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### CHALLENGES IN RECRUITING THROUGH SOCIAL MEDIA IN SAUDI ARABIA

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#### **ABSTRACT**

The recruitment and job advertisement method change over the era with the advancing of technology and social media. This study investigates the beneficial of extent social media for recruiting and the impact of the technology readiness on interacting through social media in Saudi Arabia. The research was conducted in Jeddah, with 10 organizations. The study used quantitative method to collect the data through using surveys and sending it to two groups of participants. The first group was new graduates and employees (Job seekers) and the other was HR managers (Job providers). New graduated, employees and managers were selected using a convenience sampling. The result of this study shows that both job seekers and job providers have high usage for technology first and social media second. Also both are aware of the benefits of recruitment through social media, but there isn't a very noticeable application for the idea of recruitment through social media.

CCS CONCEPTS • Insert your first CCS term here • Insert your second CCS term here • Insert your third CCS term here

***ACM Reference Format:***

First Author's Name, Initials, and Last Name, Second Author's Name, Initials, and Last Name, and Third Author's Name, Initials, and Last Name. 2018. The Title of the Paper: ACM Conference Proceedings Manuscript Submission Template: This is the subtitle of the paper, this document both explains and embodies the submission format for authors using Word. In Woodstock '18: ACM Symposium on Neural Gaze Detection, June 03–05, 2018, Woodstock, NY. ACM, New York, NY, USA, 10 pages NOTE: This block will be automatically generated when manuscripts are processed after acceptance.

## INTRODUCTION

The internet has growing and empowered by various innovative devices and application that bring all the people and information together to facilitate collaboration [1]. Online recruitment creates valuable online content that connect the job seeker through the well-developed career section on the company web site [2]. Social media recruiting has many beneficial areas for recruiter especially in helping smaller employers to find more candidates in a short time and cost effective [3]. Sourcing for candidates via social media platforms is very cost-effective compared to traditional methods of recruitment. As a matter of fact, creating a social media account is free. Traditional recruitment methods require a firm to pay a premium to advertise through traditional media channels (TV, billboard, newspaper or magazine) and hope that a large number of candidates will see the job advert [4].

Recruiting through social media is a new territory for the employee and employer and the main question for employer is how to utilising these platform to benefit their business [5]. Hence, recruiters should engage on the social media in order to stay significant and deliver useful information [6]. Besides that, recruiting through social media can likely to attract the fresh talent as engaged with the social network at a corporate level [7]. This way, employers can engage with a large audience and target candidates with the right set of skills or qualifications for the job easier than ever before. In addition, social media allows employers to identify and reach potential candidates who have the right qualifications but are not thinking about changing their current jobs. This provides the passive candidate an opportunity to reserve for a better position [4]. Therefore this study investigates the beneficial of extent social media for recruiting and the impact of the technology readiness on interacting through social media in Saudi Arabia. Also to explore various social media's available used by both employers and employees and to explore if the job providers are passive or active recruiters.

## METHODOLOGY

### *Population and Sample*

This study had two different surveys' that targeted two different populations. The first questionnaire targeted new graduates and employees as job seekers. The second questionnaire targeted HR managers as job providers. The sample from the first population was 100 new graduates and employees and the participants were 73. As for the second survey's sample, they were 10 HR managers and the participants were 8.

### *Sampling Technique*

The sample used for this study is convenience sampling method from expected graduates, employees and HR managers from 10 different organizations in Jeddah. The reason for choosing convenience sampling method is the coverage, low cost and less time consuming. This method is specifically used when the researcher don't know the actual size of the population from which to draw the sample.

### *Questionnaire construction*

The type of the data collection used is quantitative, an online questionnaire was designed in a website named “SurveyMonkey” in order to collect the data required to answer the questions. Two separate surveys were developed aiming at recruiters and job seekers on social media. These surveys included the study title, an introduction to the purpose of the study followed by the survey questions. The questions in the questionnaire were grouped into following:

- 1- Demographics
- 2- Technology readiness
- 3- Using social media for recruitment/ job seeking

