

Impact of Social Media on Recruitment Process

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Abstract

Within the last few years, social media norm has been increasing for recruitment procedure with many corporations and occupation hunters taking up it for this persistence. The foremost objective of this study is to explore the impact of social networking sites in the staffing procedure and its influence on workstation assortment in facilities companies in Pakistan. In this thesis, we also try to explain why social media effects are prominent as a recruitment tool as compared to the outdated method of recruitment (like print media advertisements) has controlled to an intensification in workstation assortment in facilities providers in Pakistan. This thesis presents a nonaligned literature assessment of numerous authors portraying the different viewpoints of both social media and workplace diversity. Once gathering some research we conclude that the quantities methodology is used in this thesis and for quantitative methodology is assumed through the help of questionnaires. The accused of the questionnaires were facilities providers and also contain the latest graduates in Pakistan. The detailed discussion of the results after collecting the data of the survey/questionnaires' is also included in this thesis. After discussing the survey we concluded that our hypothesis was verified to be true. And the most important question from the service companies that which method is beneficial for the companies for recruitment purpose is social media or the outdated method and which will improve workplace diversity either social media play a vital role or not? This consequence is significant as it appearances that workstation assortment has been predisposed by additional aspects, and will be discoursed comprehensively in this study.

Keywords: Social Media, Recruitment, Facebook, LindedIn, Twitter

1. Introduction

“Recruiting the right candidate for the right job has been one of the critical parameters for deciding a company’s success, and social media’s intervention has changed the spectrum completely.” (Keefee, 2018)

Social communication among people in which they construct, piece or give-and-take information and thoughts in simulated groups “a social network of individuals who work together through particular social media, theoretically crossing geographical and political boundaries in order to

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follow mutual benefits or objectives. Some of the most universal simulated groups are online groups working under social networking services.” (Foreman, 2017) Social networking "a group of Internet-based applications that form on the conceptual and technological foundations and that permit the formation and exchange of user-generated content." Moreover, social sites be governed on mobile and web-based equipment to harvest extremely collaborating podiums over which entities and groups segment, co-create, discourse and transform user -created gratified. They lead to significant and general deviations to communiqué flanked by organizations, group of people and folks. Social networking sites the expression accustomed delineate any Web page that permits handlers to generate public profiles indoors that Web page and form connections with other handlers of the equivalent Web page who admittance their profile. Social networking sites can be schooled define municipal-based Web pages, online deliberations mediums, one-to-one chat rooms and other societal spaces available, individuals observing to join with additional commercial-concomitant connections generally exchange to sites similar to LinkedIn, but one necessity to recognize that social networking site is out there Twitter, Facebook, LinkedIn, and Blogs. Social networking sites such as Facebook, Twitter and LinkedIn are selected of the greatest important riggings accessible to recruiters currently. Social networks can offer recruiters with an economical advantage in finding and pleasing the ultimate applicants to grasp a corporation’s enlisting purposes. Job hunters practice social media for a multitude aims. Penetrating for a profession may not be the solitary furthestmost general commotion on social media, but it is an important one. Recruitment is one of the leading deeds that carry commercial consumers to social media, pooled with classifying, invention update, appealing consumers and encouragement to current consumers. The social sites frequently castoff for staffing are LinkedIn, Facebook as well as Twitter. Resources for social media employment are relatively low.

Following table explain how much costly the cost of single advertise in newspaper

Newspaper	Classified rates	Display rates
Dawn	520	17750
Daily Jung	510	8000
Express	300	4900
Ummat	300	3000
Nawai Waqt	150	9000
Jasarat	100	6000
Awam	150	5000
Amn	100	4000
Kawish	1000	4000
The News	620	12000

“On Sunday the cost of Jung and Dawn Newspaper Classified are PRs. 750 and PRs. 580 respectively, and for display the rates are PRs. 5600 for Jung and PRs. 22875 for Dawn News” on the other hand using social media sites for job advertising is almost free.”

1.1 Research Background

1.1 Social Media

The advancement of networking base social media has made it feasible for an individual to interact with the whole world within a second and can talk about manufactured goods and service provided by Companies. Impact of discussion about manufactured goods provides great impact in marketing place. Social media a combination of the promotion mix. It provides an advantage to the company to communicate directly with the consumer as well consumer can connect to each other. (Mangold & Faulds, 2009) The expression Social Media is on the first in agenda for most of the business organizations nowadays. Top management, as well as counselors, try to discover methods in which organization can practice submissions such as Wikipedia, Facebook, You Tube, and Twitter in a method to generate profit (Kaplan & Haenlien, 2010). Social sites are fastly adapted the public communication in society and give new directions and programs in affairs that from the surroundings and policies to know-how and the performing business. (Asur & Huberman, Predicting the Future with Social Media, 2010). Social media establish a subsequential segment of the search outcomes, demonstrating that hunt locomotives feasibly straight explorers to social networking sites. (Xiang & Gretzel, 2010).

