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Perspective

Opinion – Employment

Social media recruitment

Debashish Sengupta

While radio took 38 years to reach 50 million users, television took 13 years, the Internet four years, and the iPod only around three to touch the same figure. Facebook added 100 million users and iPhone users touched 1 billion in just about nine months. India currently has 8 million active Facebook users, which is 2 per cent of the total users worldwide. Social media is big time, no questions asked.

Web 2.0

Social media recruitment is the next big thing on the cards. Many companies have already started using Web 2.0 application for their recruitment purposes. Web 2.0 is actually a term given to the second generation Internet-based services which is different from the first generation static Web sites with little interaction.

Web 2.0 applications include social media/networking sites (Facebook, Twitter, Orkut, LinkedIn, MySpace), blogs, podcasts (Podcast Alley, iTunes), video sharing sites (YouTube, Ted, FlickrR), mobile apps, etc.

Social media recruitment not only widens reach but helps segmentation, targeting and positioning of potential jobseekers. They also increase the accuracy of profile searches. The finding, screening and validating of applicants can be done online and with high precision. Companies are using Boolean strings, with operators such as 'AND', 'NOT', 'OR' to pinpoint profile searches from social media/networking sites. For example, Boolean strings like Intitle: resume AND "10 years experience" Insite: LinkedIn will provide resumes of candidates only with 10 years of experience, only from LinkedIn.

Companies are also using decoders for geek code (created by Robert Hayden in 1993) to optimise candidate profile searches. Recruiters can reach such candidates using social media that they could never imagine otherwise.

Low cost tool

Social media recruitment is a low cost recruitment tool with high return on investment. The main users of social media/networking sites are the young, and India, which is on the way to becoming the country with most number of young working populace, social media recruitment can help tap this vast talent pool efficiently and effectively.

In fact, using social media for recruitment is a PR tool in itself for the company. Using social media recruitment, job opportunities can be made "portable" so that anyone can post, direct message or update their status across major social media platforms. With more than 1.5 million content pieces shared everyday on facebook alone, social media is revolutionising the way we link and communicate.

Recruitment, which is essential a process of linking and communicating to potential jobseekers, cannot remain untouched from this revolution. Social media recruitment will soon be a buzzword. The future is even more exciting when Web 3.0, the next generation Web, hits the recruitment scene. The searches will become ultra-refined and interface will be so easy that even a moron will be able to use it. Social media recruitment is the future of hiring and the future is calling...are we listening?

(The author is Professor and Chairperson, Organisational Leadership & Strategy Area, Alliance Business School, Bangalore)