Success and Relevance of Social Networking Sites (SNS) Integration in E-Recruitment: HR Personnel Perspectives in Ghana

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Abstract: *Today in the era of internet technology through the rapid development of information technology, everyone and everything seems connected across the globe. The use of the internet has become embedded and an important tool. Furthermore, many organizations has join the digital world by establishing their presence on social networking sites (SNS) such as LinkedIn, Facebook, Instagram and Twitter especially in Ghana. This research investigated the success and relevance of social networking sites in recruitment in Ghana. The research sought the opinions of 247 Human Resource practitioners in Ghana. A purposive and nonprobability sampling techniques was used. From the study, it was found out that E-Recruitment has made the job and the search for candidates very cheap and easy compared to traditional methods and has therefore achieved rapid success. The use of SNS particularly LinkedIn to recruit HR professionals in Ghana is on the rise from the survey. Also, the most successful SNS is LinkedIn due to the ability of job seekers to be specifically targeted and selected from the brand's followers, connections, or supporters. It was found out that, organizations needs leverage social networking sites to strengthen corporate values messages.*

Keywords: Social Networking Sites, E-Recruitment, HR Personnel, digital competence.

Introduction

The phenomenon of social media has opened up fresh routes of commitment and revolutionized data exchange. With more individuals involved in social media, its significance to the recruitment process should be investigated. Organizations using social networks to recruit are growing by about 84 percent, and about 9 percent are planning to recruit different types of social networks. Survey information in 2011 shows that 56% of organisations have recruited social networks. It was used for recruitment by about 81% of organisations in 2015, while 5% recorded social networks as their main recruitment instrument (Society for Human Resource Management (SHRM), 2011). In general, 43% of businesses have verified that they use social networks to screen work candidates. Approximately 44 percent of human resources staff have verified that data about work-related performance can be provided by a job applicant social network (SHRM, 2013). Over the past few years, about 36% of organizations disqualified a work applicant owing to appropriate data such as illegal activity and data differences (SHRM, 2013).

This data describes that an enhanced use of a social network instrument for recruitment and work search was shown by employers and staff. The most remarkable instruments like LinkedIn and Facebook have free apps that make it simple for employers to publish job-related data and for staff to apply for such employment. Research available indicates that most individuals may not be looking for employment, but they are passive work seekers and are not really looking for employment. However, if contacted, they might seek a fresh opportunity. This region could be very efficient in social networking instruments (SHRM, 2013). This is because if there is a fresh chance, passive work seeker profiles can be readily viewed and contacted.

As the globe continues to be a global village, by generating profiles of social networks, many businesses have joined or entered the digital universe. The common goal is to achieve as many people as possible and make their organizations more recognizable as recognition is essential to business strategy. It is also the driving force behind an efficient recruitment approach, as individuals tend to apply first to recognized firms (Greengard, 2012; Williams and Klau, 1997 quoted in Galanaki, 2002). In today's recruitment, businesses need to make excellent use of social networks in a number of activities such as business development and recruitment to keep up with competition and growth struggles. This juxtaposes the need for human resource managers to use at least one social networking tool when exploring modern recruitment and selection methods. Today, SNSs provide tools intended to assist businesses find and attract candidates while allowing employers to perform immediate background checks as well. Strangely enough, however, many companies are avoiding the use of social media and failing to take advantage of the possibilities provided.

In perspective of this, this research paper will examine the membership of employers ' social network sites, recognize the distinction between the social networking instruments, how social networking is used as part of the recruitment process, achievement and significance of the inclusion of social networking sites in recruitment.

