

## PalArch's Journal of Archaeology of Egypt / Egyptology

### ANALYSIS OF SOCIAL MEDIA RECRUITMENT EFFECTIVENESS IN PRIVATE SECTOR ORGANIZATION OF SAUDI ARABIA

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**Noura S. Haikal, Malak Abunar. Analysis Of Social Media Recruitment Effectiveness In Private Sector Organization Of Saudi Arabia-- Palarch's Journal Of Archaeology Of Egypt/Egyptology 18(12), 252-261. ISSN 1567-214x**

**Keywords: Job Searching, Recruitment, Employee, Social Media, Headhunters, Saudi Arabia**

#### **ABSTRACT**

Saudi Arabia is considered to be one of the largest oil exporters in the world. In order to solve unemployment problems, the Saudi government has introduced programs in which Saudi citizens are encouraged to join the private sector. Thus, the organization from the private sector has utilized social media a medium for recruitment process. Thus, this work was done to analyze the effectiveness of recruitment through social media in the private sector organization in Saudi Arabia. Quantitative research method was used in this work. The sample population consisted of 20 human resource managers from various private organizations. Data collection was done using survey questionnaire. The findings of this work have shown that 85 % of the respondents have used social media to recruit employees. Furthermore, 45 % of the respondents have used LinkedIn as their main medium for recruitment process. In addition, the findings of this work confirmed that the usage of social media for recruitment process is highly reliable and has high satisfaction among the respondents. Hence, it is deduced that social media recruitment is very effective among the private sector organization in Saudi Arabia.

#### **INTRODUCTION**

Social media has emerged as an important yet unique platform for users with diverse advantages. Different social networking sites are based on criteria that link users from different parts of the world to different backgrounds [1]. The design of the social networking site brings users into contact on the basis of the services provided. The uniqueness and prominence of social networking sites has created an image in which every action is reacted. In general terms, websites are one of the top priorities of each organization and are being built under the influence of the marketing agenda [2].

In the last few years, social networking has been adopted by many users who include audiences other than social networking. Global businesses use social media for HR, communications and marketing purposes [3]. For example, it can be seen that different types of business engage in different activities from a marketing perspective using social media for the sake of personal relationships and interaction with consumers [4]. From information sharing of new products to promotions to press releases, there is a huge amount of traffic on social media [4].

From the human resource (HR) perspective, social media is an important factor for recruitment [5]. This practice has given the organizations leverage and trust in the use of social media for recruitment purposes. Convergence of the business tool in the recruitment tool has been part of people's lives for various reasons under different requirements. According to Jeske and Shultz [6] found that companies are looking for different ways to communicate with people under the influence of hiring through social networks. Poba-Nzaou et al. [7] found that businesses are using the social network to promote products, businesses and services. Thus, people are also making good use of it for the sake of other activities, including recruitment [7]. In addition, Kamp et al. [8] stated that the recruitment of certain talent through social media has come to no surprise, because organizations are pushing out vacancies and engaging people of diverse talents. In the same way, this enables them to reflect the right image of their organizations and to give people the confidence to work for them too [8].

There are a number of reasons why organizations use social media as part of their strategies. Priyadarshini et al. [9] found that based on the nature of the business, organizations tend to adopt social media strategies either to promote organizational efficiency, products, advertising or many others. As far as recruitment is concerned, the recruitment of social media is cost-effective and has become a major advantage for many organizations [10]. According to Lam [11], there are organizations in the market that are looking for ways to select candidates with a specific skill set through the use of social media. Social media have helped these organizations build connections and networking to achieve their hiring goals [11].

Businesses recruit talent through a wide range of strategies. If some companies interact with people through LinkedIn for the sake of conducting interviews, others get in touch with the audience by answering job-seeker questions on their Facebook wall posts [12]. Recruitment via Facebook is vital because it allows users to share their capabilities through a variety of methods [13]. Kumar and Srivastava [14] found that, from the recruitment point of view, Twitter plays a very important role in the market perception of the needs of organizations and many organizations are effectively using Twitter to market themselves. LinkedIn, being the most dominant social media network, has given social recruitment advantages as it is being widely used by various job seekers around the globe [15].

Saudi Arabia is one of the fastest growing economies on the world map [16]. Innovative approaches to the digital era are welcomed by people living in

Saudi Arabia. The success of recruitment through social media has been leveraged to become a working medium. In the past, recruiter organizations had limited media to advertise such as advertising in local news or engaging a consultant and selecting the required talent with a limited approach. In Saudi Arabia, the use of social media for recruitment purposes is part of strategic human resource implementation. The hiring in private sector of Saudi Arabia through social recruiting can be effective and has been practiced by various industries. Therefore, this work was done to analyze the effectiveness of recruitment through social media in the private sector organization of Saudi Arabia.

