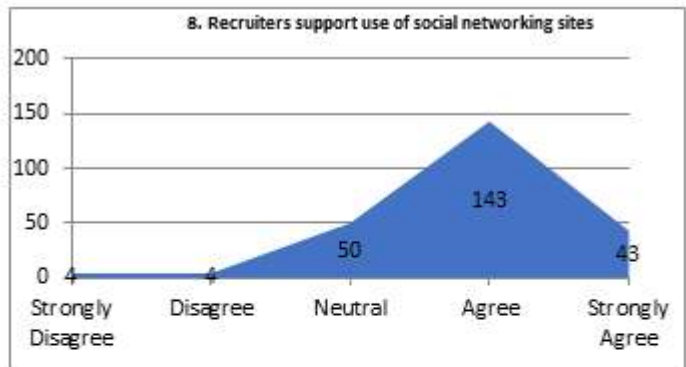
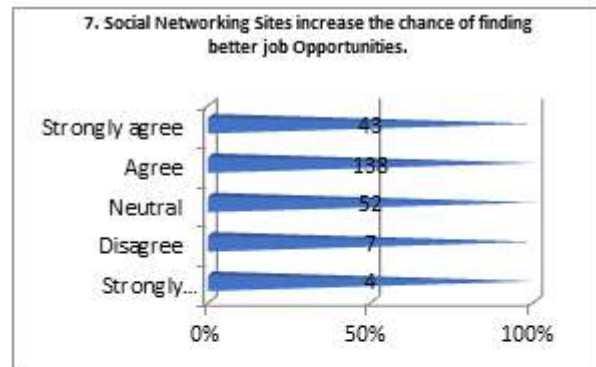
Research Methodology is the organised process of gathering and examining the data to enhance the understanding of the concept about which the study is being conducted. The total sample size that was considered for the analysis and interpretation part was 244. The sample for analyzing the data was taken from Hyderabad. The sampling unit was Job Seekers of Hyderabad.

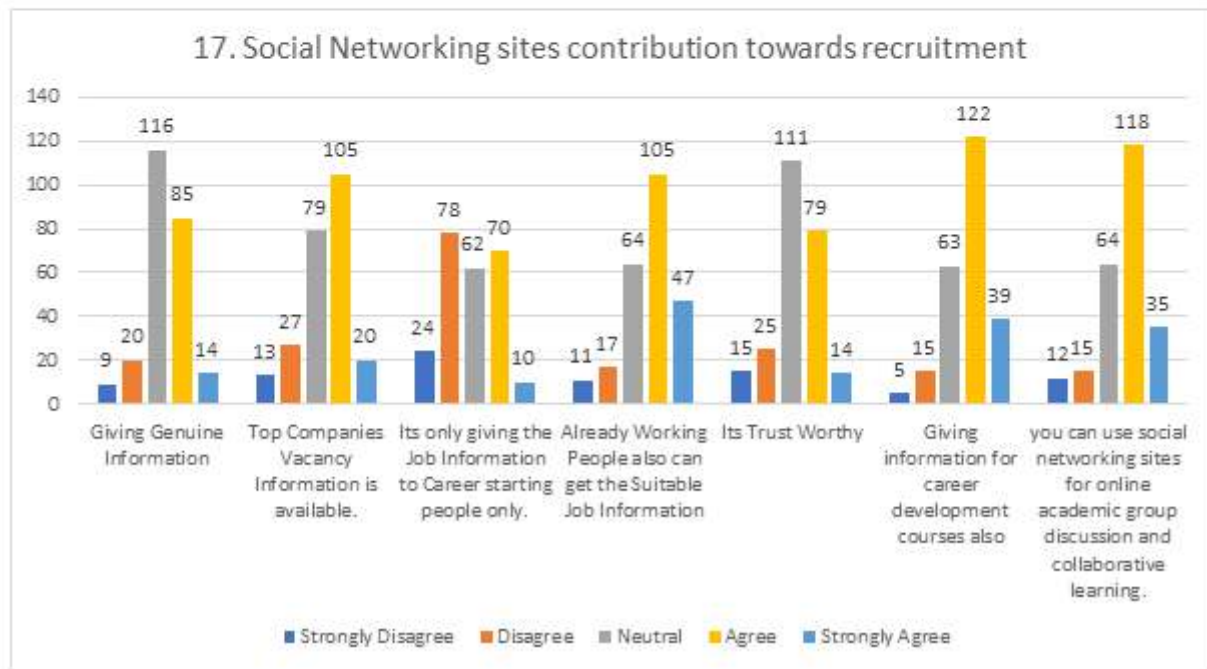
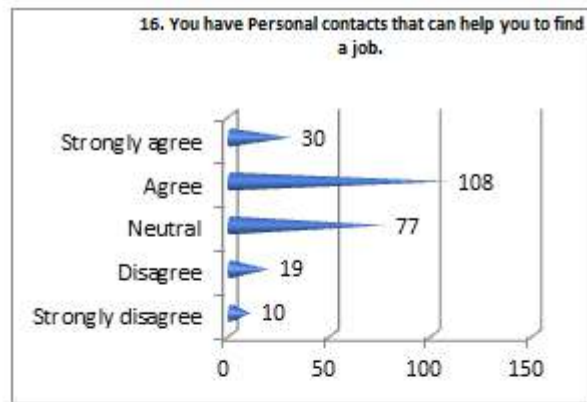
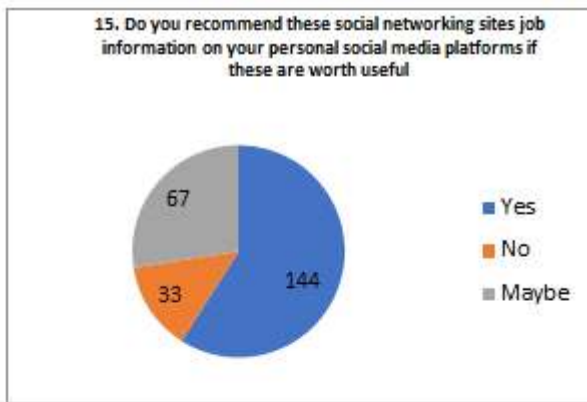




