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The Role of Social Media in Employee Recruitment: a Systematic Literature Review

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ABSTRACT

The objective of this research is to explore the role of social media on employee recruitment. As technology continues to grow, human activities cannot be separated from the use and benefits of technology. Technology also helps companies run their business more efficiently. Social media also plays a crucial role in the recruitment process to find potential candidates. This systematic review paper is written based on the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analysis) method. The findings show that social media can be used as an effective platform for a faster and more flexible recruitment process. Social media recruitment can also provide advantages for both in terms of cost and time. Furthermore, social media can be a tool for employers to obtain information about candidates' backgrounds

INTRODUCTION

Technology is developing rapidly from time to time throughout the world. In the current era of globalization, all aspects of life have undergone significant changes. Communication technology and information technology, which play an essential role in the occurrence of changes in all these aspects, influence the changes that occur in the development of mass media. The characteristics of the globalization of information are marked by the development of the internet and various social media, which are currently widely used by all humans in any business activity that involves a person's activities. It is undeniable that this has a direct or indirect impact on individuals and an organization. Managing a business or organization requires both leaders and workers. One of the human resource assets that a business or organization must own is its workforce. It takes a capable and skilled person to build a business or organization that is constantly expanding. For human resources to be mobilized and managed in a way that meets the actual demands of the business or organization, they must be able to develop better, more effectively, and more efficiently. Competitive business environment, employees play a critical role in organizational performance as individuals or as a team (Hosain & Liu, 2020). An organization's maximum efficacy and efficiency are determined by how well it utilizes its human resources rather than just its financial resources or adopting the best strategy (Hosain, 2017). Human resources are currently one of the most significant competitive advantages firms can develop and sustain (Karim et al., 2015). Employing the ideal person for the job is essential for a company's competency and competitive advantage. Organizations must attract, develop, and retain professional and qualified staff to compete and grow in the fiercely competitive climate (Silzer & Dowell, 2010). The business world has also been significantly impacted by information technology and other scientific discoveries, which has increased the need for qualified and talented workers by giving employees a wide range of employers to select (Cascio & Montealegre, 2016). A large number of

people now have access to online resources due to various public-private initiatives and incentives. Consequently, the usage of numerous corporate websites and organizational profiles on social media sites is slowly becoming increasingly popular (Bicky & Kwok, 2011).

Social media are also utilized for recruiting and selection in human resource management (Tufts et al., 2014). Employers who wish to acquire specialized talent and gain a competitive edge in the labor market must employ technology more and more in the hiring process (Deloitte Consulting, 2014). For employers, using social media as a recruitment tool presents both potential and difficulties. Social media may speed up the hiring process, make it more efficient, and enable employers to target and hire highly qualified applicants. It can be a valuable additional source of information on potential job possibilities, given that specific data (at the individual and professional level) may have yet to be gathered to recruit. To get a more accurate image of the job, applicants may have access to several sources of information about the firm and the chance to meet with current employees. Research on the influence of social media on employee recruitment has been carried out previously by using a quantitative study measuring the variables using a published paper (Emanuela, 2018). The current paper employs the systematic literature review methodology, which entails reviewing and identifying journals related to the influence of social media on employee recruitment. This research aims to provide a systematic literature review of the influences of social media on employee recruitment. In particular, it attempts to answer the subsequent questions:

- Q1 Does social media have an effect on employee recruitment?
- Q2 What is the stage of recruiting employees through social media?
- Q3 What are the advantages of recruiting employees through social media?

METHODS

The PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-analysis) method, which is used in this study, is a systematic approach that follows the right phases or research protocols. A systematic review is a research technique that tries to assess, identify, and examine all prior study findings that are connected to and pertinent to a certain subject, specific research, or the most recent phenomenon of concern. Because relevant study findings are compiled through systematic reviews, the information provided is thorough and impartial. The subsequent steps are part of the systematic literature review: establishing research questions, carrying out systematic literature reviews, vetting and choosing appropriate research papers, analyzing and synthesizing your qualitative research findings, putting quality control in place, Create a summary report.

To construct, examine, and provide complete answers in the form of a strategic model for

businesses to understand the impact of social media on hiring personnel, a qualitative technique is employed (Budgen and Brereton, 2006). Several articles were chosen as the major corpus after a thorough comprehension of the literature for analysis. The most important components that describe the impact of social media on recruiting, the stages of recruiting through social media, and the advantages to the company of recruiting through social media have been characterized by some scientific studies collected from specialized journals (Benedict, 2019). This systematic review procedure consists of several steps: 1) background-to-objective matching (background-objective), 2) research question, 3) searching for the literature review, 4) selection criteria, 5) data extraction strategy, and 6) assessment quality of primary studies, 7) data synthesis (Vasconcelos et al, 2013).

