

USING SOCIAL MEDIA AND ONLINE PLATFORMS TO FIND AND ATTRACT TALENTED SPECIALISTS

Today's fierce competition in the labor market makes it necessary for companies to find more effective methods of attracting highly qualified specialists. At the same time, rapid technological advances and changes in the attitudes of the younger generation make it important to use modern online channels to find and attract personnel.

The purpose of this work is to explore approaches to using social media and online platforms to effectively attract talent. The objectives of the study include reviewing existing practices, creating and analyzing a survey, and developing practical recommendations for companies.

Recruitment has changed dramatically with the advent of social media, which has become a powerful tool for both job seekers and employers, opening up new opportunities in the digital age. Previously, traditional methods such as newspaper advertisements and job fairs were used, accompanied by extensive paperwork and manual selection [1].

Social recruiting is a deliberate practice that allows them to increase the efficiency of finding talented specialists. According to data, up to 94 % of recruiters use this tools in their activities [2, p. 54]. Social media platforms have changed the recruitment landscape, giving billions of active users the ability to create professional profiles and showcase their skills and experience. For employers, these platforms have become an effective means of promoting the company's brand and engaging with potential candidates.

Every year the activity of target audiences on social networks becomes higher. Many users have profiles on different online platforms and use them for different purposes. The recruiter must clearly understand the target audience of each network and the differences between platforms to find the right fit for different levels of talent: project, start-up and senior managers [2, p. 55].

Recruiting on social media can be job adverts, either through HR companies or through crowdsourcing, where job seekers share vacancies through personal social profiles. This practice allows active and passive candidates to be identified, attracted and recruited. Recruiters can also look at potential candidates' social media profiles to get an idea of what they do and what they're looking for.

Platforms through which employers communicate with job seekers include LinkedIn, Glassdoor, Rabota.by, Instagram, VKontakte, Telegram, etc.

One of the most popular foreign platforms for job search and business communication is LinkedIn. Many companies use it to attract talented professionals.

Typically, companies on LinkedIn:

- Create an attractive company profile that contains information about the company, its mission and values, products and services.
- Publish vacancies (functions «Job Openings» and «Company Page»).
- Use the functions of searching and filtering potential candidates.
- Communicate with candidates, usually discuss the vacancy itself and working conditions.
- Organize events and webinars to promote their company and attract potential candidates.
- Interact with recruiters and HR departments, for example, about disseminating information about vacancies [3, p. 70].

EPAM Systems, a global leader in software development and IT consulting, actively attracts talent through social media, including LinkedIn. Their informative and engaging posts about projects, technology, and company culture attract the attention of potential candidates. Quality professional pages on LinkedIn detail projects, accomplishments, and career opportunities, contributing to a positive employer image.

Rabota.by is a Belarusian job search platform. It provides employers with:

- Access to a large database of resumes, which employers can filter by various parameters, such as work experience, education, soft and hard skills, etc.
- Employers can post their vacancies on the site, which allows them to attract interested candidates.
- The «Career Consultant» function, which helps select suitable candidates based on the company's requirements and preferences.

In addition, the site has updated and added some functions when creating vacancies, which are aimed at developing the HR brand of companies and attracting more responses:

- It has become possible to add a branded header, the advantage of which is to highlight vacancies among competitors and demonstrate the company's identity.
- Visualized blocks at the end of the vacancy, as well as photos and videos of the company, which will serve as proof of what was written in the section about the company.

The key advantages of recruiting on Instagram can be considered:

- reducing costs and speeding up recruitment processes;
- large audience of the platform;
- direct access to applicants and ease of maintaining contacts;
- the ability to analyze candidate profiles;
- concomitant development of a positive HR brand;
- current self-updating database.

Telegram is a more specific platform for promoting an employer brand. Basically, there is only text interaction here and, as a rule, here the audience is more interested in the company. Telegram places high demands on content, which means that if a company positions its channel as a channel where vacancies are published, then there should not be any unnecessary information other than vacancies. Otherwise, people will unsubscribe or put the channel on «mute», i.e. turn off the sound.

For greater immersion in the topic of scientific work we decided to conduct a survey among students of the BSU School of Business about their experience of using social networks and online platforms, how they feel about them to search for vacancies, as well as to interact with brands that are looking for specialists. During the study, 89 people were interviewed.

According to the survey, 35% of respondents sometimes use social networks to search for vacancies or job offers (Fig. 1). It is worth noting that a large number, namely 27% of respondents, use social networks for these purposes constantly.

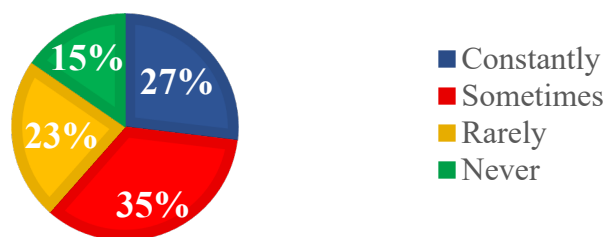


Fig. 1. Answers to the question: how often do you use social networks to search for vacancies or job offers?

The majority of respondents prefer, of course, networks such as Instagram and Telegram to search for vacancies; almost half as many students prefer LinkedIn; no one prefers Facebook (Fig. 2).

