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Social media in talent acquisition

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Abstract

The success of all the companies are connected with successful employees. That is why, to choose candidates with best and modern methods, brings to company powerful employer and brand name. My paper contains effects of social media platforms in talent acquisition. the purpose of this paper is to direct that, traditional ways should be changed in recruitment, in order to save time, money and energy. Modern ways, especially social media platforms will help employers to separate time frame correctly and to deal with more innovative works to create new and convenient ways for talent acquisition. This paper will indicate comparing traditional and modern ways, general knowledge, milestones, rules of talent acquisition, advantages and disadvantages of online recruitment and the shares of social media platforms, their strategies, best ways, right fulfilment of sections and so on.

Keywords: Talent acquisition, E-recruitment, Big Three, YouTube, Instagram, Google+

Methodology

Talent acquisition process are practical procedures that requires so much practical knowledge to conduct all stages. To facilitate these milestones, employers need to use more effective and innovative ways to reduce time and energy spending. These innovative ways arise by technological and internet innovations. Therefore, I used others' researches, in order to identify how innovative ways change the implementing recruitment and other human recourses procedures. Many of these innovations combines with social media platforms in talent acquisition, so I decided to analyze their new features used in recruitment and their effectiveness on it. Others researches helped me in determining new methods, function in social media platforms. I learned various stages of talent acquisition and main scopes.

Internet articles are so effective to learn new information about the subject and main numbers on it. Articles show the latest changes in talent acquisition and different approaches about it, so we can see increasing or decreasing percentage in certain subject

I used also pictures about latest statistics about talent acquisition. It helped me to learn percentages in social media platforms that use job seeker and employer in the same time.

Literature review

Most of quotes show that how social media or online recruitment influence the stages of talent acquisition directly.

Use of social media platforms allows HR Professionals to connect to a spreader audience of talented and capable applicants in niche communities Jacobs, P (2010, February 23)

The term Social Talent acquisition is becoming the main phrase used throughout the recruitment world, which can be defined social media tools to communicate, engage, inform, and recruit future talents (Jacobs, P (2010,February 23)

The future success of a organization is based on the success of Human Resource efforts, which involves through the determining and attraction of quality new employees generated from the talent acquisition process (Barber, 1998)

According to Santonocita, (2009) that in the ten years that social media platforms will be a common place for SME's own internet

Twitter social media platform to save on recruitment and marketing costs. This trend can also be seen on other famous social media platforms, such as LinkedIn and Facebook Bums, (2008) suggests that the most used and famous social media platform for talent acquisition is LinkedIn.

Gupta, (2008) the power of business oriented social media platforms related to employers, especially recruiters is often considered that they are huge sources of information regarding passive job seekers Dekay, (2009) indicates a passive job seekers as a candidate who is currently working and not seeking a career change.

Social media platforms can promote the relationship management between companies and job seekers Eldon (2009) Clark and Roberts, 2010 argue that candidates use social media platforms for social scope and many would not be aware that potential employers use these sites to gather crucial information.

Introduction

In the world, most of industries are facing with similar problems that influence different organizations during few years. These problems became dramatically issues that change business world. If we speak about these problems, we can show bankruptcy, huge expenses, recession and so on. The area in Human Recourses management that called recruiting or talent acquisition also get its share from all these recession process. Generally, in recruiting process organizations require finding of efficient methods in order to cut off extra costs, but of course all the organization over the world need to do recruiting process and spend efforts while acting this procedures.

To avoid all obstacles in talent acquisition, need to be more innovative and use new methods. In recruiting this happens with online ways to decrease the extra things that create loss. For this need to build new strategies, that based on online ways, especially using social media platforms. Social media become a subsidiary, when it combines with the traditional strategies, methods and procedures of talent acquisition.

The main problem in some countries, organizations do not care about the companies' Human Recources department, especially with talent acquisition. In these countries that show itself with not having a professinal database, online recruittment.

Online recruitment influence to all stages of talent acquisition: job posting, choosing period, interview, hiring and so on. This effect show itself differently in any stages of

talent acquisition. For this have so many online recruitment tools, that can be used in every milestone of recruitment, in order to get efficient and effective results. This methods are cheap, quickly and effective. Therefore, all companies need to use online recruitment in order to get succesful employees and for reducing extra loss.

Chapter 1

Traditional and modern ways in talent acquisition

If we look at history of recruitment, we can see traditional and modern ways on it. Traditional ways include paper applications, resumes by hand, advertising vacancy in newspapers, also face-to-face interview. Of course, we see all these forms in current times in the world and in Azerbaijan, but for now and the further time it is changing as online resumes or candidate information and interaction through social media tools. As a traditional ways we can show recruiting agencies that help organizations in order to find most appropriate employee who will join to success of the organization. These are consulting companies and they also use social media and their own database created to gather many candidates information and then to offer them to organizations. In database we can see candidates' personal information, work experience, education, skills, profile photo and etc., that all this information help agency for finding quickly candidate and send they resumes to another companies. In Azerbaijan most of companies outsources these agencies and consulting companies too. For these service companies pay fee. Most of us can think that extend companies' expenses, But if we look at another side we can see it decrease time spending, extra activities and etc., so recruiters will just focus on choosing best candidates among offers. These methods has few advantages that organizations get through them. There include market knowledge, expanded accessibility and so on. Now we can speak about all of these advantages. First advantages was market

knowledge. The most crucial thing among recruiters is to know labor market and analyze it carefully. However, what they analyze mostly? These analyze include salary expectations and rates, most chosen qualifications, career preference expectations, skills changes, certificates become more popular in certain job position and etc. So recruiters using these agencies can know most qualified candidates in the labor market and reach to them quickly.

Another one is expanded accessibility. Sometimes recruiters struggle to find appropriate employee among the applicants. Sometimes these candidates do not see shared vacancy, could not respond on time or do not consider themselves as a part of the company team. Therefore, recruitment-consulting companies have many connections and using these preferences, they can find compatible candidate for organizations.

Certainly, each company has own purpose using social media. Sometimes it is temporary reason in order to reach talents or gather human resources to keep them as reserve for further times, so then they can find them easily and offer them job in appropriate period.

Now sharing vacancies in social media is more efficient and effective than newspapers. First, it is cheaper, so companies can share their job descriptions, just to open page in social media and to share with users. In addition, it is more reachable for more people to see vacancy and apply it immediately. More reputation will carry with it huge followers of companies' web pages. Therefore, they use it for various purposes, such as marketing, delivering selling, and advertising of product and so on. Recruitment is also among these aims.

Are the achievements of companies in recruiting process through social media enough for them or not? Which methods can used in talent acquisition? Are used ways, related to social media efficient and effective enough? All these questions are also background our study.

Now we can speak about traditional and modern ways or methods in recruitment to determine progress in this process. Firstly, traditional method indicate itself as determining position, defining descriptions of job position, getting job applications, doing interview of candidate and offering job. Generally, organizations determine positions, which is needed for different empty sections or areas. In this stage, all divisions work together and inform recruitment staff that they need employee. Then recruiters define features of job and which skills are appropriate for it, they create profile in their mind and trying to follow these characteristics. Another stage in traditional methods is getting resumes from candidates. Candidates can give their resumes with different ways, such as filling applicant papers or create his or her CVs and give them by hand to recruitment division as traditional ways, but now it's changed itself with online application forms. Next part is examination and interviewing part. Some organizations prefer to do exams before interview, but other do not use this method. They are willing to held interviews directly. After all these milestones if candidate passed all these stages successfully, company offer them job. In there also have own exact parts.

If we contrast traditional and modern recruitment, can find advantages and disadvantages. Modern recruitment is always considered as advantages way. But what are advantages of modern recruitment? As I mentioned above, all companies are willing to get efficiency and effectiveness in recruitment. Traditional methods are so inefficient and time spending. So online methods are helping us to overcome all these issues. Modern recruitment saves money and time. Organizations spend so much funding in order to buy paper, ink, clips and other materials for pre-recruitment process. To keep all resume in hard files and then find them in needed time is so difficult and time spending.

For best choosing ways, are created various web pages and sites. Have so many web sites and pages that they are created just for recruitment and relationship between headhunters and job seekers. However, among them have some social media tools that they are used for this purpose later, such as Facebook, Skype, tweeter etc. Next topics will be about these contents that they are main part of my study.

In the all sectors and industries have innovative methods. In recruitment process, it is consisted with online ways.

Solving problems in traditional recruitment forced to create modern ways.

Advantages of modern recruiting process are below:

Systematically arrangement of recruiting producers

Accurately separate all applications and resumes from each other.

Decreasing time and cost for each candidate

Helping to use different links in the same time in order to get needed information and use it in main talent acquisition.

Having structured date base helps in talent acquisition management

Keeping healthy interaction among candidates, HR department and other structures of organization

Talent acquisition strategy

The main meaning and methods of talent acquisition are explained above. Now it is time to talk about all the stages of talent acquisition separately.

Recruiting strategies

All the companies are established on strategies. These strategies define life cycle of organizations and companies' authority creates all these strategies. Strategies especially are directed to get efficiency and effectiveness in their activity and business process. Therefore, as we said above, recruiters also want to get efficiency from their activity. Therefore, they should make a decision and put the strategies accurately. Talent acquisition strategy contains and connects all main issues of human recourses and realize its purposes.

Recruitment strategy determines below main issues.