Research Question for Literature Review

Table 1. Research Question for Literature Review

ID	Research Question	Motivation
RQ1	Does the study research the influence of social media on employee recruitment?	Identify the most significant journals in the field of employee recruitment on social media
RQ2	Does the study contain the stages of recruiting employees through social media?	Identify the study that contains the stages of recruiting employees through social media
RQ3	Does the study contain the advantages of recruiting employees through social media?	Identify the study that contains advantages of recruiting employees through social media

Searching for the Literature Review

This research was conducted in September 2022. Search for relevant research articles with the topic of this research conducted using keywords related to the influence of social media on employee recruitment, the stages of recruiting employees through social media, and the advantages of recruiting employees through social media. To select articles, the researcher use the following databases: research gate, news articles, and journals. Adjustments were made to the strategy for finding articles, and inclusion criteria were pre-determined to maintain consistency and avoid potential bias in finding articles.

Selection Criteria

Research in English and Bahasa Indonesia (IC1), complete articles published in national and international journals published in 2018-2021, indexed in the database used, and articles focusing on the impact of social media on employee recruitment, the stages of recruiting employee through social media, and the advantages of recruiting employee through social media were used as inclusion criteria to help with the search and selection of articles (IC2). (Fig1). Following the gathering of a sample, the chosen item is examined to gather relevant information. To collect knowledge about the subjects covered in the meta-synthesis, analysis and synthesis of the data extracted from the article are done descriptively. To turn some

qualitative investigations into new studies and aid in the spread of scientific knowledge, meta-analysis can

create new concepts by synthesizing the study content analyzed (Vasconcelos et al, 2013).

