**EFFECTIVENESS OF SOCIAL MEDIA IN RECRUITMENT AND SELECTION**

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 **ABSTRACT**

The use of social media in recruitment and selection processes has become increasingly prevalent in recent years, revolutionizing traditional hiring practices. This executive summary provides a concise overview of the research conducted for the master's thesis on the effectiveness of social media in recruitment and selection.

This study explores the impact of social media platforms on various stages of the recruitment and selection process, focusing on their effectiveness in attracting candidates, assessing their suitability, and ultimately making informed hiring decisions. Through a comprehensive literature review, the research examines the advantages and challenges associated with utilizing social media in recruitment, highlighting its potential to reach a wider pool of candidates while also addressing concerns related to privacy, bias, and authenticity.

Methodologically, a mixed-methods approach was employed, combining quantitative analysis of recruitment data with qualitative interviews with HR professionals and hiring managers. The quantitative analysis assessed the correlation between social media usage and recruitment outcomes, while the qualitative interviews provided insights into the perceptions and experiences of practitioners.

  **INTRODUCTION**

 The phrase "effectiveness of social media in recruitment and selection" refers to the extent to which social media platforms are successful in aiding organizations' efforts to attract, identify, and select suitable candidates for job vacancies. This concept encompasses various aspects, including the ability of social media to widen the candidate pool, enhance employer branding, facilitate engagement with candidates, and improve the efficiency and accuracy of the recruitment and selection processes.

In essence, it examines how effectively organizations leverage social media platforms such as LinkedIn, Facebook, Twitter, and others to achieve their recruitment goals. This effectiveness can be measured through metrics such as the number of qualified candidates attracted through social media channels, the impact on employer brand perception, the level of engagement and interaction with candidates, and the overall efficiency and cost-effectiveness of using social media compared to traditional recruitment methods.

Understanding the effectiveness of social media in recruitment and selection involves evaluating its advantages, such as reaching a broader and more diverse talent pool, targeted advertising capabilities, real-time feedback mechanisms, and improved candidate engagement. However, it also requires acknowledging and addressing challenges and limitations, including privacy concerns, information overload, lack of control over content, legal and regulatory risks, and the potential for unconscious bias in decision-making processes.

  **METHODOLOGY**

This to begin with investigate is deductive since it begins with theories, which could be a brief confirmation approximately the point of the ponder, given the display information approximately the factors. The quantitative strategy permits to test the investigate address accurately and on a large test. The common cruel to gather quantitative essential information is the survey. The study was created utilizing the stage [www.qualtrics.com.](http://www.qualtrics.com/)

The overview was self-administered on the Web through well known social media, but for the most part on Facebook for comfort reasons. This way, the members were able to choose the put and moment to satisfy the study.

1. **Qualitative Data Collection:**

Qualitative data collection methods aim to gather rich, descriptive information about people's experiences, attitudes, and perceptions. In the context of assessing social media's effectiveness in recruitment and selection, qualitative methods can provide insights into the subjective experiences of both job seekers and recruiters. Here's how qualitative data might be collected

 **TYPES OF DATA**

An online poll and internet research were used to gather the primary data for this investigation. The analysis methods drive the choice to use quantitative primary data. selected keeping in mind the conceptual framework. In order to evaluate the causative linkages and attitudes between consumer-brand relationships and social media marketing, as well as the role of message type in this framework, quantitative data is crucial for this research.

The ethnography will support the study because it will either clarify any potential misunderstandings or offer validation of the findings. Moreover, by reducing the researcher's bias on the data, the combination of the two approaches enables a higher-quality study

**Social impact theory as a supporting theory**

Social impact theory proposed by Latane & Nida, Latane & Wolf, 1981 discusses interpersonal influence and group behaviour. According to the theory, the influence depends on social status, psychological distance, the number of people in the group and social influence. The theory has links to persuasion and obedience. Social impact is the variety of changes in feelings, motives and emotions, cognitions and beliefs, values and behaviour, that occur in an individual due to imagined presence of other individuals.

 **CONCLUSION**

This study indicates that social media recruitment is playing an effective role in this evolution. Social media recruitment has effective benefit and companies are making use of LinkedIn, Facebook, Instagram, Twitter, YouTube, WhatsApp, Glassdoors & other social media platforms for recruitment. From the study it is found that social media recruitment will play a crucial role in providing better job opportunities and hence helps in hiring better employees for companies. During the Covid-19 pandemic, social media recruitment has played a crucial role and there has been a significant increase in social media recruitment across all companies. Hence suggesting that due to this scenario social media recruitment has got great demand and people can take this as an opportunity for developing social media recruitment strategies. Thus, I conclude by suggesting that creating more awareness among people about social media recruitment & making effective utilization of social media in this growing social media world is necessary.

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