Reputation of company in the market

Channels in order to allure candidates

Talent acquisition style of the companies

Various attempts from rivals in the market

Talent acquisition procedures

Advantages of talent acquisition strategy are below:

Talent acquisition strategy,

Allows the companies to arrange and share vacancies by different ways, such as using appropriate channels or advertising methods.

Helps to reduces expenses by taking advantages of most contributed channels

Distinguish certain company from rivals and create the condition, which adopted by candidates primarily.

Recruitment strategy can be directed to other areas, such as business strategy, external market, human recourses strategy, recruitment processes.

Business strategy is crucial issue in company and run all the activities. This strategy helps organizations to grow all the areas and keep them in stable. In this strategy, organizations make a decision about recourses, production, delivering, services etc. in order to drive companies' purposes. Business strategy improve workforce, estimate work condition for employees. Because they build success of organizations, so they contribute cost to staff for their development.

Human recourses strategy manage the HRM issues in the company. Human recourses strategy determine core components for human recourses employees and create priorities and purposes. The recruitment strategy connect with it as below,

Setting best candidate profile

Helping talent acquisition process to arrange requirements

Govern culture in advertising of job

External job market include all the employees outside of organizations. They are potential employees for company. Organizations are willing to be adopted firstly. This defines the position of organization in the market. Therefore, companies set tools for recruitment process.

Talent acquisition strategy connects with external employee market as below:

Tools for talent acquisition of youths not experienced candidates and students. These tools include internship programs, trainings, and scholarship programs and so on.

In the practice, young talents are considered as a changer of job frequently. It means that they are willing to work in different projects, which attract them mostly. Therefore, in recruitment strategy all the plans are not only directed to young talents, but also to experienced employees. As we said above, these external workers are potential candidates for organization and therefor companies should intend to keep them in mind.

Now it is time to talk about concepts that should be in every recruitment strategy of companies. Most famous experts in this field gave some feedback about core concepts of talent acquisition strategies as below:

1. Companies should treat their qualified candidates as their great costumers. Organizations think that, doing this concept may attract high-skilled candidates easily. Of course, every employee wants to get great job offer experience.

2. Companies should keep chosen candidates as an employee for a long time. This defines companies' position in the job market. This concept is useful for organizations in order to be most applied company by qualified candidates.

3. Organizations has to identify top of high skilled employees and create list about them. Then with chosen plan, recruiters should care about these employees and keep them with organization for a long time.

4. Building relationship with candidates is the main concept of talent acquisition strategy. To build relationship, company should treat to applicants respectfully and honestly. It means, they should be accessible for candidates and respond carefully to all the question and suggestions.

5. Another concept is teaching to interviewers to be effective. Effective interviewer means, who quickly take interview process, know which qualifications and skills are needed.

Recruitment policy

Talent acquisition policy consist with how you employ your candidates. To this policy, include organizations' employment practices in talent acquisition process. For creating recruitment policy, company need to follow three elements: hiring philosophy, talent acquisition procedures, and standards.

Firstly, we describe recruitment approaches, unique methods used by companies' recruitment team. These can include employment culture, such as opening graduation working programs for new graduated students as BP Azerbaijan. With this approach, BP Azerbaijan helps high skilled graduates to start setting new career path every year. Some organizations use blind hiring method. This method means, recruiters do not estimate candidates for their culture or personal attitudes. They just focus on their skills and working ability with company. This method avoids gender, race, religion and another discrimination in hiring process. This process is called choosing new idea and adopting it. This method also new idea in talent acquisition for any world company for recent times. Next philosophy for companies is employer brand. This is what you aimed to do and known with it in the job market. For example, Pasha Insurance Company every week holds unpaid trainings about insurance in order to

teach people, especially to youth insurance culture. This is directed to introduce company to external job market and in the same time know potential candidates.

Companies' recruitment team also should answer below questions:

Which qualifications recruiters are searching in candidates? In this stage, organizations describes their hiring values.

Who undertakes various missions. For example junior specialist are posting job, calling to candidates, arranging exams, interviews, while, leading specialists take interviews and give feedback. It is called division of duties.

Talent acquisition procedures is core area of recruitment policy. Determining pre-hiring milestone is creating position related criteria to asses candidates. Next part is determining standards for recruiting evaluations. For example, companies distinguish senior and specialist level from each other. They job assessment should be differently with different requirements. Talent acquisition process need to identify their recruiting tools. For example, in Kapital Bank assessment period is consisted with three stage: examination from logic and math, primary interview, panel interview.

Another element of talent acquisition policy is setting standards. There include protection of data base, experiences of candidate and so on. Database can be created in any Internet browser or as a program set. However, for now it is spread in Chrome Internet browser. Most of companies prefer to set their data in excel. It is easy and no cost way to set candidates' database. Database should be accessible in order to find reserved candidates or other elements here. It is useful for find different candidates as their categories. When candidate sends his or her resume to company and if they before also sent same resume, database useful to find previous feedback about certain candidate. Then recruiters will make a decision related to previous one. It is also useful for which companies put defined time gap between two applications. For example, if candidate applied now and invited to exam part, but did not pass. So company notice him that, he or she could apply again before 6 month and during these 6 month their result will remain in force.

Create easy application	This is directed to set easy forms for applicants. Requirement should be short and quickly responded by candidates. Long application forms waste time of applicants
To strengthen communications with candidates	It is good candidate experience for them if communication is so strong. There include communicate with candidate frequently. For example, to set interview next interview in 7 work days.
Interview result	It is also important to inform candidates about feedback. Recruiters can inform them with phone or through email. It does not make sense, it is positive or negative.
Structured job description	Setting effective job description helps candidates to understand their duties, so they can easily determine this job is suitable for them or not.
Creating recruiting page	In the web page of company must have area for candidates that, they can get information about HR department of organization and chances for them

Talent acquisition procedures

A talent acquisition process is a procedure where organizations have to sell themselves for their staff and after it, staff have to sell themselves to the firms. This issue is necessary for a organization to draw better candidates and preparing the shared vacancy attractive and interesting. It is crucial t not do so extraordinary and unrealistic expectations to candidates in long-long term. If company increases expectations of applicants, who will not stay with it so long, they should pay more funding for procedures.

In talent acquisition procedures, first crucial thing is to determine best-prepared vacancy. The employer should add well-detailed job description. Here should be written all processes and responsibilities that, prospective employees will do during working period. Recruiters have to create the vacancy considering certain issues: Which procedures does involve the job? How should be distinguished new employee from previous one? What are the main element of job that make exact the type of applicants? What are crucial aspects of job that applicants interested in before determining to apply. These questions should be answered before preparing g vacancy.

Job descriptions

The next man stage of procedure is making the job description for the candidates needed. It means that the organization determine specific competences and crucial features companies want the prospective staff to accomplish and to indicate the main aspects of this job. The necessary common method is to divide job description small components, so employer will see key objectives of job immediately.

Another method in creating job description is focus not just on the job, also previous employees who worked in certain job and how they were successful on it. The employers should consider which applicants encounter the expectations of employers

in advance. With this way, companies detect the features of previous qualified employees. There is also have disadvantages that, in this way employers meet with similar candidates and this reduce creativeness in the company. This method is called person specification. To create these document employers need to list below headings:

First underlined element is experience. The key question is which qualifications are necessary for certain job position? This can be consist of some financial qualification, education degree and so on. For example, master degree in finance and 3 years experiences in credit analyst position.

Second stage is required skills. The key question is which skills are crucial to perform the certain job. The amount of skills can be endless, but employers should focus on only most required skill in the position. It may include excellent verbal and written skills in English, good knowledge in excel and so on.

Another required thing is physical issues. The key question is which physical issues are necessary to be able to perform the job. The requirement most of the time is for job, which require physical work. For example, the company choose a person for delivering heavy things, such as furniture or household appliances. This employee should possess physical power and fit to carry these things.

Next one is personal attributes. The key question is which personal attributes are crucial in this position. This consist of characteristics of person. This may include bearing responsibility, disciplined, hard worker and so on. The five personal attributes are more attractive for employers: confidence- person should believe his or her skills in order to prove themselves to the surroundings, proactivity- This candidates should be quick thinker, taking lead on the project and etc. ; resilience- this skill are required almost by all the employers. This include not only solving problem, but also to learn from mistakes and improve yourself on it; adaptability- sometimes this attribute is understood as being against routine. But it consist of being open to new things, new duties, helping to other departments and etc. ; positivity-

may be candidate is so qualified person, but if he or she speak about negative things or approach to issues negatively, it can put them end of the list.

Last personal specification is competencies. Here the main question is which competencies are necessary? Competencies are certain abilities needed for the employee in order to be successful in their position. For example, a credit analyst need to be good accountant and financer. The competencies are crucial for every employee: influencing other- this ability is necessary for any candidates who manage other employees or dealing with selling items. Influencing people refers to skills to obligate people to do certain activity. Who is high in this competency can determine problems and solve them with building trust in other people; analytical thinking- they can look at issues in methodical method. These persons think about advantages and disadvantages of issue when they make a decision; goal setting- employees with this competency drives the staff and team members by following all goals.

Job advertising

When the organization has made a decision the path of talent acquisition and identified the vacancy and which element are required to fulfill by applicants, it is time to advertise the job vacancy. The firm has to choose the ideal method to let candidates get information about job, considering certain open vacancy. There are different methods to advertise the job, such as newspaper add, agencies, websites, social media pages, and TV, radio programs and so on.