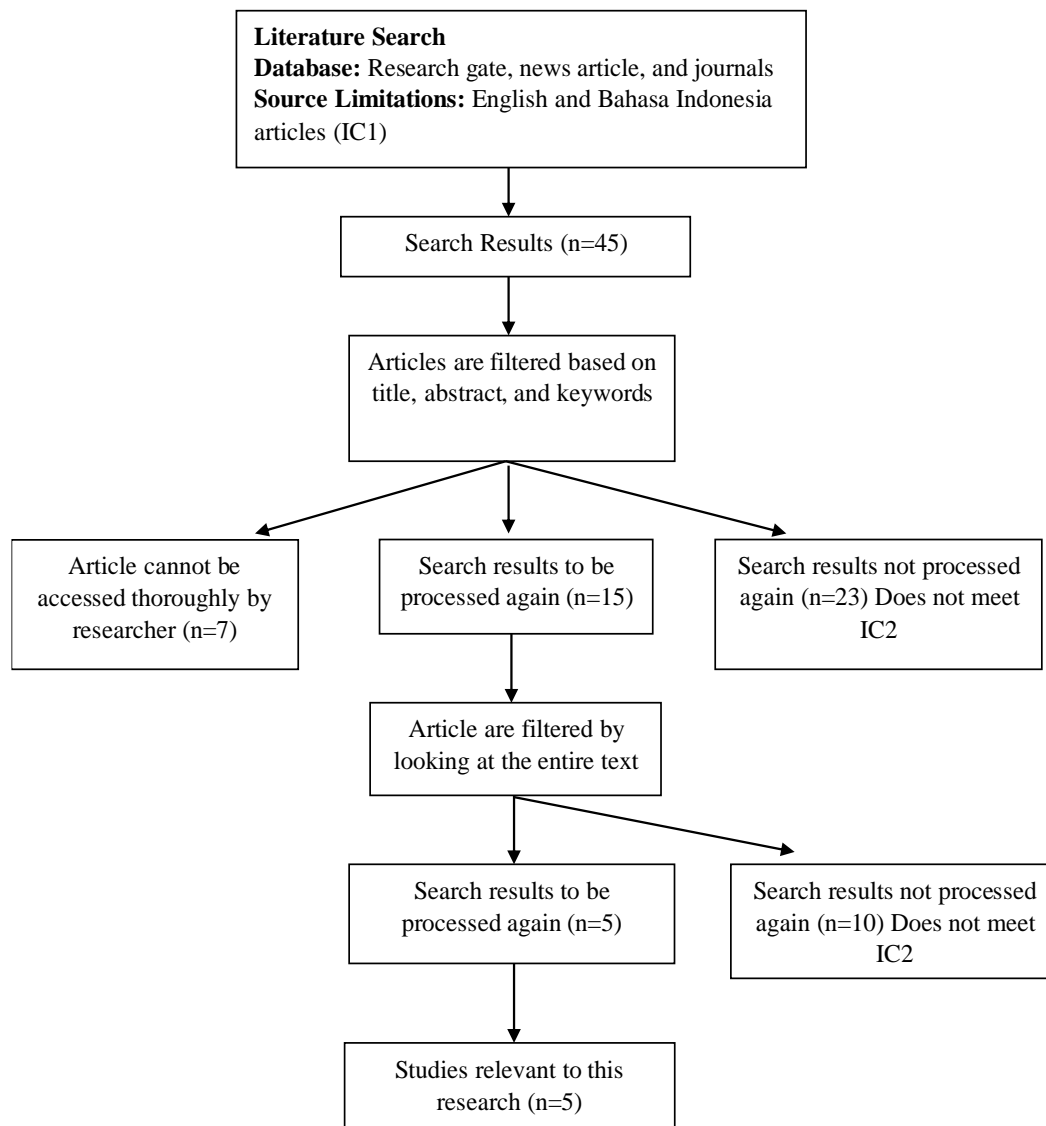


Figure 1. Prisma Flow Diagram Systematic Review

Data Extraction, Assess Quality of Primary Studies, and Data Synthesis

The chosen primary study is then extracted to gather the information that aids in addressing research issues. The interpretation of the synthesis findings and the choice of the conclusions expressed can both be influenced by the evaluation of research quality. Data synthesis is used to compile information from specific studies to respond to research issues.

CONCLUSION

After conducting the discussion above, we can see the influence of social media on employee recruitment. An excellent forum for showcasing a company's culture is social media hiring. This way of hiring might provide employer access to a bigger talent pool on connecting with people may be much simpler. The higher degree of information in employer's social media the lower possibility that employees will leave that organization (Lu et al., 2019) . Gen Z and Millennials currently make up the

majority of the workforce, so social media recruiting may be useful for recruiters. Simply having the best social media recruiting approach is all that is necessary for everything else to fall into place. LinkedIn was the social networking platform of choice for businesses when looking for potential applicants. Additionally, recruiters look for prospects on Facebook, Instagram, and Twitter. According to Offong & Costello (2013) that human resources should use the social media for advantage to organizations provide wiki and blogs. Also, confirming with M. S. Hosain, (2021) that Facebook and LinkedIn are “two most accepted sites among the hiring professionals where the first one mostly provides behavioral information and the second one provides job related information”. Employers should have a well-defined recruitment strategy that is ongoing and consistent to draw candidates using various social media networking platforms. They should also develop a precise selection procedure for their hiring procedure. According to Thornthwaite (2016) that social media policies is needed to protect employers. Supported with Esch and Mente (2018) stated that set a guideline to use social media as their e-recruitment process. Employers should be aware of what information to share and what to concentrate on in their recruiting and selection strategies since social media also provides information about industry trends and job seekers' concerns. Prepare for the new world of mobile devices and apps, employers and recruiters. Mobile devices become tools for recruiting and choosing employees thanks to employer applications. Many job seekers prefer to apply for positions as soon as they are posted. Employers should take advantage of this opportunity by developing their platforms and apps to draw in highly qualified candidates. The study from Hosain et al., (2020) found that “social media as a searching and recruitment tool is a rapidly burgeoning practice”(p.58).

There are several ways to use social media. It gives company owners and recruiters a thorough understanding of potential applicants' identities before they connect with them. In order to learn more about the applicants' personality attributes and how

well they might fit into the corporate culture, recruiters may also study their profiles. Social media is not a magic bullet; it presents significant obstacles as well as the excellent potential for hiring, given that these platforms are no longer just a collection of amusing websites but rather a way for employers to locate qualified applicants and engage with the younger generation. Also, the lack of internal source is a challenge for adopting social media for organization (Poba-Nzaou et al., 2016). In other hand, researcher mentioned that human resource must comprehend the social media than replace the traditional method in recruitment (Muduli & Trivedi, 2020) . And if we were to compare it to conventional human resources procedures, we would discover that social media is, from the viewpoints of both employers and candidates, far superior to the former. It aids in the effective use of resources (such as time, money, costs, and labor) and offers an unlimited pool of ideal candidates to employers worldwide. The researcher Hosain et al., (2020) presented that social media provide low-cost availability of information in e-recruitment process. Additionally, it aids the applicant in finding and choosing a better position for themselves based on their qualifications and aids them in comprehending the business and its policies. The researcher Arjomandy (2016) explained that for recruitment purposes on social media to get potential prospective employees. Because they are the most reliable source of information about an organization for candidates, it has been shown that job searchers who have questions should get in touch with present employees. Even recruiters tend to use the references of their current workers before employing new ones. We would discover that social media has changed every stage, from the beginning to the finish, down to the minute processes, if there were a conversation on the impact it has had on HRM and specifically on recruitment.

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