


Social media for job recruitment: A review study

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Abstract: The use of social media for job recruiting is examined in this review research along with its effects on the hiring procedure, candidate selection, and organizational results. In order to give a thorough knowledge of the contributions and consequences of social media in the field of job recruiting, it synthesizes the body of current literature. By highlighting areas for more study and knowledge gaps, the findings add to the corpus of knowledge. From a practical standpoint, the study provides organizations, and recruitment specialists with the information that helps them create efficient recruiting strategies and encourage equity and inclusion in applicant selection using social media. The study also provides the organizations and candidates (job seekers) how to use social media in the job recruitment process. The success of various social media recruiting techniques, the impact of applicant traits on online presence, and the part played by privacy concerns in influencing candidate behavior are all areas that require more investigation.

Keywords: Banking, Candidates, Job recruiting, Job recruitment, Job seekers, Shortlisting candidates, Organisations, Social media, South African banking

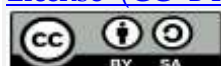
1. Introduction

Organizations were utilizing conventional hiring practices, which involved posting job openings, receiving applications, shortlisting candidates, scheduling interviews, and hiring applicants. All of these procedures were carried out by hand (Ruparel et al., 2020). The highly sought-after applicants who may be present in the semi-passive and passive candidate pools cannot be accessed by organizations using these methods; instead, they can only concentrate on the tiny and constrained active pool of possible candidates (Koch et al., 2018). Consultancies, outsourcing, recommendations, and choosing a possible internal employee for a role move are all part of the recruiting process (Ruparel et al., 2020). Job portals are replacing these traditional methods, and social media platforms are now used for shortlisting candidates that fit a job role (Hosain & Liu, 2020; Ruparel et al., 2020; Koch et al., 2018).

The South African banking sector industry has implemented workplace procedures to ensure that competitiveness stays high (Potgieter & Snyman, 2018). Talent retention within the South African banking sector has been under the spotlight in the past years for searching for skillful employees (Potgieter & Snyman, 2018). The banking sector plays an important factor in the socio-economic development using different dimensions such as start-ups, farmers, and industries and provides loans to common people (Haralayya & Aithal, 2021). The banking sector faces different problems due to the customer's expectations, technological change, increasing demand for profitability, and non-performing assets (Haralayya & Aithal, 2021).

According to Wushe and Shenje (2019), social media is an online platform that focuses on facilitating the development of social connections between individuals that engage in comparable or related activities,

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hobbies, backgrounds, or connections in real life. Initially, social media platforms were developed to facilitate the sharing of both personal and professional interests (Ruparel et al., 2020). In 1997, Sixdegrees.com launched the first social media was that allowed customers to create an online profile and a list of friends (Hosain & Liu, 2020). Social media serve different purposes such as social networking, micro-blogging, content sharing, viewing, image sharing, and professional (Ruparel et al., 2020). Terms of hiring tools were introduced in 2004 such as Facebook, Twitter, and LinkedIn (Hosain & Liu, 2020).

2. Internet, social media, and recruitment

The massive growth of the internet and social media capabilities and capacities has added several sourcing activities and possibilities (Muduli & Trivedi, 2020). Some of the added activities are internet data mining, web crawlers, and internet job boards (Koch et al., 2018). Internet data mining refers to using Boolean Searches during the process of searching for candidates. Web crawlers can be referred to as recruiters to search for more information about the candidate online. Internet job boards allow candidates to upload CVs and organizations to upload their openings (Ruparel et al., 2020; Koch et al., 2018). Compared to old techniques, using the new sourcing tools provided by the internet and social media enables organizations to draw in top-tier passing and semi-passive potential candidates. (Koch et al., 2018; Slavić et al., 2017). Koch et al. (2018) found that social media users are beginning to use social media to search for jobs. However, there is limited knowledge of the answers to whether social media effectively assist in job recruitment (Jeske & Shultz, 2016).