There are different aspects in order to choose best way to promote vacancy. First aspect and purpose is to find qualified candidate from advertised vacancy. Some of the issues is expenses in advertisement.

Another element is the life cycle of chosen social media. Of course on Internet this issue is enough long, but the period of advertising depends on your decision, how long organization want to keep vacancy on Internet. Researches show that, for

seeming attractive by candidates, companies to keep their 'hot' vacancies in ten days, is it remain longer time candidates think that, have a problem with organization, so it is not able to find appropriate candidate.

When the right way or concept is applied, the organization should create and design the advertisement, after this, companies are willing to generate needed massages and company image. If company built the purpose and elements of talent acquisition process are defined in the beginning, it will be effective and easier. The key purpose of recruiting ads is to find the best candidates for certain vacancy, so advertising process should reveal good applicants, but the amount of candidates is not significant. The key principle in recruiting advertisement is to deliver enough information about the job in order to attract potential applicants and make them to apply. There will always be unsuitable candidates too, so recruiting advertisements have to be directed for rejecting them in advance.

Some objects are determined in human recourses literature, which organizations have to consider in sharing vacancy advertisement. These include companies' name, brief information about establishment and activities, job title, expectations, duties, opportunities, wage, advantages and explanation of applying form. The organization has to also identify the writing style, appearance of ad as colors, graphics, various pictures, logos and so on. All these objects and elements have the meaning in applying procedure. In the consequence, companies should determine how they want to look and which candidates they want draw with particular advertisement.

List of attractive applicants (Shortlist)

When application period is come to the end, it is time to look over the applied candidates and find the best among them. When pre-recruiting procedures are applied successfully, it is convenient to do initial resume screening among applicants. If in job description recruiter put the special elements, such as specific skills, educational

degree or work experience duration, it will easy to sort resumes as these concepts. Studies in this field show, suitable candidates respond immediately to the advertisement posted by organization, because of shown features and requirement in ad. In the job application form companies sometimes ad the section, which is directed to fulfill why candidate want to apply to this vacancy. This object in job advertisement can help recruiter to determine why candidate wants this job, which reasons are more attractive for employers in particular position, so this will avoid probability of unsuitable applicants in huge amount, who just send their resumes for any open vacancies.

The employer has to range the application form to different elements, which are looking for in the future employee. These factors can be suitable for determining person's compatibility to company, team, functions, also locations and so on. With these sections, recruiter can sort and identify best matches among applicant. It is the crucial stage of person specification in talent acquisition.

When applying stage is ended and employer has chosen the best possibilities among applicants, it is time to organize interviewing procedures. In this milestone recruiters should inform all the candidates, if they pass first section or not. If organization refuse to call or write any email to candidate in order to inform the status of applicants, it leads to damages to the companies' image and these candidates will not apply any more for the future open vacancies.

Interview procedure in talent acquisition

After all, of the advertising of vacancy, shortlist of candidates, organizations arrange interview procedure to pick out the most appropriate candidate and determine which candidates lied under application form. The common type of interview is a face-to-face interview. The interviews may implemented by phone. It is also used widely, if have not chance to meet face-to-face, because of geographical issue. This process

may be implemented by recruitment agencies and consulting firm in the recruiting field. This type are not used so frequently, because recruiters are willing to meet with candidates, personally.

Although, the interviewing process is the most common way in choosing employee, some researches show that, this stage don't effect to future performance of candidates. When recruiters mislead in choosing best candidates it will affect to the performance and success of companies. Therefore, employers focused on how to conduct this procedure for evaluating well future performance of applicants. There are different forms of mistakes during interview procedure; the crucial thing is how to avoid them.

As we know, humans mostly focused on some peoples, who are in the same side or thoughts with them. This feature effects to interviewing process. When recruiter feels, the person's characteristics, speaking style or thoughts compatible with her or him, they start to be in favor of that person. It is sometimes easy to candidate, to be chosen just compromise with interviewer. This can be strong initial impression, attractive, well dressing and so on. A good impression is the first thing that interviewers mostly seeking for positive information. Good impression can effect to other features and cover them with positivity. Other mistakes can happen in making assumptions, gathering misplaced information and so on. Sometimes recruiters compare previous and new candidates with each other, it also influence to the choosing process and the result.

Be aware of these particular mistakes and try to refuse them are important in interview process. There are some particular ways to make interview mistake-free and effective. This include enough information about applicants, structured interview, so recruiter is sure to, he or she will pick up only job-related information equally from all candidates and there are many candidates to interview and approach to all of them equally. So all interviewers should be trained employees.

There also different factors, which recruiter can also be sure to that, the interview process is going well and the consequences are good or related to the future successful performance. These factors can be well-planed interview, using good body language and voice, asking relevant and good prepared questions, encouraging applicant to talk confidently, responding applicant's questions with patience. Finally, it is crucial to assess the gathered information, make a decision, schedule and prove the final consequence.

Many organizations use only interviews, initially after CV screening procedure, to choose the most appropriate candidate for firm. There are different ways to screen the applicants and some of them in current time used so frequently. These processes include sample tests and testing in psychological behavior. To make a decision about hiring the best candidates, employer will need to find the potential candidates. Many companies prefer to gather their own candidates for certain vacancies to build own candidate pool, in order to focus on core business.

Chapter 2

The role of social media in talent acquisition

Recent days millions of people use social media. Most of them interacting in LinkedIn, Facebook and Twitter. Organizations and recruiters are using these sites to reach certain candidates for various position. It is the new type of talent acquisition called social recruitment. This type consist using social media mechanisms to find and recruit candidates.

When headhunters review social networking sites, they can find more and more candidates and information about them. Recruiters use this method both of learning characteristics of candidates and detailed information about them. Among like these social media sites we can talk about LinkedIn. This web site is based on business people. Candidates share in this social media site their personal details, contacts, past

and recent work experience. They can also share with others their skills, especially job related ones. People can add different users and create connections. With these connections, recruiters target their criteria and then contrast all their needs with connections. Therefore, recruiters can find appropriate candidates among their connections.

Another social media site is Myspace. This site also is most used social media tool among recruiters. Structure of this site consist with setting up profiles. This profile may include photo, interests and blogs. Mechanism in this site works as sending massage each other and interacting like that.

If we list huge social media sites, can see that Facebook has so many users. Among these users, have different companies, personal profiles, schools, universities and so on.

This web site working as adding different people as friend or following other famous persons or organizations' posts. Organizations use this social media site as advertising their product or services and get professional candidates among followers. Companies do it with their page. In page, they post various vacancies in order to be seen by many people. In practice, have organizations, that they open their career sites, such as BP, Sinteks etc. These social media pages are focused on finding candidates for various positions. This method is used by companies, who has most reputation in social media.

Twitter is another and one of the latest social media site, that attract millions of people. This site distinguish for it some features from others. In Twitter have not any tool in order to post their videos or photos. But, users can share their blogs with followers. This feature is differentiated from others as simplicity.

Social media sites part of talent acquisition

Various organizations over the world use social media as a recruitment tool. They consider this tool strengthen their recruitment process. Researches indicate that businesses will create their own web site for different purposes in 15-20 years. To create huge social website they need to invest so much funding, do researches and attract specialists.

Some studies show, over 600 000 small and medium size businesses use social media sites, especially Twitter in order to reduce cost, such as marketing, recruitment and so on. Businesses also use other social media sites such as LinkedIn, Facebook. Before we said most famous site for talent acquisition is LinkedIn. Because this side based on candidates information. Through this site, users can find job and offer a job. Therefore, studies define that day-by-day amount of visitors and users increase.

The advantages of Social media for talent acquisition.

Social media is considered as new tool for talent acquisition. Increasing popularity of Facebook, LinkedIn and Twitter, force all the recruiters using them in order to advertise recruitment activities. However, in the world, 60 percent of recruiters do not use social media for their various purposes. What are the benefits of Social media tool in talent acquisition?

We can find passive candidates. Passive job seekers are always attractive for recruiters. In general, they are who do not seek a job for a long time. They do not want to change their previous work place. This type of employees are considered as stable employees by recruiters. Social media is so effective tool for them, because it make all these process easier. With this tool, recruiters can reach pool of qualified candidates who do not seek a new place to work.

With social media, tool companies can show their culture. Organizations' social media, career pages and web sites are the best place to convey to your candidates how you are ideal employer in job market. It is good to share photo or video of your

team. However, in practice, most companies do not use it. They just post their latest vacancies and communicate about them. But it is also good for showcasing of companies' culture, because organizations can indicate their incentives, competitive salary in market and other values.

It helps you to mark your vacancies. As we know in LinkedIn have different specialized groups that opened for each category of position, such as financers, payroll professionals and so on. Recruiters can share their latest vacancies in these groups without annoying them. Because they should chose right group in order to share vacancy. Another tool is Twitter. In this web site, recruiters can use hashtags, to simplify process for candidates. In Facebook recruiters address to their connections and friends, if they know certain persons, who suits posted position.

Using social media sites are free. May be, some services are paid in LinkedIn, such as job slots or posting jobs. But sharing vacancies in companies' LinkedIn, twitter, Facebook pages, help organizations use it free. There have one main thing, that companies should identify, which social media tool is most appropriate for them.