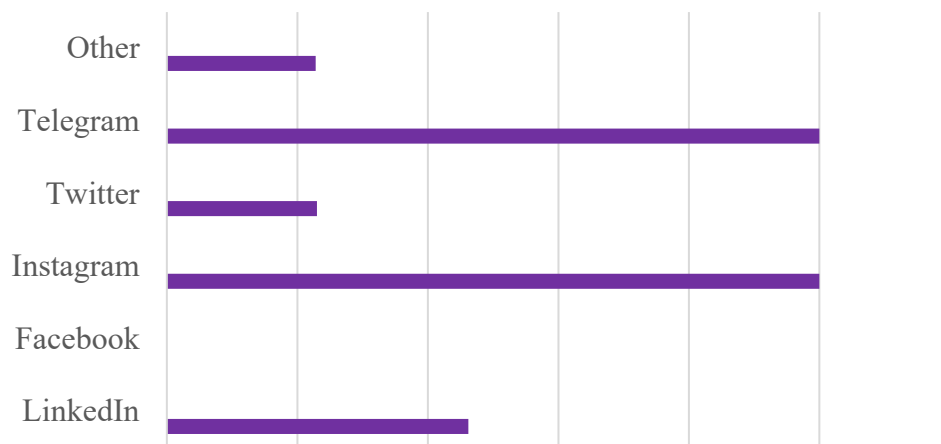


Fig. 2. Answers to the question:
What social networks do you prefer to search for jobs?

As for the most important criteria when selecting vacancies through social networks, this is, first of all, the level of wages, as well as opportunities for career growth and the company's reputation. This suggests that, of course, although salary remains the main criterion and priority, nevertheless, for today's students there are other equally important criteria.

As for assessing the effectiveness of using social networks now to find a job compared to, for example, online job platforms, the majority of respondents believe that at the moment it is not so effective, although this area is developing (Fig. 3). About 31 percent of respondents believe that online platforms are as effective as social networks. And even as many as 23 percent think that it is now even more effective compared to other ways of finding jobs and interacting with employing companies. It is worth noting that there are also those who have never used social networks for these purposes.

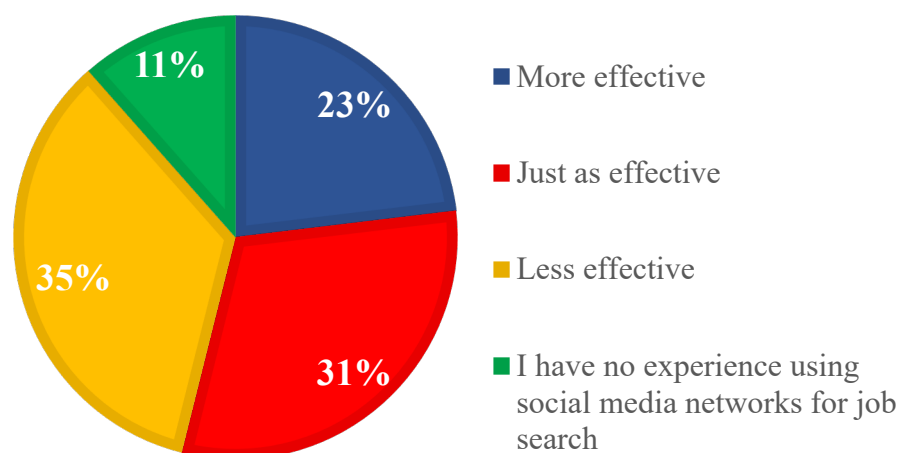


Fig. 3. Answers to the question: How do you rate the effectiveness of using social media for job search compared to traditional methods (for example, searching through job sites or referrals)?

Based on a survey, it can be concluded that not many people consider social networks and online platforms more effective than more traditional methods of searching for vacancies, however, at the moment they have sufficient influence on employees and employers and help them choose a job. Every day more and more people prefer to use social networks to search for job offers. Mostly young professionals are looking for work on social networks such as Instagram, Telegram and LinkedIn. This is where employers have a better chance of finding talented staff. And there are also the most opportunities to create suitable posts about companies and work in them, advertising and interaction with its target audience.

There are some tips that, from our point of view, if they do not immediately help to achieve success in implementing a personnel selection strategy, then at least make great progress in this:

- Define goals for effective recruitment. Different social networks require different strategies to achieve them.
- Create a separate public account dedicated to your company will help attract applicants by presenting your culture and benefits.
- Visualize the experience of current employees. It will help potential candidates visualize themselves in your company and establish a close relationship.
- Involve employees in social sharing. That gives a more honest view of life in your organization, which can be more persuasive to users than the opinion of the company itself.
- Optimize websites and content for mobile devices, given that many users interact with social media through them.

In conclusion, the situation with attracting talented specialists has undoubtedly changed with the emergence of social networks and online platforms. Using these capabilities, organizations can now find their target audience and interest them in cooperation. This study showed that although not all specialists yet recognize social networks as the best platform for searching for vacancies, their development is nevertheless very important. Social media recruiting will undoubtedly become an even more important tool in the future, which is all about attracting the best talent. Social media and online platforms have paved the way for organizations to harness the power of the digital world to achieve exactly this goal.

References

1. The Evolution of Recruitment: How Social Media is Changing the Game (2023) [Electronic resource] // LinkedIn. – Mode of access: <https://www.linkedin.com/pulse/evolution-recruitment-how-social-media-changing-game-jobingujarat/>. – Date of access: 17.04.2024.
2. Гилева, К. В. Совершенствование методов рекрутинга в социальных сетях / К. В. Гилева, В. В. Танчук. – Новосибирск : Вест. Сибирского гос. ун-та путей сообщения : Гуманитарные исследования, 2022. – № 3 (14). – С. 53–57.
3. Ганюшкина, Е. С. Использование социальных медиа и онлайн-платформ для формирования HR-бренда / Е. С. Ганюшкина. – Санкт-Петербург: Рос. науч. журнал «Телескоп: журнал социологических и маркетинговых исследований», 2023. – №4 (12). – С. 68–73.