

# SOCIAL MEDIA – AN AXIS TOOL FOR JOB HUNTERS

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**Abstract:** Social Media is a vibrant tool that is popular among all nowadays, irrespective of ages, level of education, languages, etc. People have become upbeat to discover new roles and challenges in their career, even for the employers they expect a mixed group of professionals in order to deliver the perfect traditional products/services in an innovative way to their customers. Hence in this quick stepping phase both employer and job hunters wanted to do right the first time in the first instance. Hence to meet this demand, Social Media has to provide a platform for both the groups (Employer and job hunters) to pick up and browse information before they could make a step in to their career front. The overview of both employer and calibre of Job Candidates is scanned in the hub of social media. Hence this research study is performed with a purpose to identify the user level and necessity of social media engagement, variables that triggers the users to utilise social media sites as their job portal and the benefits achieved by job seekers. Findings suggest that Demographic profile such as Age, Gender, Education qualification and Occupation has an effect on social media engagement and factors that would trigger to use social media sites as job portal are flexibility, advertisement and brand recognition and it appears beneficial to budding job Hunters.

**Key Words:** User Engagement, Flexible, Advertisement, perception, Brand recognition

## 1. Introduction

Social media has become an inexpensive tool that gives a quick access to all information and communication, People usually connect to social network sites for many reasons, particularly for entertainment and joy (Lin & Lu, 2011), Due to the Prominences of Social network sites among people the dimension of social media is gradually changing its axis as a job search toll for many professionals. Social media can be defined as: ‘‘a refers to the Websites, which enable people to exchange and work together on digital content in virtual communities (networks). Some of the most popular include the Facebook, Blogger, Twitter, WordPress, LinkedIn, Pinterest, Google+, MySpace and Wikipedia’’. (Sinha &Thaly, 2013)

Job search has become an important factor why people join and use Social Network sites particularly LinkedIn (Stopfer& Gosling, 2013). Thus being hands on the social network sites is important as recruiters have taken up as dynamic site to validate their employees. Also advertising job via social media sites might influence both active and passive job seekers (Taylor 2014, 145.), From the Survey of Potential Park, Job Seekers below age 25 prefer Facebook and LinkedIn social media platform for their job recruiting process (Potential Park, as cited in Broughton et al. 2013, 8).

According to the survey conducted in 2018 by CareerBuildersurvey, Growth of social recruiting has grown from 78% in 2008 to 94% in 2013. Social Media assist the employers to know the candidate the well before they could even step in to their interview and vice-versa. Also the social Network sites offers an opportunity to the job hunting candidates to get in touch with their own employees for which they have been called for. This helps the job hunters to understand the future career goals with their employers and also through communicating with the employees of the employer will give the awareness to the candidates the SWOT analysis of the Employer. Research has established that Facebook and LinkedIn are the most popular social media recruiting sites (Melanthiou et al., 2015).

Depending on the expectations of the current scenario, Social Media sites are taking a slight turn from their entertainment channel to an informative channel such as providing job opportunities, trending News, motion advertisement, etc.,

### Extensively used Social Media sites in India.

Twitter, LinkedIn, Facebook are the commonly used social media sites for job search other than the traditional job boards, According to the Times Next Survey, LinkedIn is one of the Social Networking site among the 5 best job searches sites in India for 2020 (SaumyaUniyal, 2020).

It was all traditional method to recruit candidates through referrals and the recruitment would be biased, hence to eradicate and cleanse this method of recruitment, recruitment through Job boards and Social Media would be the right method of selecting a candidate that would help the organization to pick an efficient employee for the

organization. 82% of Indian recruiters choose job portals as their source of hiring path, according to the survey conducted by People Matters-CareerBuilder survey( KishoreBeniwal, 2019).