Social media sites help recruiter in screening candidates. For recruiters first step is assessing candidates' personal information, previous and current work experience, job related skills and so on. However, secondary thing is to check their interest, hobbies and like these things. To understand and verify chosen candidate is matching with organizational culture, recruiters use social media profiles of them. Studies indicate that 52 percent of recruiters are checking candidates' personal profiles from different social networking sites.

Disadvantages of social media in talent acquisition

Social media decrease amount of information. When recruiters post their vacancies in Twitter, they should minimize the information. Because, Twitter offer just 140 symbol or word to share. Sharing vacancy require detailed job descriptions,

requirements list and so on. However, posting in little tweet all vacancy force to minimize information. It can lead to ignoring necessary details. So minimizing text of vacancy can confuse potential candidates.

Social media tools are increasing appearance. Researches indicate that 67 percent of USA people do not follow any page of companies. However, these sites is used in this process, but social media sites are not recruitment platforms. Therefore, most of people focused on chatting or getting friends through them. To attract more people companies should invest so much money in order to advertise companies' pages and get more and more followers. It helps them appear more than others. Therefore, companies increase their advertising costs. Small and medium sized business struggle from this situation mostly.

Sometimes social media sites make contacting issue harder. Because, in social media sites, users cannot send direct massage each other. Most of users are doing their social media profile private. If recruiter do not follow another one, it is impossible to send direct massage in LinkedIn, Twitter and Facebook. Some job seekers think that social media sites can uncover their not crucial information to recruiters. So, setting privacy by candidates, complicate contacting problem of employers.

Posting vacancies with poor profiles can lead to be ignored by potential, qualified job seekers. This issue reduces reputation and brand name of organization. When companies share their vacancies in social media sites, they will receive many applicants for it. Recruiter are willing to contact with 2 or 3 potential candidates. This situation can annoy other applicants, so they can expand bad information about organization and damage to the brand name. The firms, which one has poor social media page, they should hire reputation management specialist in order to increase brand image positively.

Effectiveness of E-recruitment in talent acquisition

Most of the organizations use this method to ease their talent acquisition process. However, what is the E Recruitment?

This method also is called as online recruitment, which consist with internet-based recourses in order to facilitate reaching, assessing and interviewing of candidates. Key strategy is, that to make process efficiently and inexpensive. If traditional talent acquisition is compared with E-recruitment, can see, that online recruitment can attract and reach hundreds of potential candidates related to companies' capacity. Organizations' websites, internet pages are also little part of E-recruitment. E-recruitment method combines all the stages of talent acquisition, such as finding potential applicants, assessing their job related skills, analyzing work experience, interview of candidates and in the end to hire most appropriate one with efficient way. This method use online sources to simplify process.

Before we said, all web sites and social media pages of firms are considered as E-recruitment. Employers share their vacancies in World Wide Web, where candidates send their resumes and are acquainted by recruiters.

Advantages of online recruitment

Companies' websites are the crucial thing in their online recruiting process. In the web sites, organization place their main information about company. So, candidates enter to organization' web site, in order to define he or she is suitable for companies' culture and value or not. As we know, all elements have advantages and disadvantages. However, what are the advantages of online recruitment process?

E-recruitment have efficiency. This method gives different tools, such as pre-hiring checking and screening, testing and other elements lead to hire skilled person who suits certain company's culture. Recruiting software also includes to online recruitment. Some of them offer various tools to meet firms' wants and needs in order to choose qualified person for certain position.

This method helps to gain large audience. Companies who based on oil-gas sector are willing to find more qualified engineers in order to improve technologies. They need to attract candidates, who has special talents and skills in this area, so online recruiting help them to find and attract these talents to company. Because these companies are followed by staff who are interested or working in this area. Online recruiting is also good for attracting passive candidates, who are not seeking new job.

Online recruitment is also low cost way in talent acquisition. For many firms talent acquisition costs are consisted with huge expenses. Talent acquisition expenses are not only defined with choosing candidate, but also developing, training and motivating costs. All employees firstly are trained, in order to grab details of work. Therefore, companies invest huge funding to train their staffs. If employee stops to work with certain company before all these paid costs, recruiting process starts again. The leaving of employees from the organization leads to financial loss. E-recruitment reduce costs of selection and remaining of employee after hiring process. With this method, employers can take investment on employee back. Online recruitment process offer online application forms, choosing, and assessment, interviewing tools, large audience, electronic documents and files. Therefore, recruiters are free from hard files, time wasting and so on. This method also decrease the expenses of storage, also costs of staff needed to keep records of talent acquisition and selection stages. Listed elements are benefits of online recruitment, shown below:

Have not intermediaries. In traditional talent, acquisition recruiters need to find intermediaries in order to share vacancies in newspapers or using services of recruiting agencies to find qualified employees. Online recruitment avoid all these

extra activities and costs. It reduce time wasting for talent acquisition. Studies indicate that, over 63 % of selection process decreased by using online recruitment. Simplify process of recruitment in choosing qualified candidate for right position. It offers whole day online services and connection to hundreds of resumes. E-recruitment allow to companies avoiding the not appropriate applicants, automatically. Some online systems offer services to sort characteristics chosen by recruiters. With this service, recruiters create standard forms, mark needed indicators and program sorts all sent resumes as these characteristics, so it helps to reject all unqualified applicants, immediately. Talent acquisition websites also offer huge amount of data, which allow recruiters to make different human recourses decisions, such as incentives, preference, salary flows and so on. Develop effectiveness and efficiency of talent acquisition process. Decrease amount of delays in selection process, also allow the employers to put many vacancies quickly. This method allows identifying applied candidates previously. Because all applied candidates are remained in specialized database, so recruiters recognize all applicants rapidly. Online recruitment streamlines interaction between organization and potential applicants. Build sequence in talent acquisition process with standard process, methods, and structures. Employers use database for different aims. One of them is collecting applicant in data and reach them quickly on time. Another benefit is that, employers can find passive candidates easily with online system. Online system also offer posting vacancies quickly and automatically in organizations; websites. Reporting system allow knowing, which vacancies are more attractive, how many resumes uploaded, from which category or position candidates apply most. Reporting system can show salary trend among candidates, their needs and expectations from employers.

Online recruitment increase amount of applicants. Over 78% of Americans in job searching use e-recruitment recourses, such as social networking sites, web pages and so on.

Disadvantages of E-recruitment

Before said, online recruitment decrease expenses, time wasting and so on. However, online recruitment has also disadvantages as well. What are these disadvantages in this method?

When recruiters share vacancies in their web sites or social media pages, many applicants respond these posts. Many of them are unqualified applicants that recruiters are willing to reject immediately. When recruiters send reject letter to contact numbers or email address of not chosen candidates, they start to call or write frequently. This situation weary and irritate recruiters force to waste time on them.

Distance problems also reveal in online recruitment. So that, when recruiters post vacancies, may apply candidates from oversea or remote cities. This situation makes problem in bringing applicants, in order to testing or interview them. All these process require costs, so if candidate is not appropriate in certain position, employers lose investment on them. Social media sites do not allow recruiters to share their vacancies geographically. This issue make difficulty, when candidates apply over world or from the all country. To sort all of them, consume time of recruiters and destroy their concentration.

E-recruitment does not always work. Candidates will not fill all vacancies with online method.

Unfortunately, technological news are sometimes unpleasant for some applicants. Online recruitment require preparing standard forms, in order to make process easier. However, most of candidates oppose forms, they think, it is time wasting and boring procedures. Therefore, they are willing to send resumes. Technological issues also

bring with itself problems in system. When application form does not work or have a problem in any area of it, applicants cannot to apply, so it can lead to delays in assessing and testing process. Solving technological problems may be time-consuming and difficult.

Many candidates are willing to work at any organization, which they see themselves as a part of the team. To learn firms' values and culture is crucial thing in order to know you suits them or not? Candidates, who wants to get brief information about organization, visit companies' websites. Most of the companies do not care about it, especially small and medium sized business. Because, creating well designed websites require high investment. Most of the time, they cannot invest on like these issues. This issue brings problems in reliability to company by applicants. Consequently, potential and qualified candidates ignore and reject applying to certain vacancies shared by like these firms.

E-recruitment comprise of electronic applications, screening, testing and interviewing process. Thereby, interview section requires online or phone connections, which seems as impersonal. Online recruitment makes problem in defining if the applicants suit to the organization and its values. In this situation, candidates also can struggle in evaluating organization, which is good place to work for them.

If organization has not well designed website or sufficient reputation, posted vacancies will not mean anything for candidates. Especially, small and medium sized businesses share their vacancies in well-known pages, sites, or websites created by recruitment agencies. This helps them to attain lot of potential applicants. However, these firms should pay fee in order to use services in like these sites. So, this situation increase cost of sharing vacancies through internet by this method.

If employer arrange E-recruitment campaign or crate structured system, should hire another employee in order to control system whole day. This can cause over labor hours, extra employees. Additional staff sometimes require extra expenses.

Online posts always carry on risks in persons or companies social life cycle. So, spammers or hackers can seize organizations' crucial information through their posts. They also can attain staffs' information in order to damage them. This issue may do prejudice to companies' reputation by hacking their websites and sharing inappropriate things in companies' websites.

Methods to use Facebook for talent acquisition

Now, the normal Facebook user use up almost six hours a month spending the social media web sites. Even it opens huge job possibilities; people are willing to use Facebook as dependable human resources. Therefore, if you are not using Facebook for talent acquisition, you can miss out some crucial forthcoming talent. Starting to explore the social media tools' talent acquisition aptitudes, I have prepared a necessary ways on it.

