

A Study on the Use of Social Media for Recruitment in the I.T. Industry in Bangalore

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ABSTRACT

The rapid growth and use of the Internet over the last several years has changed the way companies conduct business activities, including the activities of human resource management. Today online recruiting has become a significant tool for Human Resource Department. Recruitment refers to the systematic process of searching for prospective employees and stimulating them to apply for jobs in an Organization. It results in a pool of applicants from among whom the right employees can be selected. Social Media Recruitment (SMR) refers to recruitment with the help of Social Media sites. Human Resource professionals observed this pattern of behavior in regards to the usage of social media tools among employees and crafted innovativeness in HR practices and processes. As a result, social media got introduced into the world of human capital management. Such practices of social media applications were captured and categorized under various HR functions critical for organization's success. As part of an organization's recruitment strategy, social media is compelling.

This research paper aims to understand the Employers perception on recruitment through social Media application practices that were identified.

KEYWORDS: Social Media, Online Recruitment, Human Capital Management, Employer Perception

INTRODUCTION

Recruitment is an integral part of human resource planning of an organization. Companies use various sources – internal search, advertisements, employee referrals, employment agencies, Internet etc. – for carrying out recruitment activity. Recruitment is a vital function of human recourse management, which can be defined as the process of searching the right talent and stimulating them to apply for jobs in the organization. It is the process of discovering the sources of personnel to meet the requirements of the staffing agenda and attracting the adequate number of employees, so as to effectively select the applicants. Hiring is the act of employing new staff, to engage the services of (a person) for a fee or to employ (someone) for wages. Social Media Recruitment (SMR) refers to recruitment with the help of social media sites. In the age of social networking sites growing at a rapid rate, there are plenty of opportunities that can be gained through it other than networking. It is very easy to search for a prospective candidate. Increasingly, organizations are resorting to social media arena to get the right and viable candidate for a vacant position. SMR not only helps to find candidates for high level positions but it is also very useful to find candidates for lower level jobs. Many companies are using social media sites to do a reference check of the prospective candidates but now if they can also prefer Social Media it will cut their efforts of background checks at a later stage. Social networking websites like Face book, Twitter, and Linked In are promising as effective job search tools. E-recruitment emerges as a handy and

advantageous method over traditional methods of recruitment as it brings all benefits of e-business into the human resource field and improves the efficiencies of the recruitment process.

Social media networks help companies get to know candidates in terms of areas of interest, proficient network, educational qualifications and look into their career graph so to find the best people who fit their company. Social networks also provide the opportunity to reach out to passive candidates, people who have posted their resumes on social networks but are not actively looking for work, save costs and have access to a great talent pool. Social media recruitment is the most popular recruiting trend in India with a rise of 20% in its popularity in the last 3 years according to the survey performed by LinkedIn. HR managers across the world are constantly looking at adopting new and efficient recruitment practices to make sure that their organizations are able to acquire and retain talent. Having right human resources is probably the most important aspect of an organization to keep them ahead of the curve, especially in a talent driven economy.

OBJECTIVES OF THE STUDY

- To study the employer's perception in regards to social media in recruitment.
- To Study the usefulness of Social Media Recruitment (SMR) from recruiter's perspective.
- To Study the Recent Trends in Social Media Recruitment

REVIEW OF LITERATURE

- The hiring process has become increasingly digital, and social media is playing a central role at every stage, from sourcing candidates to evaluating culture fit (Burnett Specialists,2025). Candidates now research company values through social channels, while employers use online profiles to assess professionalism and personality. For employers, social media offers an opportunity to amplify their employer brand, reach passive candidates, and humanize the hiring process. For job seekers, it's a platform to build a personal brand, connect directly with recruiters, and stand out in a crowded job market.
- Recent data from the 2024 Global Recruiting Trends survey indicates that 85% of talent professionals now view social media as crucial to their recruitment strategy, up from 83% at the beginning of the year. Social portfolio gives a 360-degree view of a candidate, far beyond what any resume could offer (Laura Gonzales,2024).
- Candidates should avoid sharing inappropriate content on their profiles (Sharaburyak et al., 2020). Candidates should set the privacy setting on their social media profiles to ensure that only the relevant people can view their posts.
- The widespread nature of the Internet has played a large role in shaping the current state of the recruitment industry, and for this reason it is easier for recruiters to source job candidates using internet job boards and social media (Mihelich, 2014).
- Both employment and recruitment agencies perform recruitment functions on behalf of a client company by charging fees. These agencies also attract talented candidates who are currently employed (Nel et al., 2012). Moreover, due to high costs, confidentiality issues, managements sometimes do not depend on these sources.
- Social Media Recruitment is proactive as both job seekers and recruiters are engaged in sharing and referring to each other using social media (Nel, Werner, Du Plessis, Fazey, Erwee, Pillay, Mackinnon, and Millett & Wordsworth 2012).

RESEARCH METHODOLOGY

An exploratory research design was followed for this study, with an objective to find out the employer's perception towards the initiative taken by the human resource function IT Sectors through social media applications. The exploratory research was chosen due to its nature of collecting information in an unstructured and informal manner. This involved interviewing employers from IT industry considering general views in regards to the objective of the research. A Questionnaire was developed with disguised and close ended questions which were presented to the employees across all level of experience in IT industry. The primary data was collected through a survey. Semi-structured interview was conducted from the IT employees. The survey was conducted by interviewing the IT employees across all the hierarchy in IT Sectors. The secondary data was gathered from various research papers, company websites, and articles.