1.2 Recruitment & Selection

Recruitment is single of the greatest imperative portions of HR, as if you become this procedure exact you're intermediate there, as you have diminished any possible employee's problems that can ascend in forthcoming (HRINZ). Staffing is the identification of conceivable applicant for certain or predictable vacancies in firms. The representative recruitment attempt will appeal to a huge number of adequate candidates who will receipt the job if it is accessible (Kumar, 2012).

Appealing the right competence of candidates is imperative for the achievement of any firm in meeting their strategic objective and operational goals. Impressive recruitment and selection processes will make sure that the right candidate, with the right synthesis of radiance and exuberance and the right organizational fit, adjusts with those organizational objectives. (Recruitment, Selection and Induction Articles) Social media networking cater considerable space for recruiter and candidates to convince survive. Social networking sites are flourishing adequately in UAE. The organization should understand the consequences of the social sites to hire a right and potential candidate for the job. (Zahi & Yousuf, 2016)

1.3 Live Recruitment

One of the leading privileges of social media is to save time through online interviews and live testing it Cause of saving time, money and energy of both the interviewee and interviewer. It can use to recruit globally. (2017)

1.4 E-Recruitment

It's about to adopt technology in the appropriate web-based system to do an effort in search, fascinate, examine and interviewing for hiring motivated, hardworking and honest candidates. (Rouse)

1.5 Social Media as a Recruitment Strategy

During the time level of recognition and enactment of social media is become immense from both organization and job candidates. Companies should contemplate social sites in their Recruitment strategy to achieve the target of being cost-effective, cutthroat and acquitting required talent. (Madia, 2011)

1.6 Social Network Sites

SNSs (Social Network Sites) progressively appeal the consideration of researchers who want to do research for academic purpose as well as for industrial or business purpose. Scholars from dissimilar territory explore these sites to fathom the proceeding, indication, and ability of the sites along with users. (Boyd & Ellison, 2007)

- **LinkedIn**

You can link with many professionals and know about their professional activity and recent events which can help in finding a job or recruit new competence employee

- **Facebook**

HR providers or outsourcing organizations create different pages and groups to recruit capable candidates. One post about vacant position job description and specification everything is clear in a single post and eligible candidates can apply online.

- **Twitter**

Most of the famous Organizations have accounts on Twitter and they prefer to keep in touch stockholders and courage people to join them

1.7 Scope of Research

- **Geographic**

This research is conduct under the premises of Karachi city and collects data from HR Managers and Managers' subordinates from different private organizations.

- **Thrametic**

There are two variables in this research one is independent i.e. (social media) other one is Dependent i.e. (recruitment)

1.8 Problem Statement

Use of social media gradually increases nowadays for the academic or industrial purpose it can save time and cost as well energy of employer, employee, customer, supplier and job seekers. Social media create a bridge between HR officer and job candidates and make it easy to find a desired candidate for the right job on market competitive salary in this research we find how much recruitment process change because of Social media **“Impact of Social Media on Recruitment Process”**

1.9 Research Objective

- Basic intent and purpose of this research is given below
- To inspect the social media podium used by national and international companies to recruit desires employees.
- To classify the portrayal played by social media in attracting candidates with low cost.
- To spell out the effect of social media on the job seeking process.

1.9.1 Purpose

The basic purpose of this survey is to identify the changes accord in Recruitment process after considerable use of social media from Companies candidates. How companies save their time, cost and energy to find eligible, desire and the suitable applicant.

1.9.2 Limitations

- The time allocated for this research is only 4 months
- This study will only be conducted in Karachi
- The sample of this study will be restricted to only HR officers

1.9.3 Scope

This study only deprived for citizens of Karachi who perform HR functions. This study will spotlight the strength and validity of social media in fascinate job searchers select or shortlist less time and take interview online y video calling.

1.10 Definitions of key terms

Social Media: is generally acquainted in the geographical locality where particulars create relationships with those they meet adjacent. Sometimes the location of the other person is unknown. It makes it accessible to influence on others. (Jurgnes)

Recruitment: is come upon and create a pool of eligible applicant with desire education, expertise, and experience for the organization to ample vacant position descriptions and specifications. (Recruitment And Selection)

2. Literature Review

This chapter consists of theory and model regarding how social media influence Recruitment and selection process in any organization by saving cost time energy.

