



## TALENT ACQUISITION VIA SOCIAL MEDIA: BUILDING THE DREAM TEAM

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### ABSTRACT

Talent acquisition is the procedure of finding and hiring capable employees for organizational requirements. This process is frequently handled by a human resources team. The simplicity of access and connections of online hiring strategies have influenced recruiters to use them. The success of the organization depends on finding the right candidate for the right job, but talent attraction and acquisition are still difficult tasks. Social networking sites enable businesses to communicate with prospective employees and develop talent by bridging the gap between getting hired and job-seeking. Therefore, the paper discusses how firms can select the best applicants from social networking sites such as Facebook, LinkedIn, and Twitter. The paper also attempts to investigate the strengths and weaknesses of social media recruitment, the impact of social media on talent acquisition, and current difficulties faced during talent acquisition via social media.

**Keywords:** Talent management; Social sites; Recruitment; Selection; social media

## 1. INTRODUCTION

The strategies, techniques, and procedures for locating, enlisting, and retaining the people resources and business needs fall under the umbrella of talent acquisition. It entails creating, putting into practice, and assessing programs for finding, attracting, hiring, and orienting talent (SHRM, 2022). Organizations throughout the world are struggling to find and develop the necessary talent in the current business environment, which is characterized by a talent shortage. Employers are experimenting with various methods of recruiting entire talent and ways to develop it. Among human resources managers today, social networking sites are seen to be one of the most sought sources for hiring. HR professionals anticipate using social networks not only for hiring but also for growing their talent pool. Three main elements make up a business: people, materials, and machines. Many management experts nowadays claim that business is made up of people, things, machines, money, and information (Satpute, 2016). While management might imply different things to different people, the definition is constant. Management is explained in a variety of ways and terminology. Simply put, management is the act of using its constituent parts to get the greatest results and accomplish the intended goal.

A company is made up of several non-living components, but there's just one alive component—men, frequently known as people. The company's most valuable resource is its human capital, as it is the only one that enables other resources to function as needed. The individuals in charge of human resources are those who make all decisions and set the criteria using which plans and choices are made. The only resource that can comprehend demands and determine the best course of action is human resources. Simply put, human resource management is the procedure used to manage and maximize the potential of the employees who work for the company. Human resources were defined by Satpute et al. (2016) as "a whole consisting of interrelated, interdependent, and interacting physiological, psychological, sociological, and ethical components". Balaji et al. (2016) described that to attain individual, organizational, and social goals, the administration of human resources includes the planning, organizing, directing, and managing of human resource acquisition, development, compensation, integration, maintenance, and separation.

Humans are the company's working force, and they must be appropriately regulated and managed for them to function well and produce the greatest results. The several departments that make up human resource management are responsible for carrying out the necessary tasks. Some of the several forms of human resource management include human resource planning, human resource development, human resource information systems, human resource compensation planning, and human resource industrial relationships. Human resource planning is the process of analysing and forecasting the amount of labor the company will need, then selecting and hiring personnel accordingly. Planning is incredibly crucial for us to be able to have an adequate number of applications

and an accurate quantity of prospects. Finding an appropriate applicant for the position is crucial. To complete the task at hand and make the best choice, we must discover the right talent. The most crucial phase of human resource management is the recruitment and selection process, which requires careful consideration and thorough investigation. In this case, talent acquisition is also important. Finding talent and hiring it for the right position is crucial. Buried talent must be discovered and developed to achieve future objectives.