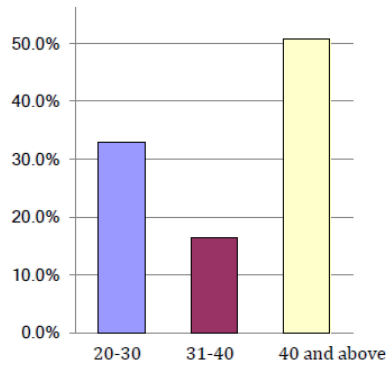
### *Result And Discussion*

The method used to collect the data was online questionnaires and it was sent to the participants through emails. Two different questionnaires were used, the first questionnaire was sent to new graduates and employees and the questions were handling the job seeker’s point of view in the topic of recruitment through social media. The second questionnaire was sent through the email to HR managers, and handled the job provider’s point of view in the topic

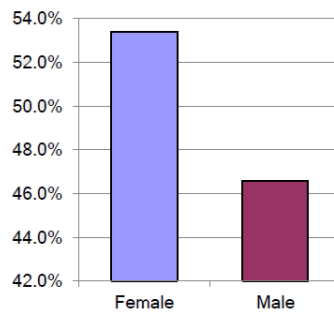
#### *Section one: Job seekers questionnaire*

This section of the study will state the results of the job seekers questionnaire, which consisted of three main parts. The first part was demographic questions, age and gender. The second part was trying to explore the technology readiness of the participants by asking them how frequently do they use the Internet and how do they access it. The third part consisted of questions regarding the participant’s status on social media and their point of view on recruitment through social media in 7 questions. The total number of the questions is 11 and the total number of the participants for this questionnaire were 73.

The first part is demographic part. This part in the questionnaire has two questions for the job seekers to answer which are age group and the gender. The Fig. 1 shows the participants age group, and the group were, “20- 30”, “31- 40” and “40 and above”. Majority respondents are from age group “40 and above” about 50.7%. Whereas, the age group for “20-30” and “31-40” are 32.9% and 16.4% respectively. The Fig. 2 shows the participants gender, where female marks the highest about 53.4%, while male participants only mark for 46.6%.

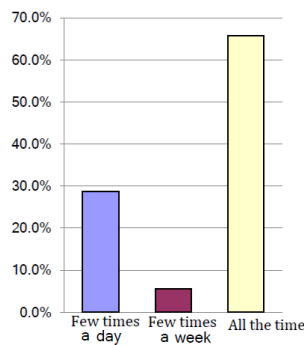


**Figure 1:** Participants age

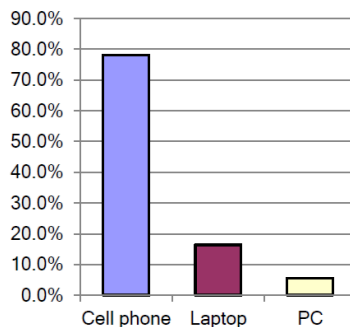


**Figure 2:** Participants Gender

The next part of the questionnaire technology readiness. The purpose of this part in the questionnaire was to explore the technology readiness of the participants. It consisted of two questions, the first one was How frequently do you use the Internet. And the other question was how you access the Internet. Fig. 3 show the response for first question in this section, “all the time” (65.8%), “few times a day” (28.8%) and “few times a week” (5.5%). The result for second question is shown in Fig. 4. About 78.1% using their cell phone to access internet, follow by 16.4% using laptop and 5.5% using PC.