Employers are keen in recruiting the fittest candidate for their organization, social media sites gives a recruiter a brief view on the personality of the candidate beyond their resume. 70 percent employers' use social media to screen their applicants for their recruiting process and 43 percent utilise social media to check on their employee page, according to the career builder survey, 2018, A Senior partner of Summit search group highlights that they prefer LinkedIn in getting a glimpse view of their candidate and they consider social media page as the secondary resume

**Primary Objectives:**

1. To evaluate the users engagement in social Media Sites with respect to Job search
2. To estimate the variables associated with social media Network sites as a job portal
3. To Examine the benefits of using social media Network sites for job Hunters

**Secondary Objectives:**

- To understand how job seekers use social media Network sites and their effectiveness and how it's benefiting the users in their job searches.
- To understand whether Job searches are more effective in Social Media sites more than Job Boards
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**Scope of the Study:**

- Broadly used internet and noticeable usage of social media among the society
- Key factors that influence use of social media for their job searches
- Extensive use of job searchers towards social media Networks

**Significance of the study:**

- Due to the Growing technology that modifies the phase of social media sites
- Need of Marketing strategy and to compete the with job demands in the Market

**Hypothesis of the study:**

H0: Job searches using social media sites are more effective than job boards

H1: Job searches using social media sites are less effective than job boards

H0: Social Media Network sites are beneficial to Job searchers

H1: Social Media Network sites are not beneficial to Job searchers.

**Research Methodology and Data Collection:**

- Design of the study: Descriptive research design was adopted. [Survey Method]
- Study area : In India, Questionnaire are collected through Google Form
- Sampling Method: Stratified Proportionate Sampling – For Study 486 data were collected from 3 sets of Population; Illiterates, Fresh Graduates and Working Professionals. From the 3 sets of population researcher considered 100 samples of Illiterates, Fresh Graduates and Working Professionals summing up to 300 samples, thus forming a strata.
- Data Collection Method: Google Form
- Study period: 1 year

**Review of Literature:**

Conducted a study titled: “Use of Social networking Sites for recruiting and Selecting in the Hiring Process” with the objective to analyse the influence of employer brand image in the candidate and also to identify the risk and benefits. The study variables considered are social media benefits for recruiting process, effectiveness of social media on the recruitment process, social media users' engagement, risks involved, . The author performed an analysis of the secondary data collected and previous reviews. The result indicates that Using Social Networking sites is both inexpensive and time consuming but also being effective, helps the organizations to reach out young candidates for their new ideas, also helps out to reach unreceptive candidates too which will help in expanding the candidate circle, also helps the employers to get an idea of job performance and the disadvantage would be the social network sites would lead to legal obligation if not handled carefully with the content, fails to give employers the diversified candidates, lack of reliability and validity, sometimes employers brand may get affected if any unauthorised comments is provided.

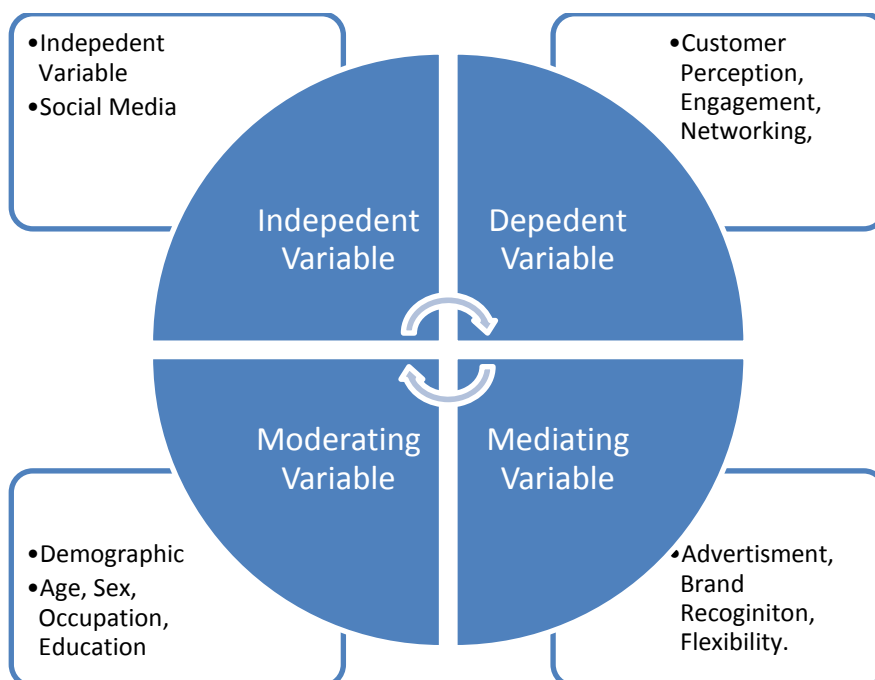
Conducted a study titled on “The impact of social media on recruitment: Are you LinkedIn?” with the purpose of investigating the social media impact on recruitment process in South Africa. Research methodology used are 12 recruiters across various industries in South Africa were chosen for thematic analysis identifying the variables such as recruitment method, procedures, and the extent of using social media sites and in the results suggested that Twitter and Facebook has little impact on recruitment than LinkedIn and south Africa despite of using the traditional recruitment has gradually shifted their recruitment process even through social media sites