2.1 Impact of Modern HR Practices on Employee Performance

In a period of a previous decade, the competitive edge of an organization driven by the accretion of blue ribbon human resources has declared in the experimental leaflet. The focal point on human capital as a Cause of competitive advantage has driven organizations to play in the expertise hostility and to embrace a strategic management of people primarily describe resource-based. This mindset has indicated the role played but human resources as a hypothetical thought important, limited, and not an interchangeable wealth of the organization. Human resources are idolized owing to they are rare, expert, and hold tacit knowledge. (Manuti & Palma, 2017)

Using an experimental classification describe two sorts of human resource systems, “control” and “commitment,” The organization with commitment systems had a higher capacity to produce, reduce scrap rates, and reduce employee switching than those with control systems. Including, the human resource system mitigate the relationship between switching and productive administration. (Arthur, 2017).

2.2 HR as a Motivational Tool

HR proceedings and organizational culture were used as the degree of the social swap. The negative transaction was placed on capacity occupied non-friendly management system and biased behavior. The result recommend that, rational with social swap theory, positive swap margin to augment employee mindset and behavior, with negative exchanges preeminent to enhance mental stress related to the job, Disaggregating the transactional method declare unbiased honor and organizational spirit had steady effects on employee mindset and performance, with unity, employee immersion and faith in supervisor having momentous effects on employee motivation. (Wiilliams, 2007)

Human resource (HR) approach can play a vital role in serving the companies bring out change. HR has consistently been pivotal to organizations, nowadays it has appropriated on a flush more essential role in building a firm's competitive edge. Prosperity progressively builds upon "people-embodied know-how". (Kalyani, 2011)

2.3 Online Interview

The online interview has overthrown to save me and cost, physical diffusion, and physical flexibility limitations, which have skeptically impressed online interviews. Skype as a coincident online assistance action researchers the probability of conducting particular interviews along with cramped focus groups, proportionate to the online form. Skype interview as a substitute or supporting elite to an interviewer who needs to adjust their traditional method of interviewing. (Janghorban , Roudsari, & Taghipour, 2014)

2.4 Social media as a cost-effective tool

Addressed social network broadly alleviates study diffusion and associate recruitment. It carries out as an addendum to conventional approaches, accounting for 18.2% of associate enrollment in a small duration with no associated financial costs. We arrange a functional example for designing future recruitment campaigns, and endorse Facebook, Twitter and addressed websites as the most efficient addendum for highly increase cost-effective study recruitment. (Khatri, 2015)

2.5 Use of Social Sites in HRM

The practice of using social sites for hire, selection and assortment has converted additional and more prevalent. But is exhausting social network actually a practical approach of airing and selecting new personnel? By means of social network might demonstrate to be a hypothetically auspicious foundation of candidates' data, but it is similarly bursting with latent threats, lawful as well as moral. The latter is moreover the motive why there are incompatible sights approximately consuming social media in recruitment amid bosses and workforces along with authorized structures. That social networking sites assistance organizations to detect and fascinate candidates while it allows them to track circumstantial checks. Though, they have faith in that numerous corporations escape the usage of social sites and that firms miscarry to yield improvement of the chances that social sites suggestions to staffing. Recruiters can simply admittance both nationwide and worldwide candidates. Social media now shows a vital character in the estimation of entities. For the reason that social sites are multiplying and altering speedily, we will correspondingly discourse how recruiters and companies will have to graft further faithfully; in imperative to yield occupied benefit of the signing resolutions, it can suggestion Now a day's staffing has vanished at a substantial equal with sundry chances for assortment. Bestowing to noise printed by Nigel Wright Recruitment associated to the Control of Social Media on Staffing in the year 2011 further than partial of the career explorers in the United Kingdom used social media in detection of occupations that comprised 18% of Facebook and 31% of LinkedIn (Anon, 2011) According to the recruiter's guide by LinkedIn, the most professional consider switching jobs when they are approached through social media with opportunities. The survey conducted by LinkedIn as shown on figure 2.1, presents that 45% people have not shown interest in switching jobs but will prefer conversation with recruiters regarding opportunities whereas 15 percent are only seeking for opportunities in close network though they do not have a resilient need. On the other hand, 15% are satisfied with

the current job while the remaining 25% are in pursuit of opportunities aggressively.

Back in the day's job hunting was considered to be time-consuming and costly activity. This trend has been completely taken over by technology since social media has helped the organizations for the sake of hiring. They social hiring is event considered cost-effective because nowadays recruiters can interact with job hunters on a virtual level that saves time as well as expense for 14 travel. Moreover, this method facilitates recruiters to grab more talent from any geographic location.

