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USING SOCIAL MEDIA IN HUMAN

RESOURCE MANAGEMENT

050409 Business Management

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Abstract

The primary objective of the research is the exploration of utilization of social media in the management of human resources. In this case, legal basis of social media, the role of social media in organizational communication, its effectiveness for employees and employers must be investigated in Azerbaijan and international experience. The recruitment process, which is the most important function of human resources, is already being implemented through social media, providing candidates with job offers through social media, and attracting skillful workers through social media. Human resources management is the process of positioning the company's human resources activities according to the company's goals.

Human resources management has an object that the organization is dealing with other functions or activities. Whereas marketing explores product or service as an object, finance explores money as an object, Information Technology explores information as an object, human resources management also accepts human as an object which is the main resource for the company to realize its activities or functions, provides the competitiveness of the company, creates value and etc.

Social media makes communication more interactive and more accessible through web based technology. Internet users can get information what they are looking for and what is necessary for them through websites and programs such as new media means: electronic websites, social networks, blogs, micro-blogs, communication programs (msn, skype and etc), forums which helps people to communicate and exchange information.

As I mentioned, both concepts are very important in global business relations as well as in business success. Their mutual and collaborative activities are significantly important in the department of the staff deployment in human resources and internal affairs of the department.

The use of social media in the job placement has become an important point for businesses. Human resources experts or administrators have started to research candidates' accounts such as facebook, twitter, linkedin and build their first relationship with social media. Finding a job has been very easy through social media for the candidates who do not look for a job actively. So, the first step is to take the candidate to the company, then the working conditions of the candidate have been studied and this process is maintained within the confidentiality principle of the job search process while the candidate is working in the event that a better offer is offered.

Theoretical and practical significance- The key role of the research is to determine the degree of impact of the social media concept on the Human Resource Management Factor and defining the principle of operation of social media according to organizational and external factors.

Information source- scientific articles, monographs of local and foreign scientists and other materials from internet are used as a source of information.

In the first chapter which is called the Social Media (Online networking), Its Role in Business Connections, the utilization of social media in our daily life, the reasons of utilization of social media in organizations and how they use it are examined.

In the second chapter which is called Role of online networking-Social Media in Human Resources Management, the importance of social media (online networking) at the time of recruitment and selection is thoroughly analyzed

according to the rules of law while using social media. As a result, the information is summarized and concrete proposals are made. Dissertation is completed with a list of literature.

Introduction

The main factor that establishes organizations and ensures their sustainability is human. So those companies which understand it have begun actively to use human resources. With the development of technology, rapid changes in all areas around the world have a strong impact on business life too. Companies focus on the concept of "Human Resource Management" to maintain their sustainability in this competition. Thus, the importance of "Human Resources Management" is increasing day by day as well as the selection of the right person to the right position has become one of the main errands of this department.

The concept of human resources is an indication of the potential workforce that we can use in the business world, as well as it is the workforce that exists in the business world. So the concept of human resources has been increasing its effectiveness day by day. Finding and choosing the right person has been one of the main tasks of the human resources department. The finding and choice of human resources (personnel, etc.), which is one of the human resource management processes and helping effectively to manage other human resources management processes, is very important for the organization. Successful implementation of this function is an important factor that determines the achievement of the organization's objectives more effectively and efficiently. As the role of staff involvement in the implementation of strategic goals increases in the company, achieving the goal will also accelerate. So realistic goals will create a center of attraction for talented people, and the employer will strengthen the company. Effective use of online networking methodologies have been made to use this process properly. Social media has provided an opportunity to reach a wider audience for employees and employers. So, employees and employers have the opportunity to review profiles of users or organizations through social

media. In this case, they can get more information. The development of social media has led to the addition of social media to human resources processes. Main function of human resources is choosing right workers to the right positions and use of social media became one for these functions. Thus, by reaching a wider audience through social media, companies have been able to facilitate research and exploration efforts.

We are passing through a period of 1.8 billion people around the world who have at least one social network account and every moment they share their lives through social media platforms. Such popularity of social media has attracted the attention of the employing organs and has made its place in the field of human resources. Sharing posts in people's social networks gives employers a lot of information that a standard test can't give such information about candidates. Employers are also closely following the suitable candidate's post on social media. That's why, your posts on your social networks can cause to the losing your current job or getting new job.

I CHAPTER. Social media and It`s Role in Business Communication

1.1 General Information about Social Media.

Undoubtedly, the most significant invention that brought innovation to 20th century was finding of internet and the use of society from it in 1980¹. Internet affecting to the society is considered and accepted in different ways by the society. Many people in our society use internet just for chatting and searching, they are unaware that they can utilize it for getting information about education.¹. Nevertheless, in several countries, people don't use it just for entertainment but they also use it for development.

As the society improves and develops, people's viewpoints also change. Although, in a period of time, internet users were just young people, now adults and children, women and men, in a word all people are internet users. There is a social media which is the irreplaceable part of our life.

Social Media express these two conceptions: communicating with people through virtual internet tools and sharing information. The primary purpose and duty of social media consists of turning the communication to interactive dialogue with the help of using web technologies. Businessmen- According to business person social media is the media created by consumer.

Information sites, social networks, instant communication programs and forums include to social media. Social media is also all of the online communication channels for access related to society, interaction, information sharing channels. It seems that social media and social networking play an important part of people's lives in the world. Some people think that it is improving communication skills and others think it is crippling them. Sitting

¹Dikener (2010:42)

behind a computer chatting with cyber mates can be simple and fun but can debilitate an individual's verbal communication abilities. I will not just concentrate on the negative influences on communication as there have been also several beneficial influences on communication via social media. I will find out how and networking and social media strengthens and weakens communication.

This concept has become a very easily understood concept in many developed and developing countries. Our life has communicated with millennia. It's easy for people to get it. There are also various tools to use it. Everyone can follow modern life, social websites from the internet without noticing their age. These social networks actually consider the effects on the nature of what is actually independent of them.

The society also has internet (social media) expectancies. A media element then becomes popular by people, so they can transmit complete information and respond to social needs. If the internet establishments understand this, they must be constantly evolving.

The expectations of people on the internet (social media) are not limited to only distant distances or the most accurate and complete information. Individuals use more people to know, chat, and share their daily lives.