3. Extend companies are using social media for job recruitment

Candidates need to be aware that the inappropriate information published in their profile can make them lose a job or fail to find their next job (Broughton, Foley, Ledermaier & Cox, 2013) Candidates should refrain from making false claims about their qualifications, disparaging past employers or coworkers, divulging details about their use of drugs or alcohol, having poor communication skills, acting criminally, making racial, religious, or gender-based statements, or taking provocative or improper photos (Sharaburyak, Moreira, Reis, Silva & Au-Yong-Oliveira, 2020; Broughton et al., 2013).

Candidates to be selected by organizations the first step is to create a social media profile to be active on the internet (Sharaburyak et al., 2020; Broughton et al., 2013). They should display some interests for example books, music, and other activities doing these will show openness to experience candidates (Broughton et al., 2013). Candidates must include professional-related material in their profiles, such as notable facts or motivational quotations from business leaders, in order to demonstrate that they are competent and relevant to the employer (Sharaburyak et al., 2020; Broughton et al., 2013). Candidates should avoid sharing inappropriate content on their profiles (Sharaburyak et al., 2020). Candidates should set the privacy setting on their social media profiles to ensure that only the relevant people can view their posts (Sharaburyak et al., 2020).

4. Social media and job recruitment

Villeda, McCamey, Essien and Amadi (2019) and Koch et al. (2018) mentioned that the most used social media platforms for the job-sourcing process are Facebook, Twitter, and LinkedIn. These platform job opportunities for job seekers. According to McCabe (2017); Sharma (2014); Hosain, Manzurul Arefin and Hossin (2020); Wazed and Ng (2015) and Archana, Nivya and Thankam (2015), social media assist small and big business/organizations and individuals in the recruitment process. Microblogging platforms and social networking have been shown to have experienced tremendous growth in recent years. For example, more than 14 million South Africans are using Facebook, 5.5 million using LinkedIn, and 7.7 million using Twitter (Koch et al., 2018). However, few research has examined how social media affects recruiting in the South African setting (Koch et al., 2018) and by extension Africa. These social media impacts include the fact that social media has grown to be a significant component of the hiring process and that job seekers, recruiters, and researchers should be aware that LinkedIn, the most popular social media platform, has the greatest influence on the hiring process (Koch et al., 2018). Three social media are been used in job recruitment but in South Africa, there is a lack of balancing them (Koch et al., 2018).

5. The value of social media in organizations

The use of social media gives the organization a competitive advantage over its competitors in the same market (Dlamini & Johnston, 2018). To have all the competitive advantages a unique structure is required that cannot be replicated by the other competitors and social media should be used effectively and efficiently (Cilliers, et al., 2017). Customers' needs satisfaction can be measured by the use of social media in organizations (Dlamini & Johnston, 2018; Koch et al., 2018). The organization can use customers' feedback from social media to improve its product or service (Dlamini & Johnston, 2018). Social media is one of the best channels to interact with customers which it assists customers more aware of the organization's product and service, small and large organizations are using social media to gain new customers and maintain the old ones (Dlamini & Johnston, 2018; Cilliers et al., 2017; Koch et al., 2018).

Social media usage by an organization creates many opportunities (Gelinass, et al., 2017). However, the usage of social media does not require any training and they are free to use, all organizations have the opportunity to promote their goods and services (Dlamini & Johnston, 2018). The main form of communication between organizations is social media (Cilliers et al., 2017). An organization can reach many people at a low cost through the use of social media and no expectation is required to gain the impact of social media but only the correct content is needed to be used (Dlamini & Johnston, 2018; Koch et al., 2018). Salesforce has changed through the use of social media without a new organizational framework or a new strategy that will require implementation tools to be successful (Dlamini & Johnston, 2018).

6. Why use social media for job recruitment

According to Koch et al. (2018), social media refers to the apps that enable the creation and transmission of material in the form of videos, words, audio, and photos to be shared by community members who are interacting online to exchange ideas, knowledge, and opinions. According to Gelinass et al. (2017), social media is an internet-based programme that enables users to build a profile and a list of friends with whom they may connect socially and network as well as exchange information. The four reasons people use social media are to create, connect, consume, and control, according to Koch et al. (2018). Facebook, Instagram, Twitter, LinkedIn, Grindr, and other platforms allow users to connect and share interests while maintaining physical distance and some degree of anonymity (Ruparel et al., 2020; Dlamini & Johnston, 2018; Koch et al., 2018; Gelinass et al., 2017).

