Social Media Usage in Recruitment Practices in Egypt

Mohamed Wahba
Professor of Business Administration
Arab Academy for science, Technology & Maritime Transport
Alexandria, Egypt
m_wahba2003@hotmail.com

Dalia Elmanadily
Master of Business Administration Student
Alexandria University –Faculty of Commerce
Alexandria, Egypt
delmanadily@yahoo.com

***Abstract*— nowadays, networking within online social media platforms isn't just about swapping pictures and music, or discussing the trivial details of a night out, a TV show or a sporting event. Social media is increasingly becoming the space where professional life happens. The recent option by Face book to update user profile pages to offer a 'LinkedIn style' professional view, suggests that social media, on the whole, is becoming a medium for work as well as play.(Sophia,2009)**

Recruitment is a process of finding and attracting capable applicants for employment. E-recruiting is the use of internet technology to attract candidates and aid the recruitment process. This usually means using one's own company website, a third-party job site or job board, a CV database, social media or search engine marketing. Social Media recruiting (social recruiting) is the part of e-recruiting.(Palonka et al,2013)

Social media in recruitment & selection occurs when recruitment representative view social networks platforms such as: LinkedIn, Facebook in the employment selection process leading to the acceptance or rejection of job applicants.

The goal of this research is to assessing the recent status of the usage of social media networks in recruitment and selection process in Egyptian organizations .as today social media networks and platforms provide great opportunities for business and job seekers to a certain extent. By applying an exploratory study on a random sampling procedure was used to select 200 firms from different types of sectors. The respondents of this study incorporated 130 business owners and human resources managers in Egypt through online survey. The results revealed that the 54%of the respondents use social media to support their recruitment effort human while 31% don't know and plan to use it .the results revealed that LinkedIn & FB are the most social media platforms used in recruitment , also the paper surveyed some obstacles and advantages for social media recruitment.

***Index Terms*— Social media, recruitment and selection, Egypt, SNS, web0.2, LinkedIN, Facebook**

IJBAMR

This is an open access article under the CC BY-SA 4.0 license (https://creativecommons.org/licenses/by-sa/4.0/)