Review of related literature

Conventional vs. E-Recruitment

Recruitment in the context of human resource management relates to the acquisition and acquisition of skilled and correct candidates for a company, organisation or business. This method usually involves searching for and attracting a pool of skilled work seekers using different types of recruitment processes such as friends, newspaper advertisements, executive search, LinkedIn, Facebook and others. Companies used to traditionally employ candidates, such as contacting friends, posting work advertisements on journals, referrals to employees. HRM has embraced advance technological social network sites for recruitment, hence the future of electronic recruitment, with advancements in technology. Whenever modifications in company strategy, technology, location, mergers, acquisitions, de-mergers, and resignation of staff occur, this method continues to regularly add, retain, or re-adjust their workforce in line with corporate and human resource planning (Tyson and York, 2000; Cascio, 1998). The recruitment of talented employees becomes crucial due to worldwide competition and intensive manufacturing skillsets (Tong and Sivanand, 2005), and attracting the correct candidates at the correct moment is becoming harder than ever. Traditional recruitment techniques have been flawed to an extent. Organizing job fairs, for instance, is restricted to low qualified applicants ratios. Other types of recruitment include inner recruitment involving the filling of work vacancies with staff already employed by the organisation (Lussier, 2015). This is accomplished through inner job posting through which businesses communicate work vacancy data within an organisation; data is generally published on boards of newsletters, staff journals, or regions where organisations interact with staff (Noe et al., 2014). However, many organisations and businesses saw advances in internet technology in the early 1990s, leading to a shift from standard to digital recruitment (Joyce, 2002).

Social Network Sites

Despite the interchangeable use of the phrases "social media" and "social networking sites," each has a particular significance. Social media is driven by Web 2.0 that allows interactions between people through technological devices; hence social networking sites, social shopping, social play, and social location are all part of social media (Haag & Cummings, 2013). Social networking sites (SNS) are platforms where people can generate an account automatically, obtain friends, and share data (Haag & Cummings, 2013). Social media accounts are very prevalent and they are used as a type of marketing by organisations. The first social media platform was introduced in 1997 with the development of Sixdegrees.com which enabled users to have a custom internet profile and a list of buddies (Boyd et al., 2008). Over the years, many kinds of social networking sites have been introduced, and as of today, some of the most popular in terms of recruiting instruments are Facebook, Twitter, and LinkedIn.

Facebook

Facebook was launched in 2004 with the primary objective of building a connection with learners at Harvard University. With the incredible increase in access to it, Facebook was transformed into a government social media site in September 2006. This transition made Facebook accessible to anyone over 13 years of age easily. This scenario enables about 100 million customers to be reached by 2008. Facebook's popularity was so boundless that one in six people had a Facebook account in 2015 (Melanthiou et al, 2015). Facebook is component of people's almost everyday operations and everyday lives. In addition, Facebook achieved two billion users as of 2017, making it the world's biggest social network site (Chaykowski, 2017). In terms of hiring, Facebook is a famous work applicant platform with 67% of usage compared to Twitter with only 35%, while having 83% of active applicant users (Talent Works, 2017).

LinkedIn

LinkedIn was introduced to assist individuals create professional relationships, according to Zide, Elman and Shahani-Dening 2014. The objective was also to enable experts to get employment, expand their professional lives by creating comparable profile contacts with other individuals, and also to allow users to access updates and post about feeds related to a job or occupation. LinkedIn varies from other social media locations by having profiles that resemble the cover letters and resumes of the customers and not merely offering data on hobbies or concerns of the users. As in 2019, it is the most widely used SNS recruitment site as well as work seekers for job applications (About LinkedIn, 2019). Two fresh participants join LinkedIn every two seconds (Zide et al., 2014). In addition, more than 2M Companies and organizations have a LinkedIn profile and more than 170 M have a profile on it (Breitbarth, 2012). Open account relates to a social site that a person or business has developed and used (Breitbarth, 2012). More than 550 million individuals are users of LinkedIn, according to LinkedIn (2018). 87 percent of recruiters use LinkedIn in terms of recruitment, compared to 55 percent of Facebook recruitment (Talent Works, 2017). The large amount of employees and their professional affiliation has made it possible for experts who are job hunting and organisations with work opportunities to become LinkedIn's most used social media site.