Setting up a community

The most intense methods to operate Facebook's appearance is to create a community where potential job searcher can get information about your organization's career possibilities and culture. The simplest method to make it is by building a Facebook page, devoted to your organization or your career possibilities. Both have apart benefits, but the most crucial element is to do initiative stage. Firstly, companies need to build a plan in order to formulating page and should be sure that they are ready to devote a fixed amount of time in a day to controlling the opened page. Job searchers will rapidly wander if this page stands motionless for so long.

If you settled down to prepare a firm page with a fully dedicated careers Facebook page, companies should improve a strategy in advance. There is a list of questions to answer before it begins.

- How can recruiter convey its company culture?

- Which content recruiter will share?

- How will recruiter constantly deal with its audience and potential applicants?

- How will recruiter exhibit its open vacancies and will use any application form?

Here is the all queries that not only need decisive responses, but also demand a plan. Preserve your ideas and topics from the starting point to keep compatible messaging during the existence of the page.

Branding

When it is time to find talent, it is all about exploring applicants who are the most appropriate one. Therefore, it is critical for applicants to have the abilities and experience. İt is also important to match they character with certain firm's values and culture. If certain organization is all about building self-government, then it will not want to take someone who are willing to get guidance. Facebook page is to post that kind of statement. Organization can share photos of its workspace, characteristics from present-day employees, and summary of the organization' values. If a applicant feels sliding to organization's attributes, there is a best opportunity they will do a precious addition to organization's team.

Best Content

Companies need to be sure that they are appearing in candidates' News feeds; it is challenged to keep an immanent flow of adopted content. If company's fans are interesting with shared content, have the better chances to be sure that company's updates are appearing in public's News feed. If recruiter are ready to begin strategizing and building content, the opportunities are verily infinite. Need to be arranged by building calendar where recruiter could appoint each day's posted content.

- Organization profundity. Share photos and videos of workplace, thrilling updates, recent events and incidental "paparazzi". Something company will give its followers a flavor of how it looks like to work in this company.

- Employee characteristics. Searchlight surpass of employees. Share a photo of the staff and ensure their success, organization's development potential and displaying immediate gazes of the work surroundings.

- Established content. If organization conducts resource center, its Facebook page is real base for posting its articles. Whether, created page is merely concentrated on career possibilities, make sure the content remains appropriate to job searchers. Share links to company's branches or stores and should not forget to ask feedbacks of costumers.

- Industry related theme. If company frequently are interested with latest industry news, they should not be frightened to post their revelations. All shared values, news, interesting information should be attractive by potential applicants.

- Job searcher relevant content. The identical elements are general for employment news or labor tips. Whether, organizations have overwhelming insight on creating a CV form, it means they are interesting about onlooker's first job or just crave to share an inspiring citation, ensuring precious resources to followers will help push forward a faithful following.

Share Jobs

Surely, the most crucial part of content on company's page will be certain open positions. Each position to fill up should be shared immediately in company's wall, so followers can calmly comment, like. If company want to attract potential candidates and make them to apply within Facebook page, there are different ways in order to conduct it.

How to recruit on Facebook

Facebook has passed a far way after Mark Zuckerberg did his first step to build a personal web page for classmates. With approximately one billion peak users, it is acceptable that recruiter's next employment is posting a photo or chatting with Facebook users just now. Recruiters can utilize Facebook as one method to hire qualified employees.

Why need to hire on Facebook?

- Social media channels are not just for youthfulness no more. Virtually, Facebook is not the place to draw just new generations. Its fame among older fans is increasing; at least 55 percent of people over 64 are energetic users.

- Facebook users do not merely excel others, they are also active. Each one minute, Facebook users download 293 thousand statuses and 136 thousands photos. Facebook also has growing amount of users. In every second are opened five account by users. This is so overwhelming to neglect.

Facebook also save time and energy of recruiter in posting job vacancy. So this platform order function that recruiter can add apply bottom in page. Therefore, it reduce the difficulty of applying and save time. Unfortunately, this function is not working in every country.

However, what is the job tab in Facebook platform?

This is called workable function. Companies apply this function to sort and list their latest openings to the public. This function is updated automatically. Recruiter can change any features in any time, such as closing position or changing any part of shared vacancies. This function does not work in Facebook mobile version.

So which benefits are coming from Jobs tab to company's talent acquisition?

The most crucial thing among recruiters is to attract most qualified, skilled, appropriate applicants to company in building success. First direction is to be reachable for job seekers. This tab will help companies to show its reputation to job seekers. Job tab helps recruiter as below ways:

This help in increasing employer brand. When candidates enter to company's Facebook page. They will immediately will include to the job tab of company and chose interesting opening positions in order to apply. In this section, recruiter can contact with its potential candidates and build relationship with them. This increase reputation of recruiter and most qualified candidates are willing to work with like these organizations.

This function accelerates application procedures. There are lists that candidates can enter and choose appropriate position for them, so then they can include to the vacancies related to this position and get information about duties, requirements and so on. After all, of these procedures candidate can apply.

It helps to recruiters in achieving large pool of applicants. Adding more features and methods to find best employee always facilitate this process and close the recruiter to the potential candidates.

By mixing Workable to job tab in Facebook is increasing the quality of the process. However, what is the Workable and how it works with Job tab?

It is very easy method for advertising opening job. Companies need to create in their private Facebook page job tab and then integrate it to workable. Then Workable team will occur all works. It helps to employer to indicate all posted opening job position automatically. With workable company can show it open job post how they want. It calls customizing all openings, for example, listing job positions as its location or department, indicating all parts of job description or only titles, entering special location information, such as about city or region and etc.

Next advantage of Workable is that this helps to update shared jobs as their dates. It means you do not need to choose any time date to put your posts to this date. When employers share new job opening, they will appear in current date automatically. Workable help to manage and arrange candidacy and application forms. It directed to list all gathered information in certain places. This will help to recruiter to get information and automatically gather it in needed places, such as name, location, experience, contact details of candidates, resume, which candidates applied for certain job openings and etc. Another benefit coming from this help center is getting reports about how many candidates applied and how many of them hired for certain time frame. This section is called as a candidate sourcing reports. In addition, this function helps to recruiters to know about which channel, pages or other tools bring most of the potential candidates. With this function, recruiters can list their plan and future actions in talent acquisition.

Moreover, at the end of this topic, I can talk about cost of this function. If companies have Workable account and Facebook page with over 2 thousands users, they can set Job tab function for free.

Sometimes companies' recruiters are willing to share open position in their private Facebook page. If recruiter merely wants to find job via Facebook, he or she need below advertising methods.

Sharing open position in her or his timeline helps them to find any candidate among their friends. If they know that in their friend list have so many potential candidates or passive job seekers, they are willing to appear them with this method.

Next one is sharing open positions in recruiters' friends' timeline. If recruiter believe that in the friend list have certain persons, who have so many friends, that they are very high level, experienced candidates, he or she will post this vacancy friends timeline. This also directed to show someone that company have open position that very suits to this person by recruiters. This is so appropriate for passive job seekers.

Next one is posting job openings in certain groups. These groups mostly directed to facilitate candidates' band employers' works. These pages are opened for Human Recourses purposes, especially for talent acquisition. In every country, have like these Facebook groups that directed to find or post job openings, related to location or country. In these groups, have so many employers and job seekers. Most of the passive job seekers follows like these pages to see quickly the appropriate and satisfying job postings here. Because they like their current job and will change when they find better one. Therefore, it is the best way for recruiters to post the open job position in like these Facebook groups.

In addition, last method for advertising open job positions for recruiters is sending massages to certain persons to inform them about it. If recruiter know someone in his or her friend list, who suits to certain open job position, recruiter will inform the person that make him or her to apply and join companies' staff. It is also very useful for finding and reveal passive job seekers.

Creating a talent acquisition strategy on Facebook

All social media platforms are not same and people use them differently for their purposes. Now it is time to determine which social media platforms are more appropriate among users. Researches indicate that job seekers use social media platforms with various percentages.

Statistics show that 71 percent of males and 55 percent of female candidates are using Facebook when they want to get new job position. These percentages are changeable among different income levels. So now, it is time to indicate how employers can build their recruitment strategy on Facebook social media platform.

First must have on Facebook talent acquisition is sharing open position in employers' Facebook page. Most of professionals say that recruiters should post certain links to facilitate including and getting information about job. Employers

should add all the needed parts in job posting, such as brief information about company, duties, responsibilities, expectations, and incentives and so on. Recruiters give the chance to their candidates to learn about company and opening job. Candidates will be satisfied, when they feel that, this company is very successful and they will work in good condition. Detailed job description will help them to understand what they will do in workplace and this make them feel that they are appropriate to this position and will be able to do all certain duties.

Second crucial thing in this strategy is promoting the culture of company. Now how we can do it to direct our culture to candidates? This stage can be expressed with various ways in Facebook page. Most of the companies show their companies' culture with photos, videos, events etc. the most effective one is posting team photo of the company. This can show itself in events, holiday trips or choosing best candidates of month and share her or his photo with their speech and expression. For example, EY Azerbaijan in its Facebook page share employees of month or year and talk about their succes. This show to potential candidsates that, how this company care about its staff. Another ways is videos that can be taken in any event or trip, it is directed to indicate how they organise professional, high level events for their employees. Or companies create video advertisements with their staff to direct their culture to clients and also to their potential candidates.

