Research Paper

Role of Social Media in Recruitment and Selection Post Covid-19.

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ABSTRACT:
While some enterprises have moved up back in the comeback to the pandemic, few business individuals are hiring in masse, pushing stress on recruiters to source, appoint and employ prospective candidates at a time when in-person meetings or deliberations are largely off the table. The purpose of the paper is to deliberate the pre-hire procedures during Post COVID 19 Pandemic in locating the right candidate Automated recruitment (e-recruitment) systems are used to simplify and develop human resource management addressing the necessities of employers and job-hunter via online working means which increase the speed of employment and develop the quality of recruitment and services. Introducing Social Media in recruiting procedure is a win-win mutually for the company and prospective candidates. Social media now stands as the second most established source of hire, knotted with commercial career websites. In this paper, we define how the Social Media recruitment process proceeds through social media. The paper determines rather than trusting severely outdoor recruitment firms or job boards, many employers are concentrating on discovering focused and dedicated talent through Social Media sites such as LinkedIn, Facebook, Twitter, YouTube, and Instagram to detectability, but some are also inviting talent through directed and inventive social media campaigns to participate and test candidates and find the right fit for the organization.
Keywords: *social media, selection, recruitment, Virtual Authenticity, culture, digital collaboration platform, Social Network Websites.*

I.   Introduction

2021 started on a positive footnote with the countrywide vaccination campaign against Covid-19. The visualizations of financial stability along with valuable policy scenes specify well for industries to embark on a development curve. Talent acquisition has also gained speed. A 2021 Talent Trends Report by Michael Page highlights that approximately 53% of Indian companies aim to appoint this year against 42% of businesses in the Asia-Pacific region. A NaukriJobSpeak Index 2021 noted that education, real estate, retail, IT/ITeS, and BFSI have reported a growth in chronological hiring in January 2021. However, the Covid-19 pandemic has shown an inflection point in recruitment amongst the rushing of digitization, wide use of developed technologies, and remote model of work.

The usage of social media in recruitment is called social hiring. Social media helps HR workers to reach out to a wider talent group as compared to traditional methods. It also supports amplifying the company's message over a network of professional connections, associations, and employees. Manufacturing an energetic survival on social media and establishing the commercial principles by organizations is the vital step in attracting appropriate talent through social media. This technique is identified as employer branding. Companies are leveraging not only LinkedIn but Facebook, Twitter, and Instagram to recruit job vacancies, a 2019 survey by Jobvite highlights People and corporate around the globe are exploring

social media, and recruitment creates one such opportunity. The use of social networking websites simplifies individuals' search for a wide range of new job opportunities. The main purpose of this paper is to identify the significance of social networking websites in the job-seeking activities of applicants. The study

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investigated job information and organizational aspects available on these websites to inspect the preference of official, casual social networking websites and employer appraisal websites. Social Networking websites assumed for the study were LinkedIn, Glassdoor, and Facebook. LinkedIn is considered a primary network of recruitment for job search by applicants today now Facebook is also providing such type of activities after the pandemic and these types of the websites also became the angles for some of the candidates and their families who lost everything in this pandemic but never give up and started their own online business given the opportunity for those who want to work with them.

Many people admitted to learning about new employment prospects on social media. Development in technology and increasing use of the social networking website simplifies the job seekers the extract facts about job and organization attributes from various sources. The technical structures of "perceived comfort of use" and "perceived convenience" of websites influence the choice of the applicant. Dependence on the source is associated not only with the amount of information but also with the characteristics of information. If the information available in the advertisement is perceived by the job applicant as Specific, trustworthy, suitable, or reliable then the purpose to apply for the job with the organization increases. Thus, the quantity of data, information features, and perceived reliability guide the judgment of the applicant to apply for the job. As organization-dependent causes such as company websites, job portals, etc. offer excessively encouraging information about the job. Thus, the use of autonomous sources is growing. The greater than before usage of social interacting sites has reformed the method by which individuals extract information.

