

Social Media Recruitment

A) What is Recruitment?

- Recruitment refers to the overall process of attracting, shortlisting, selecting and appointing suitable candidates for jobs (either permanent or temporary) within an organization (Recruitment, 2018)
- Stages of Recruitment: The ideal recruitment program is the one that attracts qualified applicants who will survive the screening process and accept positions with the organization, when offered. The Recruitment process can be divided in three stages (tutor2u,2017)
 - Stage 1: Define Requirement
 - Stage 2: Attract Potential Employees
 - Stage 3: Select Right People

B) Evolution of Recruitment:

- With the evolution of the society, the tools, and the ways of recruiting new talents changed significantly. From newspapers to social media, the companies over the years used all types of advertisement.
- History of Recruitment:
 - 1980s: Newspaper
 - 1980s to 1990s: Computer and Internet
 - 2000s: Digital Generation (Internet Boom)

C) Recruitment in Social Media:

- Why Social Media?
 - The social media revolution has become mainstream and leads to new marketing and communication channels and in turn, impacts recruitment activities and employer brands.
 - The integration of social media with organizations external communication channels must become a high priority. This significance is recognized by other organizations and the research of Forrester based on 100 HR decision-makers, which indicates the importance of using social media for linking and keeping young high potentials, significantly distinguishing from the perception of HR professionals' social media capability.
- Importance of Social Media for Fortune 500

D) Social Media:

- **Facebook:** Facebook is a social media platform that has revolutionized the internet. Founded on February 4, 2004, by Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz and Chris Hughes in a Harvard dorm room, Facebook has rapidly become one of the biggest social networking sites in the world. Within the year, the social networking site accrued over 1 million users - which has since grown exponentially to hit over 2 billion in 2018. (Sander, 2018)
- The past 10 years have seen Facebook accumulate over a billion users globally, achieve an estimated market value of over US\$100 billion, and status as the most used social network site when compared to its competitors (Lincoln and Robards, 2014). Due to its presence and reach and opportunities of growth, Facebook launched in 2018 ads on stories. Advertising in stories has proven to drive valuable business outcomes (About Facebook, 2008).
- **LinkedIn:** LinkedIn was founded in 2002 but was only launched the year after. Since the beginning, their main purpose is to connect worldwide professionals for them to be more efficient and to increase their performance.

D) Benefits of Social Media Recruitment:

- **Time Saver:** Social media can be an effective time-saving method
- **Cost- Effective:** social media offers a cost-effective method to advertise job roles, source candidates and create a general attraction to your company and brand.
- **Extent Candidate Search:** The culture shift created by the rise in social media usage means potential candidates are now using these platforms to look for jobs.
- **Employer Brand:** Employer brand is highly important to any business; whether its recruitment or other.

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