conducted a study titled on “The role of networking and social media tools during job search: an information behaviour perspective” with an objective to develop a new knowledge on operational concept through job search networking in the youth labour market (16-24 years old) in Scotland. To examine it , author has used a combination of research methods approach such as interviews, focus groups, and a survey questionnaire and the variables used are user behaviour, network structure, Social capital networking and social media adoption and the results suggests that network structure supports the job information flow and the information focus goes beyond conveying the specific job opportunities to job Hunters and social capital networking consists of family, background, social and occupational contacts and they are closed associated with employment and it benefits the young job seekers. Job search Networking is beneficial to all type of job seekers , and Social Media Adoption states that employers use social media to screen the candidates and thus social media platform acts as a prominent source for the job Hunters to act upon.

conducted a study titled: “Recruitment via Social Media Sites: A critical Review and Research Agenda” with the objective to identify the difficulty in recruitment through social media, best practices of using social media for e-recruitment and benefits and limitation for both job seekers and employers and the Variables identified are selection, recruitment and networking and findings conveys that using social media helps the employers to filter only the relevant information related to recruitment that gives an entire overview of the candidate apart from the information stated in resume sometimes it may also create provide a wrong impression if the social network sites has been handled by the users unethically and also it may not give the actual skills and personality of a person and for job seekers there is a access of information in broader range, misconception of the posted vacancies and low cost. Analysing the benefits of e-recruitment among various social media platforms, it is observed that Facebook has more users than Linked In and consists of personal information and also user friendly, whereas linked In is more of from a professional front. Younger people opt for social media recruitment, job seekers in Europe take advantage of E-recruitment and last findings states that though it’s flexible, it lacks validity.

conducted a study titled: “EFFICACY OF JOB PORTALS AND SOCIAL MEDIA ON ORGANIZATIONAL BUSINESS” with the objective to analyse the efficiency of job portals in recruitment, to understand the role of social media in business , merits and demerits of E-recruitment and does it impact the employee retention. Descriptive study is performed on secondary data and variables identified impact of job portals and social networking sites on business and recruitment process. Findings of the research states that there is a growth in the online application to monitor and manage the candidate application and for evaluation that will reduce cost and time involved and also has come up with a suggestions that business has to examine the traditional strategy as that of E-recruitment and overcome the hurdles involved.

**Conceptual Framework:**



**Study Concepts:**

The usage of terms “social media” and “social networking sites” arrives at the same meaning. Social networking sites is a technological stand where People find each other, knowingly or unknowingly become friends, share their likes, emotions and ideas (Haag & Cummings, 2013). Six degrees is the first social networking site launched in 1997, over the years these networking sites grew up and paved the way to Orkut, Facebook, Twitter, and LinkedIn.

