Effective Use of Social Media During Recruitment Process

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ABSTRACT

The role of social media in recruitment and selections has been discussed in previous studies (but in our best knowledge no study till today discussed the social media evaluation of the candidate personality according to job requirements). As currently social media is essential part of our lives. As Back (2010) mentioned that social media represent the actual personality of a candidate. This study is based on Interpretive Inductive approach. For that purpose, the current study adopted qualitative technique of research. A semi-structured interview guide was developed. Interviews were conducted with HR personals of different fields including both male and female. Final sample was comprised of nine participants. Two level coding techniques applied for interview analysis. The overall results of the current study discussed. In Privacy issue, said the employers have many options to check the candidate profile through social media, i: For Instance ask account of the candidate, ii: World profile, iii: Friend request, iv: Login/password.

Keywords: Social media, Facebook, Recruitment, Hiring strategy

INTRODUCTION

According to Paul McKinney; Recruitment is the process of finding and hiring the best-qualified candidate from within or outside the organization for a job opening in a timely and cost-effective manner. The recruitment process includes analyzing the requirements of a job, attracting employees to the job, screening and selecting applicants, hiring, and integrating the new employee into the organization (McKinney,2010).

Recruitment is a core function of management. It is the first step of appointment. Recruitment refers to the overall process of attracting, shortlisting, selecting and appointing suitable candidates for jobs (either permanent or temporary) within an organization (Cornelius, 2013). This is also referred to as full life-cycle recruiting (Kumari, 2012). Most employers create and administer this process to ensure effective and efficient recruiting (Sameen, 2013). This

process is also implemented to ensure hiring managers comply with policies, such as affirmative action, equal opportunity employment and non-discrimination (Osaretin, 2012).

Table#1; Sources of Recuruitment
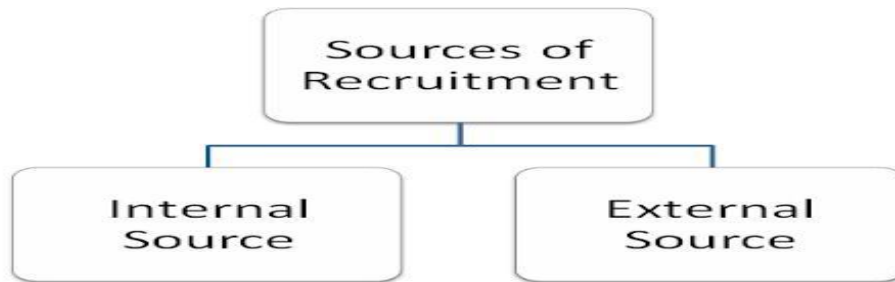
Source :(Bogatova, 2017)

Internal and External of Sources of Recruitment

Internal sources of recruitment refer to procuring workers inside the association (Hvolkova, 2010). As it were, candidates looking for the changed positions are the individuals who are as of now utilized with a similar association (Richardson, 2003). Internal sources of recruitment are the best and the most effortless method for choosing assets as execution of their work is now known to the association (Bogatova, 2017). Like internal recruitment include; i: Promotions, ii: Exchanges, iii: Recruiting Former Employees, iv: Internal Advertisements (Job Posting), v: Employee Referrals and Previous Applicants.

External wellsprings of enrollment allude to contracting delegates outside the affiliation remotely. By the day's end, the up-and-comers searching for openings for work for this circumstance are the people who are outside to the affiliation (Bogatova, 2017). Allow us currently to discuss in detail the distinctive outside wellsprings of enlistment. Like outside recruitment include i: Direct Recruitment, ii: Employment Exchanges, iii: Professional Associations and vi: Word of Mouth Advertising.

Recruitment through Social Media

In 2008 organizations began another pattern of searching for qualified workers on Interpersonal interaction Locales. These destinations manage the cost of organizations the chance to look for potential applicants. The assortment of these Interpersonal Interaction Locales is

developing quickly and there are national contrasts (Bogatova, 2017). Facebook is utilized on about each continent and is the Person to person communication Site with the most recruited clients with more than 500 million dynamic clients (Li, 2012).

