Social Media Usage in Recruitment Practices in Egypt

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***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**

I. INTRODUCTION

As technology advances, human resource (HR) managers are increasingly inundated with new sources of information. The internet has a major role in distributing this information. Social network web sites (SNWs) such as Facebook, MySpace, and the more professionally-oriented LinkedIn allow individuals to post information in order to communicate with friends and family. However, SNWs – as well as related applications (e.g. micro-blogging web sites such as Twitter) – also allow recruiters to conduct extensive background checks. (Slovensky& Ross, 2012).

The development of new forms of digital media changed the way people communicate or share information (Lee and Myers 2016). People now days spend their days on Social Networking Sites (SNS) without deeply understanding how it is affecting their lives (Diehl et al., 2015).Social media is defined in the Merriam-Webster dictionary as "forms of electronic communication (as websites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages and other content (as videos)". Its main features include participation, openness, conversation, community, and connectedness (Mayfield, 2008).

Recruitment, like every other aspect of business today depends on speed and accuracy. With increasing numbers of qualified applicants chasing a decreasing pool of jobs, HR professionals need to find ways to sort through applications quickly while accurately selecting the best candidates. Increasingly, they are turning to social networking tools to assist in this process. The simplest use of social networking as a recruitment tool is simply for organizations to have an online presence so that potential applicants are aware of available jobs. This is especially important for small to moderate sized firms not among the ''big name'' companies in their field. (Viewpoint, 2013)

A survey of 300 hiring managers conducted by Reppler.com found that 91% of hiring managers use SNWs to screen applicants. The most common SNWs were Facebook (76%), Twitter (53%), and LinkedIn (48%). In this survey, 69% of respondents indicated eliminating candidates due to negative SNW information, while 68% reported hiring a candidate due to observing positive information. Reasons given for eliminating and accepting applicants were similar to those found in the Career Builder survey earlier. According to 2016 Jobvite survey of recruiters judge on social media, 87% of recruiters find LinkedIn most effective when vetting candidates during the hiring process especially those under 45(90%)

88% of Egyptian internet users access social media, according to the latest report by the Pew Research Center.Almost of previous research focused on the social

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media role in Arab spring evolution especially in Egypt such as :(Kamel, 2014; Attia et al, 2011),so there is a scarcity in the studies focused on the usage of social media in recruitment .So these research aimed at assessing the recent status of the usage of social media networks(SNS) in recruitment and selection process in Egyptian organizations . to the production editor in charge of your proceedings (see author-kit message for contact info).

II. Literature Review

A. *Social Media platforms*:

Kaplan and Haenlein (2010) created a classification scheme by creating three categories for "social presence/media richness" (low, medium, high) and two categories for "self-presentation/self-disclosure" (low, high). This creates six categories of social media: (1) blogs (low/high), (2) SNWs (medium/high), (3) virtual social worlds (high/high), (4) collaborative projects (low/low), (5) content communities (medium/low), and (6) virtual game worlds (high/low). We expand on this classification scheme, including aspects of social media that are related to human resource management, such as project management systems, information sharing systems, virtual learning environments, and engagement development platforms (see Table 1)

Table 1. Forms of Social Media.

		Social Presence/Media Richness		
		Low	Medium	High
Self-presentation/ Self-disclosure	High	Blogs, mobile applications (e.g., Foursquare, Pinterest), project management systems, collaborative software	Social networking web sites (e.g., Facebook, LinkedIn, Twitter, Tumblr, MySpace)	Virtual learning environment (Moodle, OLAT), virtual social worlds (e.g., Second Life)
	Low	Collaborative projects (e.g., Wikipedia), information sharing systems (e.g., BookCrossing)	Content communities (e.g., YouTube, Glassdoor, Reddit, Flickr, Slideshare)	Engagement development platforms (e.g., AvayaLive Engage, IntoSite), Virtual game worlds (e.g., World of Warcraft)

Source: Adapted from Kaplan and Haenlein (2010).

So our research will focus on the medium form of social media platforms (social networking sites SNS) because of high level of usage among internet users in Egypt.

B. Using social media for recruitment:

Caers and Castelyns (2011) argue that Facebook and LinkedIn are mainly used for different purposes and in different contexts. Facebook allows friends to connect, to share personal information, and to meet new people. LinkedIn allows professionals to connect, to market skills, to share knowledge and experiences, and to plan future career. Both platforms provide asuitable Means for updates ondevelopments in other organizations and for making professional appointments (Caers and Castelyns, 2011).