Integration of SNS in the Recruiting and Selection Process

E-recruitment is a web-based combination with human capital recruitment method (Melanthiou et al., 2015). Organizations currently have their own recruitment pages on social media. These websites also have business vision and mission statement data so that potential applicants can make informed decisions about whether the business is correct for them (Melanthiou et al., 2015). For instance, organizations use them with Facebook and Instagram to advertise

themselves and attract fresh talent (Andrews, 2012). Human resources professionals are currently using Facebook to search for thorough job applicant data and also to screen job applicants and select the best candidates.

Research available confirms that Facebook and LinkedIn are the most popular sites for SNS recruitment. (Melanthiou et al., 2015). Research accounts from 541 HR specialist's Society of Human Resource Management Survey, 95% reported using LinkedIn for recruitment; while 58% used Facebook and 42% said they used Twitter (Zide et al., 2014). A study administered to 247 HR professionals in Ghana on their views on the significance and achievement of SNS in the recruitment system found that 47% admitted having a profile and using LinkedIn as a recruitment instrument, 31% confessed using Facebook and also acquired in-depth understanding of candidates and 14% admitted using Twitter (SHRMP, 2013). However, the recruitment use of SNS differs among nations based on the existence of the use of internet and social media. For instance, 89% of the U.S. has web access, 91% in Canada, 71% in China, 67% in Mexico, 39% in Kenya, and 25% in India (Pew Research Center, 2018). Approximately 14.1% of Ghana's inhabitants use the Internet. Moreover, according to Pew Research Center (2018), wealthier regions like the U.S., the Netherlands, Germany, Sweden, Australia, and Canada have greater web usage relative to developing nations like

Ghana, India, Tanzania, Indonesia, and Kenya. Social media use varies across counties, such as the U.S. (69%), Canada (68%), and Russia (66%) have higher usage compared to India (20%), Kenya (30%), and Indonesia (26%) (Pew Research Center, 2018).

Developing counties, however, are witnessing an rise in web and social media usage from 42% in 2013 to 64% in 2018 (in terms of web usage) and from 34% in 2013 to 53% in 2018 (in terms of SNS usage) (Pew Research Center, 2018). Taking these figures into account, it is more probable that SNS will be integrated into the hiring process in advanced counties.

Overview of E-Recruitment

As shown in the figure below, the need to maintain the database at all recruitment and selection levels has been resolved by e-recruitment. It provides simple access and retention for longer. Despite enormous investment in the process, it becomes frustrating not to find the correct candidate and it is regularly passed through by many businesses. Compared to the traditional technique, e-recruitment has made the work and candidate search very inexpensive and simple and has therefore achieved rapid success.
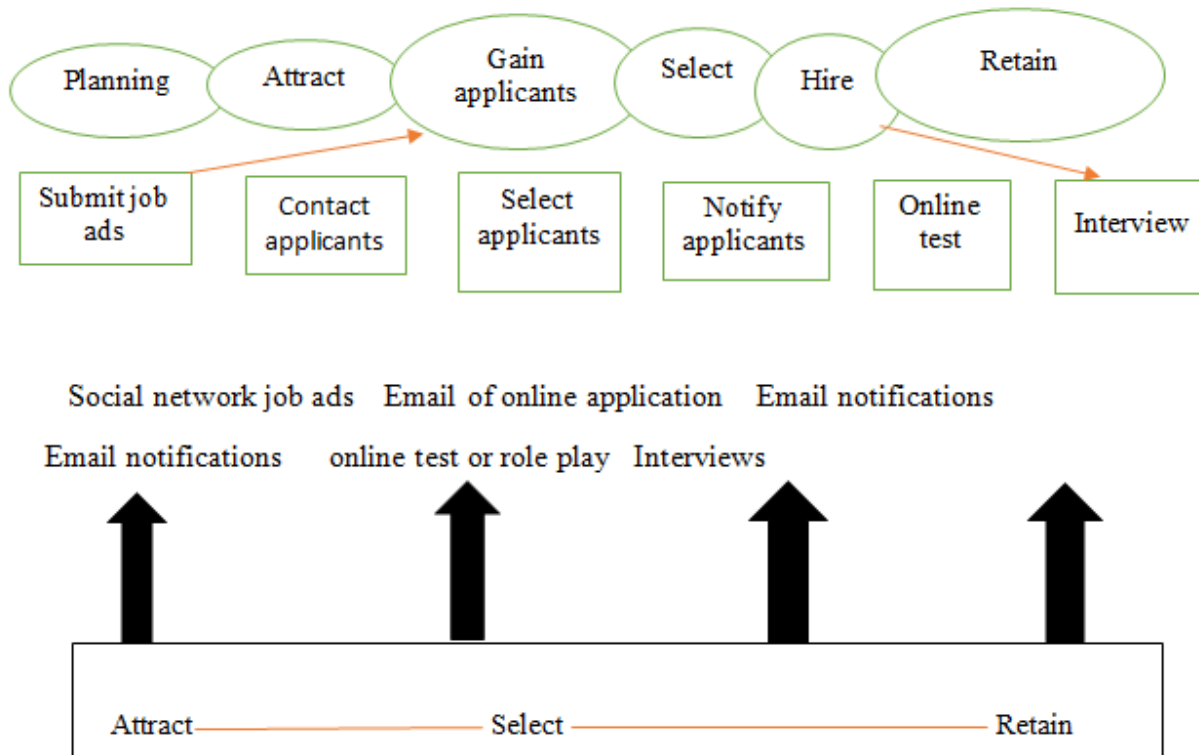