Introduction of Social Media

This exposition plans to explore how web-based social networking is utilized amid the recruitment procedure. This article traditionally means to explore whether recruitment through web-based social networking in contrast with conventional techniques for recruitment has affected working environment decent variety in administrations organizations (Kenna, 2014).

In the event that an applicant shares their data publically on an online interacting stage, organizations can see the competitor's profile and discover numerous perceptive certainties about them, for example, what they look like and how they carry on outside the work environment through the photographs they share organizations can take note of a candidate's religious convictions or political perspectives, ethnic gatherings the competitor might be a piece of and even their relationship status (Kumari, 2012). In this manner, data which can be separated from one's online networking profile may impact whether they land offered a specific position or not (Li, 2012).

Recruitment through Social Media (Facebook)

Facebook profile data incorporates self-announced data, (for example, schools went to, current work environment, age) hints of conduct, (for example, notices or likes) and information contributed by others, (for example, photograph labels or remarks on a client's divider). This information can be recorded reflectively and in this manner help specialists to address the deficiencies of members' recollections and predispositions (Kosinski, 2016). Likewise, while a few analysts are worried by the danger of members utilizing fake Facebook profiles to join the examination, this is once in a while the case and such profiles are moderately simple to recognize.

Getting access to members' Facebook profiles implies that a considerable lot of the ordinary inquiries, (for example, those concerning socioeconomics) can be skipped given that information can be gotten straight forwardly from the Facebook profile or summarized from the focusing on approach used to elevate the connection to the examination (Popov, 2016). As in different settings, offering suitable motivating forces to members is a vital thought while outlining a Facebook-based investigation. When all is said in done, we dishearten money related

motivating forces, as they don't compensate individuals for reacting sincerely or carrying on normally, however just to participate in the examination.

Recruitment through social media in Pakistan

In Pakistan, spotters have begun utilizing Linkdin to scan for latent competitors who have uncommon ranges of abilities or work at a level and position where they are happy with their present occupations (Ahmad, 2014). Such competitors neither apply for employments online nor do they react to work ads. Facebook and twitter however are not as celebrated in Pakistan for selecting as is Linkdin. A few organizations do have their organization page on Facebook which they use to post employments however these locales are not forcefully being utilized for recruiting up until now (Ahmad, 2014). Brightpyr'e is broadly utilizing online networking locales to post employments and recruit individuals. Our Linkdin gather has been trailed by in excess of 8000 individuals from various callings. So, also Bright pyre's Facebook and twitter pages keep the devotees all around educated about the up and coming occupations and updates on the organization's drives.

Gap or problem statement

Although role of social media in recruitment and hiring have been discussed in previous studies (but in our best knowledge no study till today discussed the social media evaluation of the candidate personality according to job requirements). As currently social media is essential part of our lives (Back, 2010). As Back (2010) mentioned that social media represent the actual personality of a person. Therefore, there is need of a guideline that help organizations during recruitment process to understand how to examine candidate social media activities. As past studies proved that social media is not an imaginary portray of a person thus evaluating social media activities of candidate is important for organizational future performance.

Objective

The research objectives are to: -

i: To understand that up to what extend employer can evaluate social media activities of candidate at the time of recruitment and selection.

ii: To understand the importance of monitoring social media activities of candidate at the time of recruitment and selection.

iii. To investigate the significance of social media evaluation of the applicant .

iv: To identify the ethical issues associated with social networking sites security/privacy of candidates.

Significance of the study

The purpose of the study is to show how Recruitment and selection of the candidate through social media (Facebook) impact on the business process in effective way. Since recruitment in any association is most of extreme significance. Be it getting crisp ability to a corporate firm or building a solid and similarly invested group for a Startup, recruitment takes the prime seat. Recruitment is a tremendous activity in its own. It is not just about getting the correct ability, yet additionally about setting up the correct procedures accomplish the objective to contracting great representatives. This procedure is driven by work posting entries, contracting (counseling) associations, competitor evaluation firms.