Based on these surveys, common themes, trends, and some inconsistencies emerge. A common theme is that SNW screening is prevalent (though more-so in the United States than in other countries). Further, the prevalence of SNW screening may depend on the type of job and/or industry of the applicant being evaluated (e.g., for-profits and the technology and business sectors). Trends seem to include a shift from viewing SNWs such as Facebook to more professional web sites such as LinkedIn (Kluemper, McLarty, & Rosen, 2013). Also, HR driven SNW screening policies appear to be on the rise. As far as inconsistencies, it is difficult to determine whether SNW screening is increasing or decreasing. One possibility is that both are true (Kluemper, 2013). It seems plausible that HR representatives may be less likely to use SNWs for screening purposes (likely due to the legal and other risks associated with such use), while non-HR hiring managers may be more likely to screen using SNWs (perhaps due to the ease of accessing what they perceive as a potential treasure trove of information about the job applicant). (Kluemper etal, 2016)

III. Methodology

The research is an exploratory research by utilizing the survey approach, 200questionnaires were distributed through online survey filled by Google forms and sent to the respondents via Facebook, LinkedIn-mail and personal interview .The respondents of this study incorporated a convenience sample of business owners and human and human resources managers from different sectors in Egypt.

The survey questions sourced from (sills.2014) The closed questions varied of different scales (e.g. likert scales) and multiple choices (e.g. yes or no).

The sample characteristics were as follow:

According to sector:84.6% private sector,15.4% multinationals .regarding size:41.7% more than 500 employee,33.3% of organizations have 1-50 employee, while 16.7% of the sample have 100-500employee.

According to industry type the sample was as follow:25%software,technology and internet,25%services,8.3% healthcare,8.3%finance,insurance and realestate,8.3% manufacturing,25% retail and wholesale.

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RESULTS

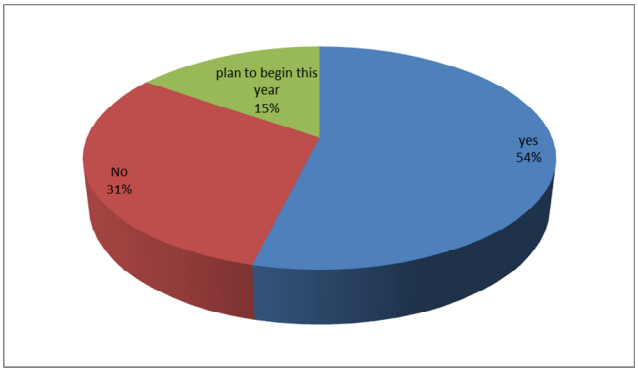


Fig.1 usage of Social Media Networks to Support your Recruitment efforts

Figure1 present the usage of social media networks (SNS) in supporting the recruitment process the results show that 54% of the respondent use SNS to support their recruitment efforts while 31% do not use SNS, and 15% planning to use SNS in recruitment this year.

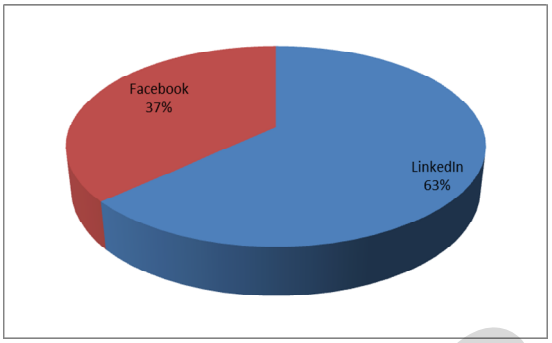


Fig.2 Social media network sites used for recruiting efforts

Regarding the SNS mostly used in recruitment process in Egypt as seen in Fig.2 LinkedIn ranked in the first place with percentage 63%, followed by Facebook with percentage 37%.

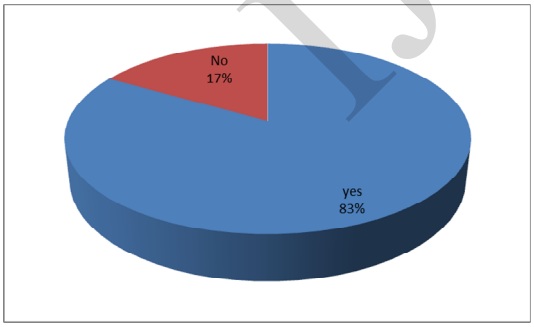


Fig.3 Successfully hired a candidates through SNS

As shown in Fig.3 83% of the respondents stated that they successfully hired a candidate through SNS, while 17% of respondents disagree on the successful hiring.