Job search is one of the reason for people to join social network sites specifically professionally oriented individuals, such as LinkedIn (Stopfer& Gosling 213), as it is one of the maze process as the technology improvement changes in every second. Job search behaviours have been best segregated in past researches such as formal and informal job search activities (Saks & Ashforth,2000).Formal job searches in India usually includes through job portal or Job board such as Naukri, Indeed, etc., whereas informal job searches emphasizes on the finding job opportunities through friends, relatives, common friends, former employee, referrals, etc (Saks, 2005, p.159), Networking has always been considered as one of the most effective job search activities (Van Hoyer, Van Hooft, & Lievens, 2009). Wanberg, Kanfer, and Banas (2000). The practice of developing a system or ‘network’ of contacts inside and/or outside the organization, thereby providing relevant career information and support to the individual”.(Gould & Penley, 1984, p.246)

**Facebook:**

Facebook launched in 2004 was found by Harvard University students and was initially introduced for the purpose of connecting with other students in school through photos, but now its usage has increased among number of people. It is one of the popular and common sites used around the world. But recently following LinkedIn social network site, Facebook has started exploring its other faces and make their customer engaged in their applications. Facebook has opened its job board feature allowing business to post job opportunities which will help the candidates to choose their respective profile and recent study jobvite confirms that Facebook is one of effective application for job recruiters. At present, recruiters’ job postings is free of cost which would populate the opportunities for job seekers. Facebook is known for their ease accessibility and flexibility and this application is user friendly and has maximum users when compared to other social Networking Sites.

**LinkedIn:**

One of the well-known job sites that works in the professional social media platforms in India is LinkedIn and it is also successful even to employers as it would help the employer to identify the right candidate who is necessarily actively seeking job opportunities.

According to the Article (7 Best Job Portals In India (Comparison & Inference)\_ Published on 04 Apr 2018 in sheroes .com., LinkedIn is a proficient social media platform that enables networks with colleagues and expand your professional network with mutual networks. It performances as a place where it allows the users to connect with the people of their same industry from any part of the world, it has 500 million members in 200 countries, out of which more than 106 million members are active. LinkedIn profile acts as a resume that has the particulars that a employer needs and helps the users to out up their skills, knowledge that would attract the employer or other users to gain attention. LinkedIn also operates as a job portal that enables users to search for jobs in all around countries, like remote jobs, work from home jobs, internships, freelance, part-time, full-time, etc. and also offers a LinkedIn Learning platform to improve the learning skills in order to improve your chances to grow in your career. Research has established that Facebook and LinkedIn are the most popular social media recruiting sites (Melanthiou et al., 2015).

**Twitter:**

This is a micro blogging and social Media sites in which members interact with others through messages called “Tweet” and it allows the user to follow each other so that any change in their status or new information posted will be intimated to their followers. Though there visitation of job hunters to twitter is less, this platform has an ease tools that appreciates the job seekers to use this as job portal. The Best feature that is recommended for job seekers are its simplicity, Constant connections, Branding opportunities, ability to brand themselves (KENYA MCCULLUM, 2018).Reviewing job posting is a free told that enables the user to browse across various industries, locations and fields. (Marci Reynolds)

**Amalgamation of social media in the career portal**

Social Media is restructuring itself according to the needs of the people, it changes its face gradually meeting the customer core needs. it has indeed become a popular job search tool as it connects the various professional around the world. The gaps between the traditional job boards such as Naukri, Indeed, NewHire, etc., and social media sites is fading away The Social Networking sites helps you to find jobs, identify contacts at employers who are advertising vacancies and follow the companies that seeks attention among the professionals. There are few prominent Social Networking sites that dwells with the professional candidates such as LinkedIn, Twitter, and Facebook.

The bonus advantage of using social media sites for job searches is that we can get feedback or overview about the organization or the job postings by connecting with people related to the organizations in the event of unfamiliarity of the employer brand. The Network can be expanded to climb up the career growth in

understanding the current scenario in the job market. The home page of the user in the social media shows off an employer a self-branding in order to create visibility. Thus career Networking helps the user to have a career constructively. The Features in job boards has been imaged even in social media that makes the user to act on job searches without any complexity.

**Analysis & Interpretation**

**Demographic Profile**

<b>Percentage Analysis</b>			
		Frequency	Percent
Respondents	Illiterates	100	33.3
	Fresh Graduates	100	33.3
	Working Professionals	100	33.3
	Total	300	100
Effective job searches medium	Social Media Sites	134	44.7
	News Papers	46	15.3
	Print Advertisements	42	14
	Commercial Broadcast	34	11.3
	Advertisement at office gates	44	14.7
	Total	300	100
Social Media Network sites are beneficial to Job searchers	Strongly disagree	32	10.7
	Disagree	30	10
	Neither agree or disagree	54	18
	Agree	67	22.3
	Strongly agree	117	39
	Total	300	100

Source: (Primary data)

**Analysis – 1**

Herein the researcher had adopted correspondence analysis because, both the variables considered are categorical in nature having more than two options. This correspondence analysis was carried to identify any association between effective job search medium and respondents.