Scope

The aim of this study is we have developed which type of study the help the recruiter how the social media activities effect in hiring process. How can we judge the actual personality of the candidate through social media (Facebook)? Because hiring candidate the behave proactive and extremist's way on social media (Facebook). So, the recruiter can judge easily and select the right candidate for the organization.

LITERATURE REVIEW

Social Media

Recent trends show that social media usage has increased. As of October 2011; one of the most well-known social media sites is Facebook (Augustin, 2010). This site currently boasts 800 million active users, and over 50% of active users log in to the site every day (Facebook, 2011). Members are able to connect with friends on the site, and the average user maintains approximately 130 friends (Berglund , 2010). Further, more than 350 million of these users access the site through a mobile device (Thoene, 2012). According to Thoene, (2012) 51.2% of users are male, whereas 48.8% are female. In terms of age, 20.6% of users are between the ages of 13 and 17. 25.8% are between the ages of 18 and 25; 26.1% are between the ages of 26-34; and 27.5% are over the age of 35 by approaching person's profiles on SNS, there is the open door for businesses to see a lot of conceivably prejudicial data about competitors (Eldon , 2011) (Act, 2010). If a selection representative has gotten to this information on a Facebook page, they are 'corrupted' with this learning, and it is hard to demonstrate that they were not impacted by it in

their recruiting choice (Berglund , 2010).This would then make it simpler for rejected possibility to assert they have been victimized (Broughton, 2009) (Grazs, 2009) (Hemmings, 2010)**.**

Facebook

Just eight years after its creation, by Mark Zuckerberg from his Harvard school residence in February 2004. Facebook has accomplished a shocking number of recruiting candidate which is currently more than 800 million (wolmer, 2012). With appraisals of achieving the billion checks previously the finish of the present year, all the more accurately in August (Silver, 2011). This will speak to that for each seven individuals in the planet, one will be recruited to Facebook, by and large even however the rate of development for Facebook clients may be somewhat backing off on the by and large, huge markets like Brazil and Indonesia are a few seconds ago beginning to greatly join the informal organization. Indicating development rates in the quantity of candidate of 11, 37% and 4, 15%, separately (Silver, 2011).

Countries with the largest number of Facebook users Country No. of Facebook users; United States 159,646,460, Brazil 70,486,460, India 63,820,860, Indonesia 48,234,040, Mexico 41,976,780, Turkey 32,845,040, United Kingdom 31,195,300, Philippines30,579,600, France 25,400,060, Germany 25,043,600. These figures demonstrate how much developing potential Facebook still has in such enormous markets like the Brazil also the Indian market with more than 1 billion individuals and speaking to such a development potential (wolmer, 2012). "Facebook is the biggest web-based social networking webpage on the planet. If competitors are companions, at that point we approach the biggest pool of applicants conceivable" (Hunt, 2010).

The utilization of Facebook as an recruitment apparatus goes past making a Facebook page, staying up with the latest and every often interfacing with its guests truth be told, a current overview direct by the Society for Human Resource Management (SHRM, 2008), announced that 34% of organizations make utilization of long range interpersonal communication locales, for example, Facebook, for recruiting and reaching potential candidates (Maraist, 2011). While 19% wanted to make utilization of this device sooner rather than later Still as indicated by SHRM (2008) 13% of associations utilize person to person communication destinations, for example, Facebook, for screening candidates, with another 18% intending to utilize it later on (wolmer, 2012).

Facebook and How It Is Used For Recruitment

With regards to business marking and ability correspondence, particularly with understudies and graduates, numerous selection representatives favor Facebook (Taylor , 2014). Facebook was established in 2004 and offers the greater group of onlookers; 200 million individuals in Europe, as against 23 million on Linkdin after recruiting, an individual profile is made from which people can include different clients as 'companions', trade messages, and get programmed notices when they refresh their profile (Clements, 2012). These profiles would then be able to contain a personal work profile and managers for potential bosses to see and in addition data side interests, late places of interests, your companion list (Mirji, 2015).

Recruitment procedure by making it more open and majority rule; Jobsite-Survey came about 94% of scouts utilize or plan to utilize web-based social networking in their recruitment endeavors, 78% of selection representatives have made a contract through web-based social networking. Crosswise over businesses, there is close all-inclusive reception of social recruiting in 2008-78%, 2011-89%, and 2013-94% (Mirji, 2015).