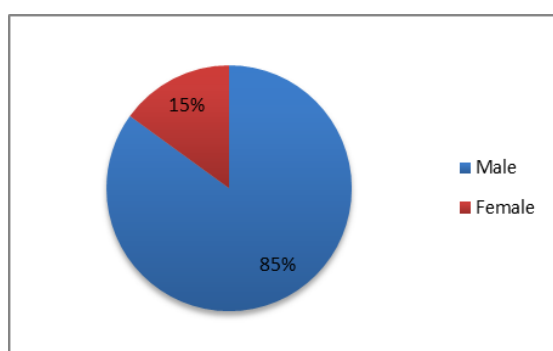
## METHODOLOGY

To analyze the effectiveness of recruitment through social media for the private sector organization in Saudi Arabia, this work was conducted based on quantitative method. The sample population was human resource managers from the private sector and the sample size was 20. Data collection was done through questionnaire. The questionnaire consisted of questions related to recruitment and social media. Data analysis was done using basic statistic and was presented in graphical form.

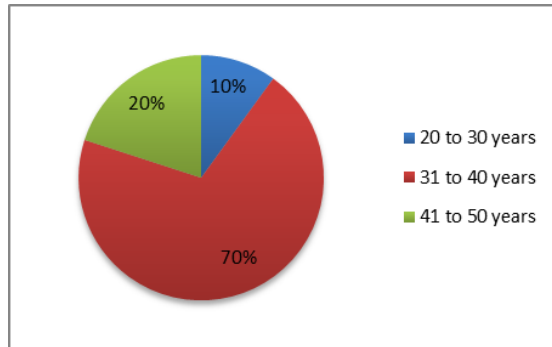
## RESULT AND DISCUSSION

### *Demographic Analysis*

Based on Figure 1, 85% of the respondents were males and 15 % of the respondents were females. Based on Figure 2, 10 % of the respondents are in the age group of 20 to 30 years old, 70 % of the respondents are in the age group of 31 to 40 years old, and 20 % of the respondents are in the age group of 41 to 50 years old.

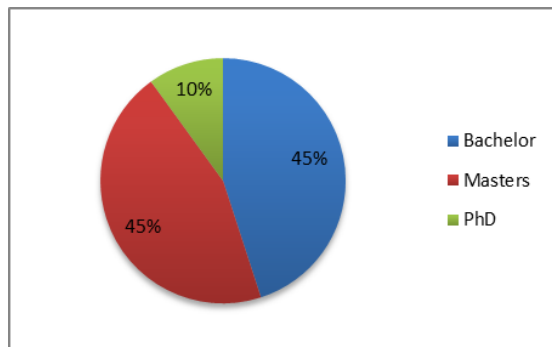


**Figure 1:** Gender

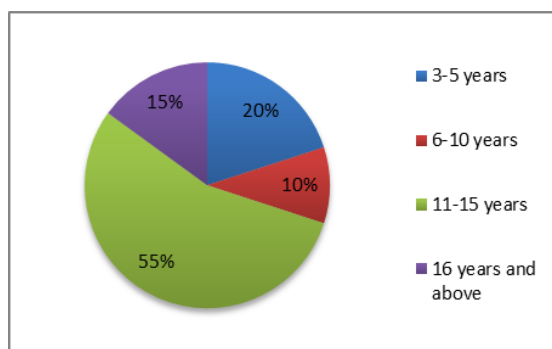


**Figure 2: Age**

Based on Figure 3, 45 % of the respondents have completed bachelor's degree, another 45 % of the respondents have completed master's degree, and 10 % of the respondents have completed PhD. Based on Figure 4, 20 % of the respondents have worked for 3 to 5 years, 10 % have worked for 6 to 10 years, 55 % of the respondents have worked for 11 to 15 years and 15 % of the respondents have worked for 16 years and above.



**Figure 3: Level of education**



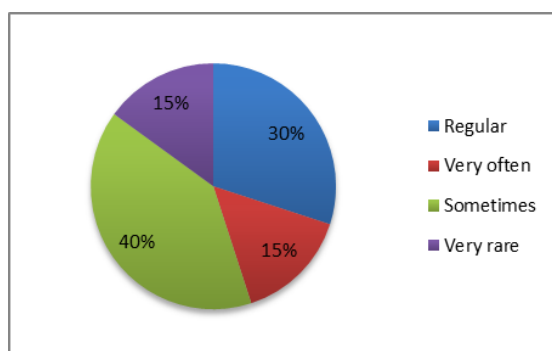
**Figure 4: Years of work experience**

### *Questionnaire Analysis*

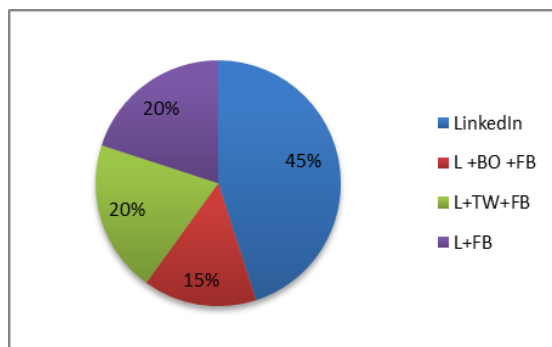
After understanding the background of the respondents, it was necessary to understand the reliability of social media recruitment organizations. Therefore, several questions were asked and the feedback for each question is presented in this section. Respondents were asked to answer the question as to their reliability in recruitment on social media. Based on Figure 5, 30 % of the respondents have stated that they regular use social media for recruitment,