Figure 1: E-recruitment revolutionizes the recruitment process.

Research Methodology

LinkedIn, Facebook, Instagram and Twitter are the top four SNS used in Ghana for research purposes. The research was carried out to obtain data on the future of Ghana's E-Recruitment. The study's primary focus is on the achievement and significance of these locations from the

views of HR professionals in Ghana. Ghana HR Connect acquired primary data. For the study, purposeful and unlikely sampling method was used. The reason this method is used is because the research units are important to the study. Explanatory study has been used to shed more light on Ghana's future e-recruitment. Research units were created by a total of 247 HR professionals and model frequencies and graphs were used to analyze information.
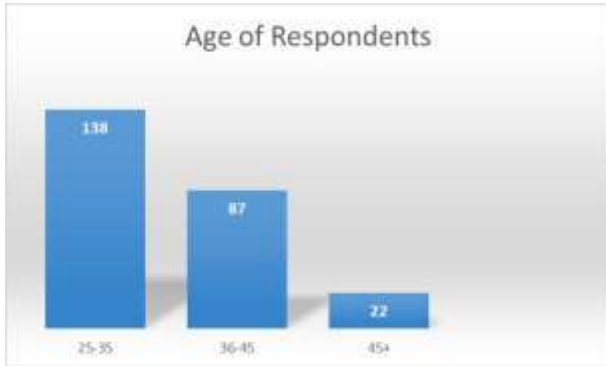
Data Analysis and Discussion

Demographics of Respondents

Figure1: Age of respondents

Figure2: Working experience of respondents
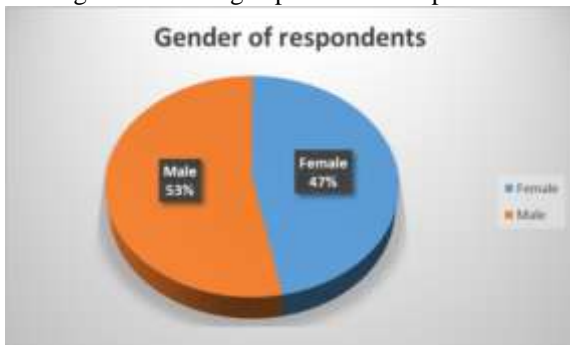
Figure3: Gender of respondents

Of the 247 respondents who took part in the survey, 138, representing 56%, are within the age bracket of 25-35, while 87, representing 9%, are within the age of 45 and above. It is noted that most HR staff have their active working age or are among the youngest HR experts serving.