Recruiters nowadays must deal with the limitless opportunities and difficulties that the highly linked, high-tech global community presents. The days of using conventional methods to find and recruit talent are long gone (Singh, 2014). Today, some of the most widely utilized platforms are social media. Everyone, from employers to recruitment firms to applicants, is present on social media channels with the main objective to create an impression on the target audience. The most effective tools now accessible to recruiters are social networking sites, mainly Facebook and LinkedIn. Facebook reached 1.32 billion quarterly active users in June 2014, and 1.07 billion of those were mobile users (Facebook, Inc., 2014). In the second quarter of 2014, mobile devices accounted for 45% of all unique visitors to LinkedIn, which has over 313 million registered members worldwide (LinkedIn Corporation, 2014). Twitter has 271 million monthly active users as of June 30, 2014, and 211 million of those users were on mobile devices, making up 78% of all monthly active users (Twitter, Inc., 2014). Compared to 2014, recruiters will use 7.8 more social media platforms on average in 2022 to find and recruit passive applicants. With 77% of employers using it, LinkedIn is the most popular recruitment medium, followed by Facebook (63%). On LinkedIn, the proportion of users with a college degree (51%), is almost identical to that on Instagram (49%). A growing number of firms are increasingly understanding that premium prospects may be reached using social networks swiftly and at a reduced cost as opposed to the traditional approaches utilized by recruiters, as the use of LinkedIn by professionals keeps increasing. When it comes to identifying, recruiting, and screening the top talent pool available to meet recruitment objectives, social networks can provide recruiters with a competitive edge. Given the paucity of research in this area, particularly about talent management, social networking sites appear to offer a significant opportunity for human resources management researchers who adopt conceptual, empirical, and practitioner-oriented applications. The research on social networking sites and human resource management can be broadly categorized into three main categories: employee recruitment and selection, (Bohnert et al. 2010; Brown, 2011; Clark et al. 2010; Kellard et al. 2017); and Workplace relationships study on organization security procedures concerning employee security. A social network of people who interact through particular social media, potentially crossing political and geographic boundaries to pursue shared interests or goals. Social interaction between individuals who produce, share, or trade knowledge and thoughts in virtual communities (Tyagi, 2017).

Communities of people using social networking sites are some of the most prevalent virtual communities. Social media is defined as "a collection of Internet-based tools that expand upon the theoretical and technical underpinnings and enable the production and sharing of user-generated content." Chaudhary (2017). They bring about significant and widespread modifications to how organizations, communities, and people communicate. Any website that allows users to build public profiles there and establish interactions with other site users who visit their profiles is referred to as a "social networking site." Individuals seeking ways to interact with other business-related contacts typically move to sites like LinkedIn, but one needs to understand which social media is above Twitter, Facebook, LinkedIn, and Blogs. Social networking sites may be employed to define grassroots Web sites, online discussion forums, chatrooms, and other social spaces online. Some of the most effective tools accessible to recruiters today are social networking sites like Facebook, Twitter, and LinkedIn. Approximately 40 million users were registered on LinkedIn in 2009; by 2016, that number has risen to almost 140 million. As use grows, more companies are realizing that social networks provide a quicker and more affordable way than traditional recruitment techniques to connect with high-quality prospects.

To accomplish an organization's recruitment goals, social networks can provide recruiters an advantage in finding and attracting the best applicants. Numerous factors influence why job searchers utilize social media. Even if it may not be the most popular pastime on social media, job searching is an essential one. Accordingly, branding, product announcements, acquiring consumers, and maintaining relationships with current customers are some of the primary activities that drive business users to social media. LinkedIn, Facebook, and Twitter are the social media platforms most frequently utilized for hiring. Budgets for hiring using social media are extremely little. Only 15% of businesses invest over five percent of their total human resources expenditure on the Internet, and many don't invest any money at all. Only 29% of businesses have staff members that are solely responsible for hiring via social media. The rest of the paper covers a literature review, objectives, research methodology, strengths and weaknesses of social media recruitment, the impact of social media on talent acquisition, current difficulties in talent acquisition, conclusion, future implications, and advice.

