

INTERNET USAGE IN THE RECRUITMENT AND SELECTION OF EMPLOYEES

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Abstract: Contemporary society uses the possibilities of the Internet in various areas of life. The Internet has influenced private life, social life, family users, its usefulness can also be noticed at the professional stage. Being an active user of the network, creating profiles and creating your person on various social networks, and you can see the usefulness of this type of practice. Enterprises search for employees via the Internet, employing specialists or creating appropriate positions in the company, responsible for recruitment. The Internet allows access to a wide range of candidates, and the biggest advantage of this type of recruitment is the access to the huge amount of information that users place. Specialized job placement portals or websites created to allow an employer to meet with a candidate, create the ability to view and filter job offers as well as search for suitable candidates. The scope of the paper is the analysis of the tools used to recruitment and selection of employees in the internet especially by social media. The method used in this paper is analysis of the social media platform. Research question: What social platform is best from recruiters point of view.

Keywords: human resources management, recruitment, recruitment methods, social media, Facebook.

1. Introduction

The development of information technology is one of many, but the most important factor affecting the change in the perception of competences and skills of employees. This is because thanks to this progress, the possibility of communication, availability of information and the pace of their use have significantly increased. These elements have a significant impact on the transformation of perception of work and on the change in the qualification requirements of many jobs. The competencies of employees, which are treated as an element of the intellectual capital of the organization, play a strategic role, they are a factor that increases the efficiency of the functioning and operation of the company, thus causing the development and continuous

improvement of the organization (Wiśniewski, and Poczowski, 2006; Sułkowski, and Chmielecki, 2014; Mičík, and Mičudová, 2018).

The emergence of the Internet has revolutionized the market in many aspects, and recently in the literature you can meet with this – one of the most modern approaches to recruit candidates. This is a part of the so called strategy 4.0. This strategy is based on drawing the employer's attention to the real benefits of using social media. Applying strategy 4.0, the employer should minimize recruitment costs and emphasize the profitability of these activities. This can be achieved by resigning almost entirely from recruitment agency services, reducing the number of advertisements and reducing the number of employees responsible for recruitment. The whole essence of strategy 4.0 is building a community around the employer. The result will be the involvement of potential candidates, for activities on the Internet and creating traffic in favor of the employer (Wawer, and Rzemieniak, 2012; Arendt, 2014).

Every year, the popularity of using the Internet in the recruitment process increases, because this method is characterized by speed, flexibility and turns out to be competitively priced. It is a very good and convenient source for acquiring candidates and creating job offers. Already in 2015, research done by the organization Chartered Institute of Personnel and Development in London showed that two-thirds of the surveyed companies use the Internet in the recruitment process. This source is willingly used because it facilitates communication on the recruit-candidate line. It is also characterized by the possibility of constant market observation, which allows you to make the necessary analysis and does not require a lot of work, because all these activities can be done remotely. The possibilities of development, progress and use of Internet recruitment have no limitations, and the whole process is constantly evolving (Tomczak, 2016; Czajka, 2019; Fisher et al. 2014).

The use of the Internet in the recruitment process is therefore an increasingly common way to recruit an employee, but the activities of companies on social networks can be divided into different areas. The first and most important of these is the opportunity to build a company's brand on the Internet, through specific activities, presentation of job offers, comments and opinions of specialists who work in the company. The action that a company can take to build a brand is also the publication of market research and their results regarding the amount of earnings in particular industries, as well as data on the demand for specialists. An activity having a direct impact on recruitment is the use of social networks to provide information about vacancies – a job advertisement. In response to the announcement, you can receive feedback on the offer, it can take the form of applications from candidates willing to work and opinions from the public about a given offer. Using the Internet also allows access to information about potential employees, which can be obtained directly from the candidate's account, where his CV is often placed, as well as useful information related to the work he is currently doing (Jędrych, 2015; Woźniak, 2016; Wolniak, 2017).

