"Research Paper On Use Of Social Media For Recruitment Process"

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Abstract

In recent years, companies' usage of social media platforms to speed the recruiting and selection procedures has increased. To make sure we're hiring the right people, we'll need to learn more about their experience and character. The recruiting process is only one potential setting in which social media may play a role, and as such, its implications should not be overlooked. This research aims to answer the question, "How can businesses effectively use social media to attract and retain talent?" It monitors the use patterns of both employers and job-seekers to determine which resume-hosting websites are most useful and have the most impact on the hiring process. In addition, this study analyzes L'Oréal's use of social media throughout the recruiting process.

Introduction

The boundaries between one's professional and private lives have become more porous as a result of technological advancements. Furthermore, the pleasure of the recruiting process is only going to increase as innovative tools and concepts become available. As social media grew in popularity, companies saw an opportunity to leverage it to their advantage in the recruitment and selection processes, transforming how individuals interact with one another. The costs of employing the wrong people are enormous, therefore corporations began doing this to ensure they were making the best choice possible. As a consequence, they use social media to get an edge over competitors. Some writers advocate for the use of social media in the recruiting process. Some people are skeptical about its usefulness in the recruiting process when used to applicant screening and assessment. The authors conclude that there are now too many risks and too few tangible advantages to this method due to the lack of study on the issue.

It has lately become very difficult to find the right people for the suitable role at the correct place due to the availability of applicants and the challenges created by existing recruiting strategies. The term "Social" is presently gaining traction among hiring platforms and companies. The widespread use of the term "social" may be attributed to the revolutionary impact that social networking sites like Facebook, LinkedIn, and Twitter have had on the traditional methods of recruiting and selecting new personnel.

Applicants used to have to actively seek for available positions by checking references; now, businesses actively seek out candidates via social media. The concept of "social hiring" has revolutionized the business world.

The differences between social media and traditional media are enormous. Unlike conventional media, which engages its audience in a one-way conversation, social media is based on conversations between people.

The use of social media into the recruitment process is becoming commonplace. Modern social media tools allow recruiters to automatically post job opportunities to networks, access employee social networks to learn more about prospects, and monitor which networks generate the most leads and provide the best results in terms of candidate selection. When it comes to branding, most companies don't put as much emphasis on recruiting as L'Oréal does. The public knows about their employment policies, which affects their reputation.

L'Oréal has built a business culture around social media, which is unique among corporations.

Purposes of the Study

In this paper, we discuss how L'Oréal is using social media to out-recruit its competitors and how the law and ethics of this activity should be taken into account.

The following were the primary inquiries that formed this paper:

- When and why do businesses utilize social media to find new employees?
- Is this procedure morally acceptable?
- Why is L'Oréal so successful in attracting candidates via social media?

The Covid 19 Recruiting Drive

The majority of HR departments are adapting their hiring practices to accommodate telecommuting. Despite setbacks, the recruiters remain committed to building winning teams.

More than half of the recruiters polled reported increasing the amount of time they spend advertising open positions on social media platforms like LinkedIn, Facebook, and Instagram.

As telecommuting became the norm, recruiters didn't stop working. Instead, they switched to remote recruiting using Microsoft Teams and Zoom. This has been the standard for many recruiters and hiring managers, yet many candidates still see it favorably. 15.2% of workers strongly agree that social media recruiting has played a major role during the CoV-19 outbreak, according to the survey. Although 7.6% of workers are in opposition, 50.0% are lukewarm in agreement, 3.0% are firmly opposed, and 24.2% are on the fence.

Approaches to Research

Notwithstanding the lack of research on the topic and its benefits, we are able to conclude from our examination of the literature that companies are increasingly utilizing social media to analyze and screen applications.

Yet, there are many open issues regarding the legality and fairness of this application, so we'll go into those concerns to see if we can get a sense of the applicants' perspective.

Use of social media for diverse job recruiting goals is shown by secondary data gleaned from a variety of sources, including corporate records, social networks, and journals. Data Analysis and Interpretation

Fig 1: Job profiles in social media
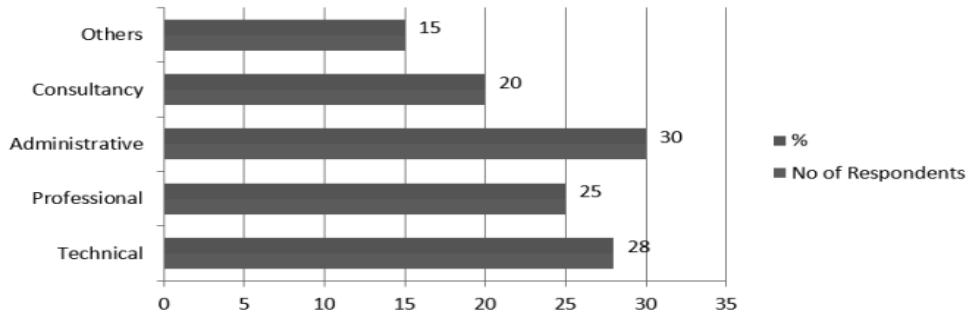
A third of respondents said there would be an increase in the number of postings for administrative posts on social media. Two-and-a-half percent of people think that social media will increasingly highlight technical job profiles. Twenty-five percent of respondents said they expect to see more professional job profiles posted on social media, while another twenty percent expected to see more consultancy jobs posted.