2.6 Selection Process

The selection process shows the usage and part of social media in staffing contrasts from that in selection process as shown in figure 1. The purpose of the recruitment procedure is to sort latent work candidates cognizant of an opportunity (price, 2011) . In order to create possible job candidates responsive of vacancies (price, 2011)is the intention of recruitment progression. Three elementary recruitment procedures can be eminent: Correctness, Flexibility, and Elasticity. The purpose of the leading stated policy 'Correctness', is to acquire the occupation prepared. To get the job done is the goal of first mentioned policy "Suitability". Therefore, HR professionals must get "the right person for the job". This policy indications to places being to persons who cup tie timeworn standards – the kind of individuals the corporation has continuously taken. In quintessence, it is a duplicating procedure: resourcing a firm with additional of the alike people (price, 2011)Focusing on fitting the person to the organization's philosophy is the second policy called 'Flexibility',

This method has been acceptable in positions of drawing inspired and pioneering staffs (price, 2011) The latest policy 'Elasticity', can afford a reasonable benefit for administrations: signing 'flexible employees', organized for upcoming alteration. The stress is on assortment. Those who practice websites in order to show that they are attracted in and accessible for job stations can be taken into account by organizations that can use SNSs to recognize (passive) job-searchers. Job-hunters are called submissive if the individual is currently engaged to a job and not observing for a career modification (deKay, 2009). In accumulation, a social networking site of an association can be convenient for portrayal skilled applicants.

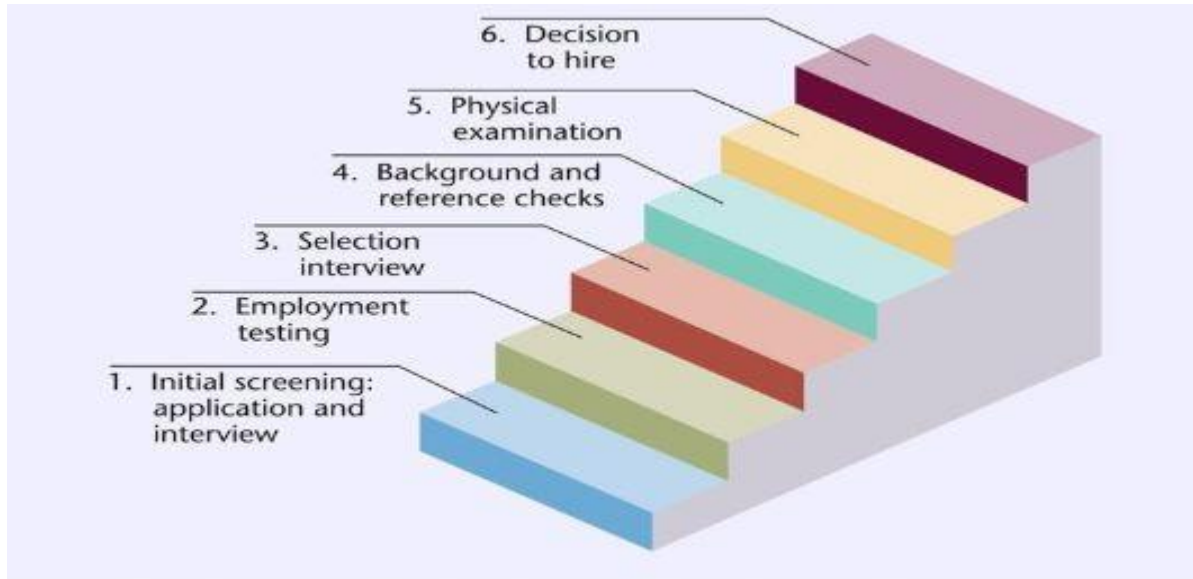


Figure 1: Steps of Employee Selection Process [1]

So, numerous problems connected to consuming social sites in the signing and assortment procedure can be addressed. On the one side, social media proposals a prosperity of records nearly job candidates, impelling hiring and assortment progressions. There are moral concerns regarding the use of evidence from social networking pages and the confidentiality of operators. Benefits of hiring through Social Media Signing over social sites can proposal numerous profits to corporations. In association to additional outdated approaches of hiring, publicizing job opportunities over social media allow corporations to contact a large group of latent applicants. Likewise, publicity of vacancy on social networking podiums can similarly permit the pole to remain realized by a huge amount of folks and consequently, might invite a countless attention trendy the vacancy this one related to publicity the post over additional customary methods of hiring. Dissimilar customary systems of hiring, which usually come with an imburement, corporations can post job chances on Facebook and Twitter without any cost. Facebook “is a modest, free way to interconnect” (FaceBook, 2014) . However, if corporations need their profile to be detected by a large amount of Facebook handlers, they can choice a compensation strategy to “generate numerous ads targets-based on site, demographics, and interests and also to sponsor posts to attract viewers” (FaceBook, 2014). As Facebook, “Most online commercials reach only 27% of their intentional viewers. Facebook’s average is 91%” (FaceBook, 2014). Though, dissimilar outdated approaches of enrollment which compromise no surety that applicants will spread on for the career, LinkedIn “guarantees ten applicants” (LinkedIn, 2014)). This is a significant aspect which may stimulus the use of LinkedIn above outdated processes of acquisition.