## 2. LITERATURE REVIEW

Social networking sites allow users to create public or semi-public profiles, build a list of interacting users, and communicate. They allow users to access and navigate their connections and those created by others within the system Boyd & Ellison (2007). Social network theory and social capital concepts emphasize the importance of interactions among actors, contrasting conventional organizational research perspectives that focus on individual players Brass et al. (2004). Burt (2010) highlighted social networking's fundamental tenet: actors were immersed in linked interactions, offering possibilities and limitations on behaviour. Adler and Kwon (2002) emphasized the importance of social capital in understanding social network processes. Burt (2000) identified two network configurations for social capital development: network closure theory, which involves tightly coupled parts, and structural hole theory, which suggests individuals link disparate, unconnected parts through networks. The strength of weak ties hypothesis, developed by sociologist Mark Granovetter (1973), suggested that weaker relationships can enhance information transmission and relationship building. Granovetter applied this idea at the group level, arguing that communities with strong relationships have stronger local cohesion but weaker worldwide cohesion, while groups with weak ties have weaker local cohesion but higher global cohesion. In a similar vein, Burt (2000) highlighted the importance of networks within and among groups, highlighting their growth into social capital. Research showed that strong ties provide emotional support, while weak ties provide non-redundant information and diverse viewpoints. Social capital research supports this distinction. Social networks were crucial for individual outcomes like work attitudes, job performance, and employment search, as well as innovation, efficiency, and group survival (Brass et al., 2004; Vlasisavjevic et al. 2016).

Hiring and selecting new employees were crucial ongoing processes in businesses, involving fair assessments of applicants' abilities and deficiencies for hiring purposes, as Sutherland and Wöcke (2011) emphasized. Recruitment involved attracting and inspiring potential employees to apply for positions, traditionally done through paper job postings in newspapers (Holm, 2012). The rise of social media had significantly impacted hiring procedures for businesses. As a recruiting tool, businesses can post job openings and seek preferred employees, increasing visibility and access to a larger pool of individuals, giving them a competitive edge. Russell and Stutz (2014) suggested that social media can be an effective weapon for organizations to leverage. The choice of recruitment method often depends on the position's characteristics and the availability of the required abilities. Some businesses used social media for recruitment when locating the necessary talents or competencies, Gunnigle et al. (2011). Social media allowed job advertisements to reach people far away or in other countries, unlike traditional newspaper advertisements. These platforms promote interpersonal interaction and teamwork through information technologies. Facebook, Twitter, and LinkedIn were the three most popular social media platforms, used daily by thousands of millions of individuals. These platforms were considered information technologies that promote interpersonal interaction and teamwork, Kane et al. (2014). According to Johnson et al. (2013), Facebook is primarily used for personal connections and communication with friends, family, and colleagues. Companies can advertise job openings on their pages, but this was often done informally. Facebook can also help in hiring by gathering applicant details through their profiles, despite not being widely known as a recruiting platform.

Twitter is a microblogging platform that allowed users to express their views, information, and links freely, privately, and publicly. With a 140-character limit, users can tweet about any subject Johnson et al. 2013. Companies can use Twitter to advertise job openings by adding the hashtag #Jobs to each Tweet, making the message visible to followers and job-related tweets. Searching for "jobs" or #jobs will display any tweets with this feature. Twitter often outperforms Facebook in job advertisements, but its impact is modest compared to LinkedIn. Like Facebook's lack of recruitment intent, Twitter's impact is modest. Social networking sites are web-based services that allow users to create public or semi-public profiles, list connections with others, and view and navigate their connections and those created by others within a bounded system Boyd & Ellison, 2007. Social network theory and social capital theory differ from conventional organizational research views by emphasizing interactions among actors rather than individual players in isolation. This approach distinguished itself from individual players in isolation, Brass et al. (2004). Social network theory posits that individuals were embedded in interrelated relationships, offering possibilities for behaviour and imposing restrictions Burt (2010). Adler and Kwon (2002) emphasized the importance of social capital in understanding social network processes. Burt (2000) connected network theory to social capital. Burt (2000) identified two network configurations that contribute to the development of social capital: network closure, which involves closely coupled parts, and structural gaps, which connect disparate, unconnected parts. These theories help explain how individuals create social capital and how these configurations influence their overall well-being. Structural Hole Theory is a concept like Mark Granovetter's (1973) "Weak Ties" Theory, which emphasized the importance of relationships with weaker ties. This theory suggested that lesser relationships can offer advantages for information transmission and relationship building, such as accessing employment information through acquaintances. Granovetter's theory argued that societies with strong relationships have poor global cohesion but higher local cohesion, while communities with