The art of acquiring and screening candidates is reaching the appropriate network by the recruiter, such as Facebook or LinkedIn, and establishing contact with educated and suitably qualified people who also join such websites. The task of the recruiter is to find them and make contact with them, build and maintain bonds, so as to create a virtual illusion of acquaintance. Nowadays, where the Internet is understood as an inseparable part of life and leads to both private and professional life, social networks easily attract the best candidates. This happens, among others, because in today's society consciousness and freedom of movement in the virtual world creates the image of a person familiar with technology. Spacesalists owe their successes to a better understanding of technology and the fact that they remain open to it. It helps them to summarize their current career, create development paths and strive for improvement. One of the problems in previous years during recruitment was an outdated CV, which often made it difficult to contact candidates. The biggest advantage of social profiles of the candidate is the possibility of its continuous updating and improvement, which makes recruiters have access to the most up-to-date data of the candidate. Another advantage of using this type of information media is the access to a lot of information that has not been previously available for access. The recruitment managers also now have access to a number of data such as: common friends, recommendations from colleagues, information that can be obtained through this channel enable to determine whether the employer and the candidate meet their mutual requirements (Shih, 2012; Hysa et al., 2015; Girard et al., 2014; Wolniak, 2018).

2. Social media

One of the possible methods of searching for an employee on the Internet is the use of information contained on business portals, where candidates are presented their skills and qualifications. It is a place where employees build a network of professional contacts and exchange experiences. The profile of the candidate presenting on these types of websites usually contains information about current workplaces, positions they had, scope of duties to be performed, and information about education, training and courses can also be found there. Such services also allow the participation of other members in the presentation of a given person, others may actively participate in building a candidate's profile by confirming their skills, posting comments and articles and industry materials. There is also a possibility to build thematic groups associating supporters of specific industries, creating interest groups, which makes it easier for recruiters to access specific professional groups. Recruiters are also required to have recruitment accounts that are otherwise structured, they are shared by several recruiters and their possession is associated with a subscription fee that allows access to innumerable information and access to precise data about the candidate (Tomczak, 2016; Czajka, 2019).

Two terms that are often used interchangeably and have different meanings are social media and social networks. The former – social media are characterized above all by the fact that their users are responsible for their creation, including blogs, polls, comments, wikis, tags, photos and videos. In social media, content is created not by people. People use content as communication tools, comment, post, tag and vote (Palonka, and Porębska-Miąc, 2013; Aggerholm, and Andersen 2018).

Social networks are characterized by a scheme that is based on two elements: profiles and relationships, especially websites such as Facebook or LinkedIn, are based on people and relationships. A significant number of social networking sites use functions that increase users' activity, including lamination, tagging, commenting and photo publishing. A significant difference is the fact that content on websites is a secondary value to the people themselves (Sękowski, 2017).

The increase in the popularity of the Internet as a place of searching for a job by the society, translated into an increase in the number of recruitments carried out via the Internet, thus increasing the number of offers published there. The popularity of using social networking sites as a recruitment site is still growing. The most popular places that focus the most attention on the recipients are LinkedIn, Facebook and Twitter (Buchnowska, 2015).

Internet users are eager to use social networks more and more often, they set up their profiles on them and put a lot of information about themselves, because existing in the media makes it easier to find a job, in some specialties, having online accounts may be a necessary requirement for confirming the declared skills or knowledge (Madia, 2011).

In Internet communities, it is possible to establish contact and acquire knowledge that may be helpful in acquiring valuable knowledge, by sharing experiences or jointly solving the problem. Social networking sites can be a valuable source of knowledge about the employer, information contained there can be useful in the preparation for an interview. They enable superficial learning and creating ideas about organizational culture.

Social media is a carrier of information about both the employee and the employer. Both the candidate and the employer (company) can build their image in the media, they can both create and present in the most advantageous way. The Internet is a powerful source of information, allow you to verify or supplement knowledge about the candidate and obtain additional information about the company (Palonka, and Porębska-Miąc, 2014).

The widespread use of social networking sites such as Facebook, Twitter and LinkedIn is still growing. In May 2018, 21.69 million users were real Facebook users. Depending on the profile of the company, the size of the company or the specification of the person sought, you can visit and use the services of several of them when searching for an employee. One should not focus on using one social network, because it may result in omitting good candidates. It should work on several levels at the same time, it limits the risk of missing good candidates who may not be willing to use one of the sites, but are willing to use others. A good recruiter is where his candidates are (Shih, 2012).

3. Facebook

Facebook phenomenon can be justified in many ways, according to the data available on the website "Polish Internet Research" pbi.org.pl can be observed high popularity of Facebook, compared to other social networking sites. According to the research, the number of Internet users in January totaled 28.6 million, and Facebook was here in third place in terms of popularity in comparison with all available websites on the Internet.

According to research, the average Facebook user spends an average of half an hour per day on this website, it literally visualizes the power and huge popularity of Facebook. The numbers that have been presented help to understand why Facebook is becoming more and more often used for the promotion of companies in the network, why companies set up their websites there and why Facebook is now an integral part of marketing.