Another reason which profit corporations by hiring over social media site is the upsurge in the rapidity of reply and recruitment periods. With outdated approaches of hiring, a corporation may well have to be patient for sum of days while waiting for the poster is delivered or unobstructed to

the communal. Though, with social media site the ad for the profession post is prompt. Hiring over social media, as contrasting to outdated approaches, also permits an ample smaller reaction time for both the applicants smearing for a career post and for the corporation when getting the requests. Moreover, additional advantage of social media hiring is that the broadcast of candidates is made ample informal.

2.7 Literature Conclusion

Toward finalize the use of social media as an instrument for hiring has developed widespread in current years. As a fast and economical technique of hiring, not solitary does social sites let corporations to contact a larger group of applicants to promote employment posts too, but it too lets corporations themselves to pursuit for firm persons with the anticipated ability, edification or eminence. As mentioned in this chapter, corporations can as well acclimate to social media site and practice it to hunt and opinion probable applicants' profiles deprived of the applicants actuality conscious of this happening. The usage of social site to enable this postures numerous moral problems, for instance whether it is an attack on confidentiality, or interrogates if the material is openly showed on a candidate's social networking profile, is the corporation actually occupying the confidentiality of the candidate. Social media site can likewise use to canopy workers, and fluctuating corporations who do not use social media site to publicize job posts can practice social media site to view applicants' profiles and discovery available additional approximately them.

3. Research Methodology

This chapter informs numerous lessons on the association between social media, hiring and selection. Some questions were unanswered after studying the literature. These queries form the foundation for the problematic as specified in this section and the expressed study query.

3.1 Research Design

This study purposes to find the character that social media plays in appointment, currently in Pakistan. This study too goals to find whether hiring through social media site, as different to additional outdated approaches of hiring, has obstructed variety stages in the amenities segment in Pakistan. The supposition of this study is that hiring through social site, in evaluation to additional, outdated approaches of hiring, has enlarged workstation range in the facilities segment in Pakistan. Consequently, the study queries this thesis purposes to riposte are:

- Do amenities corporations and students/currently graduates in Pakistan utilize the similar social media stages for hiring determinations?
- Do many corporations deliberately hire over social media in directive to rise variety in the workstation?

- Does hiring over social media site lesser the watermark of discernibility on the Variety Iceberg?
- Does hiring over social networking sites central to a rise in variety in the workstation in assessment to additional outmoded approaches of hiring?

3.2 Research Philosophy

The word “research philosophy” “relates to the development of knowledge and the nature of the knowledge in relation to the research” (Saunders, 2009). Whereas diverse writers argue the many of dissimilar “research philosophies” Anderson debates those dual key ideologies of study usually cast-off which remain recognized as positivist and interpretive (Anderson, 2004), I indicated the idea which I fondled was fit for my exploration. Consequently, Anderson auxiliary contends that “the theories formulated can be used to predict future relationships and behaviors” (Anderson, 2004). For my study I gather narrative on equally social networking sites and assortment formerly reviewing the connection concerning them. This is in difference to spending the “research philosophy” identified as the revelatory theory. “Revelatory philosophies say that acquaintance is raised by peoples as they sort sagacity for our atmosphere.

3.3 Research Method

This is the Qualitative research base on Case study method sample size is ‘4’ to do this research I take interviews of professional people and ask their opinion and experience about recruitment through social media.

3.4 Research Plan

The research plan commenced in this thesis is subsequent a “Qualitative Method” the qualitative stratagem of this thesis will be accepted through the usage of questionnaires. Because of the type of research inquiries, forms of questions remained supposed as the greatest appropriate optimal of investigation plan to commence.