II.   Literature Review:

Recruitment

Recruitment is the process of discovering prospective candidates for authentic or anticipated organizational openings or from another perception, it is a networking activity fetching together those with jobs to fill and those looking for jobs.

According to Edwin B Flippo

Recruitment is "the process of searching for prospective employees and stimulating them to apply for the jobs in the organization."

According to Yoder

Recruitment is a process to discover the sources of manpower to meet the requirement of the staffing schedule and employing effective measures to attract that manpower's inadequate number to facilitate the effective selection of an effective workforce.

actual technical psychology literature that focuses on the validity (absolute and relative) of different forms of recruitment techniques, such as competency modeling, interviews, and various types of psychometric testing (Ashish Gupta 2014).

Recruitment is an essential part of talent management and can be defined as 'the process of searching for the right talent and stimulating them to apply for jobs in the organization' (Sinha &Thaly, 2013).

Recruiting the wrong individual is costly, Armstrong (2006) notes that the recruitment of the wrong person costs a company doubling the person's annual salary. Applicants are screened and interviewed by encoded criteria. When the ideal candidate is chosen, they are hired and integrated into the workplace, and the recruitment process is complete. According to Flippo (1984), recruitment is identified as the selection process of searching for prospective employees and stimulating and encouraging them to apply for jobs in the organization. However, the recruitment procedure has to go through different complex phases to employ the right employees for the right jobs. To shape an effective recruitment procedure, organizations must not describe recruitment as an isolated administrative function but realize that recruiting talented applicants is a key role in the talent management approach.

The training of consuming technology and in particular Web-based resources for tasks involved with finding, attracting, assessing, interviewing, and hiring, according to Smith and Rupp, 2004, "Shifting hiring processes from the paper and time-intensive manual money and boosts productivity by leaving positions vacant for shorter periods. Additionally, the cost associated with posting on a job board relates positively to placing job ads in newspapers, and, in some cases, maybe more worthwhile. The efficiency of social media employment It can be a little complex to determine the efficiency of a social media recruitment strategy and profit on investment. It is mostly because the cosmic majority of candidates do not apply for the role that's attractive to them through the social channels that they discovered. Social media is not only used to stay in touch with social networks but it has also become a vital tool for sourcing and recruiting the best candidates. Several companies' recruiters practice social media platforms to catch recruit and retain ideal personnel.

Social media hiring strategies
Some of these strategies are planned to target impassive applicants, those people who aren't essentially looking for a new job but might be adjusted to jump ship if the accurate opportunity grants itself, (Alexandra, 2018).
Some of these policies are targeting dynamic applicants, those people who are aggressively looking for new skylines.
Here are some Social media recruiting strategies as follows:
Building a company's online reputation.
Using video conversation to involve passive candidates.
Including employees in sharing posts on social media.
Linking with LinkedIn groups as well as Facebook, Instagram, Twitter, YouTube, WhatsApp & Glass doors.
Involvement of quality content.
Social media advertising – use visions to flawless classify a campaign.
Keeping prospective applicants engaged – constructing a community.

Profits of social media recruitment
Social media has undoubtedly recognized favorable for recruitment, social media has produced a way to refer a brand's message to the accurate people at the right time and the trademark sticks out to them sufficient to be interested. There are a lot of profits to be ensured from using social media. Such as follows;
better job visibility, higher-quality applicants, better company brand awareness, dropping the cost of hiring, permits to fill aspirant's vacancies well, reduction in hiring time, screening aspirants simply & realizing a good match between job necessities and applicant skills.

Boundaries of social media recruitment
There are many advantages of using social media for job search, no doubt but at the same time, there are also some disadvantages to it such as fraud recruitment ads, miss talented candidates on social media, lack of awareness, lack of trust, it is not effective for all kinds of jobs, negative comments from rejected candidates, a lot of unnecessary online traffic to connect with candidates & decreases face to face communication & conveys in reliable feelings.

