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## SOCIAL MEDIA CAN IMPACT FUTURE EMPLOYMENT

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### ABSTRACT

Associating the social media in recruitment is now become a resource for a company or an organization to easily create the pool of talent. Student who engages with latest technology and social media are seen to have a better job opportunity. This study investigates the factor of less graduate students use the social media for job application. The interview survey approach is used in this study among 100 graduate students in College of Business, Effat University. The data analysis results indicate that most of the samples use social media for fun and the minority uses it to for applying the job. The lack of awareness of using technology in recruitment is the main factors result less candidates applies their job through social media.

### INTRODUCTION

Social media has become the current tool for an organization to recruit potential employees. According to Schawbel [1], social media has become an integral part of the hiring process and about 92% of employers used social networks for recruitment. Besides that, the company and organization consider that recruitment through social networks can recruit both passive and active candidates in a personal yet professional way. Srikrishna [2] claims that social network has integral part of human life and it not just for friendship, but professional relationships as well. The social network helps develop personalized online connection. Social media become the great platform for employer to get connection for value proposition.

The engagement of social media in business and HR has changed the operation of recruitment and those online platforms cannot be ignoring [3]. Social networking provides great potential and opportunity for the candidates

to create a solid profile associate with recruitment process especially benefit in sourcing process. This reflects the potential of candidate's overall cultural fit as well as their technical competence [4]. Therefore, LinkedIn become the most popular social network site for the identification of candidates and most of the company or organization would utilize it to hunt for potential employees. Screen the applicants through social media benefits the organizations in the form of gaining useful information to understand the circumstantial of a candidate. Those supplement information help the HR for recruit better candidates. While, there is still an issue regarding the accuracy, privacy, and justice argue against using such information [5].

The cover letter always highlights the best of the candidates and some information on the resume is exaggerated [6-8]. The candidates can various versions of the cover letter for particular application but not their social networking profile [9]. An inappropriate comment appears on the candidate's social media may affect their opportunity for recruitment since the employers will make decision based on the investigation [10, 11]. However, the information obtained from the candidate social media does not accurately reflect the individual characteristics. Besides that, lack of awareness of using social media may impact on the candidate recruitment. Therefore, this study investigates the factor of less graduate students use the social media for job application.

## **METHODOLOGY**

This study identifies the impact of social media toward future employment through qualitative study among the graduate students. The interview and survey approach are used to gather the information regarding the job application through social media.

### ***Sample Study***

The participants of this study are graduate students from college of business, Effat University. The sample of the study is 100 applicants. The sample focused on graduate students because they more category of applicants for recruitment and the most of people who using social media. Therefore, the graduating students were interviewed in order to observe the popularity of students using social media in job application.

### ***The Questionnaire***

The questionnaires are prepared structurally to determine the impact of social media for future recruitment and determine their problem of using social media for job application. The designed interview questions are as follows:

- I. Your age?
- II. What's your major?
- III. Do you have a social media account?
- IV. Have you ever used your social media account to apply for a job?
- V. Do you think not having a social media account reduces the chance to get a job in Saudi Arabia?