numerous weak ties have the opposite effect. In a similar vein, Burt, 2000 highlighted the importance of networks within and across groups, arguing they extend beyond contacts to form social capital.

Additionally, there are advantages to using social networking sites for recruitment, such as speeding up the process, attracting more applicants, and enhancing the company's brand, Martic (2022). Businesses now place a greater emphasis on organizational fit as a potential retaining tactic. The usage of social media is frequently a technique for HR professionals to solve this problem and minimize the difficulty of finding those who suit the company's culture, which is sometimes not an easy effort and something that a lot of HR specialists may find worrisome. While recruiters look for candidates who match their requirements, those same potential candidates also look for organizations that satisfy their requirements, Alarcon (2019).

Organizational fit also works both ways. Social media, however, isn't always a good thing and can have a bad effect on how decisions are made. Vicki Morris, the current chief executive officer of Face-to-Face Marketing, provided an example of the way social media can adversely affect applicants' hiring decisions by describing in an interview how she has made unfavourable hiring judgments based on what she discovered on an applicant's social media, Taylor (2021). Morris revealed that she oversaw choosing candidates for employment and making decisions about whom to hire. Morris decided to check out a candidate's Facebook and Instagram accounts before the interview after discovering one day that she met every requirement on paper. Instances of "profanity used in captions" and "nude photos" from a "planned photoshoot" were among the things she discovered. Morris decided the applicant "did not have a profile that would be fit to represent the family-friendly business" based on the social media posts he or she had made. Morris declined to hire the applicant, citing "That it might be a potentially huge credibility hit to the company," (Taylor, 2021).

### 3. OBJECTIVES

- To study the strengths and weaknesses of social media recruitment
- To examine the impact of social media on talent acquisition
- To identify the current difficulties of talent acquisition

### 4. RESEARCH METHODOLOGY

The research strategy is based on secondary data. Furthermore, it was gathered from a variety of resources, such as books, journals, websites, newspapers, and multiple sources on the internet.

#### 4.1 Strengths of Social Media Recruitment

- **Efficient in terms of time:** Social media recruitment is a terrific tool for businesses to locate and employ the best people while saving time. Additionally, it saves time in the search for capable individuals. We may reach across to more individuals in less time, increasing the likelihood that you'll find the ideal applicant for the job (Chesser, L. 2023).
- **Deeper connections:** Social media recruitment involves more than simply advertising job openings on social media; it also entails cultivating relationships with prospective workers. Social media may be used as a tool to assess a person's interest in your business as well as their personality and core beliefs. Finding someone that can blend into the atmosphere of your business & be able to consistently do their finest work will be made easier by doing this.
- **Cost-effective:** Hiring via social media is affordable since there are no associated printing or shipping charges. Additionally, there are no pay-for-play job boards and recruiting firms, which can result in a 30% reduction in the cost of advertising on websites and job portals.
- **Reach a bigger talent pool:** Employers may connect with those applying from all over the world through social media, which is not achievable with more conventional techniques like newspaper advertisements or job fairs.
- **Reach a specific audience:** One of the most effective instruments in the job sector is social media. It enables firms to advertise jobs to a very focused and narrow clientele. Social media can drastically lower unemployment rates in this way.

