A Study on the Role of Social Media Platform in Recruitment Process (Social Recruiting)

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Abstract:

To stay connected in the competitive world of new generation employment market, e marketers are using new online tools and techniques to recruit these emerging generation of workers. Many recruiters are realized that traditional recruitment process takes too much of time and cost to recruit few potential candidates. Social media recruiting is also called as social recruiting, social hiring, social recruitment is the process of hiring potential candidates via social media like LinkedIn, Facebook, Twitter, Instagram, job boards, blogs, online forums, snapchats, YouTube and other websites. Social recruitment has some benefits over traditional recruitment such as social media will increase the speed of employment, reducing the cost and time of recruitment, target your ideal job candidates, huge availability of jobseekers, increase visibility of brand and improve the quality of recruitment and services. Social recruiting is more popular now days hence professional are following companies on social media. Finding top talent, attracting potential candidates is not easy so effective social media recruitment strategy must be in existence. There are many types of Social Networking Sites (SNS) used for social recruitment. Out of which LinkedIn is at top position followed by Facebook, Twitter and many more. As per SHRM report it can be seen LinkedIn is at top position and most effective for social recruiting. LinkedIn report says that 196 million users are from Asia Pacific which 27% of total global population. Virtual Reality and Artificial Intelligence like technology will be used to engage followers in future.

*(**Keywords:** Social media Recruitment, Social recruiting, social hiring, social recruitment)*

Introduction:

Due to development in information technology, social media plays vital role in people's lives. It supports the societies to get involved and build strong associations (Punn M, 2018). Social media is computer-based innovation that enables the distributing of information, photos, videos, documents and thoughts via the virtual networks and communities. With the advancement of technologies, both recruiting firms and jobseekers are using social platforms such as Facebook, Twitter and LinkedIn, Snapchat, Instagram for jobs posing, to find skilled talent, and publish company culture (Punn M, 2018). Recruitment is nothing but the process of attracting talented folks, screening, selecting and appointing right candidates for vacant position or new either permanent or temporary basis (Srinivas V). Recruiter are now using social media platform to hire potential candidates. Different Social Media Platforms (SMP) serve different purposes such as Facebook is used for social networking, Twitter is used for micro-blogging, YouTube for content

2126

sharing and viewing, Snapchat for image sharing and LinkedIn for professional networking (Rana T, 2016).

In the current age Internet has become important aspect of everyone's life. Social media has an impact on business, marketing, personal shopping habits, even politics (Punn M, 2018). From few years back social platform is used for recruitment by some marketers. Social recruitment is concerned mainly with hiring potential candidates for vacant positions or new via social media sites and networks. The take two different paths. The first involves increasing reach by publishing job advertisement via people's social networks to reach far and wide. The second is searching for right candidates via publicly available information on social networking sites.

Social Networking Site (SNS) is the expression used to describe any web site that facilitate users to create public profiles and create connection with other users on the same social platform. A social networking site or social media is a platform over internet where folks use it to build social networks or join with other people who share similar personal hobbies or career interests, there activities, backgrounds or real-life contacts (Wikipedia). E-recruitment, also known as online recruitment, refers to the use of web-based technology for the various processes of attracting, assessing, selecting, recruiting and on boarding job candidates (TalentLyft). E- recruitment helps marketers to reach huge number of passive candidates with less cost, efficiently and effectively and facilitate the selection process (Chaudhary P, 2017).

Social recruitment has some benefits over traditional recruitment such as social media will increase the speed of employment, reducing the cost and time of recruitment, target your ideal job candidates, huge availability of jobseekers, increase visibility of brand and improve the quality of recruitment and services (Impa). The recruiter team can identify suitable candidate to handle a position in your company by sharing the details of position and company over social platform instead of waiting for people to apply.

Literature Review:

I have gathered background information on social recruitment and social networking sites (SNS).This will comprise looking at what are Social Networking Sites and how do they vary from other portals. Review of Literature can be an essential part of every research, and it provides an idea about the research already done on the same area. A detailed study of the research papers/articles from various national and international journals, articles, newspapers, websites, books helps to recognize the research gaps.