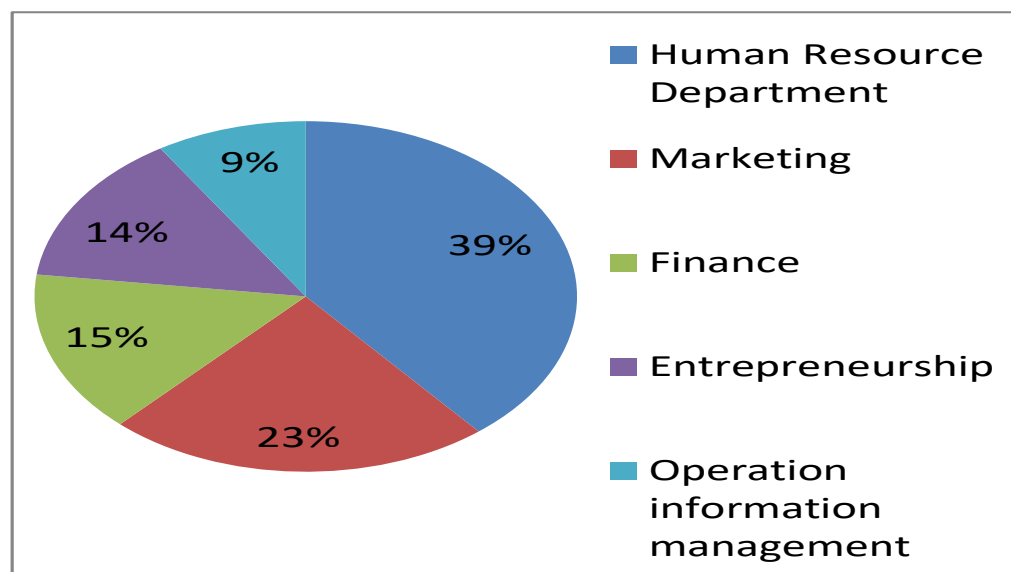
- VI. The reason why some people don't use social media to apply for a job is?
- VII. Which type of technology (social media) do you think is more preferable to be used to select a senior student?
- VIII. Do you think of using social media in recruitment is positive or negative?
- IX. What's the Factor that positively effect of graduate students by using Social Media?
- X. What's the Factor that negatively effect of graduate students by using Social Media?

## RESULT AND DISCUSSION

There are 100 graduate students from college of business, Effat University have participated in this survey study. Regarding age, the obtained survey results of interview indicate that there are 88% between the ages 20 to 25 and 12% between 25 to 30 ages.

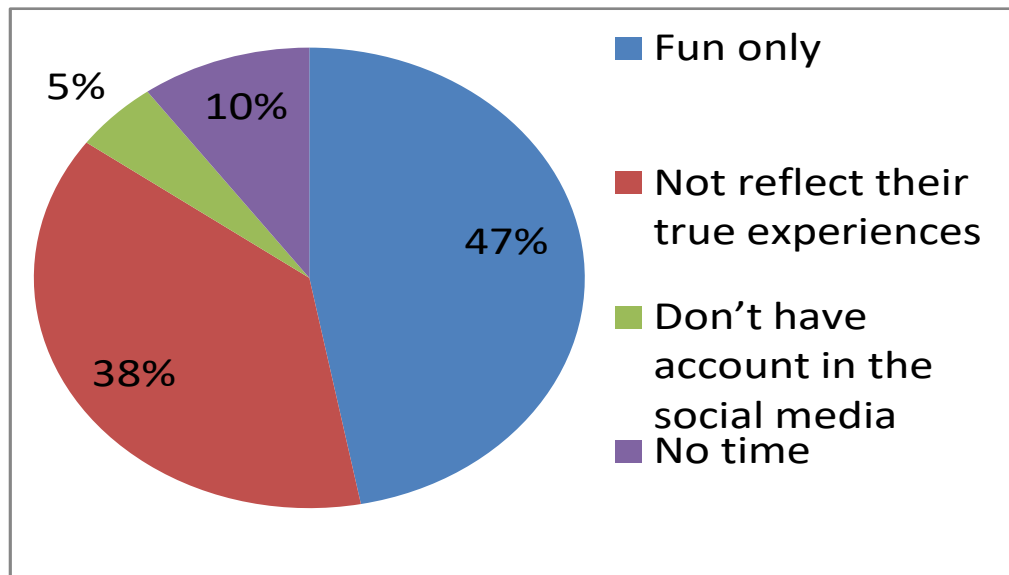
Figure 1 shows the background of the participants. All the participants in this study are from college of business. The result shows that the majority of them, 39% are from Human Resource Department followed by 23% marketing, 15% Finance, 14% Entrepreneurship and finally 9% Operation information management.

It is not actually surprising to find out that 95% respondents of the sample study are having social media accounts. This is mainly because smart phones are very handy today and because connecting with people is not like the past. Our concern here is whether the respondents use their social media accounts to search for jobs or no. The survey results show that 72% of the participants never used their social media for job application; compared to 28% who had utilized the social media for job application.