In addition, they are more male (53%) than female (47%). Males dominate the present research study. Additionally, a decent proportion of HR staff have less than 5 years of HR work experience (36%), 19% have 21-25 experience, 13% have 26 and above experience, 12% have 16-20 experience and 10% have 11-15 work experience.
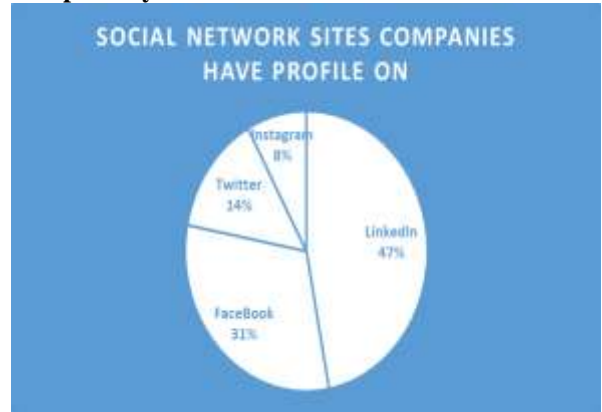
SNS Popularity and Attitudes

Figure 4: Companies SNS presence

Figure 5: Hiring employees through SNS

SNS popularity depends on the number of users. From the graph, 47% of respondent firms have a professional profile on LinkedIn and while Instagram has the lowest 8%. A large number of companies do not have a presence on social media such as Instagram and Twitter profiles. These platforms are being increasingly used. Companies can advertise or reach passive job seekers who may not be interested in a job, but because of their products and services will be attracted to work for the company. This indicates that the popularity of a site in recruitment process is not always the best measure of its usefulness. SNS is very effective by potential job seekers in a company's research. Therefore, it is incumbent on companies to carry out information on their culture, job opportunities and future plans.

In addition, 67% of respondents confirm that they are hiring workers through SNS. This indicates the need in our recruitment process to integrate SNS. It is faster and easier for all applicants to do a background check and collect additional information about the personality and interest of the applicant.
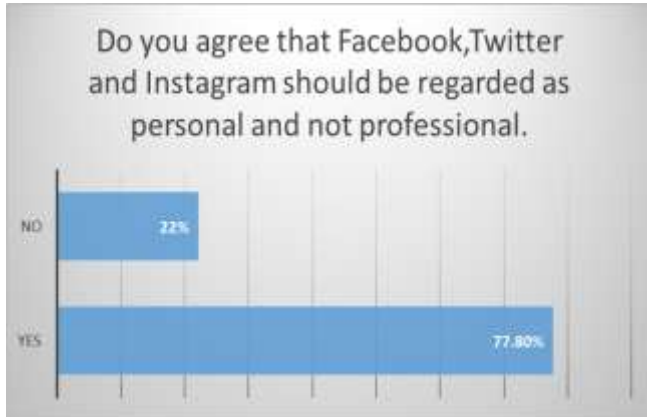
Personal Taste of SNS

Figure 6: Facebook, Twitter and Instagram should be regarded as personal.

A clear majority of respondents (77.80%) view Facebook, Twitter, and Instagram as personal and should not be treated as professional or used for recruitment purposes. Normally, these platforms are seen as a means to communicate with family and friends. LinkedIn's goal is also to elaborate on an individual work accomplishment. Consequently, companies or hiring managers see this site as being professional and suitable for use in the recruitment process. Companies looking to recruit, however, should remain cautious about writing off personal social media platforms to reach out to good candidates, especially those with a strong technology interest and skill.
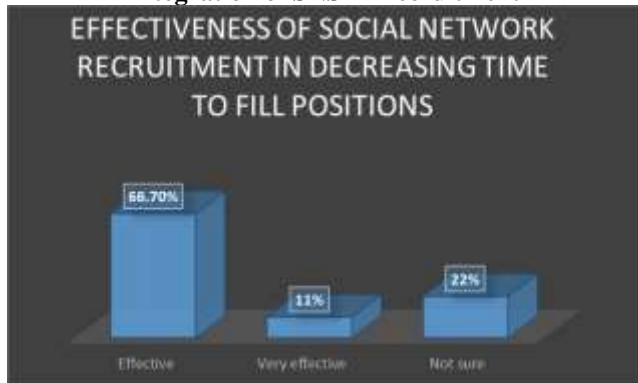
Integration of SNS in Recruitment