Platforms for social media recruitment
Recruitment through LinkedIn
As per the online survey and some recent studies showed that LinkedIn is used 96% for Recruitment. With more than 14 million active job postings, LinkedIn is the way to find out suitable candidates for most recruiters. It also offers a vision of their interests, endorsements, and recommendations. 562 million global authorities including more than 160 million in the United States come across hundreds of industries that are using LinkedIn. Applicants on LinkedIn are permitted to do much more than post a job. Start by connecting with and following potential applicants. Start conversations with personalized messages presenting themselves and their company. Comment, like and share industry content to gain attention and authority. Monitor, validate, and write endorsements for capable individuals to shape relationships. Requesting for referrals and overviews and responding the favor. Companies using LinkedIn for recruiting are LogMeIn & Real Self.

Recruitment through Facebook
Facebook is used 40% of the time for Recruitment. Facebook may not be a dedicated professional network like LinkedIn, but it's an indispensable resource for recruiters. It is an unplanned atmosphere that can shed some bright on an individual's personality away from work, and it offers uncountable ways to discover and unite with candidates. It uniforms applications and a job board. Facebook has more than 2.85 billion global users, including 179.7 million active users in the United States. 84% of job seeker has Facebook accounts. Candidates on Facebook options are just about endless. Follow and interact with prospective candidates; creating groups relevant to the positions looking to fill. Create and share content to promote the company and employer brand. Encourage hiring and networking procedures. Start chats on Messenger and post openings on the Facebook job board. Companies using Facebook for recruiting: Secure Link &Scopely.

Recruitment through Twitter
Twitter is used 67.7% of the time for Recruitment. With its 280-character limit, Twitter is known for being short and sweet. That brevity is not a wicked thing, however, as Twitter has converted into a go-to source for news and events. Everyone from celebrities to common people or major company's practices Twitter to involve people worldwide. Twitter supports more than 17 languages. A user on Twitter gave birth to the hashtag, so start there. Chase for appropriate hashtags to link conversations and appeal to compatible candidates.

Like, follow, tweet, comment, and retweet to involve applicants. Retweet and share timely information by live-tweeting and live-streaming. Pin-related tweets to retain them noticeable on your profile.

Recruitment through YouTube

YouTube is used 11% for Recruitment. If you're one of those "back in my day" types you may want to look away: when given the option between text and video, 72% of internet users choose video. And when it comes to video, YouTube is the undisputed heavyweight. Like Instagram, few recruiters have embraced the channel, so those who get in now will have the advantage. Candidates on YouTube are 1.8 billion global users, including 184 million in the US. Candidates on YouTube are a little more straightforward. Create great video content personalized to your potential candidates. Don't overlook regenerate videos from the company website and supplementary social media channels. Companies using YouTube for recruiting: Headspace & Carbon Black hones.

Recruitment through Instagram

Instagram is used 11% of the time for Recruitment. Instagram's filmpresentation has become immensely popular with millennials (the biggestpercentage of the workers) and Generation Z. In spite of its attractiveness, less than 10% of recruiters influence this channel, which represents a huge early motivator opportunity (More than one billion global users, including more than 200 million in the US). Closely 70% are millennials and Gen Z candidates on Instagram curate a variety of visual content that captivates the audience's attention and encourages them to follow the company page. Involve with individuals' interests by following, liking, and commenting on their content. Participate in trending topics by posting related content with appropriate hashtags; Host Q&A sessions with the Stories feature, either live or with their infinite library of stickers. Companies using Instagram for recruiting: Exactly Corp & Teachable.

Andrew Fennell (January 2022) find out exactly how social media is being used in today's hiring process, he carried out 2 surveys; one of 350 job seekers and another of 95 recruiters.