LI Jin (2015) explores that Social recruiting has become one of the hot topics of scholars andbusiness in the past ten years the focus of which through literature search and analysis is about the present situation, operation mechanism, brand creation of employers, legal disputes andregulation. The researcher also focusing on how Cross-cultural research gradually becomes anew trend.

Arasu Raman (2014) has used comprehensive survey data to collect and analyze the employers' observation on attracting job applicant through SNS and the results showed that social media was affected by its content and quality. The author had collected total of 180 responses from employers, with the findings indicating that perceived corporate reputation and quality of social networking site does attract high number of job applicant through social media network. This research also demonstrates that corporate reputation has a connection between the perceived corporate reputation and attracting job applicant through social media for recruitment process.

Impa- concluded that the role of Social Networking Sites in recruitment becoming much more significant and is an upcoming topic in India. The researcher has tried to study the process of recruitment through various social networking sites. The researcher has also examined the merits and demerits of recruitment through social media for employers and jobseekers also. However, the study did not focus on Indian recruiters have only recently started to use social networking and cannot observe the long-term effects- and costs reduction is a long-term focused topic.

Punn M (2018)- The author has tried to study the impact of social media usage on recruitment inthe Indian IT industry. A well-structured questionnaire was designed for both jobseekers and recruiters to find out the effectiveness of social media usage for recruitment. The jobseekers' andrecruiters' data were independent in nature and there was no common connection between them. This research was conducted only for IT sector.

Chaudhary P (2017)- The author have studied the review on recruitment through Social Media Networking Sites and concluded that most of the management, job consultancies and students from graduates as well as post graduates are aware about social recruitment through various social networking sites like Facebook, twitter, and LinkedIn. The study did not explain abouthow Social Networking Sites (SNS) are used for recruitment.

Rana T. (2016)- The authors have felt the need to do critical study on social media as a recruitment tool. The authors of the paper have critically analysed the pros and cons of Social Media Recruitment methods, latest e-recruitment process and its significance in organization effectiveness. The have also focused on web portal usage and role of social networking sites in recruitment. The study concludes that SNSs are an excellent tool for recruitment, if used in collaboration with appropriate methods of recruitment. However, the study has not focused onthe need of social media recruiting strategy.

Trivedi V (2014)- The author has attempted to study on trend of social recruitment in India in 21st century. The researcher has concluded that social recruitment is rapidly gaining traction in Indian professionals and recruiters and there are valid reasons (economic, social and numerical) to believe that this trend will not continue in near future but also will be upward. The author has targeted only LinkedIn to measure the social recruitment trend in India.

Gap in Research Area:

The Review of literature has revealed that a lot of previous studies have been done in the area of Social media as a recruitment tool. Most of the studies have been done on how recruitment canbe done using social networking. A few studies have been stated that the pros and cons of socialnetworking sites. Little or no attempt has been made to understand the need of social mediarecruiting strategy. Few studies have also examined the advantages and limitations ofrecruitment through social media for employers as well as jobseekers.

After an in-depth gap analysis of the past literature the study seeks to identify the importance andbenefits of recruitment through social networking sites. It is required to measure the need of social media recruitment strategy. Social networking sites are used by jobseekers to find suitable jobs. SNS are taken into consideration to measure how Social Networking Sites are used in recruitment process.

The main objective of this research is to identify the importance and benefits of recruitment through social networking sites and how social networking sites are used to hire potential candidates in recruitment process. This paper also discusses the social media recruitment strategies can be used for recruitment process.

Objectives of the Study:

- To identify the importance and benefits of recruitment through social networking sites
- To understand the need of social media recruiting strategy.
- To understand how Social Networking Sites (SNS) are used for recruitment.

Social Recruiting:

Social media recruiting is also called as social recruiting, social hiring, social recruitment. Social recruiting is nothing but the process of hiring potential candidates via social media like LinkedIn,Facebook, Twitter, Instagram, job boards, blogs, online forums, snapchats, YouTube and other websites. Social media recruitment facilitates marketers to reach passive candidates, collect information about targeted candidates from social media, showoff your company's culture, and save money. Social recruiting is a method that offers a more efficient and cost-effective alternative to conventional recruiting. A strong social networking recruiting strategy will help to reach extensive people and can find top talent among them.