Next stage of this startegy is finding potential applicants in Facebook groups. This stage mostly directed yo find passive job seekers. Because they especially join to like these groups, just to follow new chages in job mrket. But they do not want to change their job to another. So employers want to get like these candidates. Because most of the times they are very skilled and high level candidates and their work satisfy them anyway. But recruiters want to change thir direction about this mind. They want to show these candidates they are better than current workplace. So companies want to give to like these employees what they want, such as high salary, attractive incentives, good work condition and so on. Another purpose of this stage is to reveal

candidates who is new graduated student. These persons are mostly directed to search job and therefore they join like these groups. Recruiters want to attract young and fresh candidates, who are more innovative, mostly thinking about new ways, directed to change old methods and bring new things to company.

Last, one in this strategy is finding quality and quantity. What are they meaning? Quality is to find high-level candidates. High-level candidates mean that, skilled, innovative, experienced in certain position and son on. They can contact with them through Facebook. Because these persons create their account in Facebook and share various information about themselves and works. Therefore, recruiters can get needed information and contacts of them. This method help to recruiters to build relationship with their potential candidates easily. Quantity means that, how many candidates, companies attracted while posting their openings. This is very crucial point in job posting. It can be advantage and disadvantage to the company. Advantages are that, company can draw so many potential candidates and add them to companies' database as reserve candidates for next opening positions. Disadvantages can show in getting so many applicants that not suiting for employers' culture, wants, job description and so on. This can show itself in distant problem. Candidates can math with employer's wants, but location can be far away from his or her address. This can create so many time wasting and upset in candidate. To avoid like these disadvantages, employers should build their job description or application form very carefully. This form or job description should contain needed section in order to facilitate understanding. This help to candidates or applicants to understand what they will do and they math to this company or not? So, then they can decide to apply for certain opening job positions.

LinkedIn

LinkedIn is created as a business social media platform. This platform is established in 2003 year, in order to build relationship with various business partners, find out colleagues and contact with them, create network related to certain industry, seeking for job and sharing job positions. In LinkedIn, users create their profiles as a resume and business profiles are dealing with acquiring them immediately related to their needs to certain openings. Therefore, it is necessary to be professional, create profile with right and detailed information and at the end to fulfil right places and sections. LinkedIn has 467 million user over the 200 country and members can use it in 24 language.

Most of the recruiters also use LinkedIn profile to find appropriate candidates. This platform is created for talent acquisition purposes, also companies', employers' advertising. If employer or recruiters want to create business page for their company in this platform, they need below four essentials.

First essential is picture. Every company or recruiter should have profile picture in LinkedIn profile. This will look more professional. If this is company page, it can put logo or any symbol of company in profile picture. Recruiter of any company also should put their professional picture to certain place. Because, when someone search about company or any recruiter of the company, they will find out with profile photo so quickly. It is seven times more attractive when companies or recruiters have profile photo.

Second crucial essential is headlines. This part is situated along profile photo and name. It is the brief information about the users, what they are dealing with. When users search about company or recruiter they will be sure that found out the right page.

Third essential is summary part. This part also called as a bio section. This section is directed to show other users who search about you and included to your page in

LinkedIn, to know detailed information about you or your company. This section is consisted of two or three paragraphs that indicate what are your success, what company did while its existence and what this employer promise for its future employees. In the end of this section, recruiters or employers should add contact details, in order to be available for any users.

Last essential in building LinkedIn profile is adding keywords. Keywords help to company find out more comprehensive. This section more useful for companies' recruiters, because when users search about companies recruitment staff they will find them with keywords easily by adding companies' name or other features.

Another must have in LinkedIn profile is to customize profile URL. Adding URL make employers profile more professional. When users open LinkedIn profile, they will get URL related to their name. It is directed to find profile easily.

Next crucial thing in creating LinkedIn is adding showcase page. Showcase page needed in huge and small businesses. It helps to display your work follows you and who have not any information about you. Company can share in this section any new updates or information about itself. It is best way to build relationship with candidates and clients.

LinkedIn users do thousands searches in LinkedIn platform every day and find the needed persons or companies with their location or any niche. Employers can draw search rankings to know keywords in their headline, bio section or anywhere are helpful for their appearance in searching. Therefore, companies should use right keywords in their LinkedIn profile, as I said previously. Search ranking helps users to know how much times they appeared in searching. Therefore, they can decide with it, how they can increase with different keywords, in order to appear in searching part.

Next crucial thing is connecting with people. There are many ways for reaching to people. But sometimes this wasting of time. Because you should find their contact,

send any email and waiting the responds. However, LinkedIn help users to send massage any time, unless you do not add this person to your friend list. Recruiters should keep in control their homepage. It can be sounded very simple thing, but it is very crucial to know which process occur around them. This help to learn which news have in labor market. Companies or recruiters should do at least one status in a day. This status must contain detailed, interesting information in order to attract interests of users. If you do not share statuses professionally, it will not interesting by outside of your team or staff.

In addition, at the end, recruiters or employers can use analytics to know ranking in various sections. This can be include which users reading status, posts, and also can indicate company's performance in LinkedIn business page. This section helps recruiters or employers to understand demographics, which gender and other features about users.

Below I mentioned statistics about LinkedIn 2018.

In LinkedIn, number of listing job is 11 million.

94 % of recruiters use LinkedIn to vet candidates examine their profile and candidacy.

48 % of recruiters use LinkedIn to build their social scope.

Increasing the job view in LinkedIn compared to Facebook is 5.7 times, to Twitter is 3 times more. (16.01.2014)

40% of users use mobile app for LinkedIn.

65% of job postings require bachelor degree.

Twitter

Twitter was established in March 2006 and launched in Mach at the same year. This platform has over 319 million active user.

Twitter is the one of the big social media sites that directed to post just 140 characters in one content. To be seen among the skilled and high-level members, recruiters or business pages should post professional and interesting contents. As well, members need to get more and more followers. These features have more chance in returning back of interesting members to you. There are so many methods to get advantages from Twitter in recruitment. I listed them below.

The first necessary thing is sharing just keywords for job posting. This means recruiters can not to accommodate full elements of job posting in one content, therefore, they need to share tittle and attractive parts of job posting and then link of web site in order to give to applicants more information about open job vacancies. For professional content recruiters or business, pages need to give titles more harming for users, especially who are seeking new job position. For this recruiter or companies' pages, should wright down the name of the job position and other so crucial elements, together. In addition, at the end of content they can share URL that contain full job description, which is located in web site. For example, we are looking for Credit analyst and salary is 1000 AZN. Then add link of website.

Second necessary feature is recruiters can manage two accounts in same time. It can be his or her personal account and can create business account to share only employment issues related to company where they work in. this help them to get more user and in the same time potential candidates to follow and draw for their contents, especially job postings. It make you to be sure that, your content will be read by other different types of members.

Using hashtags are also very useful in Twitter. Potential candidates can find job postings with this right hashtags. In general, hashtags help to users find anything they are looking for, if they are used in right places. In previous example, recruiters can use #creditanalyst, #jobincreditanalyst and etc.

 Another method is to share title of the job posting and then add the link of other sites that focused on sharing of job. These sites are followed by hundreds of users;

therefore, this method is useful for corporates, which ones have not professional web sites.

In Twitter, recruiters can come across with potential candidates, who suits to needs and wants of employers. In this moment, they can save the features of candidate and profile for future, if will have need for openings.

Direct massage also is the best way for recruiters to contact with potential candidates and meet with them in order to spread the social scope and to suggest job position to them.

Another good way is to ask friends or users that recruiter believe, he or she will attract more attention to their posts, to share certain job openings.

If companies are going to job fairs, they can announce to the public in Twitter that to inform and to call them to join to certain job fair. This increase the reputation of company, potential candidates will think about that this company care about its future employees.

Sometimes recruiters and business pages are shun from sharing any content or job posting more than once, but it is very useful for them. Because, when recruiters or business pages share any content, this can be seen by less people, because of time changes. If you are a huge, corporate you will be followed by members over the world. In every country it can seen in different times. May be first time, someone will not see certain posts, but in second time, it has more chance to be seen.

Importance of Twitter in building company brand

The one of the first advantage of Twitter among its rivals, when contrasting with LinkedIn and Facebook, we can see that, twitter more convenient and not any privacy. Sometimes in LinkedIn and Facebook, have privacy barriers that users cannot to send massage or see contents each other. However, Twitter give a chance to overcome all this obstacles and members can direct their contents to large public, when this content is made professional and interesting for followers. There a few steps to build best Twitter account for your business.

First step is to appear in Twitter frequently. This platform is not as LinkedIn and Facebook, so need to check account several times in a day. Companies or recruiters should post about them and their work 2 or 3 times in a day. It is good for keeping touch with clients and candidates.

Second step is simple and short massages. Mostly recruiters send massages to any user for get contact with them for knowing and choosing process. Therefore, they should right massages not so seriously and complicated. To be friendly is good for company and recruiters' reputation and brand name.

Third step is keeping contacts with the audience. This means that, recruiters should join to conversations in order to get feedback or giving feedback. This make advantage for recruiters to know the related industry and labor market, actually, their wants, expectations and so on.

Next step is ask for retweeting from your friends, if you are a recruiter and it is your personal account. However, as a business page, employers can ask from accounts who focused on Human Recourses works or so famous person in related industry.

