

Recruitment Strategies using Social Media

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Strategies of Company and Job seekers

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Recruitment is a very important process in the lifecycle of an employee as well as an organization conducting recruitment. Effective recruitment identifies the right candidate for the right job assignment. This allows organization to:

- a) Minimize cost of recruitment.
- b) Effectively complete the job requirement for which recruitment was carried out.
- c) Offer opportunities for growth and work satisfaction to fulfil employee needs and goals.
- d) Minimize attrition, re-recruitment costs & training costs.

Different and effective ways of recruiting:

Companies follow different recruitment methods to fulfil their human resource requirements. These recruitment can be broadly classified into:

- a) **Internal recruitment:** Company recruits from internal talent pool.
Pros: Low on-boarding costs, job creation/promotions for internal candidates
Cons: Low diversification, lack of innovation
- b) **External recruitment:** Recruitment from job postings through advertisements, social media, external agencies, walk-ins etc.

The methods of recruitment are described in detail below:

1. **Referrals:** When existing employee recommends candidates for open job.
Benefits: a) High success rate
b) Cost & Time effective
Eg: Referrals through LinkedIn, internal company portals, higher management/HR
2. **Promotions & Transfers:** Promotions create job vacancies to fill in the void. These are necessary as they show confidence in your internal team and also help in succession planning. Transfers utilize internal manpower reassignment to a different role. Transfers help in preventing stagnation of employee, diversification of his job profile. Both promotions and transfers provide employees with different benefits/compensations.

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3. **Job advertisement**: Job postings can be put online through advertisements in newspapers, websites, internal and external job portals. These recruitment strategies can be used for invitation of large number of candidates. However, the screening, interviewing and selection process is lengthy and involves a huge deal of time, effort and costs.
 4. **Inbound Recruitment**: In this process companies draw candidates themselves by making content attracting the prospective candidates. The content creation can be in the form of testimonies, vlogs about life at the organization, employer branding etc. For eg: a good rating at Glassdoor.com creates an impression of good compensation, life and employee satisfaction at a company leading to prospective candidates automatically applying at the company. Similarly, employer branding in the form of award, for example: NTPC Limited receiving award as the Top Employer 2024 from the Top Employers Institute, automatically creates inbound recruitment opportunities.
 5. **Social Media**: Social media networking, especially LinkedIn is helping employers around the world find the right employees. Also, social media can help employers and employees use technology and a lot of features to customize as per their needs. Social media also helps employers create employer branding and helps them to connect with exceptional talent for their job listings.
 6. **Job Fairs**: Job seekers attend these job fairs to have face to face conversations with employers and help them apply for current openings. National Career Service (NCS) – www.ncs.gov.in lists current job fairs in various cities and presents employment opportunities for employment seekers.
 7. **Internships**: Internships present opportunities to students, candidates learn while they work at the job. The structured internship programs offer candidates interning to hone their skills and learn about corporate culture, technical skills, ethics etc. They also help employers cultivate young talent and present them with opportunities to hire the outstanding interns to the company. Through Apprenticeship Act, 1961, Organizations have to employ Apprentices compulsorily and give back to society by presenting the apprentices with the opportunity of learning the practical skills at industry.
 8. **Recruitment agencies**: Third party agencies help employers with a cost effective way of providing them prospective candidates with right skills, background check, experience and skills, thereby reducing the screening effort at the part of employer.

Referrals on LinkedIn and How to get them:

Referrals are recommendations from people holding significant weightage or credibility for a particular job, client or position. The referrals are from your professional connections on your LinkedIn network. The individual referring someone might be having influence or relationship with the decision maker and hence adds weight to your application for a job or position. The referrals boost your credibility and make your application stand out.

A referral can be from one professional to another or from a company to individuals in their network.

Following are tips for getting a referral:

- 1) **Optimize your profile:** It is necessary that your profile is complete with a compelling headline, a professional photo and a well written summary. Include your skills, professional certificates, internships, social work done, hobbies etc.
- 2) **Building a strong network & relationships:** Building a strong network with people like your past co-workers, bosses, top management officials like CMD, Directors, your college friends. Knowing the personnel or having good terms requires engaged with them by sharing relevant updates on content shared. If you know the personnel, its then just a LinkedIn personal message asking for a recommendation.
- 3) **Personalize connection requests:** Sending personalized message explaining why you want to connect with gratitude results in increasing your chances for getting referred.
- 4) **Sharing content and engaging with your connections:** Sharing relevant posts about a Cybersecurity event, a marathon completed, a social cause, a technical topic or your take on a brand's campaign and learnings help your audience to stay connected with you and intrigued by your posts. Comments from your connections, likes and sharing your posts is like a digital handshake.
- 5) **Identify individuals and strike timing for getting referred:** Identifying right individuals for a target job and getting referred from them is the key. Timing is critical. Approaching target contact for referral at a time when he is not busy or under pressure, increases your chances of being referred.
- 6) **Provide necessary information:** Your message must highlight your relevant skills, your experiences, your resume, your passion for the job or position. The content must be relevant and short. The connection must be able to make a decision for referral at a glance.