This figure Gender explains that most of the respondents were Female and contributed 59% and minorities of respondents were Male and contributed 41%. Figure Age explains Majority of respondents were of age group 20-30, and minority of respondents were of age group is below 40. Figure 1 explains 97% of the respondents were aware of Social Networking sites, only 3% of respondents may be aware. Figure 2 explains 87% of the respondents said LinkedIn site is most enables to search jobs more quickly, Instagram 7%, Facebook 5%, and Twitter 1%. Figure 3 explains 61% of respondents were Agreed, 18% Strongly Agreed, 15% Neutral, 3% Disagree and 3% strongly disagree of Social Networking Sites providing better opportunities. Most of the respondents Agreed SNS's providing Job Opportunities.







**Findings**

- Most of the respondents agreed that social networking sites increase the chance of finding better job opportunities.
- Most of the respondents feel that companies support the use of social networking sites. Companies directly post in their social networking page job vacancies information on professional sites like LinkedIn mostly.
- LinkedIn site used as much as possible for job search.
- Most of the respondents feel that online business profile is unsafe. Some personal use of social networking site posting spam messages

mostly.

- Most of the respondents feel worried about personal information shared over the internet being seen by others. Fishy mail they may get in future.
- Many of the respondents agreed that social networking sites giving job information is useful to them. Some of them feel that some manipulation of information they are getting.
- Many of the respondents agree that SNS's giving enough information to make decision to apply for the job. Preferable check the job profile and site twice then they make the decision to apply that job.
- Most of the respondents agree they will recommend these SNS's information to their friends and family.
- Many of the respondents are ready to repost the information on their social media platforms if the job profile is worth useful.
- Most of the respondents are neutral about their personal contacts that can help them to find a job.
- Social networking sites contribution towards E-recruitment
  - Half of the respondents only agreed that SNS's giving genuine information.
  - Many of them agreed that top companies job vacancy information is also available in SNS's.
  - Most of them disagree that SNS's only giving the Job Information to Career starting job seekers only.
  - Many of them agreed that already Working People also can get suitable job information for their career development.
  - Many of them are neutral about SNS's Information trustworthy.
  - Many of them are agree that giving information for career development purpose certification courses also.



- › Many of them agreed that you can use social networking sites for online academic group discussion and collaborative learning.

### **Conclusion**

Today everything is shifting towards digital mode and in this modern era, Social Networking sites play a significant role in e-recruitment. This study found that social networking sites through E-recruitment is the best substitute of the traditional recruitment era. E-recruitment is the most convenient method to hire candidates and Job Seekers can get a wider scope from the different social networking sites. It was found that the employees had a positive perception regarding the use of social networking sites for e-recruitment. The analysis also revealed that information quality, popularity and privacy had a significant effect on perception. Thus, companies using this mode for gathering applicants must take care that they make the best use of these qualities of social networking sites. Finally, the study conclude that contribution of social networking sites to job seekers are benefiting and its creating the employment opportunities more.

### **Implications**

This research helps in recognizing the critical potential for significant and objective digital screening and evaluation devices to include an incentive as far as coordinating the abilities of employment candidates with the necessities of the association. This study distinguishes development in the utilization of social networking sites framework to follow and oversee application exceptionally for bigger associations. Since information quality is an important influencer for e-recruitment, organizations should use social networking sites for the dissemination of quality information.

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