Social media is a communication tool between people who do not have time and place to communicate. In addition to the benefits of this vehicle, there are some disadvantages. The most important of these is the presence of malicious programs and information in the majority of Internet sites. In addition, people can easily use their ideas through internet blogs and discuss with people.

Positive aspects can be listed as follows:

- Easily share your knowledge and experience

- You can communicate with individuals who can not communicate easily.
- If your career is moving on the digital platform, your competition is important to you. Your business relationships will be expanded

The negative aspects:

- You may encounter problems over time.
- Your concentration may also weaken.
- And you can not be free until before.

This is possible for corporations and organizations as well as for the benefits and harms of social networks for individuals. The effects of these drugs are different, mainly on the marketing of sales-oriented companies. Because the social media (in the networks) are properly marketed brands can gain more liking or opposing reaction for sales. As I said, if the marketing strategy is appropriately determined, the sales of this brand will be increased through social media. On the other side of the matter, if the user is not satisfied with the product, they can be informed that they are satisfied with the product over these networks, which can negatively affect the idea of other buyers. Compared to digital sales centers, non-online stores or non-social media are in competition. The reason is that digital companies can communicate with more people and keep the connection at all hours of the day. As we know, traditional media existed before the creation of modern media (social media). But there are some differences between these two media. The most important of these is that social media users create their own content. Unlike traditional media, the user does not play any role in creating or publishing information. One of the distinguishing features is that the use of modern media requires less funding than traditional media.

These media types are different in terms of time. In the traditional media, any information - newspapers, magazines, and television - can be ignored by the user and can not get it over time. However, information transmitted via modern media or social media has the ability to be instantly accessible to the user. As I mentioned above, every user in the modern media can create their own domain of knowledge. This process does not require much professionalism. But in the traditional media, professionalism is a rule.

Although there are differences, both types of media have common characteristics. Both types of media have the ability to communicate with a specific mass. Get a broadcast on TV or on any website. Modern media also have negative effects on society. The most important of these is waste of time. Individuals sometimes spend a lot of time on social media. This affects their daily lives.

The elderly people who trigger negative events that people may notice can be very big and small.

Contemporary media organizations are emerging in different ways in the new social media. These include photo sharing sites, video sharing sites, blogs, social networks, and more. As we can see.

People who use social networks create their own profiles and place personal information and then they start sharing. Such networks can be shown by web sites like twitter Myspace, Facebook, LinkedIn.

Blogs can be understood as social "diary". Blog owners share what they know on the subject and share their thoughts with internet users. Video (YouTube) and image sharing (Instagram) sites are the more common type of social media in recent times. In video sharing sites, individuals create their own personal profiles and share video of their choice. Some users have so many

viewers that they sometimes get income from it. Image sharing sites are a bit special. In other words, people can only provide photographs that they share with their own profile, so that they can see the people they want.

While getting a birthday message from your friends online is okay, it feels impersonal. The feeling of opening a greeting card and reading a message someone picked out for you, fills my heart with warmth. That personal effect is not felt from a message typed on a page I have created online and in most cases, I do not read them.

Almost everyone young and old use social media in some fashion. Twitter is famous social platform for celebrities. I often see the news and there is a story of what some celebrity tweeted to their fans or other celebrities. The utilization of social media and networking has elevated communication to a higher platform. It has helped social organization, businesses, churches and individuals reach spectators in which they could not get before. It has even be used in politics with President Obama using twitter to keep Americans posted on what is happening in the government.

The negative sides of social media on communication are the effect it can have on children through cyber bullying and unwanted exposure. Younger people are using mass communication without the realizing the results.²There have been examples where young folks have committed suicide as the consequence of negative things that have been shared about them on the internet, Parental controls are available to ensure website are access that are not suitable for certain age groups but they cannot protect young folks from what is being posted by their peers. Social media and networking is often used as an outlet and peers can share things that are potentially hurting other. With the emergence and rise of social media there are advantages and drawbacks to the way

²Wallis(2012)

communication is impacted. The real question is whether the benefits surpassed the disadvantages. I believe that the pros of social media are useful to the world and we communicate. As with anything, there will be cons and it will be used to do things that it was not originally intended.

Inmates in prison have access to social media and networking permitting them to keep in touch with what is happening in the outside world. The television is slowly becoming obsolete with Facebook, Twitter and other sites providing news at faster rates than the local news at 10pm. The news station and newspaper also have Facebook and Twitter accounts that provide new stories, as they are unfolding. The ability to access social platforms via computers, tablets, and cellphones lets you access at all times throughout the day. The comfort and simplicity of access leads to social media and network addictions. Anyone who has a Facebook, Twitter or Instagram account has seen the user who is logged in all the time. There are some users who share everything they are doing throughout the day, which can be hazardous.

Facebook also allows you to make groups, have applications and have as many friends as you want - this helps you with connecting with people who like what you like, play games online, and make additional friends. One thing it lacks in is security from pedophiles. There is no 'report button' to inform users, even if they are annoying you. It also has a social bookmarking website, allowing you to keep your favorite websites in one place, as well as all your friends. Another amazing idea only integrated by Facebook is the friend finder. It allows you to find friends in an instant, permitting you to connect to friends.

If your page is not private and can only be accessed by your friends, when you share your everyday activities it lets users know where you are and what you are doing. If you post that you will be going on vacation for the next couple of days, it lets potential thieves know that you are not at home and can lead to your home being broken into.

There is no special rulebook on the do's and don'ts on how to effectively use social media without making yourself vulnerable. Privacy has become a rising problem in social media and networking with the addition of locations tracking. Lately, Facebook has made it easier to understand and adjust your privacy settings but it is up to the user to ensure their privacy is protected.

The best way to protect your privacy is to be mindful of what you share and who can access and see what you are posting. I offer not posting anything on the social media and networking sites that you do not want broadcasting to everyone. Although you believe your family and friends are watching what you are posting, anyone can access it.

Communication has developed greatly by emerges and continual growth of social media. Everyone from churches to schools use it to communicate with users. Social media has evolved communication to new heights. The ease of access and growth makes it very useful to everybody from pastors to politicians. As social media evolves, communication will develop and continue to soar to new heights. The positive effect on communication certainly overcomes the negative and makes it very useful.