Creating a Social Media Recruiting Strategy:

Social platform is most popular now days in society and companies too. Many companies are using social media to promote their products and services as well as present themselves and their brand. Many recruiters are also using social platform to recruit the right candidate for company instead of only advertising. Millennial and generation z are the mainly two targets of social recruiters, because millennial are the people who born between 80's and mid-90, which is the largest generation in the workforce and generation z whose age is between 8 to 23 years old. They are social generation and remain connected to friends, family colleagues all the time over the internet through social media. These generations are spending more time on social media not for social life but also to search for new job opportunities.

Social recruiting is nothing but recruiting the right candidate via social media. Social recruiting is more popular now days because professionals are following different companies on social platform to know about their job opportunities. If this scenario is there, then it is more important to attract relevant candidates and hire quality talent. Finding top talent in your field is not easy task, henceforth effective social media recruitment strategy should be in existence. Here are discussed some useful steps to form social media recruitment strategy.

Creating online presence of the company: Many online users like digital natives looking for online information within short span of time. If company wants to find best professional from these people, then it is necessary to be present online constantly. We have to create an awareness of the brand among these people by sharing content that shows your company in light so that everyone aware about your company and wants to work with you. You have to create the company's online reputation high in such way that candidate should attract to establish connection with you. The second step is to choose right social platform where all the potential employees you are looking for should be active. Facebook, Twitter, LinkedIn offers goodopportunities to attract more candidates but try some other platforms.

Targeting prospective candidates: Recruiting right candidate for company is not an easy task. You have good advertisement but fail to target right audience then no one will apply for the position. It should be clear that who is your target audience want to attract. Do you want fresher or experienced candidate, or do you have special job requirement like skills, background, qualification etc. These are some important questions that can help to recruit right candidate for right position. Every firm must start connecting with right people, industry leaders, and expert in the field that will help to build community.

Use of video: To engage your passive candidates and professional social media gives you a liberty to upload video content. Through this you can give people an inside view into the company's culture. It is a powerful way to convey the message to the audience. Periscope gives you wonderful, innovative chance to connect with passive candidates and professionals in your industry.

Involving employees in sharing posts on social platform: Always you have to engage your audience on social media. Ask your employee to share the content on social media or take part in social recruitment. Content shared by employees is more effective since increase the engagement of passive candidates. They are acting as a brand ambassador. In short to get best possible result employee involvement is more important in recruitment process. If the experts share the recruitment ad through their social media profile amazing results are seen.

LinkedIn Profile: LinkedIn is a social platform used most of the firms to find skilled candidate and recruit. 87 percent of recruiters use LinkedIn followed by 55 percent Facebook and 47 percent Twitter. Update the first 200 characters of LinkedIn profile, so that people will come to know that company is looking for new candidates without clicking on corporate page. Another thing is participation in the specialized groups is equally important where you can easily connect with expert, top talent and influencer. Hence it will be easy task to recruit top talent. All the social platforms are designed for different purposes and audiences. For instance, Starbucks builds its employer brand on Instagram, engaging a wide audience via social media posts. Software developers share knowledge on GitHub and StackOverflow. Marketers can be found on Moz and Warrior Forum whereas Quora is designed to answer the variety of questions.

Sharing worth content: Sharing quality content is necessary to be trustworthy and to attract more people. It is always better to keep engaging your audience by answering question asked by them. Your content should be engaging, useful or interesting. If you want to viral you post by your connection, then content must be very good. It can be in the form of videos, how-to guides, blog posts, images, photography, infographics, podcasts etc.

Advertising on social platform: When you fail to reach your target audience by organic ad campaign then you have to think about paid ad campaign in which social media platform you choose will reach your company to targeted audience. Social advertising is a cost saving and target the right audience.