15 % stated very often, 40 % of the respondents stated sometimes, and 15 % stated very rare.

The respondents were asked to share the information about their preferences for utilization of social networking sites for recruitment. Over all responses seem positive and participants have shown interest in different social networking sites accordingly. As shown in Figure 6 that the response rate indicates that the 45% of overall population relies on LinkedIn only. The results required by them are fulfilled by LinkedIn where as 15% of the respondents rely on mixture of social mediums that mainly include LinkedIn, Branch Out and Facebook. The 20% of the population has indicated its interest in the combination of LinkedIn, Twitter and Facebook whereas remaining 20% trusts only LinkedIn and Facebook to get their job done.



**Figure 5:** Using social media for recruitment

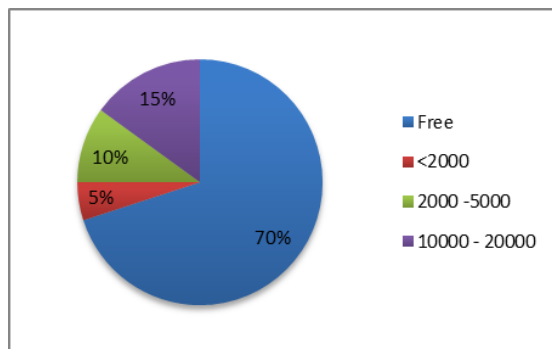


**Figure 6:** Social media platform used for recruitment

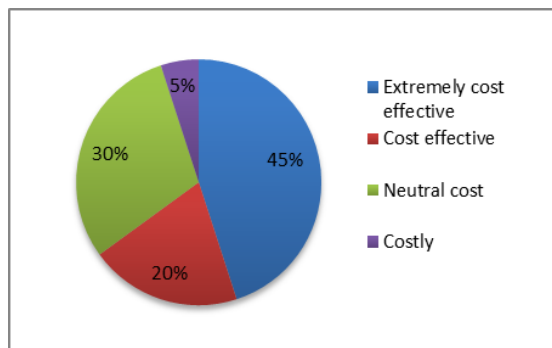
To understand the spending power of the organizations under the influence of recruitment through social media the respondents have shared positive remarks. Based on Figure 7, it can be said that 70% of the population are not paying any amount because their requirements are fulfilled through free account. On the other hand only 5% percent of the population is paying less than 2000 whereas 2000 to 5000 are paid by 10 percent of the population. Furthermore, 15 % have been witnessed paying 10,000 to 20,000. These figures indicate that respondents are satisfied enough to use services and get better results provided free of cost.

The respondents seem satisfied with the features and facilities provided by the social media recruitment. Based on Figure 8, 45% of the population has referred it as extremely cost effective whereas on 20% believe recruitment

through social media is somewhat cost effective. On the other hand the 30% respondents have showed neutral view on costing. Therefore, the remaining 5 % only believes that recruitment through social media is costly.

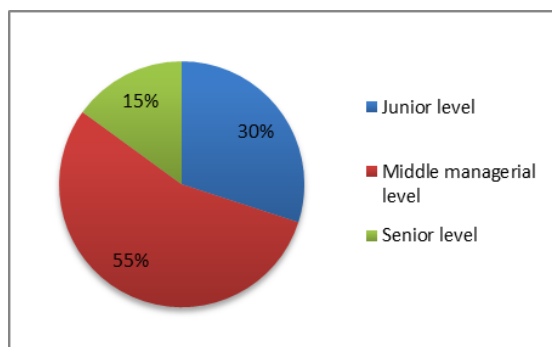


**Figure 7:** Cost of using social media for recruitment



**Figure 8:** Respondents view on the cost of using social media

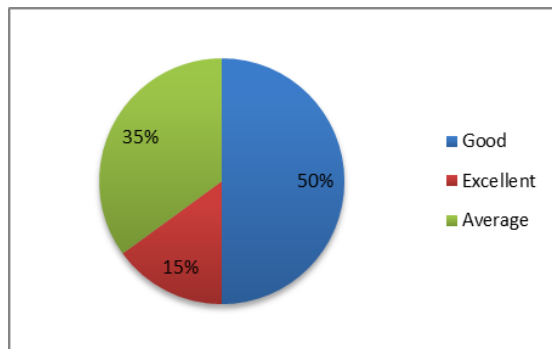
The social recruitment sites provide talents of different level for different organizations. Based on Figure 9, the results showcased that 30% of recruitment for junior level is carried out by the respondents. The percentage of recruitment purely for middle managerial level through social media recruitment refers to 55% whereas only 15 % represents the hiring through social media for to senior level.