That collection of the most famous social networks worldwide made by Statista demonstrates an obvious image of the number of active users (in millions)³ ([/www.smartinsights.com](http://www.smartinsights.com)). In January 2017 Facebook's closest rival, the Facebook-owned, WhatsApp was leading second, however, YouTube now jumps to second place with 1.5 billion active users. Facebook Messenger and WhatsApp follow behind in 3rd and 4th place.⁴([/www.smartinsights.com](http://www.smartinsights.com))

³([/www.smartinsights.com](http://www.smartinsights.com))

⁴([/www.smartinsights.com](http://www.smartinsights.com))



Figure 1.1 The number of active users in social media.

Each advertiser has restricted time for social media marketing, hence what kind of social network do you need to concentrate your efforts on? From 2010-2017 Twitter had the slowest growth of 313 million users compared to its biggest competitors, WhatsApp, we-chat, Facebook. Instagram was created in 2013 and by 2014 had already surpassed the number of Twitter's users.⁵

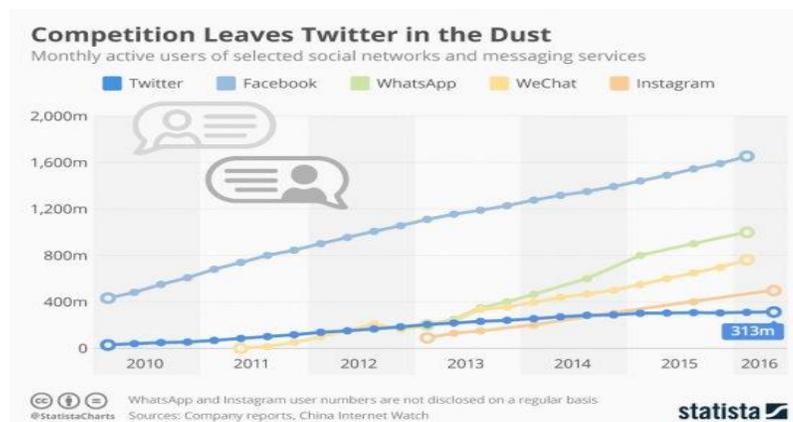


Figure 1.2 Monthly active users of social network.

New research by Statista shows that in 2017 Twitter still falls behind its competition. It has the lowest increase in monthly active users from Q3 2015-Q3 2017 with only 23 million, compared to Facebook's 461 million growth. Twitter is clearly losing ground - sad since we love it!⁶ ([/www.smartinsights.com](http://www.smartinsights.com))

⁵ ([/www.smartinsights.com](http://www.smartinsights.com))

⁶ ([/www.smartinsights.com](http://www.smartinsights.com))

There are 9.88 million people in Azerbaijan. 7.90million of them are internet users that 2.70 million of the internet users are social media users. As we see on the picture, 11.28million of our population are mobile subscriptions and 1.80million people are active mobile social users.⁷(/www.smartinsights.com)



Figure1.3 About internet users.

1.2 Social Media Users.

Social media marketing starts with something sensible and numerical:: complete with an outline of your brand personality , a formalized posting plan and the sorts of connections you search to ease. But there is much less foreseeable element in the world of social media marketing, and the human factor is essential to the procedure. People use social media, and if there are not people on your side, your social media campaign is going to fail.

The issue is, everyone is unique, and even if your behavioral forecasts are true for 30% of the people, and rest 70% can remove your all conditions. The trick is to know how all your users use, and provide to as many of them as

⁷(/www.smartinsights.com)

possible. You can generally count on most users within a certain category to behave in similar ways, while there will always be individual outliers making exceptions to the broader rules.

There are 5 main groups of social media users you should get acquainted with:

1. The Influencer.
2. The Evangelist.
3. The Utilitarian.
4. The Complainer.
5. The Bystander.

The influencer is considered as the most sought-after kind of user in the social media world, and probably the most crucial one of them. Such kind of users is somewhat seldom, as **achieving the position of influencers gets a lot of work**. Influencers have a propensity to have huge followings, with tens of thousands of Twitter followers or ten thousands of Facebook, although it is not always the point. More significantly, influencers are known as authorities in a shown space. They seem as a trust-worthy origin of information, and followers of theirs they seem as listening to their advice.

The most suitable way to utilize an influencer is to join in with them directly. Speak with them. Share their meaning. Make yourself known. When you build a relationship with an influencer, this influencer will share your content with mentioning your name which will expose your brand awareness to thousands of new users with an authoritative backing.

With a less important air of admiration the evangelist is like the influencer. Evangelists are not properly professionals in anything, and they certainly do not have the same following like their super-influential mates. Rather, **evangelists are more prone to post content that stimulates their interest**. If you share

content regularly, you have probably observed minimum one of these people posting nearly everything you share.

This kind of user is extremely precious. When their effect is not as authoritative as that influencer, they push your post in front of individuals on a systematic basis. Some evangelists will not need much push—they will post your information simply because they like posting things. But you can allure more evangelists by sharing more shareable posts and reinforcing posting behavior by expressing gratitude toward your sharers exclusively. Evangelists love recognition, so if you everlastingly reach out to them, you will allure more similar-minded users.

The utilitarian does not have a massive following and doesn't post much. Instead, **the utilitarian utilizes social media only for practical purposes.** These kinds of users don't connect with their family or friend so often and they do not share comments on brand pages. Nevertheless, they spend an important quantity of time on social networks, searching for valuable information, product price off, or free suggestions they can take benefit of. Suggesting something precious to them on a regular basis is all you must do. For instance, you can suggest a day-long sale on a new product every week, once a week, or you can hold free giveaways on a month to month basis. Consistency is the key here; if the utilitarian needs to wait free or discounted suggestions from your social media account, they will come back often and with estimable consistency. Even more crucial, they will be highly likely to tell to their friends information about the experience.

The complainer is not a fun type of social media user. For example, if you see one of them, **they probably do more damage than anything good.** Nevertheless, tactful social media administrators can put an affirmative turn on

the condition and utilize complainers to effectively build up the reputation of their image.

Complainers have a tendency to be public and vocal about their complaints. They'll share furious comments on your public Facebook profile and scathing tweets to make people angry and make your company seem bad. Although you might be angry, do not remove those complaints. Rather, address them directly. Ask pardon when suitable, explain the situation, and suggest to develop the issue in any capacity you can. Users seeing such kind of connection will know that your brand takes client service seriously and try to make your users happy. When the complaint is seen negative initially, it might in fact provides an opportunity to increase your brand's image in the long-term.