3.5 Research Ethics

We can say ethics are “ethical principles and values that administrate the way a single or group perform its activities” (White, 2009). It is overbearing at the time of doing research work I must have knowledge about ethics of research. Firstly, “the study should be categorized by honesty and openness. If the study requires deception, the researcher should be sure the results too will permit trickery” (Glatthorn & Joyner, 2005) Consequently, my study purposes to afford an authentic and impartial perception hooked on the effect that hiring over social media sites has had on workstation range in amenities 30 companies in country. My thesis structures no purposeful swindle or tricks, and all results will be agreed consequently and not reformed or handled in direction to recover the

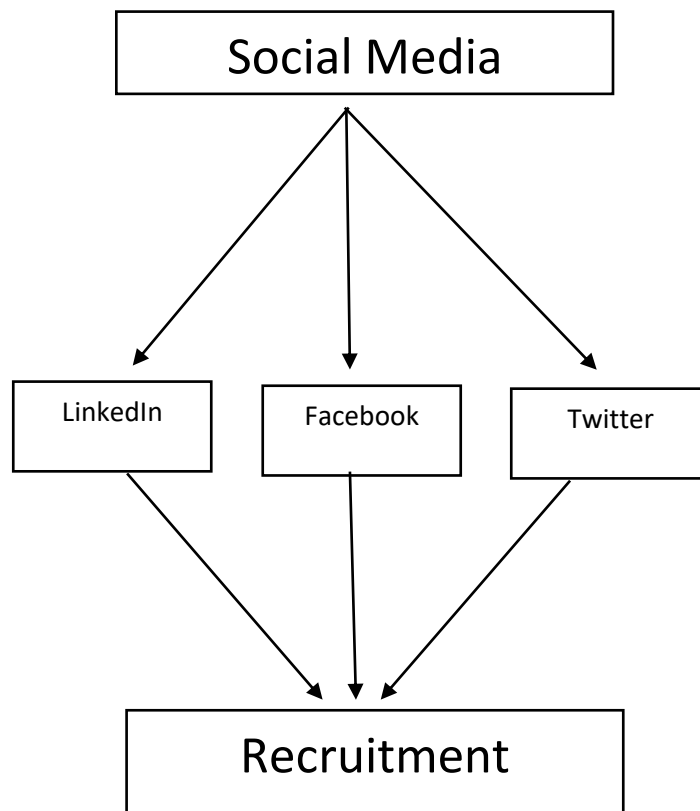
superiority of the thesis.

3.6 Data Gathering Tools

To get response first I sent a mail for appointment and then go to their place for interview in this interview I ask them questions about impact of social media on recruitment and ask them for effective site and benefits of online recruitment in the light of this interview I find some main point and on the basis of these points give result.

3.7 Research Model

On the basis of above literature review following model is establish in which social media effects recruitment process.



3.8 Research Question

There is a significant Impact of Social Media on Recruitment Process

Questionnaire

- Q.1. Do you and your Co. /Org use social media for recruitment?
- Q.2. Do you think LinkedIn is a most effective social site for recruitment?
- Q.3. What's your opinion about recruitment through Facebook?
- Q.4. Do you think Twitter helps in recruitment process?
- Q.5. Is Recruitment through social media cost saving?
- Q.6. What is your opinion about time efficiency of social media recruitment?

4. Qualitative Responses from Respondents

Respondent # 1

Q.1 Do you and your Co. /Org use social media for recruitment?

Yes, since most people nowadays use social media, recruitment through these social app services is extremely convenient for companies and organizations and will continue to grow leaps and bounds in near future. Social media helps you to filter the right candidates with the perfectly suited pool of tools and resources required for the job.

Q.2 Do you think LinkedIn is a most effective social site for recruitment?

LinkedIn is a very trusted site that is designed to help people look for jobs and for employers to find the most suitable applicant available. Needless to say, LinkedIn is super advantageous for employers for networking.

Q.3 what's your opinion about recruitment through Facebook?

Facebook isn't the most reliable site available. Facebook is a great tool for advertisement but considering the fact that it is not a professional platform and mainly used for people to informally connect with each other, I don't think it should be used in the recruitment process as you will only find junk, conclusively.

Q.4 Do you think Twitter helps in recruitment process?

Yes, but not in every case. Twitter is relatively reliable than facebook and can be assumed as a trusted site but I think twitter helps you find candidates for few particular jobs. For instance, Twitter can acts as a helpful platform to a good extent for choosing candidates for media industry related to contents and blogs.

Q.5 Is Recruitment through social media cost saving?

Yes, of course advertising through social media is extremely cost-effective. A social media advertising base is concise, often niche and very targeted, unlike traditional advertising. Hiring through a social media channels costs much less than any other channel if you have full knowledge of how to use it.

Q.6 what's your opinion about time efficiency of social media recruitment?

It depends upon your advertisement platform. Nevertheless, social media posts get an immediate response. If the 'Share' feature is available, sharing the posts increase the reach so the post can be read by a large number of audience. When a large population reads it, the probability of immediate response gets increased and time is saved.

Respondent # 2

Q.1 Do you and your Co. /Org use social media for recruitment?

Yes, it is necessary to integrate technology into your work space. Social media recruitment is still considered unconventional but you have to keep up with the times because soon, it is going to become the norm. Besides, many people prefer to be recruited through an online platform and it is easier for us to get details about their professional life and career.