Male/Female ratio of Facebook usage

Manages the distinctive ages dynamic on Facebook, entering and leaving FB in the course of the most recent month, the most recent two months and the most recent three months. The greatest pick up was recorded in the age gathering of 45-54. Demonstrates the dispersion of the Belgian Facebook population, communicated in age (Ken, 2013). The two biggest gatherings are those between 18-24 and 25-34 years of age. In any case, the gatherings between 45-100 years of age frame together more than the half of the Belgian client population (Hanji , 2015).

An audit drove by Jobsite in 2012 found that 92% of organizations use, or plan to use, casual correspondence as a Recruitment gadget (McKenna, 2014). The outline also found that 60% of the organizations checked on ensured that they had adequately recruited another specialist through long range relational correspondence goals, for instance, Linkdin and Facebook (Bhanot&Sandeep, 2010). It declared that in 2012, 54% of associations were utilizing Twitter, 66% Facebook, and 97% Linkdin to source potential applicants (Lewis, 2015) .

Kinds of social media and social networking sites

There are different sorts of online networking that should be recognized. Web-based social networking are an umbrella term for an "extensive variety of on the web, verbal

gatherings, organization supported exchange sheets, Internet talk sheets and discussions and informal communication locales, to name a few (Ken, 2013).

Screening of Candidates

SNS enable businesses to get to person's profiles and in this manner they approach data that they may not really discover on a standard CV or application shape. 91% of managers have utilized a SNS to screen potential applicant, with a further 69% dismissing competitors because of doing as such. This new strategy for enrolling and screening candidates raises moral difficulties for managers around employees" ideal to security and reasonableness (Augustin, 2010)**.** Screening a competitor could be just utilized for confirming abilities, qualifications, and aptitudes before reaching candidates. Numerous SNS enable you to see a candidate's instruction, earlier work involvement, and interests. Also seeing the gatherings in which applicants are included and their support in them gives understanding into their level of expertise, enthusiasm, and online impact; and review their associations encourages you perceive how very much associated they are in their industry and on the off chance that you know anybody in like manner who could disclose to you more about them and their capacities (Taylor , 2014). In spite of the fact that there is no enactment that denies managers from considering data from a person's SNS profile when settling on an recruitment choice, there are various issues with utilizing interpersonal organizations along these lines (Hanji , 2015).

Discrimination

By approaching person's profiles on SNS, there is the open door for businesses to see a lot of possibly unfair data about applicants. People on their own online networking destinations may unveil data about conjugal status, kids, religion, ethnicity, governmental issues, handicaps and even social interests by law, must be overlooked in a contracting choice, and could never be obligatory to give on an application frame (Taylor , 2014). If a Recruitment specialist has gotten to this information on a Facebook page, they are 'corrupted' with this learning, and it is hard to demonstrate that they were not impacted by it in their contracting choice.

This would then make it simpler for rejected contender to assert they have been victimized (Broughton, 2009). So, if businesses are not permitted to consider the 'touchy individual information' via web-based networking media pages, what data would they say they are searching for while getting to these pages? It gives off an impression of being a person's way of life instead of religion, ethnicity and so forth that businesses are searching for data on while

getting to online networking destinations (53 percent of HR supervisors said way of life as opposed to work and encounters was motivation to turn down a representative (Hemmings, 2010). Lifestyle can't be passed on two sides of thesis in an application shape, yet through pictures, recordings, announcements and companion communication a person's character and way of life can be clear and managers can choose whether the person's way of life fits the picture of the organization (Taylor , 2014). 42% of selection representatives have clearly reevaluated a candidate (either emphatically or adversely) in light of what a social profile uncovered.

Therefore, research questions for the current study are;

RQ#1: Why an employer should monitor social media activities of candidate at the time of recruitment and selection.

RQ#2: How can employer significantly evaluate the candidate via social media at time of recruitment and selection?

RQ#3: What ethical issues are associated with social networking sites about security/Privacy of candidate?