H<sub>0</sub>: Job searches using social media sites are more effective than job boards

**Interpretation**

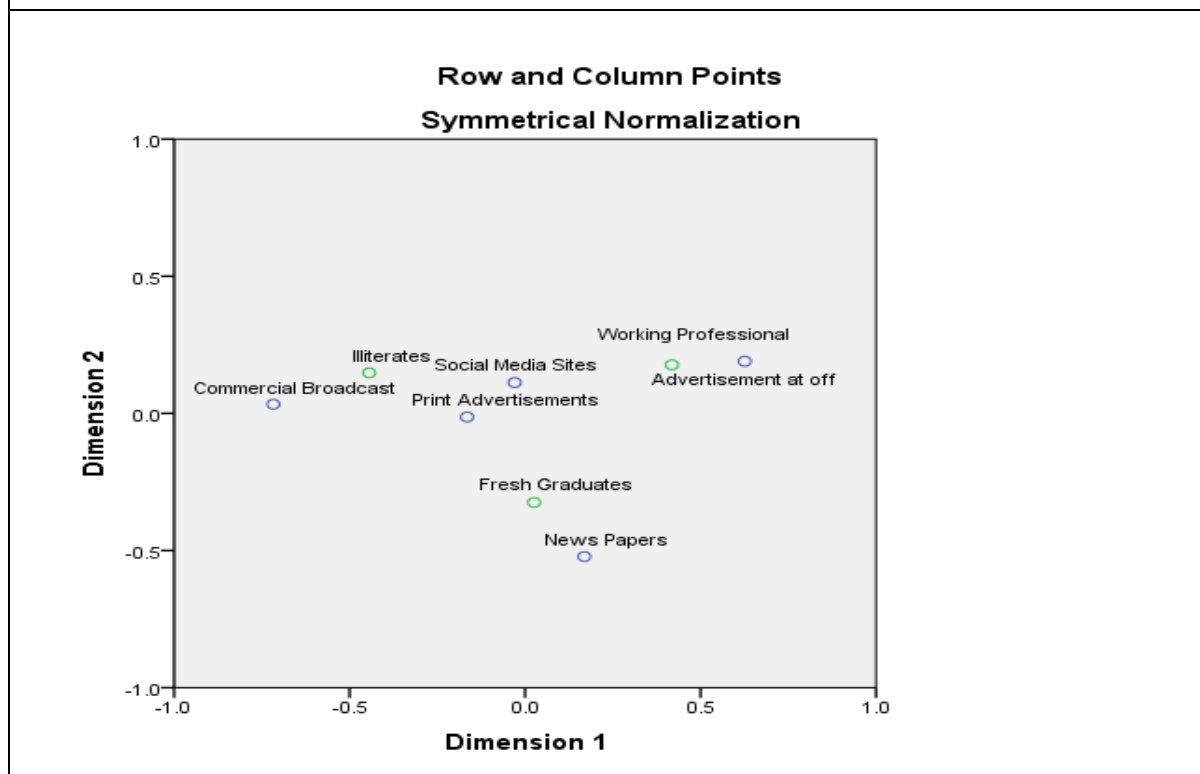
The estimated Significance value is greater than 0.05 meaning the null hypothesis is rejected. There is no significant association between “effective job search medium and respondents”. This indicates illiterates, fresh graduates and working professional are making use of Social Media Sites, News Papers, Print Advertisements, Commercial Broadcast and Advertisement at office gates for job search.

But, from the correspondence table, it is well perceived that most of the Illiterates, Fresh Graduates and Working Professionals feel Social Media Sites more effective than News Papers, Print Advertisements, Commercial Broadcast and Advertisement at office gates.