Fundamental statistics for social media employment search
- 79% of candidates used social media in their job search last year.
- Almost workers of the companies can contribute social media to the success of finding their last job.
- 1 in 10 personsused social media to generate posts they think will attract employers.
- 40 million individuals search LinkedIn for jobs every week.
- 73% of individuals initiate their last position directly through social media boards.

Fundamental statistics for social media recruitment
- 91% of all employers are currently using social media as part of their hiring process.
- 45% of recruiters post content on social media to engage with candidates.
- The average company spends a quarter of its recruitment budget on social media.
- 21% of recruiters admit to rejecting a candidate after looking them up on Facebook.

The Age groups use social media in job search	
Age group (years old)	**Percentage using social media in job search**
16 – 20	66%
21 – 30	86%
31- 40	85%
40 – 55	52%
56 +	30%

Industries see job seekers using social media the most	
Industry	**Percentage using social media in job search**
Hospitality	84%
Retail	78%
Creative & arts	75%
Marketing	69%

Health & wellbeing	67%

Industries see job seekers using social media the least	
Industry	**Percentage using social media in job search**
Tradespeople	29%
Security	32%
Banking	36%
Accounting & finance	40%
Engineering	42%

Social Media job seekers earning	
Earnings bracket (per annum)	**Percentage using social media in job search**
< £18,000	71%
£18,000 – £30,000	55%
£30,000 – £50,000	40%
£50,000 – £70,000	63%
£70,000 +	61%

Type of workers use social media for job search	
Employment status	**Percentage using social media in job search**
Freelancer	91%
Full-time employed	74%
Contractor	70%
Casual worker	42%
Part-time employed	25%

Objectives of the study
To study the increasing usage of social media for effective recruitment.
To study the responsiveness of the usage of social media as means of recruitment.
To compare social media with other orthodox (newspaper, posters, company Advertisements, Job fairs & job portals) recruitment methods.
To discover the effect of the Covid-19 lockdown on the developing use of social media for recruitment.

Limitations of the study
The study is grounded on the response of a Google form survey and Secondary data.
The study has been completed transversely in all industries but still, there is no accurateness.
The study has to be completed within a restricted time.

III. Research Methodology

      This is descriptive research; this study defines the features of the population or phenomenon studied. This methodology struggles more with the "what" in the research subject than the "why" of the research subject. Primary data has been collected directly from the data source without going through any existing sources; the data has been collected through Google form by circulating among employees. Secondary data has been collected by using records through the internet (Google, EBSCO & NASSCOM), articles, blogs, and related project reports. This study is based on a convenience non-probability sampling technique in which samples are selected from the population only because they were conveniently available. The population here basically means employees across all industries. The data has been examined through Statistical Package for the Social Science (SPSS).

IV.   Findings

The awareness regarding usage of social media as means of recruitment: According to the survey, it is found that about 89.4% of the workforce are responsive & the rest 10.6% of the workforce are unaware of social media recruitment, that most of the workforce are aware of social media recruitment. Thus even though there is awareness, creating more awareness among people about social media recruitment & making effective utilization of social media in this growing social media world is necessary.

Experience of social media recruitment: In industry only large scale are utilizing social media for recruitment, so small scale enterprises & small establishments need to make use of social media as resources for recruitment. The study found that 51.52% of employees have gone through social media recruitment and while 48.48% have not yet gone through social media recruitment even thou they might be aware of it. Most of the employees have gone through social media recruitment and the rest need to still experience it. Even though there is much experience, some companies are unaware of social media as the best recruitment tool & there is no proper utilization of it. Thus there is more necessary to experience social media as a recruitment tool.

The companies make use of social media recruitment: Most the companies make use of using social media for recruitment this was confirmed in the present study where it was found that 62.1% of the companies make use of social media recruitment and 37.9% of the companies don't make use of social media recruitment. The companies and industries such as Automotive, Automobiles, education sector, service sector, IT sector, Pharmaceutical, construction industry, A non-banking financial company(NBFC), Telecommunication, hospital, Steel industry, KPIT Technologies Ltd, electro technology industry, petroleum industry, space industry have responded to the questionnaire. Out of these only some of them make use of social media for recruitment. Hence concluding that most companies are making use of social media recruitment.

