

# Transforming HRM: The Impact of Social Media on HR Practices

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## Abstract

The days when HR professionals would organize meetings and execute policies no longer exist. Instead, they are now focused on creating and implementing new strategies and procedures. With the rise of social media, just a few clicks or a post on Facebook or another online platform is enough to publicize a change in the organization. This article aims to analyze the impact of social media on various HR practices like (talent acquisition, talent management, performance management, talent retention and employer branding) and also explores the various risks associated with these practices. This article aims to help corporate pioneers and managers implement social media as an instrument to manage their organizations' policies and practices.

**Keywords:** Talent Acquisition, Talent Management, Social media, Employer Branding.

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## INTRODUCTION

Technology's evolution has greatly impacted the way people work today. Through the changes it has made, the workforce has been significantly altered. Due to the emergence of technology, HR has become more digital. The impact of social media on the HR profession is relatively unknown. The role of human resource managers is to learn how to set up their company around technological changes (Hendrickson, 2003). The workforce is becoming increasingly altered to respond to the technological needs of the company. This is due to the rise of social media platforms, online websites, cloud storage and the increasing number of online platforms that the company uses. From "file maintenance" to that of a "strategic business partner," HRM's position has developed and adds value to the business' success (Cascio, 2005). In addition, businesses have extended the use of technology to include e-HRM, which uses social media and other Web technologies to incorporate conventional HRM practices (Huang & Taylor, 2013). Traditional HR practices are made easier with the ability to post jobs online through various social networks, such as LinkedIn and Facebook. With the increasing number of Gen Y workers, HR departments are becoming increasingly aware of the importance of incorporating social media tools in their

operations. This is an essential step to enable Generation Y to connect with their peers and engage in various social media platforms.

## Connecting Social Media and HRM

Social media is a vital part of any organization's success. It enables a company to create a social culture and regain its inner benefit (Collins & Smith, 2006). Through social media HRM, an organization can enhance its internal functions such as knowledge retention and effectiveness. It allows employees to communicate faster and more effectively. Social media has a huge role in transforming the way HRM functions. It can help transform the way people are acquired, developed, and managed (Davison *et al.*, 2011). Through the use of social media, organizations can reach out to their employees and customers in a more personal and professional manner. This will help them improve their efficiency and effectiveness.

In today's world, employees and employers are increasingly using social media to acquire talent. This has altered the way HR works and how it views itself. Through social media, job seekers can connect with potential candidates and save both time and resources. It has also helped improve the efficiency of the

recruitment process by allowing users to apply for jobs without being rejected (Freeman & Autor, 2002). Due to the increasing number of companies competing in the recruitment market, the demand for more resources and efforts to develop effective and efficient recruitment strategies has become more prevalent. One of the best ways to address this issue is by utilizing social media platforms. Social media tools make it possible for job seekers and employers to connect and communicate in a fast and cost-effective manner. Social media can also be used to involve new recruits in the onboarding process by facilitating activities that are designed to help them get used to the culture (Minocha, 2009).

Social media can also help users develop and share knowledge. It can connect users with like-minded individuals and provide them with opportunities to create their own content (Hakami *et al.*, 2014). There are many ways to get and distribute information, such as through social media platforms (Facebook, LinkedIn, and Twitter), employee resource groups, and YouTube (Sigala & Chalkiti, 2015). Social media can also help workers to exchange information from various centralized systems to decentralized ones (Kane & Fichmann, 2009). With the development of virtual interest communities, organizations may be able to enhance the productivity of their employees by allowing them to exchange and distribute knowledge effectively (Zhang, 2012). Through social media, employees can develop professional relationships and expand their social capital. This benefit can be achieved by establishing new connections and making new acquaintances. Through social networking, corporate social responsibility programs can be shared with their employees and external stakeholders. This can also be done through the use of official SNW pages or Facebook and LinkedIn. Social media sites help organizations reduce the asymmetry of information within their organizations. This can be achieved through the effective use of these platforms by top management teams and the managing director of the company. Leaders can use social media platforms to discuss and resolve stakeholder complaints, as well as gain valuable feedback from them. This helps establish effective lines of communication between employees and employers. This social media platform can be used by companies to manage the increasing number of people asking about work life balance. For instance, HR meetings could be created as podcasts to help employees stay informed about the latest discussions.