Keeping your audience engaged: When you establish a connection with right candidates it is important to keep them engaged. To engage them social media has provided numerous ways such as sending direct messages, Video calls, sharing useful content, doing effective personalization, answer their questions etc. It is not expected that throwing information in one way, instead start conversation, be proactive and don't wait for people to contact you. Amazon is building their Community on social platform by updating their prospective employees on what is going on in the company and the industry.

If you are still under impression whether social media recruitment strategy is required or nor then you cannot reach to passive candidate. You cannot see candidate skill set without having their resume. You will not able to share company information, vacant position, and company culture to desired candidates.

Your online presence will not establish connection in a night, it will take time. You have to focuson your social profiles and the content. Half of the recruiting firms are using social media recruiting strategy report to get quantity and quality of candidates. Social media recruiting strategy should be well planned to attract right candidates. Keep in mind that every social media platform has its purpose. Understand the advantages of every social platform during recruitment process. Find out where talent of your industry can find, what type of content can attract right talent and based on this information create campaign and target the right audience. Finally track the result of what every activity you do on social platform. Check engagement level of people. Check which campaign really worked. Are you reaching to right audience or need to be changein the strategy?

How SNS are used for recruitment?

There are different types of Social Networking Sites (SNS) used for social recruitment. Out ofwhich LinkedIn is at top position followed by Facebook, Twitter and many more.

LinkedIn: Most of the recruiter has their profile on LinkedIn. They use this platform for recruiting purpose as it is a professional network. LinkedIn is employment oriented online service operated through website and mobile apps launched in the year 2003. This social networkis primarily used by professional for networking purpose. Job seekers use this platform to search the job. LinkedIn has 760 million registered users (Wikipedia). LinkedIn allows users to maintain list contact details of their connections. Recruiter can create a LinkedIn profile and share information about their product and services, blogs, post, articles, images, videos to attract the candidates. Similarly, job seekers also create profile and highlight their skills, experience, and connections. Jobs can be posted and hired directly from LinkedIn website. Recruiters can post job ad on LinkedIn profile, company page and LinkedIn group for free or paid job post that can reach to passive and active candidates. Paid job postings reach the LinkedIn members whose skill set matches you job ad. LinkedIn's "Sponsored Jobs" section gives job advertisements more attention on the LinkedIn homepage and shows the advertisement in a candidate's email box. Employers can search for candidates by past employers, job titles, years of experience, company size, interests, locations, schools, references from trusted recommenders. Employers can get information about their employees through networks, including first and second connections.

Facebook: A social networking site where users create their own profiles and add users as friends and exchange messages. Users may join different groups having common interest, organized by similar characteristics (e.g. workplace, interest). Launched in 2004 and founded by Mark Zuckerberg. Users can create personal profiles with images, personal interests, contact information and other personal information, such as past employment status, school, education status. Users can communicate with friends and other users through private or public messages,as well as a chat feature, and share content that includes website URLs, images, and video content etc. While recruiting Facebook allows recruiter to connect with more potential job seekers. Job seekers can get all the information like product and service, vacant position by

visiting the company Facebook page. Using referrals in Facebook it's easy for employees to share job ads and attract candidates from their friend circle.

Twitter: Twitter does not have specific purpose for recruitment. Its open platform not used for networking like LinkedIn or staying touch with friends like Facebook. It is easy to connect with people on Twitter. There are 319 million monthly active users (Statista). This is great source to hire people. The first step is to create profile which contains profile picture as per your industry that attracts people. The next step is to search for potential candidates by job title or industry, by location or by hashtags. Once you find people start following. If you follow someone, they'll follow you back as long as they find you interesting. You can post your job openings by tweetingthem by including job title, location, description, contact info and a link to apply as Twitter has a 140-character count limit. Tweet your job openings multiple times that helps more people see your post with multiple formats to keep people engaging. Use relevant hashtags based on job title, location, and position etc. in recruiting that helps more searchable for people who don't follow you. E.g. #mba, #sales, #mumbai, #career, #hiring.