Using social media is enabling a wide range of candidates to be accessed in a short period and at a lower cost (Koch et al., 2018). Organizations that are using social media as their recruitment tools can allow recruiters a competitive edge in reaching their objective of recruitment when is done properly (Ruparel et al., 2020). Recruiters can use social media to inform applicants about the job position in full detail which can also satisfy the need of the candidate regarding content and volumes of information (Muduli & Trivedi, 2020). The important characteristics that make social media that make it unique from other recruitment methods are the fast speed of communication and wide reach (Ruparel et al., 2020; Muduli & Trivedi, 2020; Gelinass et al., 2017).

Using an organization's website has a knitted chance of attracting the perfect candidate that matches the organization's requirements (Koch et al., 2018). Traditional recruiting methods such as radio, television, and print advertising are expensive and do not remedy low participation rates (Gelinass et al., 2017). This may cause a tiny and constrained applicant pool because only active candidates may seem to apply for the open positions (Koch et al., 2018; Gelinass et al., 2017). The use of social media channels in recruiting is gaining momentum when the number of users on social media increases (Koch et al., 2018; Gelinass et al., 2017). The use of social media attracts passive and semi-passive candidate organizations who can have the ability to recognize the potential (Koch et al., 2018). Even people who do not apply for the position can be found and screened by recruiters via social media by looking at their profiles (Ruparel et al., 2020; Koch et al., 2018; Gelinass et al., 2017).

7. How organizations and job seekers are using social media in the job recruitment process

7.1. How organisations use social media in the job recruitment process

In the current digital era, social media platform use has become a crucial component of organizational initiatives, including the hiring process. Organizations have a wide range of chances to improve their

recruiting processes and develop creative connections with potential applicants thanks to social media (Eger, Mičík & Řehoř, 2018). Employers may engage with candidates in ways that go beyond what is possible with conventional hiring practices by utilizing social media sites like LinkedIn, Twitter, and Facebook. Through the use of social media, organizations may showcase their organizational culture, values, and mission, giving prospective employees a thorough knowledge of what it would be like to work there. Additionally, by properly showcasing their brand identity and building a strong employer brand through the use of social media during the hiring process, organizations can attract top talent and have a major impact on applicant perceptions (Tanwar & Kumar, 2019).

The efficacy and efficiency of social media in job recruiting are two of its main benefits. Print ads and job fairs are two examples of traditional recruiting strategies that can be costly and time-consuming. By comparison, social media sites provide an affordable way to advertise job opportunities and target particular groups (Khullar & Pandey, 2014). Organizations may streamline the hiring process and increase outreach by customizing their recruiting efforts and using data analytics to reach out to potential applicants based on their skills, hobbies, and geography. Additionally, social media enables organizations to interact with applicants by answering questions and disseminating changes quickly (Dutta, 2014). This immediate communication encourages openness and improves the applicant experience, which benefits the company's reputation and employer brand.

Organizations must, however, be aware of the moral issues and potential dangers connected to social media hiring (Bamdad, Finaughty & Johns, 2020). Social media sites may unintentionally expose organizations to unfair hiring practices, privacy problems, and prejudices (Jeske & Shultz, 2016). Organizations should create strong recruiting rules that adhere to moral standards and provide fair and transparent hiring procedures in order to solve these issues (Althawwad, 2020). Additionally, keeping a credible and professional online presence is essential since prospective employees may examine an organization's social media activity to assess its standing and ideals. In order to effectively use social media as a recruiting tool, it is crucial to strike a balance between promoting the company's culture and upholding professional standards. Using social media in the hiring process has several benefits for organizations, from expanding their talent pool to improving employer branding. Social media helps organizations communicate with potential employees in real-time and promote their distinctive organizational culture and values. It is efficient and cost-effective. To guarantee impartial and fair hiring procedures, ethical issues should be given top priority. Organizations may greatly enhance their recruiting efforts and draw in top talent in today's cutthroat job market by carefully utilizing social media.

