

The digital age is revolutionizing all aspects of modern life, including the hiring process. Today's recruiters can access an enormous amount of information about candidates simply by searching the web and examining social media

According to surveys conducted by the Pew Research Center, 65% of adults and 90% of young adults in the U.S. now use social networking sites. The reality is that most of the communication in today's world happens online, and if businesses are to be successful in recruiting, they must increasingly rely on social media to build their brand.

Using social media outlets to recruit candidates provides many benefits:

Promotes Company's Brand: Featuring content on the company's social media sites that demonstrates attributes as to why company is a great place to work and showcases company culture can help build company brand and attract employees that are a good fit. Additionally, should any public relations issues arise that need to be addressed, social media provides a good avenue to post the company response and other content that protects company's brand.

Attracts More High-Quality Candidates: Many high-quality candidates maintain a social media presence. To reach these candidates, HR managers can post about an open position on all the company's social media sites. The company's fans and followers on Facebook, Twitter or LinkedIn allow recruiters to tap a much broader network than they could otherwise to get the word out about job openings. In a recent survey of Jobvite (Software & Research Co. US) 44% of companies reported that the quality of candidates has increased since implementing social media recruiting.

Allows for Targeting of Passive Candidates – There are many high-quality passive candidates (people who are currently employed and not looking for a job) that recruiters can identify and target on social media. A recent survey by the Society for Human Resource Management (SHRM) showed that recruiting passive candidates is the top reason that companies are using social media for recruitment

Businesses Differ in their Recruitment Approach

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Some companies still use the conventional methods of lining up candidates, such as shop windows, in-house job panels, newspapers or agencies, but undoubtedly, the procedure has gone through a great deal of diversification.

Job interview Advertising jobs on company websites is also rampant. This allows the interested candidate to go for profile creation, resume uploading and finally application to listed jobs. Interestingly, many of these sites are now equipped with mobile apps, thereby leading to a wider coverage. Furthermore, there are the job search engines allowing applicants to browse simultaneously through a number of job sites.

With this diversified recruitment strategy, it is clear that job advertisement will indeed take place in different locations. However, organisations are finding it increasingly comfortable to shift to social media, due to the already online presence most job seekers have. Despite this, there is still a market for more orthodox recruitment policies.

A Shift in the Scenario

Currently, a considerable number of job postings are seen on Twitter and Facebook. This will enable the candidates to source the required job with ease. On top of them all is LinkedIn, a professional networking website and the major social media source for companies. It displays peak performance in almost all activities related with sourcing and recruitment.

Both LinkedIn and Facebook offer company pages and for an organization, it is a perfect marketing and recruitment tool. This platform helps those who are looking for work as well as those who would like to network professionally for insightful discussions. Candidates are both as likely to connect with their company via these platforms as the recruiters are likely to find them themselves. It is changing the dynamic completely.

It has been projected that with the widespread use of online job boards as well as social networks such as LinkedIn, businesses will soon be empowered to conduct recruitment campaigns solely by themselves. This is particularly true for organizations which have powerful brand images as employers.

PROS OF SOCIAL MEDIA

- Cost effective – social media hiring is low cost and often free.
- Fast – there are many examples of employers using sites such as LinkedIn to make 'quick' hires.

- Employer branding and retention – there is a plethora of social media tools online for companies to promote the employer brand effectively to prospective hires and current employees.

CONSOF SOCIAL MEDIA

- Time consuming – too much information for companies who want to conduct a detailed and robust search. This is where recruiters can help.
- Lack of control – managing brand outposts is tricky and inevitably negative content will slip through the net.
- Transparency – how reliable is candidate information online?
- Discrimination – personal information could lead to employers being influenced by factors like race, religious views and age.
- Limited – ultimately the candidate can decide what information they are willing to share.

Social Media Global Trends at glance

- In a study conducted by Jobvite (Software and recruiting corporation, based in San Mateo, California) nearly half of candidates reported that they use social media when searching for their most recent job. 69% of active candidates are more likely to apply for a job at a company which manages its employer brand. By having a presence on social media, candidates will be more trusting of company's brand.
- Facebook has more than double the number of active candidates compared to LinkedIn and Twitter. 83% of candidates are active on Facebook. This is compared to 40% on Twitter and 36% on LinkedIn.
- Job posts get 36% more applications if accompanied by a recruiting video.



Source :Jobvite Recruiter Nation Report 2016

Facebook vs. LinkedIn

There are more job seekers on Facebook than on LinkedIn. However, unless job seekers have a paid strategy, posts are more likely to be viewed on LinkedIn compared to Facebook. Having said that, due to Facebook's algorithm, job postings will feature on the news feeds of people company engage with the most.

- 87% of recruiters use LinkedIn but only 55% use Facebook
- There can be varying reasons as to why one social network may work more effectively than another when recruiting. An example of this is that the majority of users on Facebook are active during non-working hours, the opposite to LinkedIn. By posting on multiple social channels and having an integrated social media recruitment strategy chances of hiring quality candidates significantly increases.

Challenges of Using Social Media Recruiting

Though there are many benefits to using social media, it does not come without challenges. What are the common pitfalls in Social Media Recruitment.

Potential Legal Risks: Under federal and state laws, certain "protected" information cannot lawfully be used in a hiring decision – race, age, religion, color, sex, sexual orientation, ethnicity, health status, pregnancy status, etc. If job seekers suspect that such protected information was obtained by a potential employer from social media (or any other sources for that matter) and used as a basis to deny employment, they can file a complaint under state and/or federal anti-discrimination laws which can lead to a significant financial penalty for the company.

Conclusion

While the benefits of using social media in recruitment strategies are numerous, it's also important to point out that adequate content management is also needed. If company put a person without any internet advertisement experience in charge of developing and distributing content, probably the company will not

get the required number of people before company's ad campaign starts. Also, reaching the wrong audience is just as easy as reaching the right one and it all depends on the type of content company publish.

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Working women: challenges and health issues in India

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Introduction

In the history of human development, women have been as vital in the history making as men have been. In fact higher status for women vis-à-vis employment and work performed by them in a society is a significant indicator of a nation's overall progress. Undoubtedly, without the active participation of women in national activities, the social, economic or political progress of a country will deteriorate and become stagnant. But ironically and tragically, women employees in general, are not taken very seriously by their superiors, colleagues, or society at large. Having a career poses challenges for women due to their family responsibilities. Traditionally Indian women had been home makers but in the recent decades, proper education and better awareness, in addition to the ever increasing cost of living has made them to go out and choose careers. In a patriarchal society like India it is still believed that a man is the primary bread winner of his family. Although Indian women have started working outside their homes but still they have a long way to go both culturally, socially and economically, to bring in positive attitudinal changes in the mind-set of people. It is generally perceived that gender bias against working women starts right from the stage of recruitment. Most of the Indian men are not ready to accept that women are capable enough to work side by side with men in all the sectors, other than in a few limited ones like teaching, nursing and in clerical sectors. Their capabilities are generally underestimated as a result of which Indian women have a tendency to opt for less demanding jobs even if they are highly qualified. Women have the responsibilities to effectively manage their multiple roles in both domestic as well as professional lives. Men generally do not offer any help in the households work. This makes the life of working women extremely stressful.

Objectives of the Study

The following are key research objectives:

1. To gain knowledge about the health problems and challenges faced by urban working women in the workplace.
2. To identify the key socio-economic pointers contributing to women's status, safety and security.
3. To study women's involvement in various activities/ organizations for upliftment of family, community and society that can lead to their overall development.
4. To find out possible solutions that could help them to overcome the problems that they face in the workplace.