Hypothesis:

By means of a hypothesis, a predictable statement is passed which tests the relationship between variables. The key objective of this research is to analyze the advantages of social media sites when it comes to recruitment and the need of recruitment strategy. Based on the research objectives, the following null hypotheses have been formulated.

Null Hypothesis (H0): There is no significant role of social media platform in recruitment process.

Alternative Hypothesis (H1): There is significant role of social media platform in recruitment process.

Research Methodology:

This paper is based on secondary data. The detailed study of Literature Review collected from online journals; scholarly research articles is done to understand the current scenario. Further various company websites, journals, business magazines, books etc. were studied in order to frame the new outlook about the topic.

Stats about Social Recruitment:

Social Media Used for Recruitment:
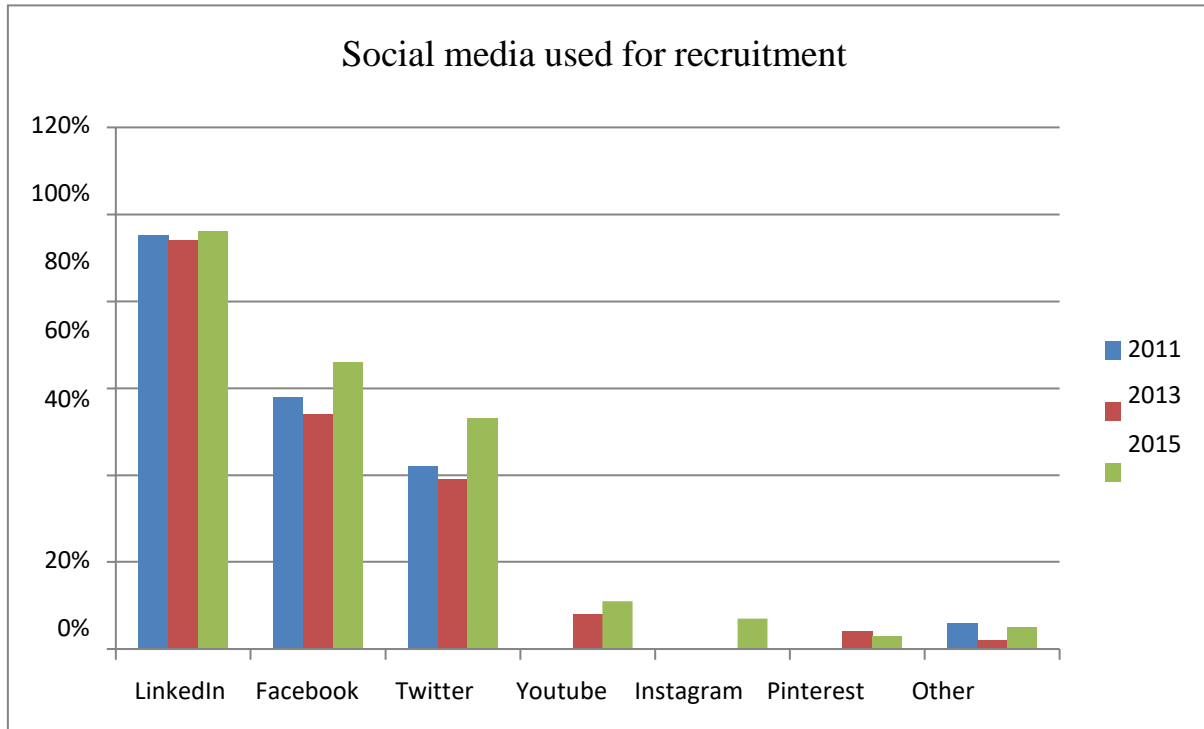
Source: SHRM