#### 4.2 Weaknesses of Social Media Recruitment

- **Finding candidates with the exact skill sets is challenging:** Finding individuals that fit the desired skill set can be challenging, which is one of the drawbacks of social networking (Gibson, E. 2022).
- **Time-consuming to browse through accounts:** It takes effort to look through all the various social media sites and identify.
- **Lacks diversity:** Based on personal preferences and preconceptions, the recruiter can select from a wide range of prospects. It results in an absence of diversity inside these businesses as they opt not to hire individuals who do not fall into simple categorizations since they decide who they think will work best for their firm. This results in a hiring bubble where only individuals who are more suitable for the organization have an opportunity to get hired.
- **Can lead to recruiting prejudices:** A variety of biases can influence hiring choices, and online profiles may contribute to difficulties with partiality and favouritism. A recruiter's impression of a candidate's skills could be significantly impacted by a single Facebook post or LinkedIn post from someone. Social media profiles frequently contain a wealth of details about a person's life, which might result in an incomplete or biased portrayal, even if it only highlights the good. In the end, this contributes to the growth or maintenance of unjust biases.
- **Data on candidate profiles might not be current:** The data available on social media may not be current, which is another drawback.
- **Low job applications from inactive candidates:** Another drawback is the possibility of receiving insufficient applications from people who are not actively seeking employment. For an individual to decide to quit their current job in favour of a different new opportunity, many things must be considered. Many people decide the changeover isn't worth the risk (Chesser, L. 2023).
- **Reducing social media use details for job advertisements:** It can be challenging to include all the necessary details about a position in a single tweet at times. For instance, if you have work where you have certain hours or need to retain anonymity. Fortunately, there is a place in your posts for more content. Job searchers will devote more time getting to know your firm when you optimize your social media and only provide pertinent information. It can be challenging for a candidate to condense their resume into 140 characters. Employers find it hard to access all the information they require about you as a result.
- **Contacting applicants on social media can be challenging for recruiters:** It can be challenging for recruiters to start a conversation with potential candidates on social media. It can be difficult because most social media platforms do not provide private messaging to people who are not already linked.
- **Having trouble safeguarding their brand's reputation:** Some businesses may have trouble striking the right balance between using social media to successfully recruit new employees and maintaining their reputation. When a business announces hiring opportunities on social media, for instance, it might receive an abundance of applications and decide to call just one or two candidates. If they weren't called, applicants would react furiously and say negative things about the business. Additionally, candidates may reject positions offered by businesses with subpar social media. However, these businesses can work with reputation management firms to improve their public image.
- **Costly social media hiring is possible:** You may need to pay some money for your job listings to receive the required exposure. There are numerous ways to inbound, even though this concept may deter businesses with few resources or a weak online presence.
- **Not all candidates use social media:** A final point to remember is that not all professionals are going to have a profile on every social media site. Even though Facebook is one of the more popular online social networks, some people have had enough of it or just wish to stop using it altogether.