The bystander is a rude kind of social network user to be useful of. This kind of user use their accounts often, **checks in with significant brands and people, reads attentively their news feed but does not do more beyond that.** They do not share, like, or write a comment on many things, and you probably will not even have information they are there.

The most suitable way to use a bystander is to share various types of content. Change your regular sharing timetable with interactive, new mediums and esoteric articles. Finally, you may find something that indeed resonates with your bystander users and when you do it, you may include more posts of such kind in your schedule. It's necessarily a way of testing to discover new types of information that go over well with your spectaculars. By the way, do not sweat it if your bystanders do not ever connect.

Learn all these types of social media users well. If you understand your main audience members well , the more you will do provide them specifically and the

more they will reward you with increased activity and a more powerful overall social impact.

The overshare-is a kind of social media users that they always share everything on their own life. For instance, what they ate, what they wore, what they bought or something else. Other types of social media users as following:

The proud parent-the proud parent is a kind of social media users that always praise their children and are proud of with them.

As we know, the majority of Internet users are young. However, it should be taken into account that there are differences in the content of subjects, such as age diversity, that individuals are interested in. In other words, the features of every social media user are interesting.

The widespread use of social media users by the most widespread idea of the most common individual identity model is to focus more on career development. These individuals are also linked to their work. Although individuals have pages about other social networks, they can distinguish their working and personal lives. You need to be competent in the field where you are trying to attract the attention of those who have this feature on the Internet. It also draws attention to a simple language-based information system that can be used by them. You must have a link page that is built in the right way to communicate with those who have this feature.

Internet users who are interested in the latest available information can be called "fashion media users". There are some special cases that come into contact with this feature with Internet users. Since such users are active on social networks, you can easily communicate with this tool. If you want to gain brand awareness through these individuals, you can reach more users through social networks. Whenever you associate with such users, it is important to note that the

information you want to submit to the site is complete and concise. In addition, many of these users are more interested in web site design because they are young people.

There are people in the social media who like to be in our lives, trying to attract the attention of the people around them. Surveys show that such users are often more than twice as many since 2000. Such users, unfortunately, think social media is just a special platform for them. As such users get the basic "feedback", you need to be able to interact with them and interact with them.

In addition to all these social media user types, we need to investigate which users address which users. Users of LinkedIn users are over 36 years old. However, I must mention that the spread of this site in recent times has increased the number of job seekers in less ages.

The site that users spend most of their time on is YouTube. On average, it can entertain and connect itself for 26-27 minutes. Facebook is in the second place in this area. We know that we prepare a worldwide, comprehensive report each year "we are social". This report compares with previous years and allows you to compare which changes have taken place. An important aspect of these statistics is that we can use more than half of the world's reputation as a world user and the advantage of using this mobile phone.

When we look at the global overview statistics, we have recently seen a "dark social" increase. What is dark social? In short, for example, we are watching any video on YouTube and sharing it in the WhatsApp group. Copy and paste system. All these shares can not be traced and it is called "dark social".

The number of social media users is increasing day by day. Naturally, this also encourages the creation of new user-specific types in this area.

1.4 The Effectiveness of Social Media for Employees and Organizations

We know that the development of technology makes some changes in the means of communication among people. The fact that the Internet is the most important means of communication nowadays is that the emergence of the internet and the gathering are easy to adapt. This area has led to serious changes in human life. Now we can see the effects of companies on internet and social media in marketing and customer relations. In today's competitive environment, companies do not see enough traditional media to reach their customers. They are willing to reach all platforms. For this reason, many companies are marketing and selling various virtual worlds called Internet or social media. Consumers are not using traditional media, but using increasing internet resources to get information.

The Internet allows businesses to communicate at any time and without restrictions. A company is the most effective means of meeting and communicating with its employees. For example, the marketing department knows consumers through social media and constantly keeps pace with them.

Using social media can have some positive effects for the company. Your company will be concentrated in the competitive environment and the process of getting the company to be accelerated. By using modern media, you will identify and communicate closely with your target audience. As a result, you will probably be able to meet potential customers who are unaware of you and can do long-term business.

If you are closely related to your customers as a company through social media, if you are interested in their desires and wishes, if you respond in time to all positive or negative transactions, you will be more sincere and friendly to the

customers. On the other hand, the sales of companies using social media have increased significantly. Advertisements in customer groups, such as special discount coupons, campaigns, etc. in the media sites of companies increase the number of people in that group and return as high volume sales. The use of social media by companies has another advantage. Companies with successful and successful projects in the network are in front of their customers. And so competition will become more sustainable. Other Factors of Social Media for Companies:

- Product and service recognition
- Get the opinion of the consumer and the public
- Measurement and analysis of social media
- Providing information or disseminating any information in a short way
- Fast communication

Social media has a major role in recognizing a product or service by people. Considering that most of the world's reputation is already used by this media.

Now almost every arena is fast forward, being fast. Hence, he will want to choose the fastest means of communication. Maybe you have a website as a company, but they do not want to enter the web site for the user and establish a relationship with you. it also allows you to communicate quickly with your customers using social media.

Those companies are condemned to be defeated, they are companies that do not take the views of potential customers into account. In this sense, social media is again the most effective means of using. We all know that people

always comment on social media about everything, and you can see ideas about your own company among these ideas. So you can provide your own power to make positive or negative references.

Evaluating ideas has more significance. A service or product that is shared from social media should be appreciated by people or be absolutely appraised. It is important to pay more attention to any product or service that receives multiple statements. When companies provide information about any campaign, they either send a mail or place an announcement on their website. The number of visitors to your web site will not be so large, so the announcement will eventually be out of order. Other similar communication fees are paid free of charge through the company and social media. And it gives you access to a wider audience.

Every company wants its employees to work more efficiently. Social media can be seen as the most effective tool in this regard.

Use of social media can help employees in companies in the following cases :

- psychological break of employees
- It provides an opportunity to employees to communicate with professional people.
- Employees can share posts about problems and questions in the company.
- They can strengthen the communication (cooperativeness) with their workmates.
- It makes easy to get information.
- The company cause the awareness of internal and external employees.
- It increase the productiveness of the company.

Psychological break is very important for employees to work more productively at during work hours. Usually companies support the periodic break of employees during work hours. At the same time, it is more advantages for

companies that employees are not away from workplace during break time. In this case we should to note the importance of social media use. With this method, employees do not throw their work to the background and also they relieve their tiredness in a short time.