Comparing social media with other conventional recruitment methods: According to the study, it is found that 34.8% of companies are making use of social media, and the rest all are making use of newspapers (19.7%), advertisements (27.3%), company websites (57.6%), job fair (24.2%), job portal (45.5%) & other (34.8%) methods of recruitment. As compared to all, the highest use of recruitment method is their company websites. Company websites build direct relationships with job seekers; they provide information of companies up to date & it is the most trusted site; they provide clear and transparent information with contact details; company websites are visited by job seekers because they are particularly interested in that company. Even job portals are most used for recruitment. Job portals mostly charge companies a decent yearly fee where the applicants can apply for suitableposts free of cost. It's a mechanism like a matchmaking engine where a candidate applies for a job and the CV directly lands in the inbox of the recruiter/ HR head. The candidate has more chances to be reviewed & a positive experience with a job portal is saving job seekers from scams. Thus company websites and job portals are most used by job seekers and recruiters.

The growing use of social media for effective recruitment: Recruiters can now save time, and money, and increase their reach to the right candidates and at the right time for the job by making effective use of social media. According to the study it is found those companies always use LinkedIn (27.3%) for recruitment as compared to other social media recruitment platforms such as Facebook (9.1%), Instagram (12.1%), Twitter (7.6%), YouTube (7.6%) & others (25.8%). According to the past Jobsite LinkedIn is the most used platform followed by Facebook & Instagram. Comparing my study to the past survey, companies are seen using LinkedIn. LinkedIn is most popular than other platforms because it allows the creation of company pages to define and promote business but it is also useful for researching other businesses and individuals who have related interests, strategies, or profiles. It is much easier, less time-consuming, more targeted, and more streamlined than any other online job board used in the past. Thus LinkedIn is seen as a growing platform for recruitment.

Conventional recruitment methods: The familiarity and popularity of social media make it easy to use, social media recruitment is accomplished with the wide usage of centralized databases of jobs and an array of web-enabled software applications. According to the study it is found that conventional recruitment methods such as newspapers, advertisements, company websites, Job fairs & employment portals are less used while compared to social media as it is seen to be the supreme innovative instrument in this crowd. 6.1% of employees strongly agree however 9.1% of employees strongly disagree, 27.3% of employees agree whereas 22.7% of employees disagree & 34.8% of employees are neutral. When compared with conventional recruitment, saves time and cost for an organization, thereby improving its productivity, efficiency, and effectiveness. Thus social media recruitment is more convenient than conventional recruitment methods.

The success of social media sites: Social media is not only used to stay in touch with social network systems but it has also developed an energetic instrument aimed at tracing and recruiting the best candidates. Numerous corporation recruiters practice social media platforms to discover, recruit and recollect ideal employees. According to the study it is found that most of the employees feel social media sites are successful (45.5%) for recruitment, some of the employees feel social media sites are very successful (6.1%) & rest of the employees feel social media sites are not at all successful (3.0%).

The impact of Covid-19 lockdown on the growing use of social media for Recruitment: According to the Jobsite, the majority of talent acquisition teams are adapting their processes to work remotely. Even in times of adversity, the recruiters are committed to building teams. Almost half of the recruiters surveyed have increased social media posting on LinkedIn, Facebook, and Instagram to advertise jobs and said they've used social media to promote their employer's brand and connect with talents. According to the study, it is found that 15.2% of employees strongly agree during the Covid-19 pandemic, social media recruitment has played a crucial role, whereas 3.0% of employees strongly disagree, 50.0% of employees just agree, 7.6% of employees disagree & rest of employees all are neutral (24.2%). Therefore, it is seen that most of the employees agree. Thus by comparing my study and the past survey it has found that during the Covid-19 pandemic, social media recruitment has played a crucial role and there has been a significant increase in social media recruitment across all companies.