In addition, at the end, companies should use in their Twitter accounts quotes, hashtags, statistics and like these things that close to companies' culture, name, industry, opening positions, employees and so on.

Other social media platforms in Talent acquisition

Previously, we spoke about big three in recruitment as asocial media platform. Now it is time to offer other alternatives. Here is the three of them: YouTube, Google+ and Instagram.

YouTube is the biggest video platform. Studies show that sometimes, video mostly become more attractive than with characters. So, if employer wants to indicate their culture, work condition, how they are caring about their employees, events or another features, they can use the functions of YouTube. Most of companies use YouTube for Human Recourses aims, in order to attract best candidates to themselves. They share about events, how they hold these events in high level and so on. Sometimes,

employees also put their comparative videos to YouTube platform, especially when they congratulate the birthday of each other. They want to show to other candidates how they are kind to each other in workplace. Candidates also can use platform to indicate themselves to public and employers. They can speak about themselves, their work experience, skills, education, certificates, achievements, expectations and so on. This is called as a video resume. It has also some parts and rules to create and introduce professionally.

Google+ is also becoming more popular for recent times. The best feature is, creating groups and name them with keywords. This helps recruiters to use keywords and find needed candidates easily. Recruiters can choose candidates as their category, industry, experience, region or as branches and name all these groups with related tittles and keyword, then to add chosen candidates to appropriate groups. If they want to find IT specialist, they can search certain groups and find best suits.

Instagram is the most popular social media platform in the world for recent times. It is not only for famous people or sale, but also for recruiting. Right strategy and features will help recruiters to use Instagram as an effective tool of social recruiting. To build social recruiting strategy in Instagram, need to answer some questions: How will Instagram help to you in recruitment? What are your purposes to reach in Instagram? How can increase employer brand for your clients and candidates? and etc.

Fist main thing in Instagram s to share employers' page bio. Bio section is for to show your clients and candidates what you are dealing with. Hen users search about employer they especially use tittles or keyword, bio section will help them to find out any company in Instagram. Bio section not should be s long and different kinds of symbols. It has to contain brief information and direct massage to their followers.

Posts also is crucial. Employers should know what to post in their Instagram page. Below, I mentioned some information about posting in Instagram business page.

First element is quotes. This element can draw passive job seekers to come to active side. These quotes can be motivational, inspirational, information based and so on.

In every social media platform, sharing pictures are so charming for clients and candidates. However, Instagram is the social media platform, which directed to share all your information as a picture or short videos format. Therefore, if employer have business page in Instagram, he or she will share photos of staff here. Again, sharing pictures is the best way to show the work condition, kind staff and so on.
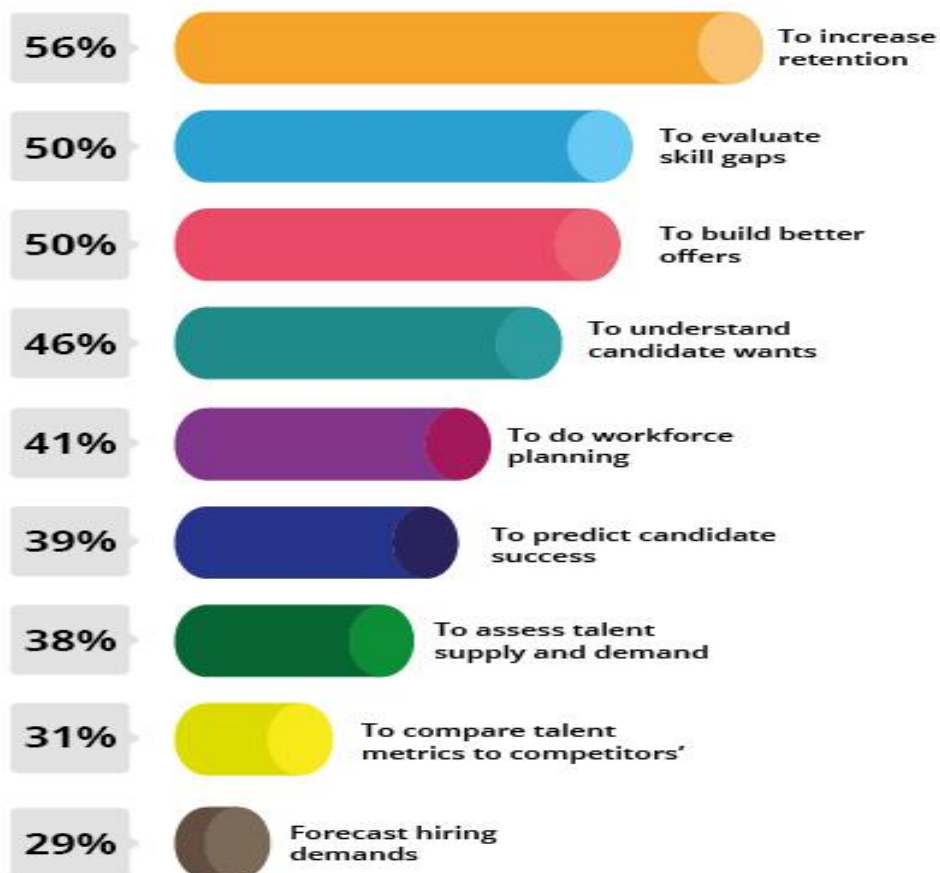
To be funny and creative also build employer brand. Being creative means in Instagram, creating brand mascot. It can be any symbol of the company as an avatar. When employers' clients or candidates will follow the companies' posts, they will enjoy watching these mascots.

Keywords also are important part of Instagram or any social media platform to be found easily by other members. In Instagram members use especially, hashtags. Because in this platform hashtags very crucial part and determine any searching element and serve to user.

Another important element is when to share posts. There are not any rule or harm for users to share their post in certain times. Nevertheless, if you are a business page and employer you should not overlook period and like these things. This period has to match with the candidates' launch or relaxing time, when they return home from work hours. If employer looking for candidates from oversea, they should identify time gap comparing with their country. Advertisements are the best ways to offer items of your company to public. With this method, recruiters also can offer their open job for job seekers. Advertisement on Instagram can be edit as region, gender, quantity and so on. If employer is seeking for male candidate in Ganja, can edit advertisement with these features.

Conclusion

When spoke about traditional and modern ways, can say that each of them has own advantages and disadvantages. Recruitment agencies as traditional methods is so useful for companies, who has not structured Human Recourses department or recruitment team. This method create efficient and effective result I choosing best candidates among offers of them. Because, as previously said, these agencies have so detailed, well-structured database system, that allow them to reach pool of candidates in short period. With this advantage, recruitment agencies can offer so many skilled, qualified candidates to different types of organization related to their industries. The companies, which has their own database system in talent acquisition, they use data differently, with different purposes as below in 2018:

Percentage	Purpose
56%	To increase retention
50%	To evaluate skill gaps
50%	To build better offers
46%	To understand candidate wants
41%	To do workforce planning
39%	To predict candidate success
38%	To assess talent supply and demand
31%	To compare talent metrics to competitors'
29%	Forecast hiring demands

Graphic indicates using data in different purposes with various percentages. As shown, data is used in increasing retention mostly. Retention is keeping candidates' information for a long time for future aims. Just 29% of use data in forecasting demand in hiring. In forecasting demand, data can be used as analyzing appropriate candidates' information to related job openings, then to learn their expectations and demand in workplace and from company.

Data also can be used in evaluating skill gaps and building better offers for candidates as shown in graphic with high percentage. Skill gap evaluating is looking at candidates' information, especially their skills to know in which position candidates are having certain skills. Day by day candidates' skills changes according to changes in work condition. To be innovative, thinking new ways in workplace, using great skills to change some procedures are so attractive by recruiters.

Modern ways of talent acquisition are concerned with structured database, social media platforms and so on. These methods help to organization in arranging of all resumes. This means that recruiters can distinguish resumes and application forms easily to organize candidate pool for each job position. In the same time online recruitment helps to build relationship with candidates.so, recruiter can be in touch with them in any time. E-recruitment can solve passive job seekers problem and attract potential candidates by advertising the openings or find out appropriate candidates through social media sites and offer them to work with certain employer. Online recruitment make the company to gather certain information, contacts and other crucial elements in searching period. Recruiter can use social media sites in advertising their openings and to create employer brand. Employer brand is so necessary thing among candidates to know employer, where they will work, how condition is, how company caring about its staff and so on. Therefore, organizations are willing to spread their culture to potential candidates in order to show them how they good in their work and caring about their employees. They can show it with social media platforms very easily and not spending so much funding on it.
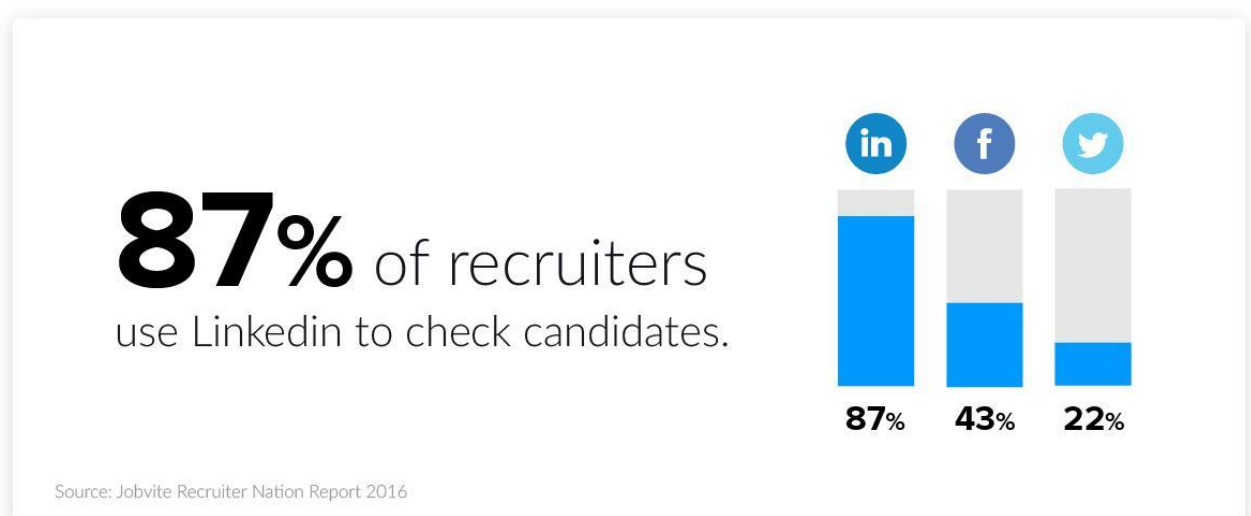
It is so widely used method among employers, that they can share their quotes, pictures and videos quickly and easy. We will look separately each social media platforms to analyze how they useful for talent acquisition.