7.2. How job seekers use social media in the job recruitment process

Utilizing social media has become an essential part of our everyday lives as the globe continues to embrace the digital era. Social media platforms have become effective tools for job applicants to improve their professional profiles and interact with potential employers in the context of job searching and recruiting. Numerous studies back up the idea that job searchers may use social media to efficiently speed up their job search process (Mowbray, 2018). People may fully use the potential of websites like LinkedIn, Twitter, and even Facebook to improve their career chances by networking actively, posting pertinent material, and projecting a professional image.

One site that sticks out as being vital for job hunters is LinkedIn. A well-curated LinkedIn profile may greatly improve a candidate's chances of getting discovered by recruiters. Job seekers may exhibit their knowledge and commitment by providing a thorough professional summary, highlighting their talents, and actively participating in industry-related forums. Additionally, prospects may interact with hiring managers, influential figures in the sector, and future coworkers thanks to LinkedIn's wide networking features, developing meaningful connections that could result in employment chances (Jacoway, 2019). For job hunters, Twitter and other social media platforms provide special chances. Candidates can present themselves as educated and committed experts by engaging with industry-specific hashtags and taking part in relevant conversations (Karaoglu, Hargittai & Nguyen, 2022). Additionally, a job seeker's trustworthiness may be increased and their excitement for lifelong learning and professional development can be shown by sharing insightful information and keeping up with the most recent business news (Brouer, Stefanone, Badawy & Egnoto, 2017). However, job searchers must always act professionally and discreetly while using public platforms because any postings or remarks are open to easy access by prospective employers (Emanuela, 2018).

In conclusion, social media has evolved into a crucial instrument in today's hiring process. By carefully utilizing websites like LinkedIn, Twitter, and Facebook to establish a strong professional profile, participate in pertinent debates, and connect with industry experts, job searchers may increase their chances of success. To make a good impression on potential employers, it is essential to use care and keep a professional demeanour online. Those who can successfully utilize social media will likely have a competitive edge in their job search efforts as these platforms continue to develop (Jacoway, 2012; Karaoglu et al., 2022).

8. Pitfalls in using social media for job recruitment

There are several pitfalls of using social media faced by an organization such as reliability and accuracy of the information found on candidates' online profiles, employers finding it difficult to determine the information on a graduate profile is accurate, and where a face-to-face interaction with the candidate is required (Murire et al., 2020). Background check is one of the pitfalls faced by employers, organizations when hiring are looking for several factors from candidates such as selecting candidates that will fit within the organization's values and cultures (Murire et al., 2020; Rana & Singh, 2016). A background check can lead to another pitfall which is legal concern whether employers have the right to use the information they have found online on social media to select candidates (Murire et al., 2020; Rana & Singh, 2016).

9. Ethical challenges in using social media in the job recruitment process

Social media's use in the recruiting process has completely changed hiring procedures and given businesses new ways to find qualified employees. To ensure fair and impartial hiring practices, this trend also brings up a number of ethical issues that need careful attention. Data privacy breaches and invasions of privacy are two major ethical concerns in using social media platforms in the job recruitment process. Organizations may unintentionally obtain personal information outside the parameters of job-related qualifications when they go through candidates' social media accounts (Zimmermann, Willem, Bredthauer & Buyx, 2022). This calls into question how applicants' privacy should be protected as well as the possibility of discrimination based on delicate characteristics like age, gender, ethnicity, or religion (Lam, 2016). Furthermore, information about candidates may be inaccurate or misleading on social media networks. Making hiring decisions based on false information may result in unequal outcomes and have legal repercussions (Hazelton & Terhorst, 2020). Employers must resolve the moral conundrum of employing unverified and unreliable social media data while still making wise recruiting decisions.