Due to the varying expectations of Gen Y, traditional HR measures are not able to retain this generation. Instead, it has to be utilized to create a retention strategy that takes advantage of the tech-savvy generation's active social media habits. This framework can be used to plan an invasion strategy that will involve the use of various communication technologies. Social media can help businesses attract and retain a fresh talent pool. It can also help create a compelling

image for their brand. This role is ideal for HR professionals who are looking to establish their careers in a fast-paced environment. It provides them with the opportunity to develop a strategy that will enable them to achieve their goals and position themselves in a competitive market.

Having a strong social media presence is very important for businesses. It can help attract the best in the industry. This social media platform can be used by companies to respond to the increasing number of people asking for work balance support. For instance, HR meetings could be created as podcasts to help employees stay informed about the latest discussions. As Gen Y vary from other generations in terms of beliefs, ambitions, and professional goals, it's difficult for companies to retain this generation with traditional HR measures. Moreover, being tech-savvy Gen Y is very much active on social media outside the workplace and thus looks forward to access the same at workplace also. This framework can be used to develop a retention plan for an invasion. It can also be utilized to engage the public through various social media platforms. Social media can help businesses attract and retain talent. It can also help create a fresh talent pool and enhance the brand. Creating a compelling and progressive image is a key component of an employer's social media strategy. This strategy can help attract and retain top talent, as well as generate positive exposure for a business. It's very important that businesses start taking advantage of social media to attract the best in the industry.

In the last few years, the use of social media platforms has given businesses a competitive edge. As per Collins and Smith (2006), HR practices that are technologically advanced can positively affect the climate of cooperation and trust within an organization. This social environment could make a company more creative and successful in its partnership efforts. It would also make it possible for the organization to achieve its goals and objectives. Since many companies have already implemented social media within their systems, HR teams of small and large organizations might have to start from scratch and build a strategy around this component. The key to succeed at every point is to sustain and compare outcomes with current HR methods with an iterative approach.

### **Challenges linked with Social Media usage:**

Despite the advantages of social networks in HRM, many organizations still have some challenges when it comes to using them. Work-life balance is a negative effect of social networks. According to (White, Hill, McGovern, Mills, & Smeaton, 2003), the distinction between home and work is fading.

- Social networks are said to fade the line of distinction between work and home, which has a negative effect on work-life

balance (White, Hill, McGovern, Mills, & Smeaton, 2003).

- One of the most common types of workplace deviance is the use of social media networks. This behavior can affect the way employees communicate with their employers, and it can also expose sensitive information. (Skeels & Grudin, 2009) which can result in costly lawsuits and lost market credibility (Flynn, 2012)
- Cyber loafing is a behavior that employees should avoid doing in order to improve their productivity and efficiency. This includes the use of various online platforms such as Facebook and dating. It is therefore necessary for organizations to regularly monitor and analyze their employees' intentions when it comes to cyber loafing.
- Due to the increasing popularity of social media platforms such as Facebook and Twitter, the regulations governing their use by HR managers have also emerged (Gramberg, Teicher, & O'Rourke, 2014) According to Miller (2012). Organizations are a digital workforce in some cases, and workers use technology as an IT tool to operate from home (Benson *et al.*, 2002). The use of personal mobile devices by workers is also a concern with respect to an organization's privacy.

## CONCLUSION

We thus come to the conclusion that through social media, companies can improve the efficiency and effectiveness of their human resource management processes. It can also help them attract and retain the best talent. Due to the nature of social media, it can be a liability for a company that wants to be effective at handling its employees' social media accounts. While social media is constantly evolving, the relationship between HR and it is still in its early stages. More research is needed in order to analyze the various aspects of this relationship.

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