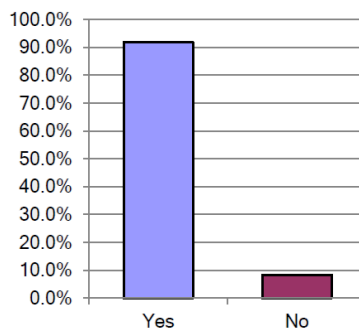


**Figure 3:** Internet frequent usage

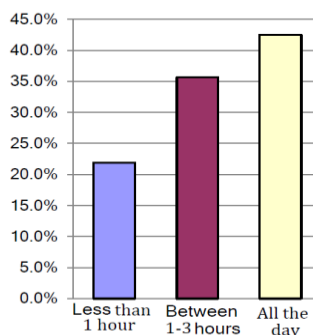


**Figure 4:** Internet way of access

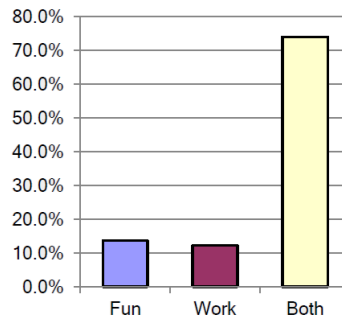
The last set of questions in this questionnaire was regarding the participant’s engagement in social media and their thoughts on the recruitment through social media in seven questions. Fig. 5 shows the respondent’s feedback for the first question was “Do you have a social media account?”. About 91.8% do have their social media account and 8.2% do not have. Fig. 6 shows the respondent’s feedback for the second question was “How frequently do you use social media” and indicated 42.5% participant use the social media all the day. About 35.6% and 21.9% of the participant use the social media for between 1-3 hours and less than an hour respectively. Fig. 7 illustrates the respondent’s feedback for the third question regarding the usage of social media and 74.0% of the respondent claims they use the social media for both fun and work. While, the respondent claims about 13.7% for fun only and 12.3% for work only.



**Figure 5:** Internet way of access

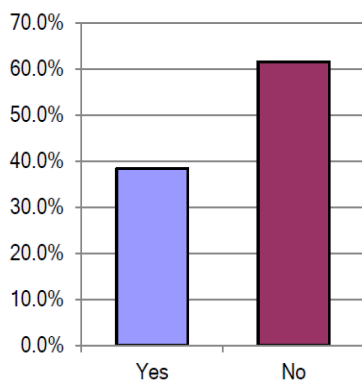


**Figure 6:** Social media frequent usage

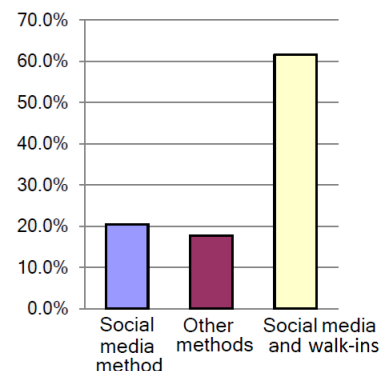


**Figure 7:** Reasons to use social media

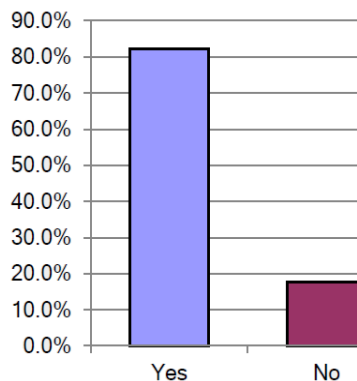
Fig. 8 indicates the respondent’s feedback for the fourth question which is “Have you ever applied for a job through social media?”. About 38.4% of the participants admit they do utilise the social media for applying their job while the reaming 61.6% does not use the social media for applying their job. The fifth question is “Do you prefer applying for a job through social media or other methods such as the walk-ins?”. Fig. 9 option shows that majority of the respondent about 61.6% prefers applying for a job through social media and walk-ins. While, about 20.5% of the participant prefers applying job through social media and 17.8% prefer other methods such as walk-ins. Fig. 10 shows the respondent’s feedback for the sixth question which is “Do you believe social media recruitment is a beneficial method?” and about 82.2% of the respondent agree that social media can benefit for recruitment while, 17.8% does not agree with it. The seventh question is “what social networking sites do you have an active profile on?” Fig. 11 shows the feedback from respondent and the highest percentage is 57.5% for “twitter”, follow by “Facebook” (54.8%) and “Instagram” (52.1%). “LinkedIn” marks the lowest percentage among others social media in this survey (30.1%) and about 42.5% is contributes by others kind of social media.