METHODOLOGY

Introduction

There are different systems and plans open to investigators while coordinating examination. Undoubtedly, even inside the two essential research traditions (i.e., qualitative and quantitative), there exist abundant plans conspicuous from others for masters to utilize. This part begins with a prologue to qualitative research. I have moreover detail how this examination was arranged and done (Vazir, 2010) (Saunders , 2009) (Thornhill, 2006).

What is qualitative research?

Pertaining to the subjective approach (Denzin, 2005) added the following;

Qualitative research is situated activity that locates the observer in the world. It consists of a set of interpretive, material practices that make the world visible. These practices transform the world (Lincoln, 2005).They turn the world into a series of representations, including field notes, interviews, conversations, photographs, recordings, and memos to self (Strauss, 2008).

Method

Drawing on the past investigations broke down in the past part the present examination presents a proposed structure of the assessment of recruitment through web-based social networking. The system depends on an itemized survey and examination of the exploration identified with the setting of recruitment trough web-based social networking (Facebook). The structure depends on a careful survey of in excess of 200 companion explored articles, gathering procedures and book parts distributed in the English dialect. From these, 100 high caliber and pertinent sources were chosen to offer contribution to the advancement of this system.

There were no limitations concerning the configuration and age of the investigations as the most established reference chose is from 1963 and the most recent is from 2015. Proposed structure of recruitment (formed by the creator). The flow theory takes after the examination worldview of constructivism. The term worldview speaks to method for taking a gander at the world (Mertens, 2010). While building is defined as a formative way from some underlying state, rather than advance towards some final state.

Constructivism communicates the possibility that psychological structures and tasks are effectively developed by one's brain as opposed to quietly obtained. The constructivist worldview depends on the reasoning of Edmund Husserl's phenomenology and Wilhelm Dilthey's investigation of interpretive understanding called hermeneutics (Mertens, 2010). Hermeneutics is the investigation of interpretive understanding or interpretive implications. In such manner, the idea of hermeneutics is in a general sense interpretive (Slife, 2006). In this way, the possibility of hermeneutics understands (Gadamer, 2008). Constructivist scientists utilized hermeneutics as an approach to decipher the significance of something from a specific perspective or circumstance. All learning, in this sense, is produced inside a social situation.

Constructivist ways to deal with examine have the mean to comprehend the human experience (Manion, 1994). Constructivists don't for the most part start the exploration with a hypothesis rather they "produce or inductively build up a hypothesis or example of implications" (Creswell, 2003). The fundamental suspicion of the constructivist worldview is that scientist should attempt to comprehend the information in the realm of live understanding from the possibility of the individuals who live it (Schwandt, 2006).

The basic beliefs associated with constructive paradigm are;

1. **Axiology** (nature of ethical behavior): It is based on balanced representation of views that represent community and raise participants' awareness.

2. **Ontology** (nature of reality): It is based on socially constructed realities.

 3. **Epistemology** (nature of knowledge): Constructive paradigm provides interactive link between researcher and participants.

 4. **Methodology**: Useful worldview primarily utilizes subjective research technique (Mertens, 2010). Qualitative strategy is generally utilized as a part of the constructivist exploratory investigations (Knipe, 2006). Where the point is to increase new bits of knowledge into a marvel that has not yet been sufficiently contemplated. In this manner, to investigate further, this examination utilized an inductive qualitative way to deal with pick up top to bottom information.

Table 2: Participant's profile information

Sr.No	Name	Gender	Country	Department/Sector
1	Shahid	Male	Pakistan	Education
2	Usman	Male	Pakistan	Telecom
3	Umer	Male	Pakistan	Education
4	Safia	Female	Pakistan	Commerce/Outsourcing
5	Samina	Female	Pakistan	Education
6	Riffat	Male	Pakistan	Insurance /Banking
7	Salman	Male	Pakistan	Public sector/Outsourcing
8	Toheed	Male	Pakistan	Oil & Gas

9	Shahbaz	Male	Pakistan	BWMC

Data collection

Information gathering a semi-organized meeting guide was made as per the meeting rules proposed by Lincoln and Guba (1985) Individual meetings were directed keeping in mind the end goal to acquire a more profound comprehension of competitor considerations about their recruiting (Burman, 2007). Information was gathered through an arrangement of nine interviews. All meetings were led amid a time of three months (October 2017 to December 2017) and were sound cooperation, acknowledgment to take an interest in the investigation.