Figure 7: Effectiveness of SNS in Recruitment

Using SNS at any specified moment allows broader access to a pool of applicants. In perspective of this, the use of SNS makes recruitment and immediate filling of vacancies simpler and cost-effective. SNS provides access

not only to a wider and skilled pool of applicants, but also to passive work seekers. As shown in the above figure, 66.70% of participants verify the efficiency of recruitment using SNS while 22% are not sure. This could be ascribed to little or no recruitment use of SNS by some HR staff and firms.
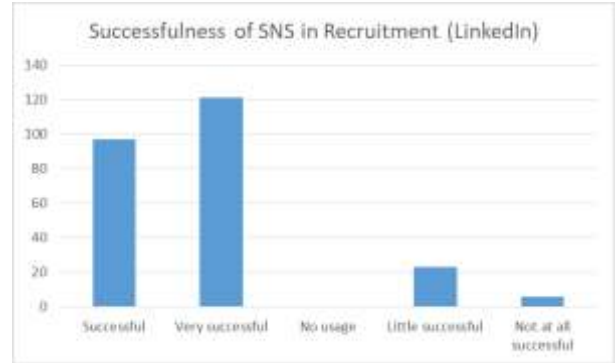
Success of SNS in Recruitment

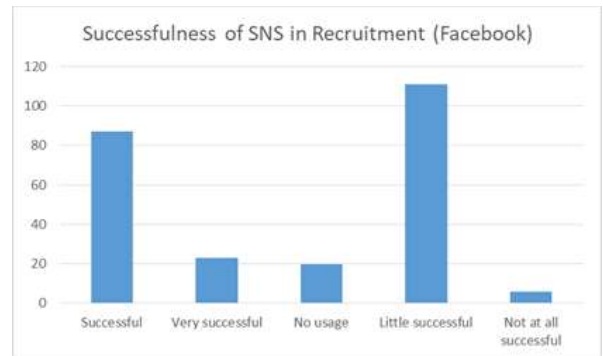Figure8: Success of LinkedIn in recruitment
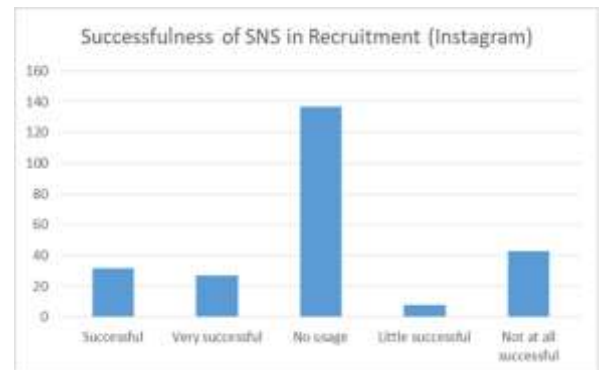

Figure9: Success of Facebook in recruitment

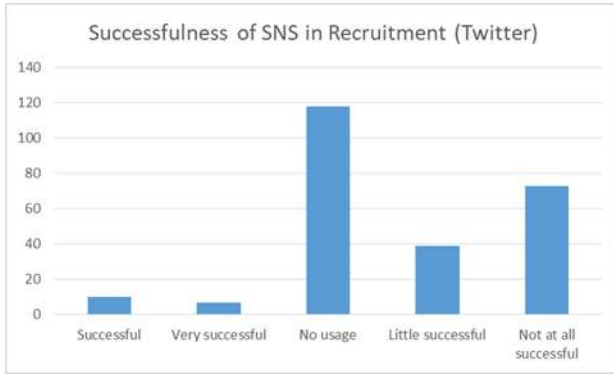Figure10: Success of Instagram in recruitment