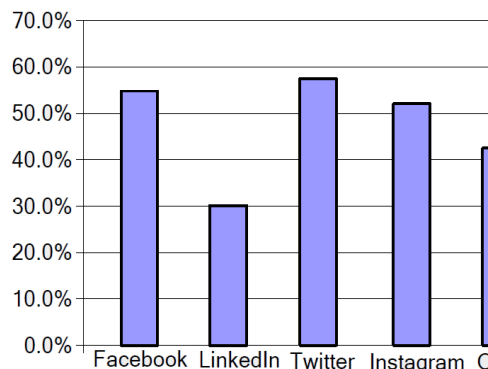
**Figure 8:** Applying for job through social media



**Figure 9:** Recruitment preferred methods



**Figure 10:** Agreement on social media benefits- Job seekers

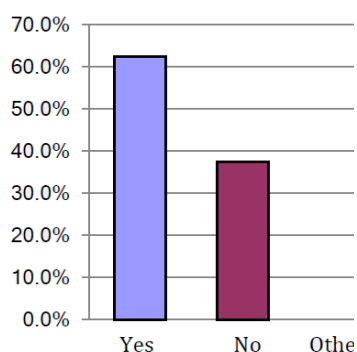


**Figure 11:** Active social media profiles

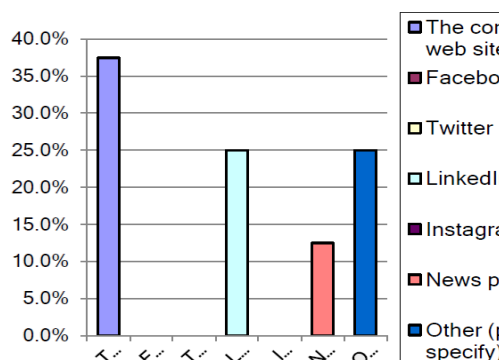
**Section two: job provider’s questionnaire**

This section of the study will state the results of the job provider’s questionnaire, which consisted of questions regarding the company’s status with social media accounts, what are the methods of recruitment they use and what are the thoughts on the usage of social media for recruitment purposes. The total number of the questions is 8 and the total number of the participants for this questionnaire was 8. The first question is “Does your company use social media for recruiting?” and the result is shown in Fig. 12 indicated that about 62.5% agreed that their company use social media for recruiting and 37.5% doesn’t.

Fig. 13 shows that respondent’s feedback for the second question which is, “Where does your company post job advertisements?” and about 37.5% of the company post their job advertisement on their company web site. About 25% of the company advertise their job vacancy on LinkedIn and others respectively. There are 12.5% of the company advertise their job vacancy on new papers. Besides that, none of the participated company posts their job advertisement on Facebook, Twitter and Instagram at the moment.



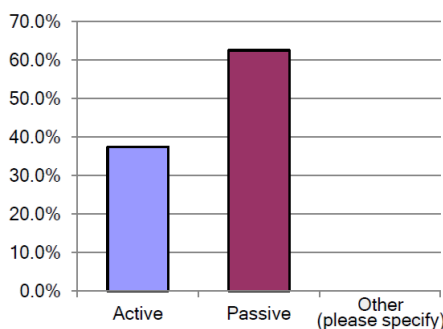
**Figure 12:** Companies usage for social media



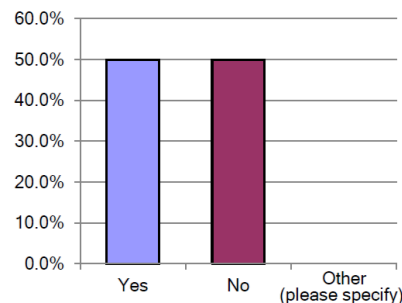
**Figure 13:** Job advertisement sites

Fig. 14 shows that respondent’s feedback for the third question which is “Are you an active or passive recruiter on social media?” and 62.5% of them are

passive while, the remaining 37.5% are active. Fig. 15 shows that respondent’s feedback for the fourth question which is “Do you think the social media recruiting method is an alternative for all the other methods?” and both agree and disagree marks the same percentage which is 50.0.