Qualitative example must be sufficiently extensive to guarantee that primary thoughts, observations and implications that are vital are uncovered, expanding test estimate past that objective prompts the information getting to be dull and unnecessary (Mason, 2010). Therefore the correct number of qualitative investigation members relies upon the point of research, inconstancy in the population and results removed from the meeting information as the exploration procedure is dynamic (McKenzie, 2006). When information immersion happens and no new data is removed from resulting interviews the specialist can be confident that the example is sufficient for the analysis theme.

There have been a couple of endeavors to propose correct numbers of member however the scientists have not achieved a typical conclusion. The propositions for qualitative example estimate have been for instance 5 to 25 members. The present examination includes nine members and the principle measure for the example estimate was information immersion. Incidentally, the number is likewise relating to the most goal-oriented numerical prerequisites gave in writing (displayed previously). Planning the meeting the reason for the examination was to increase further information about assessment of recruitment through web-based social networking (Facebook). According to the Back, (2010) the Facebook profiles reflect actual personality of the applicant, not Self-Idealization (Back, 2010). For that reason, creator created talk with direct with the assistance of past writing following the rules of qualitative research hypothesis (McKenzie, 2006). Specified, talk with direct builds the breadth of the information and makes information gathering to some degree deliberate for concerning every member. The interview is focusing on the recruitment through social media.

Q#1 About the Privacy of candidate. How affect the privacy in recruitment process through social media. As Social media is basic source of promoting recruitment through social media Q#1 to 24 are related to the recruitment through social media like How recruitment possible through social media. How affect the privacy issue for hiring the candidate for right caliber. How the social media (Facebook) reflect the actual personality of the candidate etc. But via this question the interviewer was able to understand. What are the specific sets on field attributes that the study participants consider crucial in developing. What is the relative importance of each of the on-field attributes. A similar arrangement of inquiries was utilized for the contracting of the applicant (Arai , 2013).

Instrumentation

The instrumentation procedure defines what kind of information the analyst needs to accumulate, how the information gathering is sorted out and what is the planning of the way toward directing meetings (Kvale, 1996). To get more itemized information analyst filled in as instrument to inspire the information. To do as such, follow up questions were asked, as making testing inquiry is a decent wellspring of getting inside and out learning from interviewees (Mason, 2010). The meetings endured from 30 to 40 minutes contingent on member intrigue, and eagerness to share his/her contemplations. Besides, specify that a specialist (i.e., an interviewee identified with the field of recruiting) from every nation was met independently from the member. So, as to pick up clearer comprehension of the nation specific factors influencing the way of life for recruitment through web-based social networking.

All members had to a strong comprehension of the English dialect, and in this manner, the meetings were directed in English the survey was first converted into Urdu by creator of the present examination and afterward back-converted into English by two teachers.

ANALYSIS OF DATA

Two level coding frameworks were received for the investigation of this examination, beginning with open coding and proceeding on the hub level (Kvale, 1996). Open coding is oftentimes called dismantling as it signifies "breaking information separated and depicting ideas to remain for squares of crude information" (Corbin, 2008). To do as such, talk with reactions was first perused and broke down until the point when the information was totally comprehended. Specialists talked about preparatory subjects emerging from the first round of perusing the transcripts. Through this procedure the creator of the postulation could decide and

comprehend the developing examples. Besides, scientists alluded to the examination reason and meeting manual for additionally help during the time spent distinguishing the underlying subjects.