Interpretation: It can be seen from above chart that LinkedIn social media platform is the top andmost effective for social recruiting. Facebook, Twitter and other networking sites are also gaining popularity.
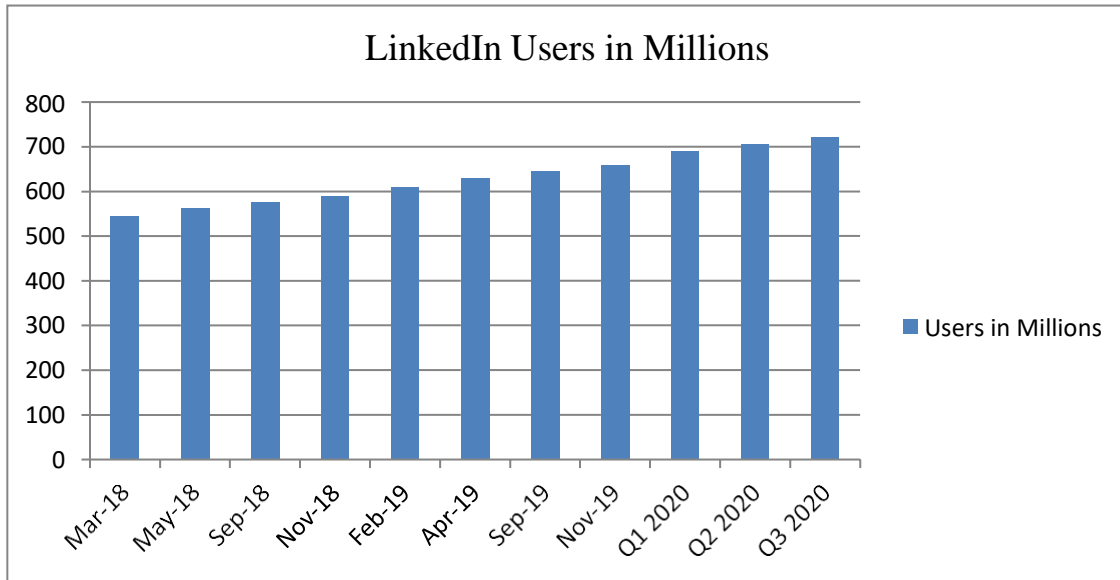
LinkedIn members by region:

Region	Members, millions	Percentage of global total
Asia Pacific	196	27%
US/Canada	191	26%
Europe	163	23%
Latin America	107	15%
Middle East & Africa	63	9%

Source: LinkedIn

Interpretation: It has been seen that 196 million users are from Asia Pacific which is highest oneas compared to rest of the regions.
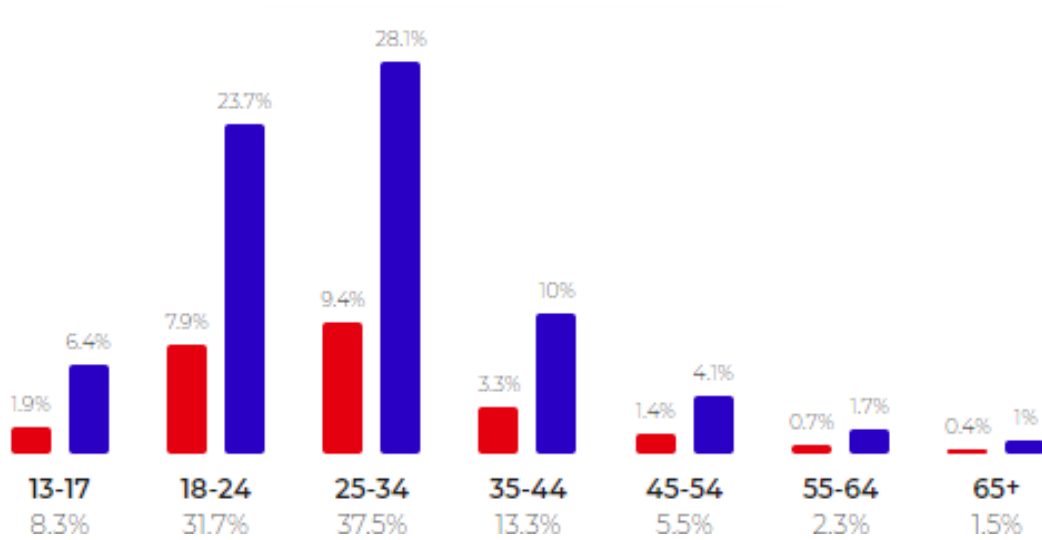
2134

