A STUDY ON SOCIAL MEDIA AS A TOOL FOR RECRUITMENT
AT

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ABSTRACT :

The World keeps constantly changing and upgrading, In order to sustain the developments in this world, each and every organisation must make sure that they are upgrading and updating themselves with the current technological changes in this world. Adding on to the above statement we could also see that the social media platform is creating an even more stronger competition and creates a very louder and wider debate for each and every topic. We can also seethat there has huge rise in the number of organisational sector that has been largely benefited by the social media platform, especially during the pre-pandemic and post-pandemic situation.When we look deeper into the most benefited areas in the organisation by the help of social media's potential, Talent Acquisition will be on the top of the list. Social media recruitment has helped us acceleratethe whole recruitment process from creating a job description, sourcing candidates, reviewing CV, creating an offer till onboarding an employee. Further, this study explores the usage of social media in the field of recruitment and the generalisation differences in adoption the culture.

INTRODUCTION :

Companies now a days are facing many challenges and problems, and one of the biggest ever problem faced by the companies is to recruit right people for the right position in the right time. The most bottleneck problem faced by the Human resource professionals in both small and large organisations is while recruiting for the senior most role and for the specific niche related roles , especially in techno-commercial fields. Where the demand is high and are not easy to source. The method of social media recruitment is useful for the recruiter in many ways. Organisations can use social media recruitment in order to actively look for new

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employees to fill the vacant position in their organisation. They can make use of famous online recruitment platforms like indeed, Xing, LinkedIn, Naukri, Glassdoor, etc; In turn these online recruitment platforms can also be used to increase the Image of the company and by improving the image of the company we can also increase in employee attractiveness as a employer. Furthermore, social media is the best way to increase the quality and quantity of the applicants.

The use of social media as a tool for recruitment is both an advantage and disadvantage for the recruiters. It gives both challenge and opportunities in the recruitment process. Through social media as a tool for recruitment we can improve the speed of the whole recruitment process and also do it in the most effective way. Social media helps us to specifically attract and target the right people for the work and a better recruitment process recruiting the right people for workwill increase the success rate of the company. Through the help of social media recruitment we can view the candid nature of the employees both in professional and personal life.

OBJECTIVE OF THE STUDY :

PRIMARY OBJECTIVE

The Primary objective of the study is to understand the role of social media in recruitment and its preponderance in recruitment

SECONDARY OBJECTIVE

- To Know the various types of social medias that are used for recruitment.
- To Know the most used social media tool in recruitment.
- To Study the advantages and disadvantages of social media recruitment.
- To evaluate the preponderance level of social media in recruitment.
- To Study the demographic details in the usage of social recruitment

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STATEMENT OF RESEARCH PROBLEM

To study and analyse the existing recruitment process and to suggest how social media can be used in the process of recruitment. In order to measure the usage of social media in recruitment and also to study the pro's and con's of Social media recruitment.

RESEACH HYPOTHESIS

Null Hypothesis

There is no significant association between the usage of social media recruitment among variousage groups

Alternative Hypothesis

There is significant association between the usage of social media recruitment among variousage group.

RESEARCH DESIGN

The research Design used for the study is "Descriptive Research Design". The research design is purely the framework for the study that guides the collection and analysis of the data. It the blue print of that is followed in completing a study. Descriptive research is a type of research design the aims at defining a population, situation or phenomenon more accurately and systematically . Descriptive research design does not control or manipulate any variables, instead it only observes and measures them. Describing the state of affairs asit exist at present is the major role of descriptive research. The universe of the study consist of the population of 75 from Saint Gobain India Private Limited.

METHODOLOGY

In order to reach the objectives of the study a sample survey was conducted within the plant and the responses were collected from the employees of the plant. A questionnaire was sent

to the employee through an online survey and were asked to respond to the questionnaire related to the social media tools used for recruitment in the plant.

SAMPLING SIZE

The sampling size chosen for the study is 80, which consist of recruiters at all levels. The sampling method chosen for this study is convenient sampling. It is a non-probabilistic sampling where all the subjects of the study, simply included those individuals who happen to be most accessible to the researcher.

DATA COLLECTION METHOD

Primary Source of Data

The primary data for this project was collected through questionnaire. Primary source of data is the data collected for the first time through field survey.