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- 7) **Being polite and gracious**: Your message tone must be extremely polite. In case the referral doesn't respond, a brief message or reminder can help. In case of being referred, you must offer thanks and gratitude. If they agree for a referral, keep them updated on your progress and express gratitude.
 - 8) **Return the favour**: Show your willingness to reciprocate by offering to provide referrals for them when appropriate. This creates a two-way street, reinforcing the sense of mutual support within your professional network.

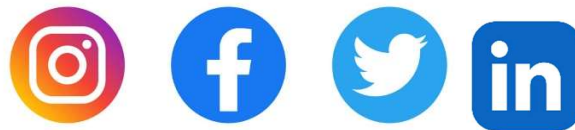
Using Social Media Platforms for Recruitment

Social media platforms can provide a great source of direct recruitment by Companies looking for specific skills for specific jobs. The social media platforms also provide the job-seekers present their skills and talents, creativity directly to companies.

It's the practice of identifying, attracting, engaging, and recruiting both passive and active candidates on Facebook or LinkedIn. Recruiters check for specific skills, experience, personality traits, work ethics, achievements, posts, articles, highlights etc. for shortlisting of candidates suitable for a particular job.

Following are the steps for using Social Media platforms for recruitment:

1) **Use the best social media platforms**: Choosing the most used platforms is essential and the first step for the recruitment process using social media platforms. LinkedIn is arguable the most utilized platform for people to connect professionally. Paid search tools allow for searching for extremely specific skills, experience, traits etc. allowing both employers and employees to connect and offer their deliverables globally. Apart from it Employers also use X (formerly Twitter), Facebook, Instagram to advertise the jobs using #tags



LinkedIn: Premium memberships, Customized searches, large & dedicated professional social media network

X (formerly Twitter): Use #tags, #jobs, #Hiring

Youtube: Customized content creation using channel, branding, testimonials, vlogs, information about company to drive potential candidates

Instagram: Sharing photos of workplace, team engagements, conferences, Instagram live etc.

Facebook: Dedicated company profile, sharing photos, information sharing

2) **Target audience**: Mention specific details regarding your requirement like if you want a fresher or an experienced candidate, minimum educational qualifications required, mention specific skills that may be required like Python, Java developer,

mention any specific certifications like Microsoft Azure, AWS certification, CCNA etc., salary expectations, time to join, personal traits etc.

3) **Creating a content calendar**: Posting testimonies, company information, events, quarterly results, new project completion at the dedicated social media site will create a buzz about your company and will help automatically drive potential candidates to your site. They will engage with company's social media platform and stay updated about any potential job openings.

4) **Encourage audience interaction**: Call to Action (CTA) play a vital role when using social media for hiring. Employees sharing posts about workplace environment, particular events, memories or motivational messages help in employer branding. Employers must always encourage employees to post about company events and environment.

5) **Regular Content and posts**: Companies nowadays have dedicated social media handlers which try to engage with customers as well as potential job seekers fulfilling company's job assignment requirements. These social media handles offer backdoor for potential candidates by engaging them and forming an emotional bond.

6) **Results declaration in timely manner**: Once job openings have been listed on social media platform and application process has started, the company must conclude the same within shortest time possible. Job seekers require confirmation about their selection or rejection in order to conclude their job search. A result declaration too late might result in a potential candidate choosing your competitor or a different organization, thereby causing loss of resources put down in selection of candidate and additional resources required for re-selection process. Dedicated team handling queries from job seekers or automated response to queries is essential as a sign of respect and courtesy. If not selected, the response to the job seekers must be courteous and showing gratitude towards their investment of time in applying for a position.

7) **Use of social media recruiting softwares**: Automation can help in syncing Company's various social media handles, generation of automated responses, sharing common posts on all handles etc. Thereby, reducing effort, time and money in doing the required job.