### 4.3 Impact of Social Media on Talent Acquisition

- **Aids talent sourcing:** With the popularity of social media sites like Twitter, Reddit, Freelance, and LinkedIn, there are more opportunities than ever to find applicants. In addition, by utilizing social media to post job openings, recruiters can use it to network and find talent. Recruiters can connect with the talent they might not have otherwise discovered by using keywords, hashtags, or in groups. Additionally, businesses with a strong social media presence frequently experience an increase in applications if their brand is well-received by audiences. Applicants will seek out recruitment or the job centre on their own if a company's material is compelling enough (Brett Farmiloe, 2022).
- **Displays corporate culture visually:** social media is now a terrific method to introduce fresh talent to culture. The entry of Gen Z into the workforce has coincided with a hotter job market. We have seen great results from social media recruiting initiatives like movies to advertise positions or team images to emphasize culture because this generation is visually motivated. The issue for talent acquisition teams is to stay current with the rapidly evolving social media platforms.
- **Discovering connections between candidates:** Talent acquisition organizations must discover a variety of venues in today's fiercely competitive job market to draw in as many people as they can to create a pipeline. Teams can interact with a wide range of active and passive prospects via social media, but connecting with those candidates' relationships is just as crucial. When you consider expanding your pipeline and informing those who may not have been motivated to visit your job board, this is quite helpful.
- **Levels the recruiting playing field:** Previously, talent acquisition was solely dependent on job advertisements to draw prospects to their employment sites, and the businesses with the largest budgets won most of the best candidates. However, social media's natural network effect has levelled the playing field and made it possible for candidates to get a more accurate glimpse into how employers treat and respect their employees. The capacity for both employers and employees to find the abilities they deserve has never been greater.
- **Increases understanding of candidates' backgrounds:** Before social media, a candidate's CV and a few quick interviews were the only ways for employers to determine whether they were a good fit for a position or business. Nowadays, social media offers a far more in-depth look at candidates' business networks, personal lives, and social activities: LinkedIn, Facebook, Twitter, Instagram, etc. Employers are therefore able to make better-hiring judgments based on how candidates' personal brands and online behaviours align with the company's ideals. Social media may give employers important information about how well applicants will represent their company's image once they get hired because employees represent the company both at work and outside of it.
- **Enables potential talents to find employers:** There is a wealth of information available on using social networks to target people you might not otherwise be able to reach, discovering candidates without paying a fee, leveraging social recruiting, and the practice of headhunting as a competitive advantage. But it's important to keep in mind that this also applies in the opposite direction. Prospective employees, particularly members of Generation Z, judge whether they would fit in with the company's culture and ideals by looking at the brand's social media presence. Additionally, they now have more access to what people who are already working there are proactively saying, and they will be using social media to examine issues like flexible scheduling, well-being, inclusivity, and sustainability.
- **Increase potentially damaging bias:** While social media offers a resource and outlet for many beneficial uses, it also exposes hiring managers and recruiters to several harmful biases when making decisions throughout the screening, interviewing, and hiring processes. Like how a résumé may not always reflect or emphasize all a prospect's qualifications, social media frequently only shows a small percentage of the total candidate. Because of an issue they support, a political stance, or worst-case scenario, racial, religious, or age prejudice, an applicant might not get a call. The absence of social media or closed public profiles can also cause prejudice as people worry about what an applicant might be concealing.
- **Drives transparency and engagement:** In the past, recruiting was impersonal and commercial. Mobile and social apps, however, may now be made to be straightforward and user-friendly. People have always spoken about your company, but the advent of social networking and internet discussion boards has

revolutionized the search for top personnel. Engage staff members and gather information to assist you in developing a corporate culture worth tweeting about! In today's linked and mobile world, candidates have high expectations, thus recruiters must concentrate on making their lives easier on mobile.