Q.2 Do you think LinkedIn is a most effective social site for recruitment?

Yes, It is a professional channel and found to be the most beneficial for recruiting candidates. It proves to be very beneficial for the company, as social recruiting companies agree that candidates social media for recruiting through LinkedIn prove to be genuine and committed.

Q.3 What's your opinion about recruitment through Facebook?

The response from facebook is not always ideal. Facebook has been used as a primary source to talk and communicate with friends and family. Candidates discovered may not always be genuine, and the 'privacy settings' make it difficult to choose the right candidate.

Q.4 Do you think Twitter helps in recruitment process?

Twitter is somewhat helpful but it doesn't not guarantee anything. Additionally, there is a 250 words limit on each tweet and it might not be possible to include every detail into a single tweet which may prove to be enticing for the candidates. Henceforth, it is not easy to broadcast jobs on twitter.

Q.5 Is Recruitment through social media cost saving??

Yes, it saves cost of billboards, newspapers and television commercials. The actual cost of one or two billboards for a month, if put into a social media or search engine marketing campaign, you can dominate social platforms for over than a year.

Q.6 what's your opinion about time efficiency of social media recruitment?

The process of recruitment through social media is fast as compared with the traditional recruitment process. You get response more faster, it is easier to go through the candidate's personal life, views, interests, goals and it is an easier way to network.

Respondent # 3

Q.1 Do you and your Co. /Org use social media for recruitment?

Yes, it is sometimes used as a recruitment tool. We still prefer the conventional process of hiring people. LinkedIn consumes a lot of time in the initiation when the users have to build the relationships and networks.

Q.2 Do you think LinkedIn is a most effective social site for recruitment?

LinkedIn has not reached the stage yet when it can be used globally for international recruitment. Therefore, it is not as effective as the traditional process of recruitment. Since there is a limit on emails and messages, LinkedIn sometimes makes communication difficult.

Q.3 what's your opinion about recruitment through Facebook?

Absolutely no, I prefer using jobee or rozee.pk and third source service instead of Facebook. Facebook leads to unnecessary traffic that is traffic from those people who are either not willing to work seriously, or who do not fulfill the requirements.

Q.4 Do you think Twitter helps in recruitment process?

Twitter is not an ideal platform for forming a professional network. Twitter is used more for sharing news or for other recreational activities however, using Twitter as a recruitment tool seem unprofessional and screening the right candidates through twitter may require a lot of time.

Q.5 Is Recruitment through social media cost saving?

Yes, it is obviously cost-effective but the cost is not worth the hassle of dealing with ineffective people. Advertising through newspaper and billboards is much easier as it has been the norm and it makes recruiting easier.

Q.6 what's your opinion about time efficiency of social media recruitment?

Social media is a good way to recruit. For instance, if we talk about Facebook specifically is it has been in motion and developing options for jobs seeker and for business postings. Facebook automatically creates a lot of traffic to your page.

Respondent # 4

Q.1 Do you and your Co. /Org use social media for recruitment?

Of course, it's really helpful and necessary for any kind of business-related work these days. Social recruiting companies not only apply resources for offline marketing but online marketing as well. The nature of social media recruitment embodies cost effectiveness and time-saving.

Q.2 Do you think LinkedIn is a most effective social site for recruitment?

LinkedIn is the channel that is most used by the recruiters to search for the employees and extremely effectual so yes, I am affirmative about LinkedIn. Since the setting of the platform itself is very professional and sophisticated, it is a beneficial mean to recruit candidates.

Q.3 what's your opinion about recruitment through Facebook?

Facebook is a strong media tool to connect with people. Facebook recruiting is cost-effective as recruiters can create a page, free of cost to publicize their brand, posts and labor requirements. Facebook is easy to use and we receive plenty of responses on every opportunity posted. Facebook also provides you with tools to narrow down your demographic so your advertisement reaches the right applicants.

Q.4 Do you think Twitter helps in recruitment process?

No, I don't think people join Twitter to look for any professional opportunities. I think it is more of a fun platform for people to share their views, follow and tweet celebrities and public figures, etc. However, recruiting through twitter would prove relatively effectual as recruiting from other social sites such as Facebook and LinkedIn.

Q.5 Is Recruitment through social media cost saving?

Social media is free to use for any purpose. Therefore, you don't even have to pay to post a simple advertisement about a job opportunity. Posting in a facebook group or facebook page costs nothing and hence saves a lot of resources of the company as compared to the cost incurred for advertising with agencies, job boards, and referrals.

Q.6 what's your opinion about time efficiency of social media recruitment?