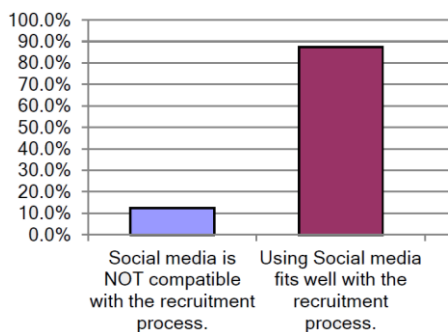


**Figure 14:** Active/Passive recruiters

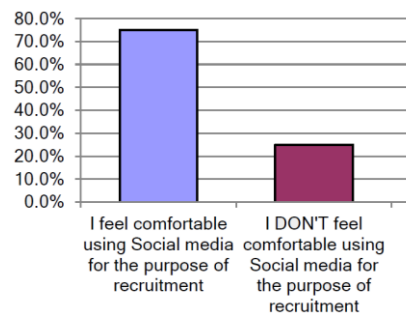


**Figure 15:** Agreement on social media being an alternative method

Fig. 16 shows that respondent’s feedback for the fifth question regarding the compatibility with recruiting and majority of the respondents agreed that using social media fits well with the recruitment process by 87.5%. While, 12.5% of the respondent think that social media is not compatible with the recruitment process. Fig. 17 shows that respondent’s feedback for the sixth question regarding the appropriateness for recruitment settings. Majorities of them feel comfortable using social media for the purpose of recruitment about 75.0% and 25.0% doesn’t feel comfortable with it.



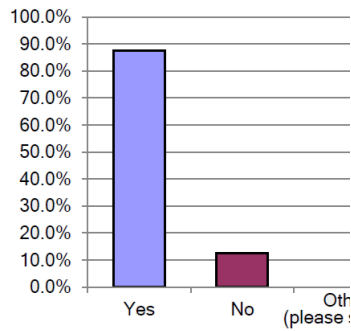
**Figure 16:** Social Media compatibility



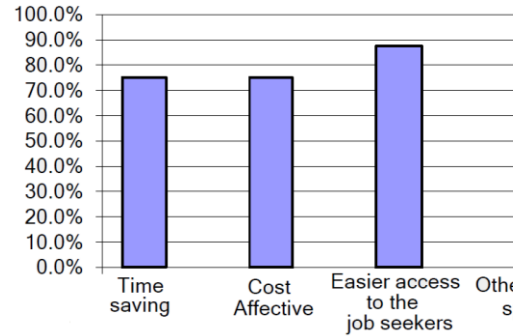
**Figure 17:** Social media appropriateness for recruitment settings

Fig. 18 shows that respondent’s feedback for the seventh question which is “Do you think recruitment through social media is beneficial?”. About 87.5% of them agreed that recruitment through social media is beneficial and 12.5% doesn’t agree with it. Fig. 19 shows that respondent’s feedback for the eighth question which is “If you think that social media recruitment is a beneficial method, what are the factors that makes it beneficial?”. About 87.5% of the participants claim they are easier access to the job seekers. The factors of time saving and cost effective mark the same percentage of 75% each.





**Figure 18:** Agreement on social media benefits – Job providers



**Figure 19:** Beneficial factors

The main result from the job seeker’s questionnaire was that most of the participants uses their cell phone to access the internet and also most of them uses the internet all day. The majority of the participants also mentioned that they have accounts on social media sites and that they are mostly active on “Twitter”. They mentioned also that they use the social media sites all the day and usually they use it for both fun and work. Although the usage of the Internet and social media sites is high still the majority have never applied for a job through social media and they prefer applying for a job through the regular methods, such as the walk-in method but also they wouldn’t mind the social media method. But still the participants are aware of the benefits of recruitment through social media.

Based on the obtained survey results from the job providers questionnaire was that most of the HR managers do use social media for recruitment purposes but for some extent, because the majority’s answer to the second question which was, where does your company posts the job advertisements, and they chose the company’s web site more than a social media site. Also they mentioned that they are not that much of active recruiters on social media but they still think that social media can be an alternative method. However, the HR managers think that social media fits well with the recruitment process and it is also appropriate. Also they think it is beneficial and it has easier access to the job seekers. Regardless of the international market development and pressure in the field of recruitment through social media, Saudi Arabia will start applying this method when young generation start convince the HR recruiters to the direction and apply it slowly until it becomes the norm.

**CONCLUSION**

Two surveys were conducted to examine the job seekers and the job provider’s from the point of view in the idea of social media recruitment. There are 73 job seekers and 8 HR manager participated in this study. Based on the result obtained, the job seekers and the job provider’s questionnaire are aware of the benefits of social media recruitment but there isn’t a very strong and noticeable practice and application. Lastly, technology is highly used by both job seekers and job providers, but people still need time to get use to the possibility and benefits of technology.

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