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SOCIAL MEDIA AS A **RECRUITMENT** STRATEGY

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Social Media as a **recruitment** strategy

INTRODUCTION

The phenomenon of social media revolutionized information exchange and opened many paths of engagement. With the ascendance of professional and casual social media websites on the internet and mammoth number of users ranging in hundreds of millions globally, use of social media as a corporate tool for recruitment is an easy and future-proof strategy to research and connect with potential candidates for job openings. Social media recruiting entails leveraging of different tools in bid to identify and recruit talent. For a long time, job recruitment has mainly been about networking and this avenue simply injects contemporary technological networks in the formula that is already tried and proven.

Statistics on Social Media Recruitment

It comes to light that 94 percent of professional recruiters normally network on social media to acquire talent as well as management and 59 percent of employees have reported that presence on social media is one of the key reasons they chosen that workplace. 48 percent of

CEOs reported that their organizations have ended up losing money because of inefficient recruitment and 67 percent of recruiters are expecting an increase in competition for candidates. It has also been found that 80% of employers realized that social media is very helpful in finding passive candidates considering that 75% of potential hires are not involved in active search and recruiters employ the use of social media in reaching them. On the same note, 70% of human resource managers have successfully managed to hire via social media. The dilemma on the capacity of social media to bring the right candidates has been backed by the fact that 70 percent of senior managers report that active candidates are more likely to succeed than passive ones. Among those seeking for employment, LinkedIn profile has been found to be the most significant channel in social media with 85% of job seekers and professionals while Facebook was cited as the second most popular with 74% according to Robert Walters research.

How companies use social media tools

Companies are currently posting a lot of information on their profiles in order to reach out to those they want to hire. Social media gives companies the capacity to create exceptionally targeted ads that are inexpensive. With these ads, recruiters can access tools that specifically target certain audience according to their age, location, sex and keywords that match their description. After creation, the ads then can only be seen by the individual users who match the required

specifications. Thus, not only does it enable organizations to be able to access immense pool of talents but allows them also to know their candidates prior to sending an invitation for interview. Even though there are extremely high rate of unemployment thereby making it difficult for a company to identify the most suitable candidate with the right qualifications and qualities. In most instances, companies find the activity of reviewing applications and resumes sent to them in bulk as a big waste of time upon interviewing. For this reason, many companies have begun at an increased frequency employing the use of social recruitment.

One of the main benefits noted in social recruitment is that it enables companies to hire representative who can gauge and meet what a person like prior to engaging in the time consuming activity of reviewing applications. Job fairs were always the most successful way of matching a company and a candidate. Additionally, by being able to meet the people prior to reviewing their applications, the human resource manager is already aware whether the demeanor of the candidate is right the work environment. A creative and strong social media profile can manage to have a positive reflection on image of an organization for potential candidates.

Trusted relationships are a big issue in social media recruitment. By being able to share engaging content like trends and industry news, a company builds relationships with their potential employees even

before they can post an advert for key positions. In regard, when it is time to hire, the company has already done the most difficult tasks. In the same way, cultivating a strong relationship the key influencers in the industry provides the possibility to be able to widen company's potential reach. By taking steps to identifying these influencers such as celebrities who reshare contents and key updates from the businesses, a company successfully reaches 20 to 30 times more people on social networks.

RECOMMENDATIONS

Increased presence of social media

Job seekers need to increase their online presence by setting up profiles on different social networks such as Facebook, LinkedIn, Instagram and Twitter among others. These profiles should contain relevant information that employers seek to obtain from their potential employees such as personal information and experience. It is important for job seekers to refrain from bad posts characterized by abuses, jokes and criticism on their social media timelines because employers look at posts in bid to know the views of the their potential employees.

Subscribe/follow potential employers

In order to receive alerts on job openings, a job seeker must identify and follow their potential employers on social media and perhaps contribute on their daily posts. This would enable them to have sufficient knowledge of the company they may end up being part of and even get spotted by the company's social media managers through their comments.