Employees can communicate with professional people through social media. And they can improve their work opportunities. The availability of new connections helps to increase sales and to build new relationships for the company. LinkedIn is the best tool for that.

Sometimes employees face with problems or some questions at workplace. And any tool is necessary in order to answer these questions fast. It is certainly social media. People can solve their work-related problems and find answers to their questions through social media.

Employers are encouraged to exchange information between employees even outside the workplace. It is also realized through social media. In these case, employees can communicate and share their ideas with their workmates even at the outside of the workplace through social media.

The abundance of information can provide a new opportunity for the employee in the workplace. So employee can get information without wasting money and time. New social media is considered as information source for employees.

As we know, companies have accounts on social networks. On these pages, employees can share information about themselves and their work. It means, employees can share their success with workers and also other people through social media.

Use of social media can affect to the productiveness of the company in several aspects. As we know, more people prefer online shopping. If our company is based on sales, we can improve our sale volumes through social media.

Researches show that if companies fully use social media (including internal social networks), the effectiveness of employees will increase from 20% to 25%.

II CHAPTER . USING SOCIAL MEDIA IN HR MANAGEMENT.

2.1 Legal basis of social media in Azerbaijan and international practice

Despite the fact that the public sector has adopted social media, there is an increasing number of legal issues that governments will use social media.

It is important to address this issue within the framework of certain rules so that the relationship between society is correct and profitable. Because technical, social and economic arrangements exist, the importance of legal regulations is indispensable. In general, the rights that exist between society and social media, and additionally social media usage rules, are "media rights". Media rights

include television, radio broadcasts, newspaper publications and internet access arrangements.

When it is accepted as media, for the first time we can think of what the Internet is and what is happening now. In general, it is possible to direct media to the media or organizations as individuals. This information can be transmitted in different ways such as "picture", "audio", "video". The fastest, most well-known and minimally visible Internet media.

The Internet enables organizations to communicate with each other and with the world at the expense of very little financial means for the individual. In addition to creating international communication, it can also change the social dynamics of the state. Today, the internet or social media means social networking. When we talk about social networks, we must first look at the concept of Web 2.0. A revolution in the field of information technology. The updates that can be made through this plateau provide you with your success monitoring.

In our daily lives, the Internet is considered the most important means of communication. As a result, the importance of legal status in this field has emerged. The media media rights are largely based on social media sites. Social media, however, have some disadvantages between personal rights and public law.

If we discover the concept of social media correctly, then we need to know what "social media" is. Social media includes newspapers, magazines, books and films. Lately, the Internet has been added to these tools, and in fact all these tools have been replaced. Already started to integrate with the previous social media internete. Internet radio, e-books, e-magazines have begun to appear. According to Postere (1997), there is also a common ground as a communication tool for the community.

Individuals are legally responsible for sharing what they share in social media. When using social media, people can behave in ways that violate their own and community rights. Further expand the legal regulations related to social media in Turkey in recent years. Unlawful acts of social media take place in Criminal Law, Citizenship and Commercial Law.

Crimes committed through social networks (social media).

Some of the crimes committed through social media are (according to the Turkish Penal Code).

- Communication Prevention (TCC Government 124)
- Violation of the confidentiality of the communication (Article 132 of the Turkish Penal Code)
- Listening and recording individual conversations (TCC Article 133)
- Violation of the Privacy of Private Life (Art.
- Registration of Personal Data (TPC Article 135)
- Invalidation or seizure of data (TPC Articles 136, 137)
- Information Systems and Fraud (TTK Article 158-1 / f)
- Unmanned Actions (TCC 225)
- Persecution (TPC Article 226)
- Disclosure of trade secrets, banking secrets or customer secrets or information (TPC Article 239)
- Introduction to Information System (Article 243 of the Turkish Penal Code)
- Disclosure of Relative Discrimination (TCC, 258)

- Injury (TPC Article 267)
- Use of Identity or Identification Information for Other Contacts (TCC, Article 268)

Separation (discrimination)

Governments using the online network should know and handle information that is inappropriate for reaching the Web for a number of reasons. In fact, there are many people who are involved in the development of social networking, such as the Internet, the Internet, and the Internet. A number of statutes, including the use of online networks, including Americans with the Law of Innocence and Restoration Show. Government bodies are committed by law to give impaired people "approach access" to data posted on long range interpersonal communication destinations, unless it would "represent an undue weight" the suppliers project. "In this way, governments use their interpersonal interaction goals, for example, by posting or by telephoning.

In addition, administrative offices must seize the network and should be used by chance, perhaps because they are not usually used online. Knowledge shows you an error in the use of the Web by expressing your anxieties, expressing concerns, and using it. individuals. Upon the attack, the management is actually using long-range unofficial communication targets.

Protection of personal information in social media Protection (privacy)

Numerous online networking stages enable clients to set their own particular protection settings, which regularly cover a number of zones including who see their profile, who can post remarks and other substance on the profile, and who can scan for their online networking page or channel. In spite of the fact that by far most of these security concerns apply to singular clients, open area clients

ought to be similarly as cognizant. Everybody who utilizes online networking should start with the suspicion that everything posted on a government site is likely an open record. Security issues including web-based social networking are by and large gradually created through case-law, are as yet considered an open inquiry subject to further clarification. Additionally, know that if an administrative substance expects individuals to enlist to utilize an administration social organizing site, it should precisely consider what data the registrant must give (name, address, telephone number, email, screen name), who will keep up the data, and whether others partaking in the discourse will approach this data.

Because of technological progress, communication between people is expanding and expanding rapidly. Of course, this development is a positive aspect of this area. One of the disadvantages is that there are threats to personal life. Because people share their personal information (financial status, health, sexual life) in the social media, this can easily lead to material and moral harm. The concept of "personal information" and the protection of personal data in the social environment are reflected in Directive 95/46 / EC and 24/10/1995 of the European Union Directive.

As technology improves today, it can be said that the privacy and integrity of personal information is at greater risk than its predecessor. However, parallel to all these, the countries of the world and the European Union are applying legal regulations in this area. These legal regulations, which have now become a necessity for the European Union, were carried out more intensely towards "personal data protection". In many countries, this law is not yet available as it is in our country. However, neighbors in Turkey "personal data protection law" is although not in the form of a project. Some important items in the draft law are as follows.