Effectiveness of social media recruitment in the future: According to big data, there is an abundance of data available. Social media recruitment is also getting easier, quicker, and cheaper to generate more relevant data. Hence data aggregation algorithms can grow exponentially. According to the study, it is found that 12.1% strongly agree on social media being an effective tool for recruitment in the future whereas 1.5% of employees strongly disagree, 53.0% agree, 4.5% disagree & rest of the employees are neutral (28.8%). Data integration will be combining people's multiple profiles into one in the very next step, and it's already happening. Soon, it will be easy to know what a person likes and to predict things by just patching together their online footprints and therefore pointing towards a better match. Thus the study is found with most the employees agree to social media is an effective tool for recruitment in the future.

Future implications and recommendation

Although there is growth in social media recruitment, companies need to increase the process of recruiting through social media because some of the employees do not go through social media recruitment.

The study has analyzed that most companies are making use of only their company websites, so they need to utilize other methods such as newspapers, advertisements, job fairs, job portals & social media for effective recruitment.

From the study it has analyzed that most of the companies are making use of only LinkedIn for recruitment as compared to other social media recruitment platforms, so it is suggested that companies need to make use of other platforms such as Facebook, Instagram, Twitter, YouTube, WhatsApp, Glassdoors, etc.

Companies should pay attention to social media tools that allow employers to engage with their targeted audience and easily identify whether the candidates are a good cultural fit for the company or not.

From the study it has been found that social media recruitment has effective benefits if companies make proper utilization of social media platforms; they provide a better match between job requirements and candidate skills & better employer brand awareness. And through social media, employers can reach candidates faster at a lower cost because job boards or referral recruiting with social media is free.

Companies should utilize social media for spreading the information about their company making more people aware of its job opportunities and getting employees that they may never find through traditional hiring methods also passive candidates can be reached easily as they rarely visit job boards. Hence social media might be the only approach to reach and engage with them. Hence stating that social media recruitment is more beneficial.

From the study, it has been found that social media recruitment has some drawbacks people lack trust in social media sites due to fraud recruitment ads, fake companies, or startups. It's difficult for job seekers to find jobs and for recruiters to find employees. Hence suggesting that there should be fair and clear recruitment platforms so that the recruiter gets the right person for the right job and people can trust social media as an effective recruitment platform.

From the study, it is analyzed that most the employees feel social media sites are successful for recruitment. However, there is a huge necessity for creating awareness of social media recruitment.

From the study, it is analyzed that most the employees feel that during the Covid-19 pandemic, social media recruitment has played a crucial role and there has been a significant increase in social media recruitment across all companies. Hence suggests that due to this scenario social media recruitment has got great demand and people can take this as an opportunity for developing social media recruitment strategies that help their company to recruit the right employee

From the study, it is analyzed that most the employees agree with social media is an effective tool for recruitment in the future. Although we know that the future is uncertain, this study suggests that social media recruitment can be an effective tool only if every company makes proper implementation. Thus it will play a crucial role in providing better job opportunities and hiring better employees for companies.

Conclusion

This study specifies that social media recruitment is playing an actual role in this development. Social media recruitment has effective benefits and companies are making use of LinkedIn, Facebook, Instagram,

Twitter, YouTube, WhatsApp, Glassdoors& other social media platforms for recruitment. From the study, it is found that social media recruitment will play a crucial role in providing better job opportunities and hence helps in hiring better employees for companies. During the Covid-19 pandemic, social media recruitment has played a crucial role and there has been a significant increase in social media recruitment across all companies. Hence suggests that due to this scenario social media recruitment has got great demand and people can take this as an opportunity for developing social media recruitment strategies.

Thus I conclude by suggesting that creating more awareness among people about social media recruitment & making effective utilization of social media in this growing social media world is necessary.

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