Figure11: Success of Twitter in recruitment

Most HR professionals see LinkedIn as being effective in their recruitment process and Facebook as being effective from the statistics above. Twitter and Instagram, however, are considered unsuccessful. They see these locations as private and not as recruiting for professional operations. Instead, by reaching a big amount of candidates, organisations can accomplish a higher portion of their recruitment process. Facebook is primarily effective in collecting first-hand data about work candidates as well as confirming data that my candidates have supplied. Furthermore, most businesses use Facebook to examine whether candidates are best suited for jobs, taking into consideration their personal life and interest. SNS instruments enable employers to communicate with their target audience and define readily whether the applicants are a good cultural fit for the business or not, particularly Facebook and Instagram. In addition, with less LinkedIn spam compared to Facebook, Twitter, and Instagram, employers will receive a greater and better response rate when interacting with prospective applicants. LinkedIn's achievement is due to the capacity of work seekers to be targeted and selected specifically from the brand's followers, connections or supporters.

Relevance or Importance of SNS in Recruitment

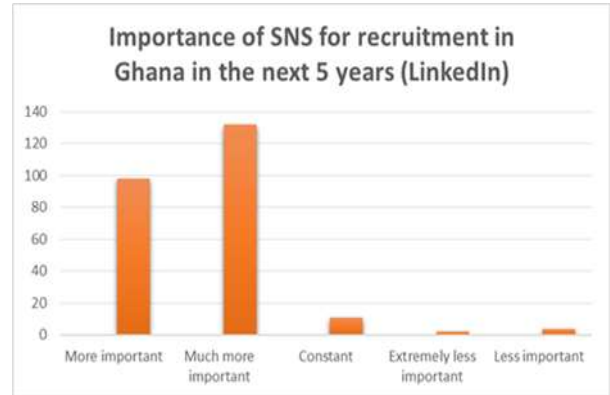Figure12: Relevance of Twitter in recruitment

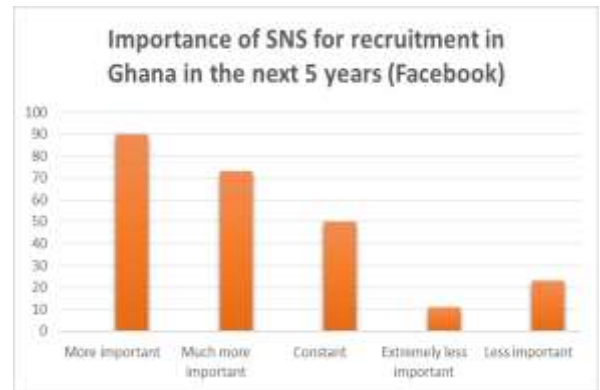Figure13: Relevance of LinkedIn in recruitment
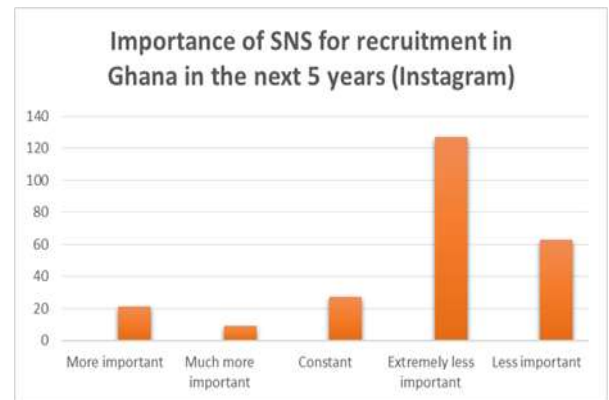