Article 6 1. Personal information of persons belonging to race, ethnicity, political opinion, philosophical opinion, religion and other beliefs, health or sexual life is prohibited.

2. It is only possible to use the following measures.

a) In the case of a compulsory status

b) At the request of the person concerned

c) When the person declares on his own

d) That this information is used to protect or establish a jurisdiction; and b.

In this project, a "personal data protection organization" has been established to protect this data and its responsibilities are determined as follows.

Article 14 - Organizational functions and authorities are defined as follows.

a) By considering complaints that personal information has been violated

(b) Take precautionary measures in case of damage to the related party or unintended harm.

c) Implementation of required data processing processes

d) To give an opinion on legal issues related to personal services in other organizations.

e) To prepare and present annual plans for the activities of the operator.

f) Follow information-sensitive people

g) To follow developments in the field of data protection and to be aware of innovations, to interact with international companies

h) Determination of the administrative penalties prescribed by law

i) fulfill the other duties stipulated by law

The existence of the "Privacy Protection" law is crucial to prevent personal information and to easily estimate losses through social media. For this reason, it is very important to establish a legislative assembly in this area and it will be the right decision.

Social Media and Intellectual Property Rights - Social Media creates opportunities for users to use. One of the most important features is that users may make their special content and communicate their ideas to people. At the same time, social media freedom is called. So, social media is able to be supposed like new field of thought or "artwork". Intellectual and Artistic Works Act of (Turkey) 1 In the article "has the scientific incorporating features of literary, music, art or theater all of these areas of intellectual and artistic products of" intellectual named as property and reserves stipulated by law. In article 8 of this law, "owner of a work is its creator", essentially the person who owns any content or site on the internet can be presented as a "worker". If an individual uses music, art, or any other work of literature while creating content on the social media, he or she should obtain permission from the owner. Social media is an area where the intellectual property rights can be easily violated. It is due to the spread of new ideas, the recognition of brands and the rapid implementation of such other issues on this platform. This makes it easy to break down ownership and brand rights. You can open an Instagram page using the name of any well-known mark and use it for your personal interests.

To avoid such situations, social networks use practices such as "complaints about infringements of intellectual property". Although these applications are available, the legal regulation for this area is essential.

2.2 Using of social media in human resource management practices

It would not be wrong if I told you that the man's work-related relations went as far as the antique. These relationships emerged in the family, although they have undergone some changes from the influence of the existing social community.

With the Industrial Revolution, which began in the 18th century and increased labor productivity and enabled mass production, Human Resources has led to the formation of the Labor offices and the workers' governments as a result of the growth of the business opportunities of the work places in the 19th century, The transition from Employee Management to Human Resource Management has never been so easy.

Business trends based on human resources are the basis of an operator. Targets set in line with the company's core objectives to achieve the objectives of action that are targeted to human resources employees.

The "social" community of our society stems from the active use of individuals and businesses in the current social media and networks. Social media has different effects and prospects for individuals and businesses.

The following are some of the most crucial aspects of social media for individuals:

- 1) Information sharing
- 2) Show the level of expertise
- 3) Instant and joint movement
- 4) Expansion of relations (finding common people);

For companies, the following important aspects of social media can be mentioned:

- 1) Regulation and increase of sales

- 2) Marketing
- 3) Persecution against people
- 4) Intensive communication with customers
- 5) The role of human resources management
- 6) Employee brand management
- 7) Identification of strategies

Today, when looking at human resources and social media, it appears that many companies and individuals are social media users and an active use and research platform. All companies and individuals, together with competitive environment and technology development, have become social media users.

Human resources prefer to use social media more actively than traditional media to learn about candidate searches and other issues.

Individuals spend most of their time in social media. For this reason both candidates and employees are able to communicate job advertisements via social media at work and communicate clearly and comprehensively.

It is not only considered as a source of power for human companies, but it is also a crucial element in the management of the company. It is the utilization of internet resources with the most advanced features, based on developing social media in human resources functions. The use of social media in the process of selecting employees has intensified the use of human resources in companies.

98% of companies in the United States are constantly using social media in their job search (Bullhirm Research Company). According to this research, Twitter is ranked

49% in the search and selection of employees, followed by Facebook with 51% over one step and LinkedIn with 98% in the top ranking⁸.

Sharing personal information with social media and sharing their own documents with friends is a way to have a more intensive social media accumulation. Companies generally use social media to communicate with potential people in the election process and to get information about the personal and general affairs of these candidates. LinkedIn users share their CVs and workspaces in places where companies can work and communicate with their human resources. Employee Needy Companies are looking through these CV and offering fewer options. The most exciting way to look for job in the UK is not to have any financial cost.

The other positive aspect of finding a job, rather than private employment companies or selective placement companies, is that they must be more sincere in the information LinkedIn shares. According to a study by Cornell University on this subject, they discovered that they are less liable in LinkedIn Biography. The main reason for honesty here is that any information presented to anyone is rejected by any of your references.

In this regard, about 53% of the CVs analyzed by Accu-Screen in the US are not correct. In the 78% of the biographies, with the wrong orientation, 21% lies in education⁹. For this reason, companies are reviewing their social media biographies and regular meetings with their employees¹⁰.

The development and widespread distribution of the media has led to changes in many areas of business life. The Human Resources Department is just one of these.

⁸Culculohlu, 2013

⁹Culculohlu, 2013

¹⁰Arthur, 2012

The Human Resources Department uses social media and social networks in line with its goals and objectives. Strategies are defined for new targets in this direction.

The choice of workers is in crisis management and the management of employees and similar Czech activities are located in the digital (social) media. It is not advisable to use social media to select employees if necessary. It would be more useful to work with a professional company instead.

It's great to use social media in the context of human resources management. I will try to explain how they use social media in the Human Resources Department to gain productivity and competitive advantage in the organizations of visionary companies.

As I mentioned above, social media technologies and tools are used in human resource management processes. The main ones are recruitment, employer branding and social intranet.

The concept of "employer brand" has long been trying to find a place to direct investment in different conferences. When time is taken into consideration that various terms are "fashion" in human resources (some time ago, X and Y generations were on the agenda), some professionals would think that this concept is just a "fashion". In a paper written by Simon Barrow and Tim Ambler in 1996, several ideas on "Brand Management Technologies" in Human Resource Management has been proposed since 1996. The main reason for this is that the concept of "brand" has not yet been fully expanded. There is sufficient marketing information in our country or human resources department.