Secondary Source of Data

Data used for this purpose was mostly from article from the internet, reports, books and magazines. Secondary data is research data that has previously been gathered and can be accessed by researchers. Secondary data simply means the data collected by someone else earlier.
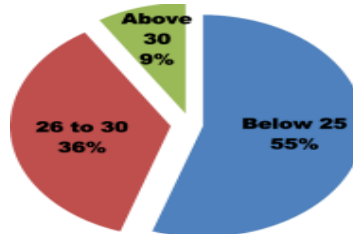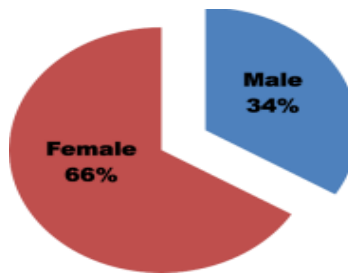
SCOPE OF STUDY

The study investigated the usage of social media as a tool for recruitment in Saint-Gobain India Pvt Ltd and its impact on the organization. It specifically focuses on finding out other aspects and qualities of a prospective candidate using social media that cannot be identified in a resume and also knowing the widely used social media tool for recruitment since it is one of the most popular methods of recruitment that has and is gaining significance. The study also seeks to find out the effectiveness in terms of time, quality of applicants, cost of advertising, and reach.
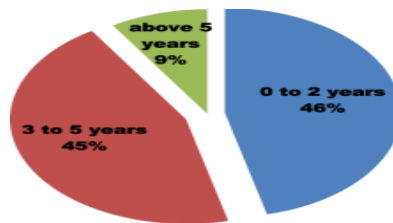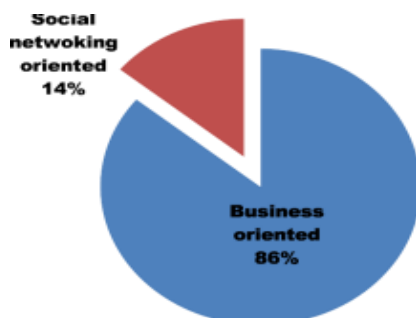
DESCRIPTIVE ANALYSIS

DESCRIPTIVE ANALYSIS:
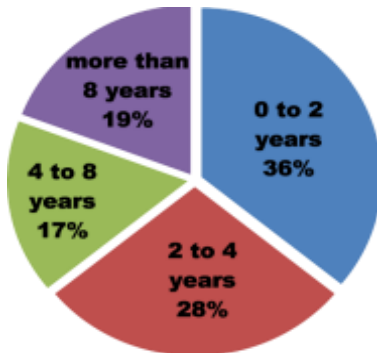
Distribution of respondents based on Gender

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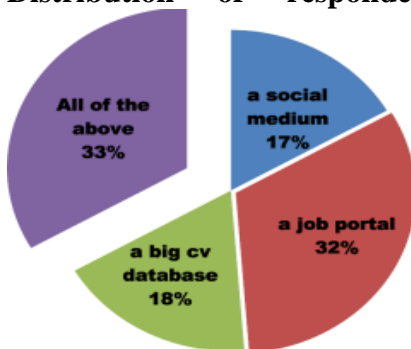**Distribution of respondents based on years of Experience**

Distribution of respondents based on Site used for Recruiting Candidates
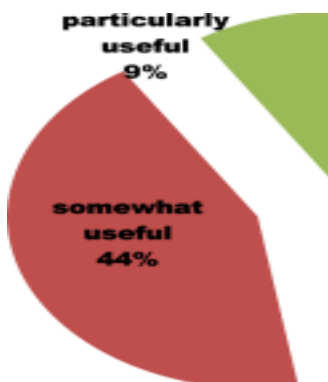
Distribution of respondents based on the number of years of use of social media recruiting

Distribution of respondents based on their perception on LinkedIn
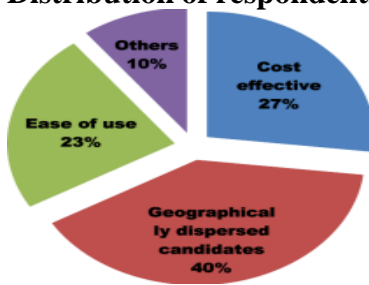

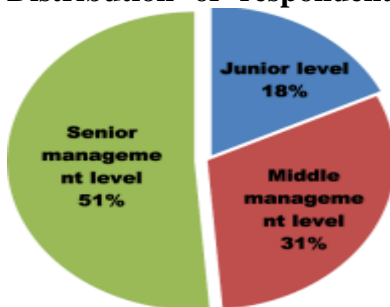**Distribution of respondents based on the usefulness of LinkedIn**

Distribution of respondents based on the awareness of Automatic Tracking System used by the organization

Distribution of respondents based on the reasons of using Social Media for Recruitment

Distribution of respondents based on the levels recruited through Social Media

FINDINGS

- Most of the respondents who participated in the survey are females. It comprises of 66% of females and 34% of males. Of the total 78 respondents.