- **Exposes reputation:** social media has a wide range of effects on the acquisition of talent, but none are more significant than reputation. This could refer to the standing of your recruiters, your staff, or your corporate brand. There is nothing to hide in a world where connectedness is always present. Your Glassdoor rating isn't the only factor anymore. Applicants are given access to a comprehensive set of social networking tools that depict life at your business. The story will be managed by branding and talent acquisition.
- **Making the world smaller:** In my experience, social networking has had a good effect on the hiring process. There are several tools available to engage candidates who are both active and passive in a way that is relevant, original, and consistent with organizational goals. Online communities are so widely used, making the globe of talent acquisition smaller and more intimate. Social media is not only made it easier to connect with a broader pool of people, but it has also given recruiters a platform to discuss best practices, research hiring trends, and solicit assistance.
- **Offers voice to candidates:** To attract and hold onto critical talent, businesses need to be deliberate about meeting the requirements of our changing workforce. Employers now must deal with candidates and employees who have "raised the bar" for them by utilizing social media to set expectations. Their use of social media to share their opinions on important employment issues, both positive and negative (such as job unhappiness, a lack of business DEI efforts, or the applicant experience), has been on the rise. The widespread use of social media has changed the landscape of talent acquisition and requires recruiters to be more inventive in their hiring processes.
- **Enhances advertising and data analytics:** Social media has aided in the recruitment of talent by making it possible to post job openings, information about career fairs, and other openings inside the company. Before social media, newspapers and flyers were the main forms of advertising. Because of social media, businesses may now spend less on things like paper, ink, and cartridges. Utilizing social media also enables data analytics to monitor the performance of the advertisement, including the number of clicks, views, and other metrics. With this knowledge, one can choose the best route to pursue while advertising positions.
- **Forces businesses to manage their discourse:** If your business is just getting off the ground or is entering a new market, the world of social media might resemble a "Choose Your Own Adventure" book, with unknown paths to go and unforeseen detours along the road. For a while, "we must do everything & post everything" was the mantra for being current on social media. Companies now need to change their course and concentrate on caring and sharing. Tell the tale. regard for the neighbourhood. Start online dialogues about issues that are important to your organization. To encourage learning and development, post case studies or instructive learnings to LinkedIn groups. Speak at a public gathering or volunteer your time to a neighbourhood cause. The way is clear with increasing market presence. There is developed a footprint. Candidates are aware of your name. And look at that! Building a pipeline for filling those open positions has already begun.
- **Eliminates the middleman:** The intermediary is gone. Direct job postings on social media are made by HR, CEOs, and other staff members. Recruiters receive private messages from job seekers. In the past, job seekers had to send their resumes, with the only options for follow-up being a phone call or an email. But nowadays, a direct message serves as a fast cover letter and interviews are frequently scheduled after a job posting. In summary, the procedure is quick.

## 5. CURRENT DIFFICULTIES IN TALENT ACQUISITION

Talent acquisition has been practiced for many years. Companies participate in the process of acquiring talent when they hire college applicants. Educational institutions also do it by luring new students to their institution since they want the top students to join their team. To acquire the best people, businesses, and institutions must overcome several obstacles that arise throughout the talent acquisition process. A few of the present-day difficulties are:

- **Catching the focus of the ideal applicant is challenging** Recruitment managers find it challenging to decide which path to take and what source to trust for hiring due to intense market rivalry and widespread automation. The act of poaching entails several techniques for finding the ideal candidate in competing businesses and luring them in with better terms (NLB, T. 2023).
- **Best applicants are receiving numerous offers concurrently:** While this may be exhilarating for the applicant, it can be challenging for the person in charge of recruiting to regulate the rate of attrition when the most qualified candidate receives many jobs offers from other organizations. It may be challenging to deal with the various job offers that an applicant receives because it is impossible to choose the ideal position before joining a firm. However, businesses must also be prepared for the possibility that a perfect applicant may decide to leave and accept a position elsewhere.
- **No method exists to monitor the recruiting success rate:** Although there are online recruiting methods, some businesses do not monitor job advertising and do not know how to handle the applications that are sent. The HR manager is now facing a difficult challenge: managing applications that have been received. The typical issue with this might be that the proper people are not seeing the job ad at the appropriate time. The second possibility is that recruiters don't keep track of the job advertisements they publish and how people respond to them. The third justification for posting job openings online is that hiring managers are unsure of how well the job descriptions are doing.
- **Privacy:** The right to privacy is the assertion by individuals, groups, or institutions to control the disclosure of their data. Social media's expansion has blurred the lines between personal and professional lives, making it difficult for graduates to choose who shares information and who deserves access. This has led to growing social connections and increased information sharing on social media. Employers should consider theoretical constructions when screening candidates for employment to avoid an invasion of privacy. The data used by the human resources team to decide whether to hire a candidate is unclear, making it difficult to determine job relevance based on graduates' profiles.
- **Reliability and accuracy:** Employers often face challenges in ensuring the reliability and accuracy of information on potential candidates' online profiles when using social media in their recruiting process. Employers must speak with applicants face-to-face to verify the accuracy of the information. However, social media information is more reliable and precise than traditional forms like cover letters or curriculum vitae. This is because potential employees are not aware that potential employers will read their profiles, allowing them to be themselves and be the best fit for companies.
- **Background check:** Conducting a background check on potential workers using social media in the recruiting process is crucial for companies to maintain a proactive reputation. Hiring the right candidate with the correct profile is essential for choosing the ideal employee, as it also aligns with the company's culture and values. Many businesses are now using their own social media rules to manage difficult circumstances involving the brand, workers, and social media.
- **Concern over legality:** Employers must address legality concerns, such as background checks and the ability to choose potential employees based on information found on social media. While the internet can reveal information about job applications, using social media sources with caution and a clear understanding of human resource managers' needs is crucial. Legal regulations are still being developed, and pending lawsuits prohibit businesses from using social media for background checks. This may deter other businesses from using social media for hiring applicants. For example, if human resources use social media to choose applicants without online profiles, the business may be held liable for discrimination. Enterprise management should be aware of these issues and offer advice on hiring practices. To successfully use social networking sites as a recruiting tool, companies must consider the following success elements: a clear understanding of the information human resource managers are seeking, implementing specific rules in the organization to ensure safety and avoid discrimination, being aware of potential legal issues and offering advice on hiring practices.