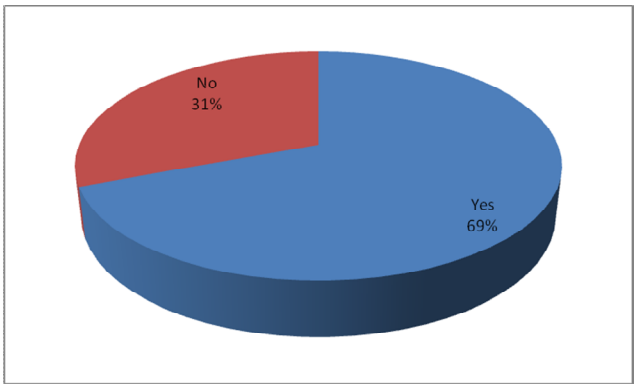


Fig.4 Do you agree on using fb & twitter as personal not professional accounts

As shown in Fig.4 69% of the respondents agreed that FB and twitter should be used as personal not professional accounts.

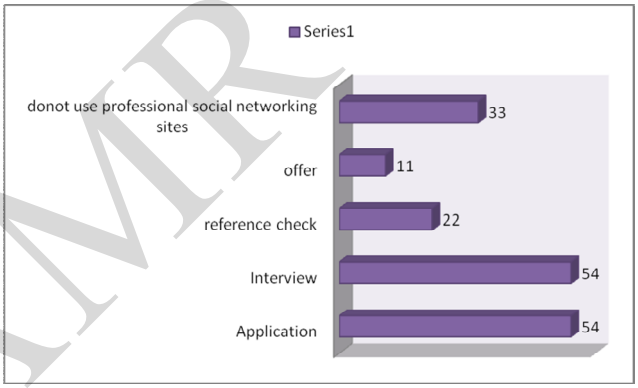


Fig.5 Using SNS in Recruitment Process

As shown in Fig.5 54% of the respondents stated that they use SNS in application stage and interview stage, while 22% using SNS in reference check

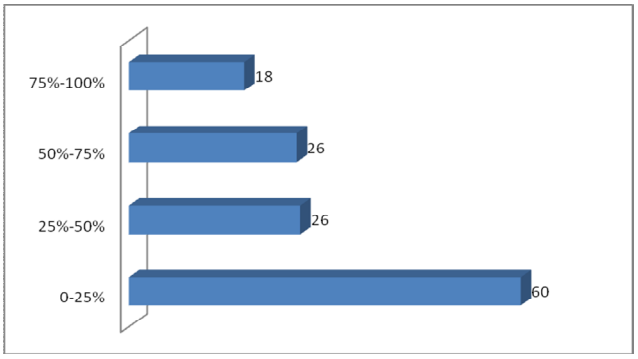


Fig.6 % of Usage SNS in Recruitment Process

As shown in Fig.6 60% of the respondents stated that they use SNS in in recruitment with % 0-25%, while 25% using

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SNS with 25%-75%,while 18% using SNS in their organizations with 75-100% compared to traditional methods.

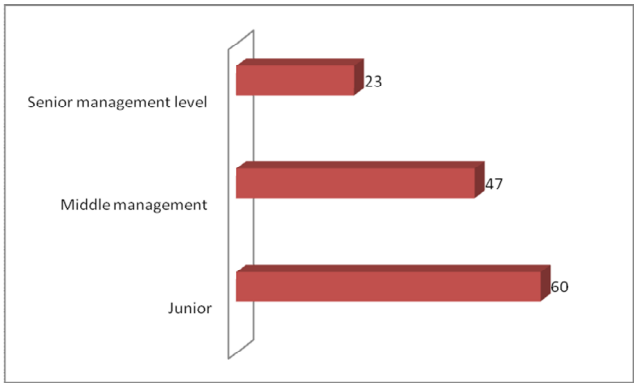


Fig.7 Level of recruitment

As shown in Fig.7, 60% of the respondents stated that they use SNS in recruitment for junior postions, while 47% using SNS for middle management jobs, while 23% using SNS in recruiting for senior management jobs.

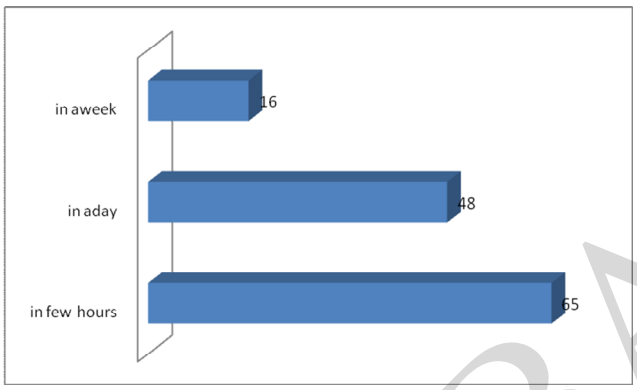


Fig.8 Response rate for job ads on SNS

Regarding the response rate on the job ads posts on SNS in fig.8, 65% stated that they get the response in few hours, while 48%stated that they get the response through one day as the response rate depends on the job nature.