What does "Employer Brand" mean? In a simple sense, it means "the best place to work for a company."

In digital environments, the most important tool for employer branding can be divided into 3 groups. These tools are the most commonly used tools for communicating with

employees and potential employees, as well as linking their employer with digital media. These include:

A) Social media

B) Web sites

C) Intranet

One of the most important issues for the employer's brand is the creation of internal and external communication. To transform the spirit into a communication channel for the media of the employer's brand, companies should take factor 2 into account and work in this direction. A "message" that employees do not like, to think why others like it. Prohibitions must be removed from the center.

The second requirement is to raise awareness of employees and managers about social media within the defined procedures and boundaries. Thus, the use of social media will no longer be independent and will benefit from social media and will show effectiveness for the company's "employer brand".

The ability to reach large masses is one of the most affirmative sides of social media. There are more than 3 billion internet users in the world. 39% of the internet used in the country was accessed by computer and notebook, 59% by mobile phone and the rest by tablet and other devices. Lately, internet volume used on computers and laptop computers has dropped by 15%, and the volume of internet used on smartphones has increased by 15%. This, in turn, represents a time advance spent on smartphones.

If information about the employer is not disseminated, it means that the work done has not yielded any results. One of the most important means of explaining the employer brand is social media. It has the ability to communicate with everyone and easily analyze it.

Facebook Usage for Employer Brand.

According to statistics, the number of Facebook users in the country in the past year has not changed. Again, the active monthly users of the country is 1.7 million. 68% of these are male and 32% are female. 35 years and over are using Facebook. For this reason, the number of Facebook users in the country increased by 12% over the last half year, which is 35 and above. It is indeed a sign of social media. Considering that social network users are not only used by young people but also by people of all ages. This can be an indispensable tool for your employer's brand. How can we do this? There are 2 types of pages that companies use on Facebook:

a) Facebook page

b) Facebook Career Page

Some existing companies use the regular company page and share the shares they can make from their career pages. Companies with fewer employees only use regular pages on Facebook. But sometimes big companies also use the company's page. For example, Migros has both a company page and a facebook carrier page. When it comes to contact with Migros customers, Facebook Migros' career page appeals to potential employees and company employees. Bosch's brand does not have a career page on Facebook. Only using the boschturkey webpage.

In fact, it is necessary to act in accordance with the purposes of this matter. If we talk about the employer, then certainly a facebook carrier page. The career page allows you to get more business-focused shares. The main purpose of these pages is to reach a business-targeted audience and share different ads.

In addition, the company can also use Facebook groups. Also, we know that the low ad budget is not too high on Facebook ratings. For this reason, it is absolutely

necessary to allocate an advertising budget to a page while managing a facebook page.

Twitter Usage for Consumer Brand.

Twitter is a microblogging site and social network with over 300 million users worldwide. Twitter, the communication tool for the new generation, allows its users to write 140 characters for "tweet".

One of the most important features is the ability to easily read and share with 140 symbols. With the mentality feature, companies, customers and employees can easily communicate with potential employees. Twitter for Facebook has the ability to connect quickly. Companies can search and track among themselves. Companies can also quickly respond to their customers by recording a "tweet" tweet on their name.

As for Facebook, you can use the twitter page for your employer. It is better for Twitter account to function as "corporate carrier".

Social activities involving human resource managers can be shared with many company-wide events from the company's internal news sponsors and twitter account.

In addition, announcements related to your job and internship can also be shared on this social network.

The use of LinkedIn for the employer brand.

A social plagiarism that helps business people communicate with other people. Every human resource manager needs to know about this platform and know how to use it for his own company. The simplest way to do this is to have an active user account.

Lately, candidates have access to information about businesses and its using Google's search terms. The end of this call is the company's website and then the company's

social accounts. If we make a research on the vacancy of Baku Bank the outcome of the epidemic will be as follows.

- 1) <https://www.bankofbaku.com>
- 2) <https://www.bankofbaku.com/az/about/i-nsan.../vakansiyalar/>
- 3) <https://www.bankofbaku.com/az/about/i-nsan-resurslar/>

As I said before, the company's social media accounts will now appear. When you call a person who wants to work in a company on the web, your employer will have a branded communication website.

The intranet helps the company carry out work related to employees' internal communication. The intranet can be expressed as a Web site or a private network system. Access to this website is accessible via a password or username and information about the company's processes. The intranet system is already overloaded and has some additional features.

Human resources are the most essential factors that play a role in increasing productivity in companies. The most important feature of human resources management is that it can meet the demands of the company and select employees properly. The most important factor in this case is not just filling in the vacancies, but the correct employee to choose the right employee.

Right now, companies are using the Internet to choose the right candidate. The growing popularity of free web sites is about the development of computer technology. In this context, companies are now using recruitment processes with the help of electronic recruitment technologies. Prior to using this system, companies evaluated candidates' CVs by fax or e-mail. The recruitment process slowed down because the data were not recorded as a whole in the system. However, this system facilitated data collection and accelerated the process.

For the first time in 1990, employment in the electronic system was subject to significant changes. With the advent of technology, talented workforce has begun to develop.

Companies generally prefer social media to choose candidates faster and more affordably by using less paid work in the electronic system. In 1993, job advertisements moved from newspapers to social media and internets.

Recruitment has already been made through web sites called 'job boards'. ([iky.insankainkionim.blogspot.com.tr/2011/line and layout / html](http://iky.insankainkionim.blogspot.com.tr/2011/line%20and%20layout/html)).

In Lee's view, social or electronic employment is "quick and efficient placement of candidates in their free time via electronic means" (Lee, 2005: 89, Kocher and Oksuz, 2015).

In an increasingly competitive environment, companies can quickly find candidates to succeed through social media. There are several reasons why the electronic recruitment process is so widespread. The most important of them is low funding. Another reason is that companies can create their own web sites and make job advertisements. On the other hand, electronic recording helps save time.