LinkedIn User Statistics
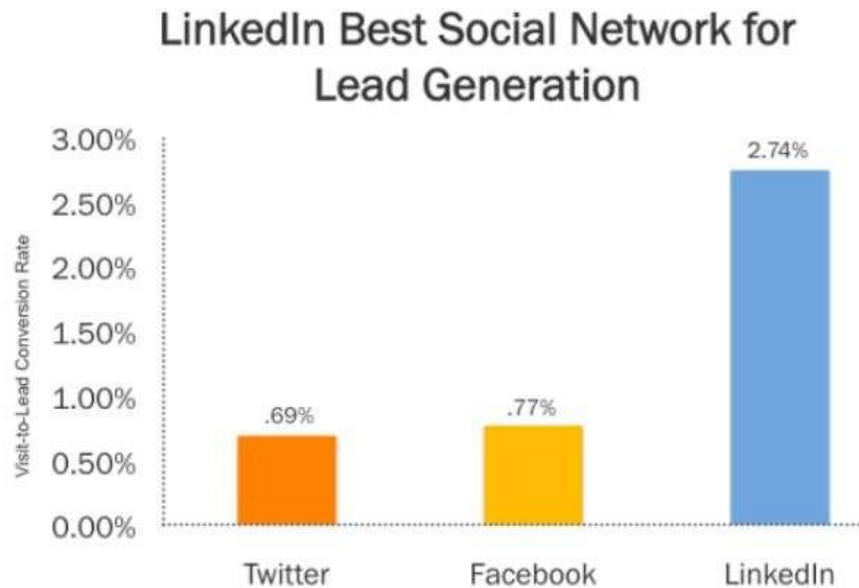

Source: Statista/Microsoft

Interpretation: From the above graph it has been found that LinkedIn users are increasing day byday.

Facebook users in India Dec 2020

Source: NapoleonCat.com

Interpretation: It has been found that from above graph the maximum numbers of Facebookusers are in the age category of 18 to 34. Most of them were men.

Source: Hubspot

Interpretation: From above chart it has been concluded that LinkedIn be the most efficient socialchannel for lead generation as compared to Facebook and Twitter.

Merits and demerits of Social recruitments:

Social recruitment helps to reach all likely candidates and exhibit why people should work for that organization. Below are discussed some major merits and demerits of social recruiting.

Target your ideal job candidates: The recruiter team can identify suitable candidate to handle a position in your company by sharing the details of position and company over social platform instead of waiting for people to apply. Social media helps you in to know what a candidate's hobbies are and even you will come to know what sort of personality the candidate have. You also can discover skilled candidates which can fit your company's workplace.

Reach inactive jobseeker: Some people are not actively searching for new job and won't be active on job portals or company website career page. However social media makes it possible toknow what your company is doing, what are the job positions are available? LinkedIn is a social media platform consists of directory of professionals organized by industry, company, job title and several other categories.

Saves Company cost: Hiring and replacing employees in the organization is costly process. Placing ad in local, national newspaper regarding vacant positions, selection, and recruitment and hiring process involves high amount. That we can reduce by placing ad of vacant position through social platform.

Saves hiring time: In conventional method it takes so much of time for identifying, selection, recruitment of suitable candidates. For that we must publish ads in newspapers, then selection, interview process and finally we can get perfect candidates for different positions. Through the social platforms we can quickly connect and make conversation with candidates, create a relationship, easily screen their past work performance, and know about their interests and personalities.

Increase visibility of brand: By placing ads of vacant positions on social networking sites, it helps to make stronger the brand. People view and trust on brands who more active on social platforms. Also, company can showcase their work culture to create brand awareness such as benefits, company initiatives, and promotions. It attracts to outsiders to love to work.

Demerits of Social Recruiting:

- Information retrieved from job seekers profile page may be false that leads to wastage oftime and efforts.
- Sometimes the candidates may fall into online scam where applying and giving personalinformation to hackers.
- People who are not willing to work seriously screening these candidates take a lot of timeand hence may reduce productivity.
- The people who do not have access to internet or does not have profiles on social mediamay suffer.