Table 1: Popularity in Job opportunities

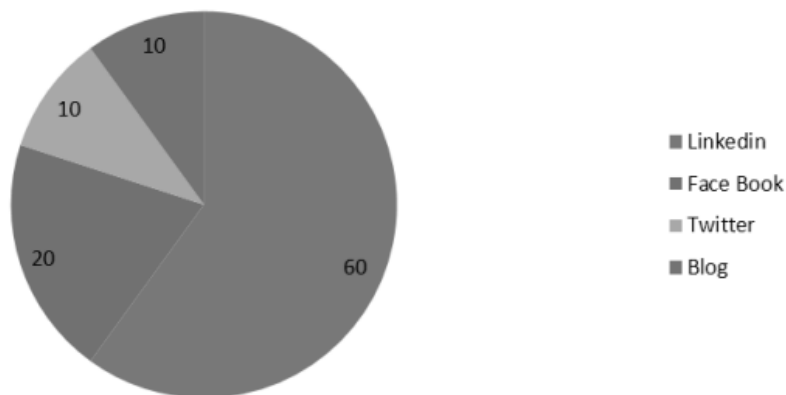|	No. of respondents	%
LinkedIn	60	60
Facebook	20	20
Twitter	10	10
Blog	10	10

Fig:2

The results may be interpreted as follows: 60% of respondents find LinkedIn the simplest platform for making connections, 20% prefer Facebook, 10% find Twitter the most popular for relevant professional opportunities, and 10% prefer blogs.

Table 2: Does recruiting process happens in step-by-step process

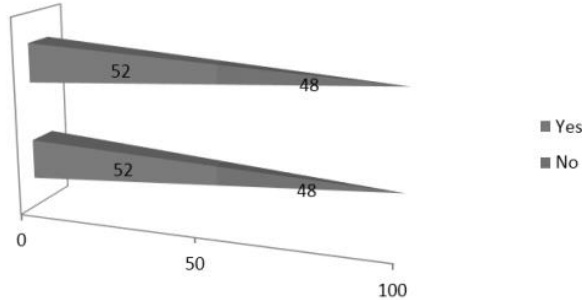|	No. of respondents	%
Yes	52	52
No	48	48

Fig:3

Meaning: 52% of respondents utilize a systematic approach to social media recruiting. Over half of respondents (48%) said they didn't think everything happened in order.

The Use of social media in Recruitment and Selection: A Review of the Literature

From an employment viewpoint, personal SNS and professional SNS are the two main categories of social networking sites (Social Networking Sites). Online social networks may be divided into two categories: those catering to friends and those catering to professionals.

The two most significant social networking sites are LinkedIn and Facebook. It is possible to categorize the social networking sites as either business or social. Applicants may communicate and collaborate with one another via shared business-related information on professional networking sites. The backbone of every successful social networking site is the private information of its users. LinkedIn was deemed to be the preferred networking tool for recruiting by 94% of the employers polled. The percentages are 65% and 55% for Facebook and Twitter, respectively. Facebook analysis emphasize on the candidate's soft skills and how they would fit into the business to attempt to determine whether their values match, while LinkedIn evaluations focus more on the candidate's professional qualifications.

Facebook is the most popular social media site, with 2.96 billion active users per month. As a result, many companies are already utilizing Facebook as a means of vetting prospective workers; L'Oréal, for one, maintains a Facebook job page to inform and entice qualified individuals.

Statistics on Hiring

As businesses use more advanced techniques of applicant screening, the recruitment environment evolves to accommodate fresh perspectives on what a job entails and how to apply for it.
• 94% of recruiters now use or intend to start using social media to find candidates.
• The quality of applicants received by companies that utilized social media for hiring was 49% higher than those received by companies who relied only on conventional recruitment methods.

Over 300 million searches every month are dedicated to finding a job, which accounts for roughly 30% of all Google searches.
• 89% of all recruiters say they've used LinkedIn to make a hiring. Twitter and Facebook came in far behind at 26% and 15%, respectively.

Techniques for Hiring through Social Media

Twitter • Make #Hashtags your BFF • Tweet job postings to your staff
Use the Recruiter Homepage on LinkedIn Recognize the significance of LinkedIn Groups
How to Get the Most Out of Facebook Ads and the Search Function

Issues of Law and Morality

Despite the fact that most online content is considered "public," several jurisdictions prohibit some types of information from being seen by those making employment choices. Several ethical and legal questions are brought up by the usage of social media in the selecting process.
Legally defining "boundaries of privacy" is difficult. While there are many who claim that individuals "accept the risk that personal information may becoming public when communicating with other people," certain courts have upheld the candidates' right to privacy notwithstanding this argument.
Inappropriate use of personal data is expected to result in hefty penalties under the General Data Protection Regulation; "fines may exceed e10 million or 2% of the company's annual revenue internationally."