## 6. CONCLUSION

The focus has changed away from conventional methods of recruiting and choosing due to the usage of social networking sites for hiring. Social networking sites may also have an impact on the applicant's experience and the employer's reputation. If social networking sites are utilized to advertise job openings, and recruiting



locations, or to send candidates to company websites, they may be effective recruitment tools. A corporation can therefore gain a competitive edge if the outcome is to hire personnel more quickly and at a lower cost than rivals. Additionally, it makes it possible to hire younger people and include passive prospects. Additionally, social media may make it possible for employers to anticipate future workers' performance, giving them the benefit of knowing whom to hire. There are various risks associated with using social networking sites for employment, particularly during the screening and selection process. Social networking sites are raising further questions about the legality of using this tool during the recruiting process. Employers utilizing social networking sites are recruiting an array of workers or attracting more prospects. Because social media sometimes lacks both validity and dependability, employers should take the veracity of the material obtained into account. Due to a dearth of study, it is yet unknown how social networking sites will ultimately affect the employment process. However, given the facts of the situation, more companies are going to keep following this trend. As a result, employers need more information on this practice to assess its true impact on the recruiting process. Finally, it's important to reiterate that the study offered mostly focuses on employers in industrialized nations.

### Future Implications and Advice

Despite the expansion of social networking site recruitment, businesses must expand their social media hiring procedures because certain employees do not use social media for employment. According to the paper, many organizations only use their websites, thus, to effectively recruit fresh talent, they must also make use of other channels like job fairs, newspapers, job portals, and social media. Most businesses only use LinkedIn for recruiting purposes as opposed to other social media platforms. Therefore, businesses should use additional platforms like Facebook, Instagram, Twitter, etc. Companies should focus on social media platforms that enable interaction with their target audience and make it simple to determine whether a candidate is an appropriate cultural match for the organization. Social media platforms may be effectively used by businesses to recruit employees, as they help to better match applicant skills with job needs and raise the profile of their company's image. Additionally, while social media job boards and referrals recruiting are completely free, employers can reach prospects faster and at less expense using social media.

Employers should use social media to spread information about their organization, attract applicants they might not have found using conventional hiring procedures, and easily connect with passive candidates who don't frequently visit job boards. Consequently, using social media may be your sole chance to connect with them. There are some limitations to social media recruitment. People don't trust social media platforms because of fraudulent job postings and bogus businesses or start-ups. Both job seekers & recruiters have trouble finding candidates. Therefore, it is recommended that there be fair and transparent hiring processes so that employers can identify the best candidates for open positions and that people will regard social media as a reliable hiring tool. Most employees believe social media sites are effective for hiring. However, raising public knowledge of social media hiring is crucial.

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