A sample size of 80 HR professionals and employees across the IT Sectors were considered as respondents. The questionnaire had open & close ended questions for HR Professionals and the employee. The secondary data was gathered from various research papers, company websites, and articles. The primary data was collected through a survey. For the purpose of the study, respondents were asked to rate on 5 Point Likert Scale. Using the following scale the perception of employers towards social media application in organizations was measured.

DATA ANALYSIS AND FINDINGS

Table 1: Demographic Variables

CATEGORY	ITEMS	FREQUENCY	PERCENTAGE
AGE	31-35	24	30.0
	36-40	39	48.8
	41 & Above	17	21.2
	Total	80	100.0
GENDER	Male	49	61.2
	Female	31	38.8
	Total	80	100.0
MARITAL STATUS	Married	59	73.7
	Unmarried	21	26.3
	Total	80	100.0

Demographic Findings

The findings related to the demographic variables are presented in **Table 1**. In terms of age wise classification, it was found that 48.8% of respondents are in the age group of 36-40 years followed by 30% in the age group of 31-35. In terms of gender 61.3% are male and 38.8% are female. The table above also reveals that 73.8% are married and 26.3% are unmarried.

Table 2: Most preferred site for Recruiting Candidates

Social Media Sources	Frequency	Percentage
Linked In	61	76
Facebook	13	16

Twitter	3	4
Job portals	3	4
Total	80	100.0

It can be observed from **Table 2** that Linked In seems to be the preferable site for recruitment with 76 % of respondents followed by Facebook (16.3%), Twitter, Job portals, with 3.8% of respondents.

Table 3: Usage of Social Media

Usage	Frequency	Percentage
Internal Communication	2	2.5
External Communication	5	6.3
Networking	9	11.3
Marketing	31	38.7
Recruiting	33	41.2
Total	80	100.0

Table 3 indicates the usage of Social media in the organization. It was inferred that 41.3% of the employers use social media for recruitment followed by 38.8 % for marketing their product or service.

Table 4: Pearson Correlations Analysis

	Mean	S.D	Recruitment response through social media	Matching of requirement through Social Media Recruitment	Satisfaction with Social Media Recruitment
Recruitment response through social media	4.28	.656	1		
Matching of requirement through Social Media Recruitment	3.48	.573	.288**	1	
Satisfaction with Social Media Recruitment	3.69	.894	.256*	.225**	1

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4 shows the correlation analysis using Pearson Method for finding the relationship between recruitment response through social media, matching of requirement through social media recruitment and satisfaction of employers with social media recruitment. It was observed at 0.01 level of significance that, employers are satisfied with the response through social media for recruitment (.256) and the applicants match with the requirements for the job (.225)

SUGGESTIONS \ RECOMMENDATIONS OF THE STUDY

Based on the findings of the study the following suggestions are made:

- The usage of social media is high among the recruiters, among which LinkedIn and facebook were used predominantly. Although, few recruiters prefer social media for recruitment inspite of difficulty in finding quality candidates, they revealed that, it is useful for posting job advertisements and the technology enables them in reaching candidates.
- Social media recruitment (SMR) has been well tested in the earlier studies, in different geographies amidst various contexts. Hence organizations must try to leverage the advantages provided by the new channel for recruitment.
- Employers must understand that traditional methods need to be integrated holistically with social media recruitment methods.
- Organizations must use intelligent talent acquisition tools to scan social platforms to source candidates who match specific criteria such as skills, experience and location.
- Social media recruitment (SMR) as a concept has been evolving and Fortune 500 companies are adopting the same. From the sample drawn in the Silicon Valley of India, Bangalore, it is abundantly clear that these SMR trends are fast catching up in India as well. Thus, Organizations must not delay in using the additional channel in the process of recruitment to choose the right candidates for the job.

CONCLUSION

In the Era of Globalization, progression of technology and stiff Competition particularly in the I.T Industry, new H.R.Strategies and practices have to be constantly adopted. In this perspective, Existing Recruitment Strategies have to be replaced by new strategies. The Internet has had a good impact on the way companies recruiting employees. E-recruiting system is newly invented and sharply growing but traditional ways of recruiting, through newspapers or employee referral, have not become outdated. There is no doubt that the number of Internet users is increasing still its incursion is low, in most of the cases they use Internet for limited purposes. Therefore, studying E - recruitment is very significant in order to maximize its financial and non-financial benefits for employers. In this study, it was found that the use of the Internet for recruiting is influenced positively. Intentions to use the Internet for recruitment are influenced by internet usage habits and performance expectancy of the internet services. The Usefulness of Social Media Recruitment is that it helps to gain an overall view of the prospective recruitment and saves time and cost involved in the recruitment process. Social media sites carry with it the distinct advantage of enabling companies to reinvent themselves internally as well as externally. The rapid and proficient use of SMR will enable the company to realize the greatest benefits in terms of recruitment.

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