Figure14: Relevance of Facebook in recruitment

Figure15: Relevance of Instagram in recruitment

From the above figures, compared to the other SN sites, LinkedIn will be much more relevant in the recruitment process over the next 5 years. It is anticipated that Facebook will be more essential while the recruitment process will be less relevant to Instagram and Twitter. Companies and recruiting staff are currently incorporating SNS into recruitment, and work seekers are constantly producing SNS profiles to reach out to organizations. The recruitment of talented employees becomes crucial due to worldwide competition and intensive manufacturing skillsets (Tong and

Sivanand, 2005), and attracting the correct candidates at the correct moment is becoming harder than ever. LinkedIn is anticipated to become more essential as more individuals have professional profiles. Facebook will complement LinkedIn's use as a platform for HR staff to assess the private profile and manner of life of applicants. The large amount of employees and their professional affiliation has made it possible for experts who are work hunting and organisations with work opportunities to become LinkedIn's most used social media site.

It was also discovered that, by prospective work seekers, SNS is very efficient in a company's studies. Therefore, it is incumbent on businesses to carry out data related to their culture, job possibilities and future plans.

Summary of Findings and Conclusion

E-Recruitment has made the job and the search for candidates very cheap and easy compared to traditional methods and has therefore achieved rapid success. The use of SNS particularly LinkedIn to recruit HR professionals in Ghana is on the rise from the survey. Most of the organizations used LinkedIn to hire 2 to 4 people successfully. The reason for the low numbers can be attributed to low internet coverage and use in Ghana, as well as costly internet data prices. Moreover, most organizations have SNS profiles that enable potential job seekers to gather business information and apply for jobs. This suggests that the popularity of a site in the recruitment process is not always the best measure of its usefulness. SNS is very effective from potential job seekers in a company's research.

In addition, the hiring of workers through SNS is confirmed by about 67 per cent of respondents. This indicates the need for SNS to be integrated into our recruitment process. It is faster and easier for all applicants to carry out a background check and gather further information about the personality and interest of the applicant. Using SNS at any given time allows for wider access to a pool of candidates. In view of this, the use of SNS makes recruitment and urgently filling vacancies easier and more cost-effective. SNS not only grant access to a broader and more competent pool of applicants, but also to passive job seekers.

LinkedIn's success is due to the ability of job seekers to be specifically targeted and selected from the brand's followers, connections, or supporters about the success of these SNS. Recruitment of talented workers becomes essential due to global competition and intensive industrial skillsets (Tong and Sivanand, 2005), and attracting the right applicants at the right time is becoming harder than ever. LinkedIn is expected to become more important because there are more people with professional profiles. Facebook will complement the use of LinkedIn as a platform for HR staff to assess the personal profile and way of life of candidates.

In conclusion, in recruiting and consulting it is necessary that different stakeholders make very effective use of the social network. It could also be used to check background. HR should be trained electronically to exploit the full potential of using E-HR for talent source. It makes work more straightforward and less stressful. The world is going E now, and Ghana must follow suit for us to be in the future job, especially HR.

Recommendation

It is suggested from the research that organizations leverage social networking sites to strengthen corporate values messages. Employers should displace posts on their corporate social networking sites that are concise, informative and simple to follow. Also, when considering potential work seekers, hiring executives should use social networking sites intelligently. Personal social media profiles provide a window into just one side of the lives of an individual and often do not disclose much significance to their professional skills. Usually, the best way to resolve issues arising is through proven procedures such as interviews and evaluation drills. This also prevents any situation where a work seeker feels that during the recruitment process the data is unfairly applied. Be selective when making a decision on the suitability of a work seeker as an employee when using any data acquired from private social media locations.

In addition, the marketing-based angle attractiveness can be used in particular at the early phases of recruitment to complement organizational recruitment. The initial attraction of potential applicants to an organization as a place to work cannot be described on the grounds of work and organizational variables alone. Other private characteristics with corporate image need to be evaluated.

Future research work

1. The concept of marketing literature for brand image in E-recruitment
2. A comparative study on the effectiveness of e-recruitment methods used by third-party and corporate companies to recruit gender and race talented employees as moderating variables.

Funding Notice

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