

SOCIAL NETWORKING SITES: DRIVE TO BUILD AND MANAGE TALENT NETWORKS

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Abstract

Social media is very influential device to the organizations. Social networking sites are mainstreams platforms in bridging the gap of traditional HR and global HR. Organizations that are regulating social media precisely can gain competitive advantage over others and aids in sustaining the relationship with all stakeholders.

Keywords: Social Networking sites, Talent networks, Talent acquisition, Talent management

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Introduction:

Social networking sites are used by companies on daily basis and stand for advanced trends in business. Corporate career sites, third-party recruiting firms, campus recruiting, job boards and search engines all ranked below social networks in the quality of hires (Jobvite, 2011)¹. Vargas (2011)² suggested organizations should create a social media policy not just to protect themselves, but also to protect their communities and to build trust and credibility.

➤ **Social Networking sites for talent acquisition**

In the world of globalization, where every company demands for global staffing, Social networking sites play a crucial role for talent acquisition and talent management. Recruitment by social networking sites is a new orientation. These websites come handy for the reason of no cost, no intermediaries and reduction in time. HR managers can easily identify whether the candidates are a good fit for the company or not by background checks. You tube is also used as a great and influential means for posting job descriptions and mock interviews. Employers can gain a lot of personal information about applicants “as a source of applicant data in an effort to improve hiring decisions” (Kluemper & Rosen 2009, p.567)³.

➤ **Social media for talent management**

Knowledge sharing is significant component of talent management and there is enormous number of tools available on social networking sites to manage the talent of employees bypassing traditional human resource management.

➤ **Social network marketing**

Social Networks have experienced an impressive development .Social networking sites give in massive benefits for marketing of products by regulating transparency. Social network marketing and micro blogging can provide synergy to the companies to attract more and more costumers towards the product or service. Social interaction with others created new behaviors and also affected on consumer’s daily purchase decisions (Rogers, 2003)⁴.The synergetic effect is only achievable by proper market research on the social media itself.

➤ **Social Networking Sites for building brand image**

Buying decisions of the customers are influenced by the maximum likings of the product on social networking sites .There are lots of approaches available to the companies on the social media to build the image of their products and services.. Companies are better able to formulate the market entry strategies. Marketers can easily observe spread of word of mouth advertisements .Organizations can acknowledge or reward to employees who contribute for valuable company messages.

➤ **Global and collaborative thinking**

The links of the employees turn out to be global. The companies can motivate their employees to build talent networks worldwide on social networking sites for the betterment of the company. Social media is the basic requirement for the organizations to manage the global diversity. Social networking sites change the mindset of the people and direct towards creative thinking through united intelligence.

➤ **Social networking sites for customer relationship management**

Marketers can address the customer grievances, complaints and queries and thus able to make long term relationships with the customers by proper and permanent source of customer feedback.

➤ **Social Networking sites for talent networking**

Social Networking Sites is the well-liked mechanism for online communication. In the world of globalization, where employees are working dispersed from all over the world, the social media plays a valuable role to form talent networks. The experts who are likewise in their profession or motives will get benefit by networking.

➤ **Social Networking sites for Alumini community and experience forums**

There is abundant proof that social networking sites leverage the Alumini communities and Alumini members to remain reconnected and share their experience. Alumini networks lend a hand to present employees to know the career planning strategies of ex- employees and how they have resolved their professional troubles. Social networking sites hold remarkable value for experience forums.

➤ **Creating HR Blog on Social Networking Sites**

The proliferation of HR blog can be outstanding check points for HR managers and in shaping public thinking about the company. HR people have countless opportunities for facilitating knowledge transfer on blogs. Blog is an invaluable way to share HR news and providing company's training guide online.

➤ **Micro blogging**

The companies can also upload the knowledge of the experts in micro blogs so that new employees gain the learning from practical experience of the experts. The assistance of micro blogging can be adopted for internal as well as external communications. The companies can also organize different groups for different departments to communicate effectively on micro blogs. The enterprise social networks tend to have more rigorous requirements for security, authentication and directory integration and could be paired with video conferencing, visual communications (Caloisi, 2008)⁵, and other productivity tools. The photo blogging to place brand images is a prominent tendency of the organizations to create brand awareness.

➤ **Choosing Channels and developing social media strategy networking**

Building proper social networking strategy and choosing the proper social networking channel or multiple challenges for brand building is a challenging task. For instance, LinkedIn is trustworthy for experienced candidates and face book for young and dynamic personalities. Organizations with proper social networking policies are better able find the right talent and maintain relationships with potential candidates. Welbourne (2008)⁶ proposes the participation in a social network. Applications like "Foursquare" to strengthen employer branding, "LinkedIn Talent Advantage" for talent management, "Face book Market Place" free job post, "Face book page" to share business and products, "twitter" for micro blogging service "and "Face book Job Application tool "on companies website for talent acquisition have been very attention-grabbing and successful.

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