- The majority of the age group belongs to below 25 years of age with 55%. 28.3% of the respondents belong to the age group of 26-30. There

are just 7 respondents from the age group of above 30 years comprising of 9%.

- The majority of respondents have experience below 2 years with 46% and 45% of respondents have experience 3-5 years and 9% have experience above 5 years.

- The majority of respondents recruit for Manufacturing comprising 41% of the total respondents. And the remaining number of respondents are scattered as 9, 3, 2, 29 and 3 for manufacturing, retail, service, OSA and others respectively.

- The majority of the respondents reported that they use business oriented sites torecruit candidates with 86% among 78 respondents.

- The company has been using social media for recruitment for less than 2 years as reported by 36%. 28% of the respondents have reported that it is been in use for2 to 4 years. 17 % reported 4 to 8 years and remaining 19% reports more than 8 years. This variation may be due to the experience and awareness of the employees.

- The majority of respondents comprising of 47% of the total respondents feels that LinkedIn is really useful for sourcing profiles forrecruiting candidates.

- A profile on the job portal is to be considered as a focal point as it comprises of the complete CV of the candidates was reported by majority of the respondents comprising 42.3%

- 77% of the total respondents are aware that their organization has an automated tracking system to track candidates who have applied for any specific positions.

- The organization uses social media for recruitment sometimes to source profiles as majority of the respondents comprising of 37.2% of the total respondents reported it.

- The reason why recruiters use social media is because they are able to find geographically dispersed candidates thus majority opted for that option with 40% of total respondents.

- Senior management levels are mostly hired through social media as reported by 51% of the total respondents of the study.

- Inaccurate information about the candidates and diversity of applicant pool are considered to be the major drawbacks of recruiting candidates through social media as majority of the respondents comprising of 34.6% each have reported.

- The majority of the respondents comprising of 49% have reported that the responses they receive from the candidates through social media recruiting are good.

- The majority of the respondents have reported that to certain extent the candidates profilematch the job requirements with 42% of the total respondents.

- The organization have a formal policy on recruiting through social media as agreed by 54% of the total number of respondents participated in the survey.

- The candidates recruited through social media are found reliable to certain extent as majority of the respondents have reported with 35% of the total respondents.

- The majority have respondents comprising of 31% of the total respondents have strongly disagreed that they do have intention of using social media for recruitment.

- The majority of respondents comprising of 41% of the total respondents agreed that they are aware of social media recruitment and might explore its use in the near future.

- The majority of the respondents agreed that they will use social media for recruitmentin the near future with 33% of the total respondents.

- 32% of the respondents have agreed that they have the interest to use social media for recruitment and learn the same in order to use it in the future which infers that social media has impacted recruitment as a trusted medium to recruit candidates online.

- The majority of the respondents comprising 35% of the total respondents stronglyagrees that they are totally committed in using social media thus it can be seen that recruitment through social media is already prevalent in that industry.

- The majority of the respondents have agreed that they are satisfied with

recruiting through social media.

- 27% of the total respondents strongly agreed that social media is more effective than traditional means of recruitment which shows that the respondents preference for usingsocial media.

- Social media recruitment will increase in the upcoming years as majority of the respondents have agreed to it with 44% of the total respondents.

- The majority of the respondents comprising of 51% agrees that the future requirements of their organization will be based on social media thus shows that most of them welcomes the idea of recruiting through social media.

- The majority of the respondents agree that they have a personal preference to usesocial media to traditional means for recruitment with 42% of the total respondents showing that most of them prefer recruiting through social media.

CHI-SQUARE ANALYSIS RESULTS

There is no significant association between age and the use of social media forrecruitment.

CONCLUSION

For organizations to succeed in today's highly competitive global market, the use of Internet technology is indispensable especially in finding the best people to fill crucial positions in a company.The study clearly shows that social media recruitment has established itself as a significant part of the recruitment strategy and practice of a wide range of organizations operating across various sectors.

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