Avoiding these social media pitfalls

Several people in HR state that they reject candidates because to the information they see on social media. If a candidate's profile contains false information, such as "Provocative or improper images," they run the danger of being disqualified for the position.
The term "information on alcohol and drug use" might be used.
Comments based on a person's ethnicity, gender, or religion.
Adopting a criminal lifestyle.
"Exaggerating their credentials"
• "Defaming a former employer or coworkers."
• "Ineffective communication"

L'Oréal's Success in the Social Media Talent Battle for These Four Reasons
1) Presence
The L'Oréal Group already has a sizeable personal social media following, but like many other big firms, it has also decided to create country-specific accounts and sites for recruitment and job

postings. When it comes to the number of followers, they mirror the primary accounts as closely as possible.

There are more than 722,000 LinkedIn followers, 11,600,000 Twitter followers, and over 240,000 Facebook likes.

• Over 3000 followers on YouTube

That's a vast group of people who are exposed to the L'Oréal brand on a daily basis via postings, tweets, and videos.

2) Consistent use of brand names and logos

The beauty of the L'Oréal sites comes from the uniformity of their branding and design across all of their many channels. The branding helps each location seem more credible to prospective workers and strengthens the company overall.

The profiles and pages all have simple, descriptive titles like "Facebook. lorealusa.jobs," which immediately gives you information about the platform and location.

3) Activity

One of the most crucial pieces of guidance is to have an active online presence. Unsafe opportunities to build a solid online identity. Without engaging with your audience, a large number of followers is nothing.

L'Oréal regularly distributes fresh content throughout its social media channels and website to keep its audience engaged. This gives us unique insight into the kinds of employment that could be available and the many reasons why L'Oréal is such a great place to work, which brings us to our next point.

4) Company Strength as Revealed by Current and Former Employees Testimonials from current and former workers may speak more eloquently than any other source about a company's value as an employer. L'Oréal has made sure that a number of these are included on its social media channels.

Motivating current workers to speak well about the company sends a powerful message to future workers and may influence their decision to join the company.

The end outcome is...

L'Oréal found success with ads on both Facebook and LinkedIn. An app that enabled L'Oréal employees to share listings with their own networks was just one of several successful social media initiatives used by the company.

• The performance and return on investment were "optimized," and the CTR was better than usual.

• Increased click-through and conversion rates from advertising.

• A higher rate of well-qualified applications compared with conventional approaches.

There will be a huge reduction in the expense of employing consultants.

There is also no reason to expect a drop in performance as the company's network footprint grows.

It is up to other businesses to try to replicate L'Oréal's achievements.

Findings

The paper claims that social media is becoming more important at all stages of the employment process, from candidates doing preliminary research to prospective employers conducting background checks. The primary findings are that selection and hiring are carried out in a decentralized manner, and that the vast majority of workers approve of this arrangement. The other major results are as follows:

•   There are several factors that have contributed to the rise in popularity of online social media platforms:

The popularity and pervasiveness of social media is undeniable. According to a recent survey, 74% of working adults have a Facebook page in order to keep in contact with friends and family. It's worth noting that although many people use Twitter, other platforms like Google+ and Instagram have a significantly smaller user base. The significance of sites like LinkedIn for professional networking is shown by the high update rates among job seekers (85%). Sixty-nine percent of businesses, meanwhile, have a social media presence.

- Certain social media sites are seen as credible recruiting outlets by some.

Despite social media's unprecedented reach, it's not often considered a top destination for either job seekers or employers. In the first scenario, both job-seekers and businesses are more likely to work with recruitment consultancies rather than online job boards or employer websites. In terms of connecting employers and potential employees, professional networks much surpass other kinds of social media. About 90% of job-seekers say they would be happy to get job offers through LinkedIn, and over 80% say they would apply for a position that piqued their interest. Businesses need to be careful while using channels.

Suggestions

- Go online and network. A blog and profiles on social media sites like Facebook and Twitter may help potential employees learn more about your business and decide whether or not they want to work for you.
- The ideal technique to acquire passive prospects is via passive recruitment, in which you create a corporate atmosphere so desirable that your workers are delighted to spread the word about how fantastic it is to work for you.
- Have your current employees do the recruiting for you.

Conclusion

You may get products from the L'Oréal brand almost everywhere in the globe. It marks the beginning of a fashion trend. The company's strengths increased while its weaknesses diminished over time.

L'Oréal's recruitment efforts on social media are particularly successful. But, it should never replace more traditional methods, since you can never predict where the best candidate will apply. This study suggests that social media recruiting is playing a significant role in this development. There are a number of benefits for companies when they utilize social media like LinkedIn, Facebook, Instagram, Twitter, and YouTube for hiring. It has been shown that social media recruiting plays a significant role in introducing superior candidates to employers. During the Covid-19 epidemic, social media recruiting has skyrocketed, not only at L'Oréal but across all industries. Because of this, it seems that social media recruitment strategies are in great demand, providing an opportunity for their development.

As a result, I argue that it is more important to educate the public about effective social media usage and social media recruiting in today's rapidly evolving online environment.

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