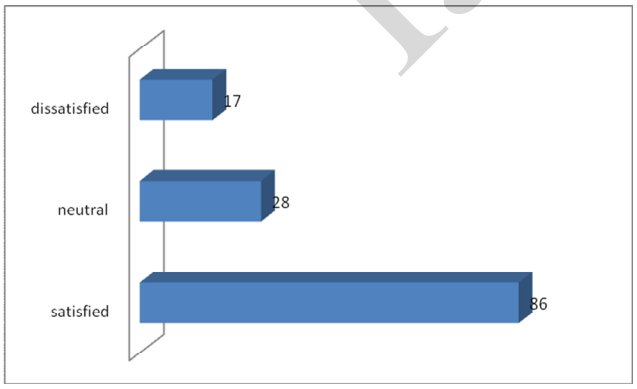


Fig.9 Satisfaction level with recruitment through SNS

In figure.9, 86% of the respondents stated that they are satisfied with the recruitment through social networking sites.

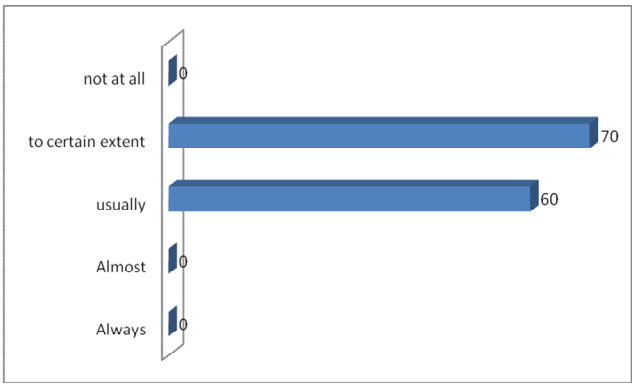


Fig.10 Candidates reliability level

In figure.10, 70% of the respondents stated that the candidates are reliable to certain extent.

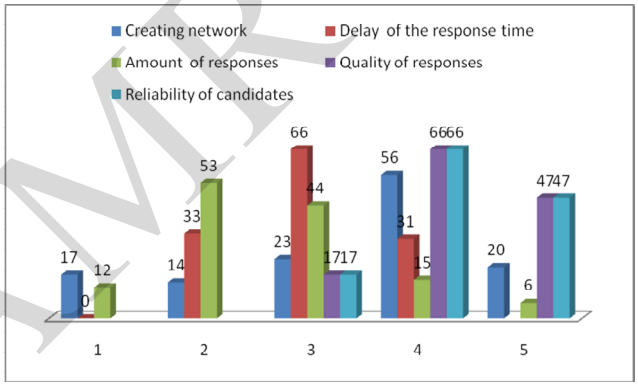


Fig.11 SNS recruitment drawbacks

Figure.11, presents the main drawbacks of the recruitment through social networking sites (SNS) which are ranked as follows:Reliability of candidates, quality of responses are mostly important issues while amount of responses and delay of the response time ranked as least importance.

IV. Conclusions

From the previous presentation of the results, it can be summarizing the recent status if using social media networks (SNS) in recruitment in Egyptian organizations in the following points:

- The high level of using social media networks in recruitment in Egypt.
- LinkedIn is the main recruitment source for the organizations.
- It is a great agreement on considering face book and twitter as personal accounts other than professional ones. Although Face book nowadays tried to update and add new recruitment options as linkedin, still non professional platform.

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- Most of the organizations use SNS recruitment for junior positions, Middle management respectively.
- The results indicated that the main advantage of using SNS in recruitment is quick response time and response rate. While the main obstacle of using SNS in recruitment was: reliability of candidates and quality of responses.
- There is acceptable satisfaction level about SNS usage in recruitment process.
- The usage of SNS in recruitment in Egypt considered only for job posts, application and interview stages only, while reference check and job offer stage still not available.

Regarding the limitations faced the study: the main limitation is the small sample size, which opens up a future direction to conduct the study on a larger sample to increase the generalization level.

The future research direction should be directed toward investigating the uses of SNS in recruitment from the job seeker perspective to find the solutions to decrease the gap between the two parties and create high quality recruitment. Also, future research should conduct a comparative study between traditional and recent method of recruitment.

The recent study is an attempt to draw the structure of using social media in recruitment process. The study focused on social networking site platforms in different cultures and countries in Arab region.

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