**Figure 9:** Position recruited using social media

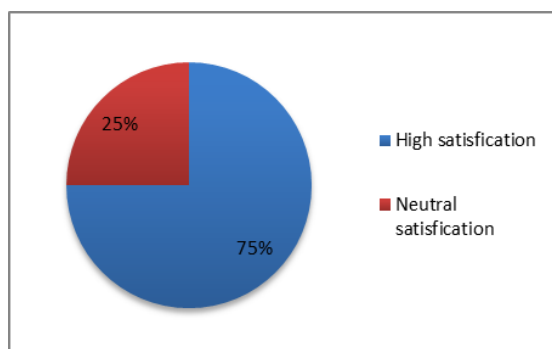
Based on Figure 10, the respondents have indicated that 50% of population is happy with the response rate and believe it as a good reaction. Similarly the 15% believe that responses generated through social media provided excellent responses whereas remaining 35% have considered the response rate on

average level. There has been no sign of unsatisfactory or below the average response.



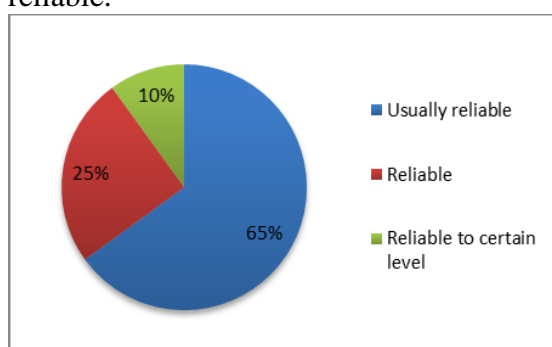
**Figure 10:** Responses through social media recruiting

So far the recruitment through social networking had portrayed a positive influence on overall results and when people were asked about their satisfaction for recruiting through social networking sites amazingly 75% said yes and were satisfied (Figure 11). The remaining 25% stated neutral satisfaction the utilization of social media for recruitment purpose.



**Figure 11:** Satisfaction in using social media for recruitment

While looking at reliability factor for the recruits through social media it has been analyzed that almost over all response is positive. Based on Figure 12, about 65% of respondents said that the recruits through social media are usually reliable. More over the 10% are also reliable but to some extent where as 25% of population responded that recruits from social media are almost reliable.



**Figure 12:** Reliability of social media for recruitment

### *Overall Discussion*

The outcomes of this work have shown that majority of the respondents, about 85% use social media for recruitment. Furthermore, the results have shown that majority use LinkedIn as their main social media platform for recruitment. Moreover, the findings of this work have shown that majority of the respondents use their free account to recruit potential employees. In addition, most of the respondents were in agreement that using social media for recruitment is cost effective. Besides that, the respondents have stated that they have used social media to recruit various employees for different level of job position, which includes junior level, middle managerial level and senior level. Furthermore, majority of the respondents have agreed that they have received positive responses in using social media for recruitment process. Additionally, all of the respondents were satisfied with the usage and effectiveness of social media for recruitment process. Finally, all of the respondents have agreed that social media usage for recruitment process is reliable. Choices for attracting local Saudi employees vary, and companies may find them convenient to use social media on the basis of their budget and requirements. Respondents recognized their use and importance with multiple selections during the survey, where social media played a major significant role in recruitment process. The finding of this work is in accordance to work of Rutter et al. [17] where it was found that social media is an effective tool for recruitment and organization are currently utilizing it a great level. Furthermore, the work of Landers and Schmidt [18] has confirmed that organization are using social media as a main medium for recruitment due to its high reach among potential job seekers as it is highly reliability and they have various choice of candidates to choose from.

### **CONCLUSION**

The essence of this study analyzed the practice of private sector organization in using social media recruitment. The findings of this work have shown that the usage of social media for recruitment is highly effective. Recruiters have shown interest in demonstrating their satisfaction in using social media for recruitment purposes in the private sector. As a result, this recruitment method is better and more reliable than traditional methods and, as a result, the people have recommended higher-level use of social media in the near future. Respondents have identified recruitment through social media as one of the important methods of attracting Saudi employees to work. It simply shows that, apart from other mediums through which Saudis are hired, social networking sites are also widely used to fulfill this purpose.

### **ACKNOWLEDGMENTS**

The authors would like to thank the participants and the College of Business, Effat University for their unconditional support.

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