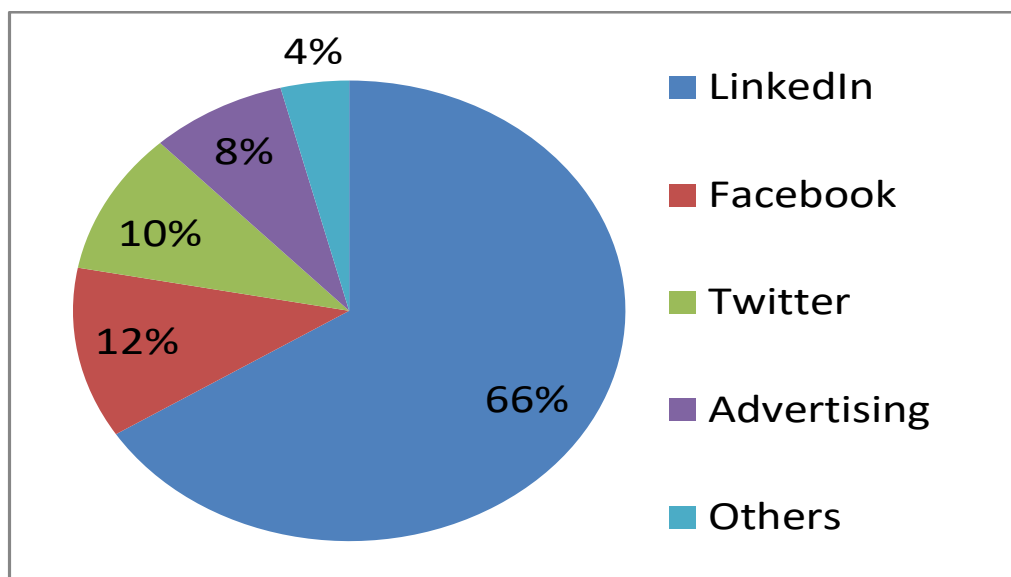
**Figure 1:** Distribution on University Departments

The results in Figure 2 shows that the main reason why the respondents don't use social media to apply for a job, about 47% of them think social media is for fun only, 38% who think social media does not reflect their true experiences, 5% limited number of students who don't have account in the social media and 10% who think no time to use social media for recruitment.



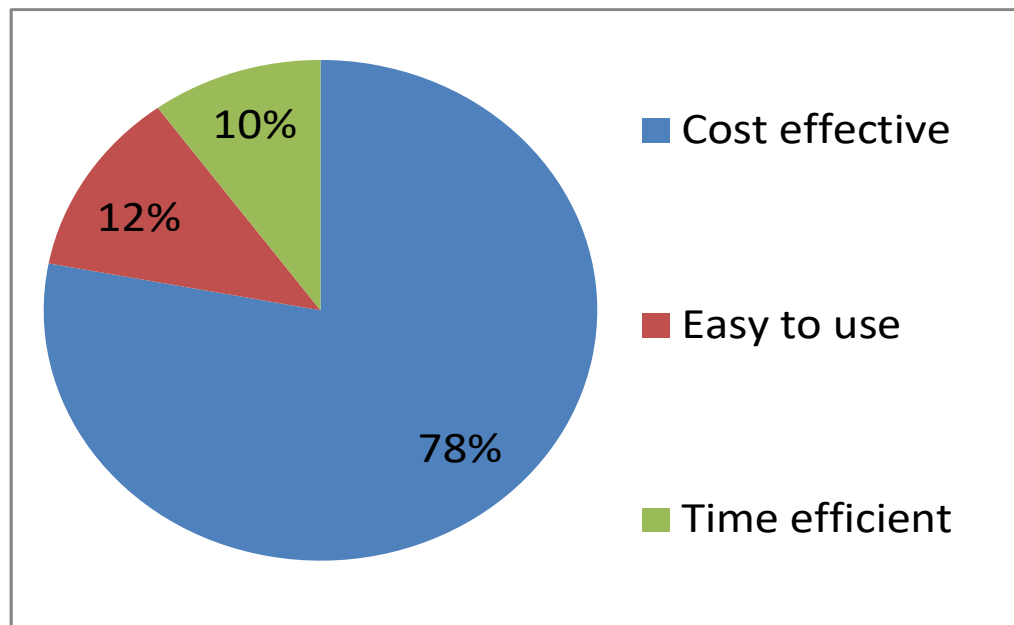
**Figure 2:** Factors for NOT Using Social Media for Recruitment