Validity and reliability

Validity and reliability of the examination is an essential thought for all scholarly research however a few creators have conceded the difficulty of setting up validity criteria in qualitative research For example, Wolcott (1990) contended that regarding qualitative research, understanding is a more essential objective than validity (Mandle, 2011). Validity in qualitative research has been connected to the watchwords of uprightness, character, and quality that ought to be surveyed in respect to think about purposes and conditions of the exploration (McGrath, 1985). The adversaries of qualitative methodologies have much of the time condemned the absence of standard methods for guaranteeing validity as qualitative research depends on qualitative translations and influence of foundation factors (Thomson, 2011). In this manner, for legitimacy and dependability of the investigation, this proposition took after the rules of keeping in mind the end goal to accomplish most extreme validity for the flow look into (Miles, 2002). Five comparing kinds of validity that qualitative analysts is consider many validity like i: Descriptive validity', ii: interpretive validity, iii: hypothetical validity, iv: generalizability, and v: evaluative validity.

Table: 3 Research dynamics

Research Approach	Inductive Qualitative	Technique of Sampling	Convenience Sampling
Sources of Data	Primary, Secondary	Size of Sample	9 participant
Design of Research	Interpretive Inductive Approach	Collection Tool Of Data	Interview
Population	Participant to BWP	Data Analysis	Constructivism

	above 30	**Techniques**	Hermeneutic
			Qualitative

RESULTS AND DISCUSSION

Privacy

This study was newly base data. In the context of pervious study one of focus point is privacy. Privacy is one of the most important and often discussed ethical issues of information technology and the social media in general. Because security/privacy is an important issue in the area of information technology; it is taken into consideration in this study. Security/privacy involves the degree to which the user believes that the site is safe from interruption and that personal information is protected. As our participants mentioned that regarding privacy issue in general;

Candidates have given the permission to the interviewer at the time of interview for check our profile. They had not a very big issue. They have given easily the account id not have password. You can check likes, comment, share, status and picture. They Person must have shown moderate behave **[participant-i].**

Its consider at all time. We should be selecting privacy aspect. We have talk about the personal life like family information, and then we have seen personality over social media. At the time of recruitment we have seen the social media profile but we have not a right to share the information of the candidate publically **[participant-ii].**

Not because the actual person they have spent most of the time for work not on Facebook. Different other sites we have check thy personality not through Facebook only **[participant-iii].**

The participant of interview give different opinion like in Privacy issue the said the employer have many option to check the candidate profile through social media ;

i: For Instance ask the access to account of the candidate

ii: World profile   **iii: Friend request**   **iv: Login/password**

I: Ask account access at the time of interview of the candidates;

For the hire the best candidate for organization they must have ask about the access of account of candidate. If candidate have no issue about profile check on social media (Facebook) **[participant-iv]**.

For hiring authority have a responsibility before hiring the candidate they have check the personality from any context **[participant-v].**

Privacy issue creates a hurdle for check the personality of the candidate .So, asked the candidate they have given permission to check the profile of the candidate **[participant-vi].**

II: Participants of the study mentioned that there numerous way to check social media activities check only public status. If Candidate have a public profile the employer have easily check all the accept of the candidate profile. Either Candidate has suitable for the organization or not.

Public profile is a big source of judging the actual personality of the candidate for hiring **[Participant-vii].**

Yes, public profile gives clear information about the personality of the candidate for hiring **[participant-viii]**.

Yes, through public profile we have check the every point about the likes, comment ,share and which type of information share on social media have check it easily **[participant-ix].**

III: The other option in our participants is send friend request to the candidate after accept this request the employer check the profile of the candidate easily. The check how the behave in different situation, which type of things he like, comments and share.

If the candidate has no public profile then only checks the visible data. Such data have not given clear information about the candidate. Then have another option is the employer send friend request to those candidate after acceptance they have easily check the all information about the candidate personality **[participant-viii].**

The employer have another option is send friend request for take the information about the candidate personality **[participant-iii].**

If the candidate on social media show no public profile, because lots of privacy issue. So another option for the hiring authorities sends a friend request to check the candidate personality on social media (Facebook) **[participant-ix].**

IV: If the candidate no has the public profile and friend request option. For hiring in special intelligence type recruitment related concern the employer have option to get the candidate Login/Password of the profile. So, they have checked all aspects of the candidate profile for hiring the suitable person for organization. The candidate how the behave in different situation like positive or negative. They have checked all views about social, political, and religious issue. If the meet the requirement they have hire the candidate for organization.