The popularity of this social networking website, which provides access to the community and, at the same time, to job candidates, encourages to use it as a recruitment method. Recruiters willingly use its resources and the amount of information contained there, which may prove to be crucial for filling many positions. (Shih, 2012; Zalewska-Bochenko, 2016).

One of the most popular and popular methods of recruitment by Facebook are the use of the same techniques as during the promotion and sale of products on the Internet, that is:

- Hypertagging – people responsible for recruitment, recruiters may choose the group of people to whom advertisements are to be targeted, can for this purpose use profile data such as interests, is an ideal way for recruiters looking for people with a specific set of skills or interests.
- Social whisper marketing – people responsible for activities for the company on the Internet have the opportunity to create Internet discussion groups, developing a thread, and users can comment on the topics.
- Transitive trust – action aimed at getting to a given candidate through mutual knowledge between him and the candidate, this increases the interest and favor of the candidate, because the mutual friend increases trust and arouses "transitive trust".
- Building relationships – a comprehensive topic that can be analyzed in various ways, its implementation is also based on an infinite number of possibilities, and the goal is to maintain relationships with people, even if at the moment they are not ready to change jobs, stay in touch with them to miss the moment when the work will be ready to change. (Shih, 2012).

4. Twitter

Twitter is a popular service in the field of microblogs. It enjoys great popularity in many countries, it is used to exchange some tangible information, you can find there links to recommended materials found on the web, which people want to share with the rest of the community. Twitter is particularly helpful when looking for subcontractors, there are helpful hashtags describing particular skills or positions. Twitter is also a particularly popular source for finding intellectual leaders in a specific field, such as a social media manager. If the user has a public profile, you can easily look at his information and check what topics interest him most. People who are active on specific topics usually touch them on their profiles; this may indicate their commitment to the subject and confirm the declared skills. Recruiters looking for an employee usually treat such sources of information as an additional complement to knowledge about the candidate (Shih, 2012; Zając, 2014).

On Twitter, users create their profile to be able to observe and track topics of interest. When setting up a company account on this type of portal, first of all, you must clearly indicate our goal, for sure the brand logo should be placed in the profile so that visitors have no doubts where they have been. Entries from English are called Tweets, they are often translated into Polish as "chirps". The most popular activity undertaken on this site are promoted entries, informing users about a specific event (it can be, for example, recruitment), they allow reaching the desired group of people. In Poland, Tweeter is not as popular as abroad, it is caused by its small range, but it should be remembered that an IT condemnation may cause that in a while Tweeter will gain as much fame as Facebook (Bonek, and Smaga, 2013; Czajka, 2019).

5. GoldenLine

GoldenLine.pl is a service targeted at people who want to find a job or an employee, they are not so commonly used for private purposes, so profiles are structured a bit differently, they contain the most important information from the point of view of taking a job. In this type of service you can find profiles containing real data, accounts are created under the names and surnames of users, contain real information, specialists, managers, people from various industries, create your account there describing your current career history. These networks are designed to establish contacts and build joint business relationships. An important aspect is also a good presentation for headhunters – means people dealing with the elimination of professional talents from among candidates. This portal was created to enable building relationships with other members, it is very important from the point of view of business knowledge, which in today's world play a very important role. Knowledge on such portals is based on business

relationships, common industry criteria, or professional experience and qualifications. However, this portal is not a medium of mass media, its popularity is quite limited and it is not possible to reach the widest possible group of users through it, but it has a great advantage for brands or companies where Facebook is too massive (Bonek, and Smaga, 2013).

After direct analysis of materials with statistics, which are available for viewing by GoldenLine, it can be noted that users of this profile are divided by almost half in number against gender, men with a score of 52%, slightly sell off women's activity by 48%. In total, about 2 million users are registered on this site. When it comes to job profiles, and types of jobs that are the most desirable and most searched, finance and economics come first, further sales and office administration, followed by marketing and the IT industry. The most represented age group in this service are people aged 25-34, when it comes to educating users, the most common group registered on the site are people with a master's degree.

6. LinkedIn

LinkedIn had its beginnings as early as in 2002, while the site was officially launched on May 5, 2003. The originator was Reid Hoffman, who was his co-founder. The website offers various types of services, its revenues depend on subscribing to members, advertising sales and recruitment solutions (Czajka, 2019).