<b>Correspondence Table</b>				
Effective job searches medium	Respondents			
	Illiterates	Fresh Graduates	Working Professionals	Active Margin
Social Media Sites	46	43	45	134
News Papers	13	18	15	46
Print Advertisements	15	14	13	42
Commercial Broadcast	15	11	8	34
Advertisement at office gates	11	14	19	44
Active Margin	100	100	100	300
<b>Summary</b>				

Dimension	Singular Value	Inertia	Chi-Square	Sig.
1	0.124	0.015	5.477	.706
2	0.053	0.003		
Total		0.018		

8 degrees of freedom



Source: (Primary data)

**Analysis – 2**

Herein the researcher had adopted ANOVA because one among the considered viable is metric and other is categorical. This ANOVA test was to identify whether there is a significant difference in opinion.

H<sub>0</sub>: Social Media Network sites are beneficial to Job searchers

ANOVA					
Social Media Network sites are beneficial to Job searchers					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.56	2	2.28	1.241	0.291
Within Groups	545.61	297	1.837		
Total	550.17	299			

**Descriptive**

Social Media Network sites are beneficial to Job searchers					
	N	Mean	Corresponding Options	Std. Deviation	Std. Error
Illiterates	100	3.85≈4	Agree	1.403	0.14
Fresh Graduates	100	3.55≈4	Agree	1.329	0.133
Working Professionals	100	3.67≈4	Agree	1.334	0.133
Total	300	3.69≈4	Agree	1.356	0.078

Source: (Primary data)

**Interpretation**

The estimated Significance value is greater than 0.05 meaning the null hypothesis is rejected. There is no significant difference in opinion between Illiterates, Fresh Graduates and Working Professionals.

From the Descriptive statistics mean score, it can be well perceived that most of the Illiterates, Fresh Graduates and Working Professionals “Agrees” that Social Media Network sites are beneficial to Job searchers.

**Findings:**

- Gender had an effect with the social media sites engagement like male seems to use the social media sites for their job searches more than Females.
- Age of the individual had an impact on the usage of social media like the younger generation make use of social media whereas the middle aged people tend to use job boards.
- Education qualification and occupation of the people had also influence on the job Hunters engagement in social media sites.
- User initially becomes a member of social media for connecting or Networking and sharing of information, photos and videos with their close associates but the advertisement and brand recognition motivates the user to use social media as Job portal.
- User Prefer Social Media sites for Job searches due to its flexibility and accessibility
- Hypothesis testing suggests that young job seekers use social media sites and it is beneficial
- Hypothesis explored that job seekers prefer job board more than social media sites and considers it to be more beneficial due to lack of reliability of social media site.
- Though the social media appears to be flexible and ease to utilise employers use them as secondary sources for screening their candidates
- Employer brand is one of the vital factor that helps the job Hunters to recognize and drive them for job opportunities.

**Suggestions and Conclusions:**

- Studies indicate that LinkedIn is one of the man source that the job seekers utilise for recruitment, hence other social media sites such as Facebook and Twitter should add some more features that attract job seekers.
- Companies have their own page in social media sites to put up their notification on jobs and use them as a marketing tool to attract compatible professionals with knowledge and abilities.
- Beneficial behavioural information can be obtained if examined People from different industry and different age groups.
- Human resource professional have also started using to Facebook pages of the candidates to screen and select the apt person for their organization and the research showed up that developed countries use the social media for their recruiting process and their research shows that the benefits of using social media are reduced time at less cost, can reach out to large group at a minimized time, getting in touch with passive job applicants too, to forecast the future of employee and there should be some advance technology outfit that overcomes the challenges involved such as legal issues, lack of validity and reliability.
- Also if recruiters begins to depend on Social media sites for their recruiting process then there is a possibility to mismatch in speculation when choosing the candidate experience with employer brand
- The recruiters should make reliability and validity test when screening from social media platforms and if recruiters prefer to use social media platform channel as part of their recruiting process then a framed policy and code of conduct should be determined.
- As Facebook is more popular among every users, the employers should be given training to identify the talented candidates that best suit their requirements, thus Social networking screening also should be added as an extra core activity in the recruitment process/ strategy.

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