The possibility of unconscious prejudice in social media-based hiring is a huge ethical concern. Employer homogeneity may result from recruiters unintentionally favoring applicants with similar backgrounds or interests. Such prejudices can impede attempts to promote diversity and inclusion and perpetuate injustices. Organizations should undertake thorough training for recruiters to identify and reduce prejudice throughout the recruiting process in order to solve this problem. Organizations must also be open and responsible when using social media data for the employment process. The employer's reputation may suffer if there are unclear policies and procedures for social media screening practices. Organizations must educate applicants about social media usage and get their permission before accessing their internet presence.

Organizations can create clear rules and procedures for social media recruitment practices to help them manage these moral dilemmas (Goldman, Willem, Buyx & Zimmermann, 2023). Potential biases and privacy issues can be reduced by ensuring that recruiters only take into account material on social media that is relevant to a particular position and by using uniform assessment standards. In order to keep current on best practices and moral concerns in social media-based recruiting, organizations should also participate in continuous dialogues with industry peers and experts (Gelinas, Pierce, Winkler, Cohen, Lynch & Bierer, 2017). In summary, social media raises ethical issues that call for cautious supervision even while it offers considerable advantages in the hiring process. For a fair and ethical social media-based hiring process, organizations must prioritize candidates' privacy, remove unconscious biases, and preserve openness.

10. Contributions to the body of knowledge

Three things have been added to the corpus of knowledge. First off, this survey emphasizes how more businesses and job seekers are using social networking sites like LinkedIn, Facebook, and Twitter in the hiring process. It looks at the numerous strategies businesses use to find, analyze, and filter applicants using

social media. Second, the research looks at how social media affects hiring decisions, including potential biases and difficulties in using online data to judge candidates. The study also examines how social media recruiting affects organizational branding, applicant fit, and overall recruitment effectiveness.

11. Implications of the study

This study has important ramifications for both academics and professionals. From a research standpoint, this review offers a thorough synthesis of the available literature, highlighting gaps and areas that require more research. It underlines the necessity of further investigation into the efficiency of various social media recruiting tactics, the impact of applicant traits on online presence, and the influence of privacy concerns on candidate behavior.

The results of this study provide organizations and recruiting specialists with useful practical insights. Organizations may improve their total talent acquisition efforts by designing efficient recruiting strategies with the aid of a better understanding of the benefits and drawbacks of social media in the recruitment process. Recognizing the inherent biases and difficulties connected to social media recruiting may also help inform decisions and encourage equity and diversity in applicant selection.

12. Conclusion

The significance of social media in job recruiting and its ramifications for the industry has been clarified by this review research. Several important additions to the corpus of knowledge have been recognized through the synthesis of existing material. First of all, social media platforms are being used more often in the hiring process by both employers and job seekers. Examples of these sites are LinkedIn, Facebook, and Twitter. This study examined how businesses use social media to find and evaluate prospective employees, emphasizing the need for an online presence in modern hiring procedures. Second, the influence of social media on the hiring process has been investigated, noting both the advantages and disadvantages of utilizing Internet data to evaluate candidates. It is important to carefully analyze and validate candidate information because of the inherent biases and limits of exclusively basing decisions on social media accounts. The results of social media recruiting have also been examined in this study, covering topics like applicant fit, organizational branding, and overall recruitment efficacy. Organizations may improve their talent acquisition procedures and optimize their recruiting tactics by comprehending the ramifications of social media use in these fields.

For both academics and practitioners, this review study's implications are quite important. To fill up the gaps in the literature, researchers can do more research on the efficacy of various social media recruiting techniques, the influence of candidate traits on online presence, and the function of privacy concerns in influencing candidate behavior. The results of this study provide insightful information for practitioners. Organizations may develop more efficient and inclusive recruiting strategies by taking into account the benefits and drawbacks of social media in the hiring process. Additionally, being conscious of the difficulties and potential biases connected to social media recruiting might encourage fairness and sensible choice-making during applicant selection.

Overall, this review research emphasizes the significance of taking into account social media as a potent tool for hiring while also recognizing its shortcomings. Organizations may make use of social media's potential to recruit top talent and make wise hiring decisions in a quickly changing digital world by utilizing its benefits and managing its drawbacks

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