According to data from LinkedIn.pl, it has 546 million users and is by far the best service for professionals; it has also become a standard recruitment tool in the industry. User profiles are characterized by a form of an extended and constantly updated CV, reminiscent of a lively and growing professional biography. Thanks to the information about candidates that are constantly updated by them, recruiters have continuous access to the latest data and up-to-date information about candidates, which is particularly important when looking for a candidate. This portal is a good place for publishing job offers, for collecting applications from candidates and for establishing business contacts or directly with applicants (Shih, 2012).

In case the company wants to set up a LinkedIn profile for long-term promotion of the brand and product, the best effect should include information such as:

- A general description of the company (vision and mission) to approximate the business profile.
- Presentation of goods and services offered by the company.
- Participate in active communication with users.
- Inform about recruitments.

Users appear on profiles under their real names (just like on GoldenLine.pl), thanks to the opinions and recommendations as well as various types of information published there, they have a personal character. Owners and people responsible for maintaining profiles also

have access to statistics, which allows to determine who visits their profile, have the opportunity to determine what content they are most interested in, which they are, what they represent or education (Bonek, Smaga, 2013).

The biggest challenge and the downside for LinkedIn users is coping with the impression of monotony and often also the sense of impersonality, you can experience it especially in contact with the profiles of highly wanted people and those who receive many messages and invitations from recruiters. It happens that in addition to contacting LinkedIn directly, recruiters decide to contact the candidate via a different route, using public data collected from the profile, try to contact other channels, e.g. by e-mail.

7. Conclusion

Table 1 presents the comparison and characteristics of social networking sites that may be useful at the job search stage. The table contains three different portals, their characteristics in terms of the type of profile, the opportunities it provides, information that can be obtained or shared by the type of search. By using the right profile, you can search for the most interesting content. Social networking sites also offer many possibilities, e.g. access to a wide range of specialists, allow filtering only interesting content, and avoiding unnecessary information. They have a special application especially when listing offers, this offer is visible to a wide audience. It may be an offer from the employer, but also from an employee who announces his candidacy. Thanks to modern solutions, e.g. hashtags, they seem to be more attractive than ordinary media, such as newspapers. Many people follow fashion, in every area of their lives, regardless of whether it is a way of life, rest, or finding a job, then the times lead to new technologies, which is why society increasingly reaches for modern job search techniques. Different types of social networking sites also have an advantage thanks to the wide range they reach. The announcement from one end of Poland is immediately visible on the second. The Internet has an advantage over other media, and its popularity seems to be still not diminishing.

Table 1.
Characteristics of selected portals

Factors	LinkedIn	Facebook	Twitter
Profile characteristic	Access to specialist groups and a large base of educated professionals	The ability to publish photos and create a circle of friends creates a sense of maintaining a bond	Visibility of the offer for a wide audience
Possibilities	Great opportunities in the search for candidates according to key criteria, the possibility of establishing direct contact	A wide group of recipients, especially young people, the nature of mass media	Particularly good when searching for subcontractors, hashtags are helpful here

Cont. table 1.

Information	Access to data particularly important during recruitment, current contact details, the ability to reach passive candidates	Ranges larger than by LinkedIn and twitter	Possibility to learn about the preferences of the candidate, through insight into the content that interests him and trigger his or her activity
Searching	Ability to get references and reach shared friends	The opportunity to reach candidates for specific criteria	Help in filtering information and candidates using hashtags

Source: based on: (Shih, 2012; Czajka, 2019).

Over years recruiters have adopted a new attitude to look for the potential activities of candidates in social media. Nowadays many recruiters did the background verification online after receiving the job application while they wait for the meeting with prospecting candidate. On the experience of Human resource Departments looking for candidates we can distinguish following activities needed to avoid in social media: negative comments about a previous employer, boss or colleagues, discriminatory comments, inappropriate comments, mention about drinking parties, mention about using drugs, poor communication skills.

It's not easy to say what platform is best from recruiter's point of view. We think that especially two platforms are useful: Facebook and LinkedIn. Facebook is best one social platform from private information point of view, but LinkedIn is best when you look for professional experiences and skills of the potential candidate. Mixing those two types of information you can achieve best results of the recruitment process.

In the future the use of social portals in the recruitment processes will increase. Recruiter will use specialized tools to take information's from portals and link them to build more in-deep profile of the recruited person. The will mix private and professional data about potential candidate to increase the value of information and to recruit the person more adjusted to the particular position.

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