If the hiring authorities hire the candidate for special department they have necessary to collect the all type of information about the candidate. So, they have taken a password to the candidate **[participant-viii].**

For hiring the special intelligence candidate the hiring authority have a big responsibility they have collect all information about the candidate personality the fit for organization or not. So, the take a login /password to the candidate **[participant-vii].**

If Hire the candidate for special sensitive department then the hiring authority have right to take a login password of the candidate profile. So, is not possible to candidate hide any things about the actual personality. If candidate after check the complete profile meet on the required criteria, then hire the candidate **[participant-iv].**

Table 4: Participant's discussion about Effective use of Social Media during Recruitment process:

Question	Participants' responses
1:Privacy	Ans: i: Candidate has given the permission interviewer at the time of interview for check the profile .They had not a very big issue. They have given easily the id not have password. They can check likes, comment, share, status and picture. Person must have moderate behave in any situation [participant-1]
I: Ask account access at the time	i: Yes, the employer ask the account access to the candidate for check the personality of the candidate through Facebook profile [participant-viii]

of interview from to candidates;	
	ii: Privacy issue create a hurdle for check the personality of the candidate. So, ask the candidate they have given permission to check the profile of the candidate [participant-vi]
II: World Profile	i: Through public profile of a candidate they have check the actual personality of the candidate very easily [participant-viii]
III: Send Friend Request	i: If the candidate has no public profile then only check the visible data. Such data have not given clear information about the candidate .Then have another option is the employer send friend request to those candidate after acceptance they have easily check the all information about the candidate personality [participant-viii]
IV:Login/Password	i: If the hiring authority hire the candidate for special department they have necessary to collect the all type of information about the candidate personality. So they have taken a password to candidate [participant-viii]

Conclusion

Empirical findings of the study

Evaluation of the recruitment through social media (Facebook) is new concept in modern age. Although role of social media in recruitment and selections has been discussed in previous studies (but in our best knowledge no study till today discussed the social media evaluation of the candidate personality according to job requirements). As currently social media is essential part of our lives (Back, 2010). Mentioned that social media (Facebook) represent the actual personality of a candidate. Therefore there is need of a guideline that help organizations during recruitment process to understand how to examine candidate social media activities. As past studies proved that social media is not an imaginary portray of a person thus evaluating social media activities of candidate is important (Facebook) for organization in near future. The current framework provides an extensive overview of the process of establishing recruitment through social media via answering the research question of the study.

The research question explored how privacy issue affects the candidate personality. The framework proposed in the study provides detailed answer of this research question. In many situation candidates face the privacy issue. In these issues they represent the personality of the candidate. Because actual person not hidden the information without any fear. If the person in case, no represent the information about our life. Then employers have the option they have send friend request. Through friend request employer know about the candidate interest and attitude etc. In case the recruitment for sensitive department then employer has a right to take a login password for judging the everything about the candidate personality.

Managerial Implications

Recruitment through social media (Facebook) recruiter may avail many implications they are as;

- Can help them sift through important data for the recruitment procedure
- Helps them effortlessly get to national and worldwide candidates
- Lighter workload bosses
- It influences the recruitment to process more responsive
- Lower costs

Limitations

The present study is envisioned to be a Bahawalpur for upcoming studies, and therefore, limitations and upcoming research recommendations are now provided. In Pakistan they have no focus in this type of study .This study due to distance and financial problem just have base in Bahawalpur City. First, while the present study includes a sample of participants from Bahawalpur (Pakistan), other resources including sample collection could bring more detailed results. That is future research should gather bigger volumes of information utilizing members from different social foundations, as past investigations propose that member's sentiments about web based life are socially delicate. The employer may dismiss an applicant's security.

Future Suggestion

In future researcher have more focus on this type of study because the modern age is a technology age. Moreover, even though qualitative data delivers an in-depth understanding of this topic. Upcoming study, might work quantitative procedures in order to deliver more provision for these findings with a bigger sample of members for recruitment done through

social media. They have needed to conduct further research in many other countries of this world.

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