The electronic recruitment cycle consists of the following steps: (for Lee)

- Determining the need for employment
- Submit a job offer
- Providing business adverts on the Internet
- Investigation of Candidates
- Cv online evaluation
- Interview

- Conclusion contracts (Lee, 2005: 89, Actor: Kocher and Ogsuz, 2015)

Employees have the following advantages:

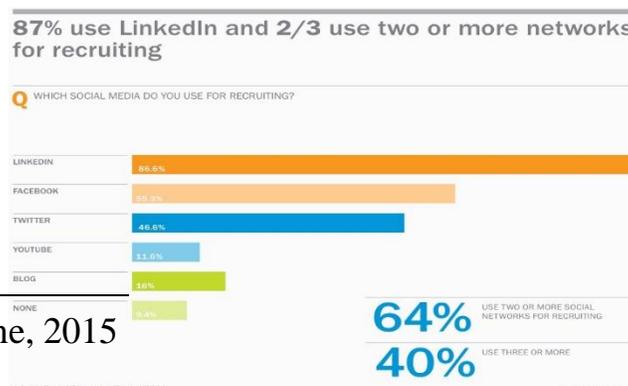
- 1) Management costs are reduced.
- 2) Productivity increases.
- 3) Brokerage procedures are significantly reduced.
- 4) The choice of workers is made at least once.
- 5) The reputation of the firm increases.
- 6) Opportunity to reach more candidates¹¹.

Some websites exist for communication between jobseekers and employers. These are also called "human resources websites".

Secretcv.com is a human resource website that links job seekers and employers. It started in 2000. In addition, Jobnak.com was established to influence Human Resources management. It was founded in 2008 to connect job seekers and companies. (Www.jobnak.com/Hakkımızda/Html).

Using social media with human resources has intensified in the company. Most importantly, it is important for the recruitment process.

The following statistics show the level of use of social networks.



¹¹Shaving Machine, 2015

Figure 2.1 Level of use of social networks

As shown in the picture, the first place to recruit is 86.6%. The next places are Facebook and Twitter with 55.3% and 46.6% respectively. In general, 64% of candidates use two or more social media organizations to search for work.

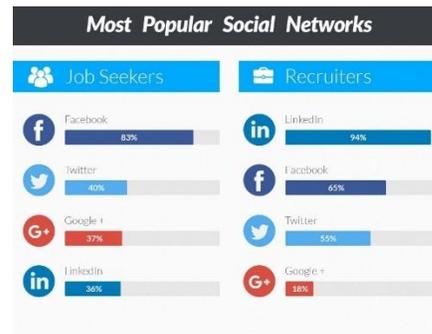


Figure 2.2 Most popular social networks

Here, on the most famous social networks, the use of job seekers and employers has been demonstrated. According to statistics, 83% of job seekers are using Facebook. Twitter (40%) was in the second position.

According to the statistics, only 4% of employers are not included in job search through social media. 4% is not fully convincing, but 92% is involved in this process.

Social media or electronic media can be effective not only in human resource management, but also in other areas of employment. Training and development of employees in social media.

The role of social media in education and development is indispensable. Training and development problems of employees can be trained at international level. However, the inclusion of employees in international development training may have a negative impact on the company's financial position.

As you know, internet (social) media is today the cheapest means of financial communication and communication. Companies can also use for the development of

their employees. For example, there is an international training in which the company can participate and participate in the knowledge and skills of its human resources management staff. However, the company does not have the resources to train all employees. At this point, the opportunity to keep these exercises online. The firm provides the development of both employees at a very low cost and does not harm the company's budget. In addition, the presence of e-learning means that social media and the Internet play an indispensable role in increasing the knowledge and skills of employees.

Now we will look at the analysis of the research which is conducted about the textile retail companies in Istanbul, Europe. But as the research of this region takes much time, overall 66 human resource managers have attended in this research.¹²

Firstly, it is necessary to note the demonstration of the participants' gender. In the table we see %34.8 of the participants are males and %65.2 of participants are females. As a result, it seems that a big quantity of the Human Resource Management's staff is composed of females¹³.

Then, we see the statistic about the people's age. According to the table, a big quantity of the participants (%37.9) is between 25 and 30 age. The least percentage is %6 which demonstrates the participants who are 45 years-old and more.

Usually, surveys (social media and its role on Human Resources) are conducted based on the candidates, but now they are based on the managers and human resource managers. Results show that %98.5 of the companies, which attended in the survey, have social media account and %1.5 of them does not have.

The next question is which social media account companies use. But results show that companies use several social media networks at the same time. Although,

¹²Yükselen, 2006

¹³Pınar Yılmaz(Istanbul universitesi)

Facebook is the most popular social media network, the improvement of LinkedIn and its business-oriented side have made its use more intensive. From the analysis of the survey, it seems that social media is used in more than 28.8% of the companies in human resources management and recruiting process for 6years.

Besides all of these, there are some conceptions that participants should rate them between 1 and 5 in the survey.

In the first conception like "Social media have a good impact on our recruiting performance", the average of participants' rate is estimated as 3.6.

In the second conception like " The use of social media has increased the quality of the choice among candidates." It is also estimated as 3.6 by participants which shows the agreement sign.

The third conception is like "Financial means has been saved in the recruiting process through use of social media." It is estimated as 3.2 by participants which is considered as "to run away" from this conception.

Conclusion

Generally, we can say there are much information about the usage of social media for finding employees in Human Resources Management or companies. While looking at these researches and information, it is shown that they have been analyzed by candidates. (It means surveys are conducted among the participants in this sector.) The survey, that we analyzed, has been conducted among the recruitment managers or human resources managers.

The primary reason of the development of internet is considered as the improvement of technology. Before social media was just used for sharing people's daily memories. Researches show that 2/3 part of the internet users in the world are social media users. The companies, which considers modern technological development and always want to be better than their competitors, could certainly not ignore this information. It should be noted that companies and people always need to interact with each others. The companies, which understands it, have always been active on

their social media accounts. Because the most effective way companies can choose in recruiting process is social media. Companies can reach more candidates and identify target groups through social media. Social media can also adjust the asymmetry of information between company and candidates.

Some companies have their own official social media accounts. Consequently, companies can reach more candidates through it. Besides it, there are also carrier websites that there are many job advertisements in it.

While doing a research in the company which uses social media means, we can see that companies share much information about daily work, their employees, photos of their employees or any vacancies at the company and people can easily get such kind of information about any company through their social media accounts. Social media plays main role in the development of company and human resource management. It is used in recruiting process, development of workers (educational and practical) or internal process in the company and it helps the companies to improve their both technological and financial sides.

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