If a job vacancy is posted on a social media channel using the right procedure, it gets reached amongst a lot of people and obviously saves time in the process. Technology has advanced to save us time from the conventional ways and undoubtedly, social platforms are an efficient resource.

4.1 Thematic Analysis

Q.1 Do you and your Co. /Org use social media for recruitment??

According to all respondent's social media is the best way to connect people or interact with them for any purpose or especially for business use recruitment is such easy on social media it's really helpful and necessary in global world it make it convenient but some time takes time too.

Q.2 Do you think LinkedIn is a most effective social site for recruitment??

Yes, it is most effective site for recruitment but sometimes it takes time to build good relationship with others but overall such a use full site we can trust on people and its design for job seekers and employer to save cost and time also LinkedIn use as a professional channel for business purpose.

Q.3 what's your opinion about recruitment through Facebook??

Most of the people think that Facebook is not a professional platform and not ideal for business use it's very helpful in connecting people but not professionally and it's not necessary that you received meaningful feedback all the time but yes, it is cost effective that to create a group or page is totally free and you can find lower level management easily on Facebook.

Q.4 Do you think Twitter helps in recruitment process??

No one think that Twitter is helpful in recruitment but sometimes, people not join Twitter for job searching anyway some specific kind of job can be search on Twitter like fashion designing, modeling and related jobs but in few times. Most of the people not advise to use Twitter for business purpose.

Q.5 Is Recruitment through social media cost saving??

Yes social media is cost effective its free to post on any site and there is a no posts limit in week or in month and you can post any time if we compare one month advertising cost in newspaper with posts on social media we can easily see the difference.

Q.6 what's your opinion about time efficiency of social media recruitment?

It is totally depending on that which platform is use to post a job and how attractive and impacting your post is, you can visit candidate's wall to see him/her interests and hobbies which can help during interview and also can take online interview to save time.

5. Conclusion, Result Summary and Recommendation

5.1 Conclusion

Social media is a valuable recruitment tool. These channels can be used to promote your company and connect with job seekers on an ongoing basis. Creative and marketing professionals, in particular, tend to be active on social media, so it's an opportune place to engage with them. Potential employers can screen profiles and if they don't like what they see, they can always look for other options or return back to old ways. At the end we can say that there is a significant impact of social media on recruitment process to accomplish, the purpose of this hypothesis was to investigation how social media is secondhand in the recruitment procedure it also observed whether social media as a recruitment instrument. This theory providing the person who reads with a strong set of purposes and study queries of which it would goal to response and reach.

5.2 Result Summary

In this study it is prove that corporations using social media as staffing tool to save their time and their cost. As social networking sites be responsible for corporations with a superior goal onlooker than outdated procedures of recruitment, appoint employees from side to side this podium can donate to the rise in the sum of varied workers employed. Though, the mainstream of organizations plotted definite that they at no time or seldom deliberately employed through social networking sites to intensification workstation assortment. Consequently, it can be claimed that the intensification in place of work assortment is a consequence of organizations exhausting social networking sites in the recruitment procedure. The mainstream corporations graphed specified that they continuously or repeatedly view an applicant's social media side view in instruction to find out additional evidence sidewise from their edification or slog past. Consequently, it can be contended influences that mark the applicant assorted can be renowned when corporations do this, thus dropping the load line of discernibility for applicants earlier they have had an accidental to uniform encounter in individual with those appointment consequently, corporations may indicate to meeting applicants precisely owing to the varied potentials they exhibition on their social sites. This postures a discussion whether liability so is principled or fair-minded to applicants. Though, the load line of incapacity may not continuously be dropped. If a applicant's side view is totally isolated or does not comprise any individual particulars approximately themselves the load line of discernibility will be the similar as it is throughout outdated approaches of staffing.

5.3 Recommendation for Future Research Study:

Aimed at upcoming study, I would comparable to emphasis on realizing social media networking as a staffing instrument into a corporation which does not currently use it to recruit and formerly perceives the influence that it has on their assortment stages. Moreover, I have confidence it would be useful to additional study what accurately corporation's emphasis on or what they are observing for when they outlook an applicant's profile. As formerly stated in the conversation chapter of this thesis, I would likewise like to inquire corporations to deliver illustrations of status on social media they trust paint the applicant completely, and those that have undesirable effects on the applicant's casual to be active. Besides, If I was to assume this study once more or mature additional exploration on this subject, I would inquire corporations the precise amount that the evidence originate on a social media profile can inspiration a applicant's employability in its place of requesting them how frequently they exclusively dishonorable their choice to hire a candidate for the data on the applicant's profile. In accumulation, I would request students/recent graduates to ceremonial which columns they are careful of distribution on social media and to deliver a clarification why. While the absence of these queries did not importantly influence my study, it is significant to footnote them.

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