These analyses are created in 2018 year.

This graphic show that, 80% of recruiters think, they can find out passive job seekers easily. For getting potential candidate pool, 75 % of recruiters think, that social media is a best way to achieve. There 70 % hiring mangers successfully hired so many employee with social media platforms. And at the end, 89% of companies are planning to recruit by social media platforms.

First influencer to online recruitment is Big Three. We call as it, the 3 huge social media platforms: Facebook, LinkedIn and Twitter.

87% of recruiters use Linkedin to check candidates.

87%   43%   22%

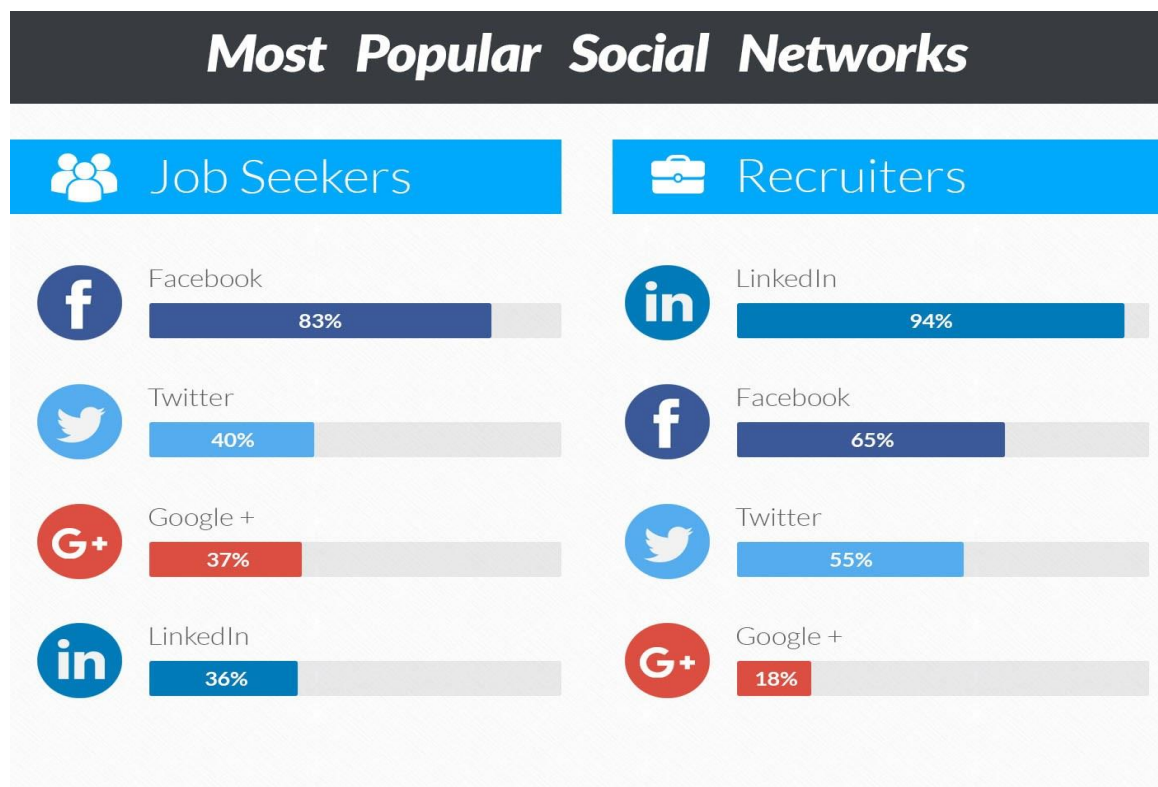Source: Jobvite Recruiter Nation Report 2016

Related to 2016 statistics, 87 % of recruiters use LinkedIn in talent acquisition for checking candidates. As a reason, this platform is based on business deals, communication with candidates and employers. For long time LinkedIn remains its first place. Next popular social media platform is Facebook. Its popularity is coming from its multifunctional features. Therefore, Facebook combines almost all needed function for talent acquisition. Employers can share their vacancy posts, photos, videos and quotes. Advertising the job positions on Facebook is also effective way to seen by hundreds of candidates. Job tab on Facebook involve with posting vacancies and arrange them easily. With these recruiters can see candidates' profiles and check them quickly Just 22% in Twitter, use it for checking candidates. Twitter is huge platform and used by millions of people, but some barriers in this platform, sometimes create obstacles. On Twitter only can be used limited characters. This platform do not allow to users to share pictures and videos. Therefore, its percentage less than others.

YouTube
21%

Google+
14%

Instagram
13%
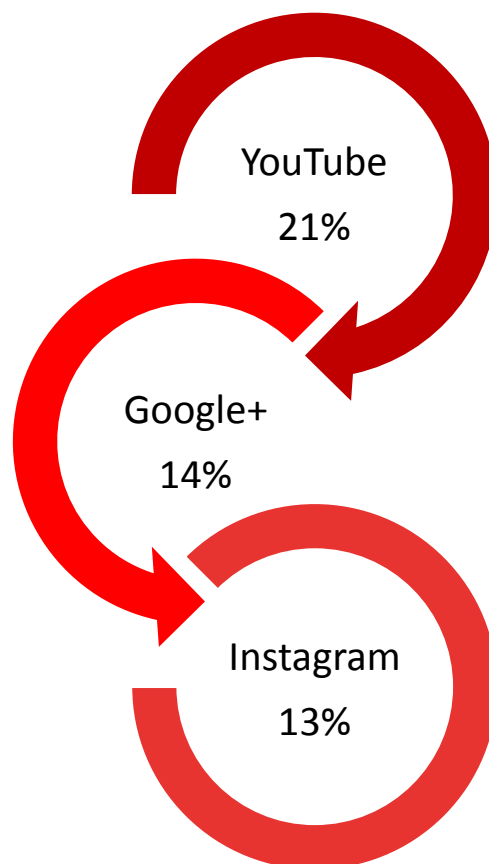
Among other social media networks, YouTube in the first place. The 21% of members in YouTube use this platform for talent acquisition process as both recruiters and candidates. These include indicating employer brand, work condition, companies' employees and so on. to public and other potential candidates. Candidates also use this platform for different purposes, such as learning about company or putting video resumes in order to advertise themselves to employers.

Next one is Google+. This platform famous for its functions that, can be used in recruitment for different purposes. Recruiters can create groups and add candidates' information to related one. This helps them to find out appropriate candidates in short time. Google+ also best way for candidates to share their resumes and other needed information with employers.

Another famous social media platform is Instagram that allow t employers to do advertising about open vacancies, sharing photo and videos o team events etc. The 13% of members use this social media platform in recruitment process. Candidates also use platform to learn about company and new openings.

Most Popular Social Networks

Job Seekers

Facebook — 83%
Twitter — 40%
Google + — 37%
LinkedIn — 36%

Recruiters

LinkedIn — 94%
Facebook — 65%
Twitter — 55%
Google + — 18%

This graphic shows contrasts of job seekers and recruiters in social media platforms. As seen here, most of recruiters in LinkedIn for talent acquisition procedures. Because, LinkedIn is professional business platform, allow to recruiter for seeking candidates, sharing information about employer, using statistics in order to know which positions are attractive and which candidates are willing to apply for certain position. Job seekers use LinkedIn just for sharing their professional careers. But, job seekers mostly use Facebook for finding a job. They use different groups, which focused on sharing new job positions. In addition, they can share their different information with public to attract recruiters. Facebook attractive for them, because of using for different purposes, such as entertainment, news and also for finding new job. If we look at the recruiters, they use Facebook only for advertising vacancies, employer brand, company information, checking candidates' profile. Another platform is Twitter that used by recruiters more than job seekers. Because, recruiters use it for sharing links of vacancies to candidates, in order to give detailed information in certain web site. But job seekers just focused on using hashtags and finding the certain information about various positions. Last one is Google+. This platform is used by job seekers mostly. Because most of candidates send their information, resumes or any documents through their Google+ accounts. Recruiter use this platform to accept candidates' sending and group them in certain group of massages.

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