There are a lot of social media networks today, a question had to be asked to know which type of technology (social media) is more preferable to be used by senior student if they will apply for a job online. Figure 3 shows LinkedIn being the first choice of 66%, followed by 12% Facebook, 10% twitter, 8% of online advertising and 4% others.



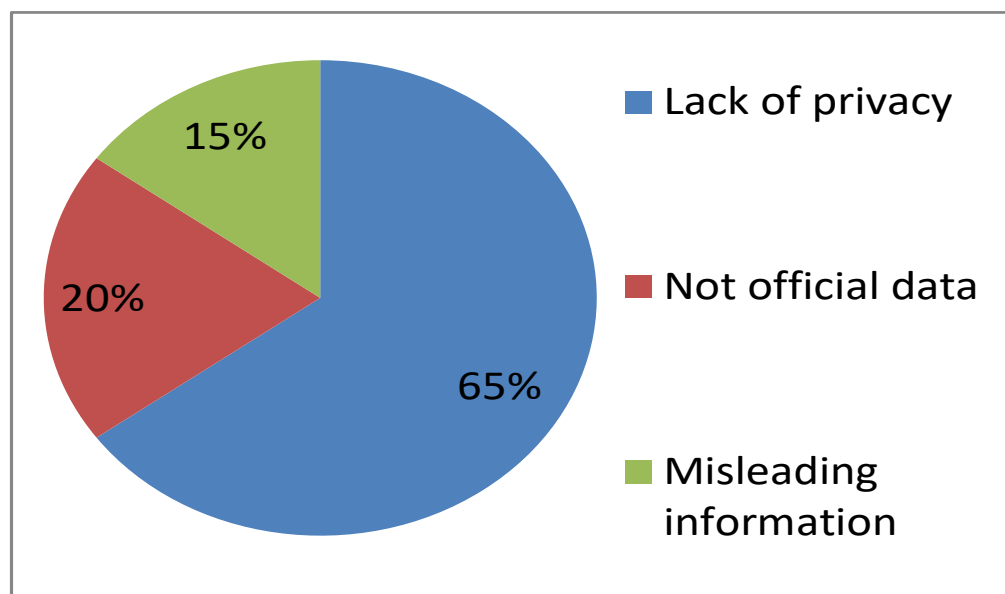
**Figure 3: The Most Used Social Media**

The obtained survey results show that 57% find the use of social media in recruitment is negative. On the other hand, 43% find it positive. The subsequent questions will discover the reasons behind the opinions of each group whether positive or negative. The chart in Figure 4 shows that 78% are affected by social media being a cost-effective manner, followed by 12% find it easy to use, and 10% find it fast and quick.



**Figure 4: Factors that positively affect Graduate Students by Using Social Media in Recruitment**

The pie chart in Figure 5 shows that 65% respondents find lack of privacy as the most negative factor for using social media in recruitment, followed by 20% thinks social media does not offer official data, and 15% find misleading information in social media.



**Figure 5:** Factors That Negatively Affect Graduate Students by Using Social Media in Recruitment

Generally, the use of internet-based services and computer technologies to support all aspects of recruitment activity and processes has become widespread. The recent growth of Social Media Networks as a recruitment method reflects its potential in this area. It is important to acknowledge that social media is not only a way of creating interaction between friends or family members. Social media also opens up for communication on a business level and particularly on HR recruitment.

### CONCLUSION

This study identifies the impact of social media for future employment through interview survey among 100 university students who are graduating. The finding of this study highlights there is a gap between using social media in recruitment and create awareness to use social media in recruitment in order to support the connection between graduate students and social media recruiting. This study is beneficial to the students and companies to facilitate the recruitment process, thus understanding the benefits of using social media in recruitment, the gap will gradually narrow.

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