Future scope of Social Recruitment:

- A lot of topics have already been discussed, but there are still several topics that future research could involve. Ethics in social media recruitment should be investigated further, because it could be a valuable way forward in identifying the relevant problems and ethical questions for each research project and in finding a path that upholds ethical principles of justice, beneficence, and respect.
- Recruiter will engage with audiences over newer platforms such as Tiktok and such mobile apps and refine their strategy for more established platforms. 92% of marketers utilizing video to engage audience which will be there recruitment strategy (HubSpot). Virtual Reality and Artificial Intelligence like technology will be used to engage followers. It can be expected to marketers will offer peoples virtual tours of potential workplaces.
- Active Facebook profiles, frequent blogs and constant Twitter updates are quickly becoming the norm among tech savvy youth. Indeed, statistics show that 42 per cent of teens and college students use Twitter and spend an average of 11.4 hours per week on Facebook. As numbers such as these grow, social media will play an increasingly bigger role in recruiting. If HR departments approach this new reality with a positive mind-set,

social media could become an ever more powerful way to connect people in the businessworld.

Findings and Suggestions:

The major findings and suggestions of the study of recruitment through social Networking sites are discussed as below:

- Finding top talent is not easy task, henceforth effective social media recruitment strategy should be in place. So companies must follow some steps to remain active on social platform such as creating online presence of the company, upload video content to give people an inside view into the company's culture, involvement of the employees to share post on social media, creating LinkedIn profile, keeping your audience engaged by sending direct messages, Video calls, sharing useful content, doing effective personalization, answer their questions etc., advertising on social platform to reach targeted audience.
- Social media recruiting strategy should be well planned to attract right candidates. Understand the advantages of every social platform during recruitment process. Find out where talent of your industry can find, what type of content can attract right talent and based on this information create campaign and target the right audience. Finally track the result of what every activity you do on social platform.
- It has been found that among all the Social Networking Sites LinkedIn is at the top position used for social recruitment followed by Facebook, Twitter and many more.
- It has been seen that 196 million users are from Asia Pacific which is highest one as compared to rest of the regions and the users are also increasing day by day.
- It has been also concluded that LinkedIn be the most efficient social channel for lead generation as compared to Facebook and Twitter.
- It has also been found that why peoples should go for social media as a recruitment tool because of the their advantage such as you can target your ideal job candidates, you can reach inactive jobseekers, you can save hiring time and cost of the company, it also helps to increase the visibility of the brand.
- At last companies should accept the new method of social recruiting, which is inexpensive one, instead of spending amount for advertisement in newspapers, news channels or job portals. Job seekers should also start to use social networking sites for jobsearch like LinkedIn instead of depending on campus recruitment, roaming for the jobs from place to pace etc.

Conclusion:

Recruiting the right potential candidates is not easy to any organization. Today many new exciting tools have been created to help and find the key talent. Social media platform made the recruitment process more open. Social media is being taken more seriously by the recruiters as

they know usage, importance and benefits of social media and internet. Many professionals are following different companies on social platform like Facebook and LinkedIn to know about their job opportunities or vacant positions. Hence to find top talent in your respective field effective social media recruitment strategy should be in existence with every organization.

According to the study it has been concluded that more internet users form Asian countries are using LinkedIn as the social media platform for recruitment as compared to internet users from rest of the regions. LinkedIn is also the most efficient social channel for lead generation as compared to Facebook and Twitter. Social media will increase the speed of employment, reducing the cost and time of recruitment, target your ideal job candidates, huge availability of jobseekers, increase visibility of brand and improve the quality of recruitment and services.

Besides of having advantages of social recruitment, the gray part of the social recruiting is information retrieved from fake profile and people who are not serious about job leading to wastage of time and efforts. Unavailability of internet and social presence may result into loss in e-recruitment process.

It has been observed that the significance and usage of social media platform is there in recruitment process. Hence null hypothesis is rejected, and alternative hypothesis accepted with enough evidences. That means there is a significant role of social media platform in recruitment process.

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