

## **Evolution of Social Media and its Role in Modern HR Management**

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### **Abstract :**

Social media has changed our personal lives, the way in which we do business. Businesses across the world are utilizing social media channels to not only connect with their clients, but potential candidates for employment as well. Effectively managing the risks and rewards of social media is one of the biggest challenges faced by the organization. This paper focuses on the social media and its effective use in HR function.

Keywords : HR practice, social media, strategic management

### **HR Practice :**

Human resources functions are significantly diverse from HR practices. Functions are comprised of transactional activities that can be held in-house or easily outsourced. Practices are part conceptual, part implementation of an HR strategy, normal way of doing business. The term "best practices" refers to the HR systems that have the utmost impact on the workforce and the organization.

Human resources transactional functions include assistances administration, record keeping and new employee and payroll processing. The extent to which HR department staff handles these transactional functions depends on their skills, size of the workforce and the departmental budget. In many cases, the department's budget can support outsourcing these transactional functions, thus leaving time for HR staff to offer its attention to HR strategic management instead of focusing on personnel administration-type responsibilities.

### **Social Media :**

Social media is the collective of online communications channels devoted to community-based input, interaction, content-sharing and collaboration. Websites and applications devoted to forums, microblogging, social networking , social bookmarking, social curation, and wikis are among the dissimilar types of social media.

Examples of social media:

- Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. According to figures from the Nielsen Group, Internet users within the United States spend more time on Facebook than any other website.
- Twitter is a free micro blogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using numerous platforms and devices.

- Google+ (pronounced Google plus) is Google's social networking project, designed to replicate the way people interact offline more closely than is the case in other social networking services.
- Wikipedia is a free, open content online encyclopedia created through the collaborative effort of a public of users known as Wikipedians. Anyone registered on the site can create an article for publication; registration is not required to edit articles. Wikipedia was founded in January of 2001.
- LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to permit registered members to establish and document networks of people they know and trust professionally.
- Reddit is a social news website and forum where stories are socially curated and promoted by site members. The site is composed of numerous of sub-communities, known as "subreddits." Each subreddit has a specific topic such as technology, politics or music.
- Pinterest is a social curation website for sharing and classifying images found online. Pinterest requires brief descriptions but the main focus of the site is visual. Clicking on an image will take you to the original source, so, for example, if you click on a picture of a pair of shoes, you might be taken to a site where you can purchase them. An image of blueberry pancakes strengthtake you to the recipe; a picture of a whimsical birdhouse might take you to the instructions.

Social media is flattering an integral part of life online as social websites and applications proliferate. Most traditional online media comprise social components, such as comment fields for users. In business, social media is used to market products, promote brands, and connect to current customers and foster new business.

### **Social Media and HR Management :**

Social media is making a huge impact on the technique we use the Internet, communicate with friends and family, network with business colleagues, gather information, and make decisions. Years ago, it seemed undefined whether social media might be a passing fad driven mostly by the younger generations. Today, it's clear that social media is here to stay, though it will continue to progress and change. Popular platforms have gained users across generations, and social media sites and applications are being adopted as tools in the corporate world.

#### ***Popularity of Social Media :***

- 90% of businesses **use social media tools** for business purposes.
- **41%** of employers **monitor employee practice of social media** at work.
- 71% of businesses **have taken disciplinary action in contradiction of an employee** over social media.
- **78%** of recruiters **have made a leasing** through social media.
- **42%** of recruiters **have reconsidered a candidate** based on something found on social media.
- **56%** of Millennial **would refuse a job that forbids social media** at work or ignore the policy.

In business, social media can provide exclusive opportunities to promote products and services, find and recruit talented employees, and deliver an collaborating customer experience. But there are also risks, such as the potential to damage the company's reputation and brand, lose intelligent property, or invite lawsuits by employees, job applicants, or customers.

From an HR standpoint, it can be hard to tell if social media is your friend or your foe. But one thing is clear: The time to adopt social media policies and policies for your business is right now.

### **HR support with social media :**

Most of the organization are using social medias like Facebook, LinkedIn, Twitter, YouTube, or one of numerous other social media platforms to communicate with prospective and existing customers, business partners, or the general public. Social media has not replaced traditional forms of communication; it is changing the online experience that numerous of your company's customers and partners expect.

Human resources professionals can make use of these technologies to improve recruiting and retention, employee engagement, and training in the organization. You can also use social media to build a reliable network of experts that can help you stay up to date with the latest trends and thinking in compliance, HR, recruiting, and/or payroll.

But there's another role for HR to play with social media as well—that of advisor to other business units within the corporation that are also dipping their toes (or diving head first) into social media. It is important for the HR team to become an important consultant to customer-facing departments such as marketing, sales, public relations, and customer support. These departments are likely to be among the first to make use of social media, and the managers of these business areas require your help to keep an eye toward legal compliance and business risk.

### **Overview of Social Media with HR function :**

#### **1. Twitter :**

Twitter is a micro blogging tool that allows you to broadcast "tweets" of 140 characters or fewer to the followers. Tweets can also be found by anyone through the search function. It has over 200 million accounts.

Twitter as HR's friend:

- Follow the top HR experts to benefit from their thoughts and research.
- Send a tweet asking your network for prospective job candidates.
- Find out what's taught at HR conferences and events you can't attend.
- Stay up to date with compliance issues and legislative changes.

#### **2. LinkedIn**

LinkedIn is a business networking tool to connect with colleagues, maintain an online resume, make and receive professional recommendations, and "follow" influential people in business or your industry. It is the social media most used by recruiters. It has 300+ million registered worldwide users.

LinkedIn as HR's friend:

- Ask employees to help you find great job candidates using their LinkedIn networks.

- Search for prospective candidates by past or present employer, industry, geographic area, job titles, keywords (skills, credentials), and more.
- Join groups of HR professionals and be able to ask questions, share ideas, and learn.
- Keep up with HR organizations like your state SHRM chapter.
- Post open job announcements.

### **3. Facebook**

Facebook is a social networking site that enables users to create a personal profile, link to their “friends,” post status updates, use applications, exchange private messages, and “like” products, companies, and causes, among other things. Businesses can set up customer-facing Facebook profiles to interact with customers and prospects. It has Over 1 billion monthly active users.

#### **Facebook as HR's friend:**

- Create private Facebook groups to engage employees and encourage interactive teamwork.
- Design a company Facebook page to appeal to prospective employees.
- If Facebook (or other social media) will be used as background screening for job candidates, consider hiring an outside firm or training an employee who is outside the hiring chain to perform the background check and provide a sanitized report to hiring managers.

### **4. YouTube and Instagram**

YouTube is a social video sharing application, owned by Google. YouTube users upload over 100 hours of video (both professional and amateur) every minute. Viewers can subscribe to “channels” to find new videos on topics of interest or created by favorite videographers.

Instagram is a social photo sharing application. Users can take photos, apply artistic filters, upload them to Instagram, and share them with their social networks. The company was purchased by Facebook in 2012. YouTube has more than 1 billion unique users per month. Instagram has 200 million monthly active users.

### **5. Google+**

Google+ is the second-largest social media network after Facebook. Users can create multiple “circles” or networks of people. For example you might have a circle of professional colleagues, circles of immediate and extended family, friends, and so on. Google+ also offers live video chat technology known as Google “hangouts.” Over 1 billion registered users.

#### **Google+ as HR's friend:**

- Conduct live Google+ hangouts for employees to conduct training or host “ask the executive” type of meetings.
- Create networks of prospective passive candidates for recruiting.
- Set up a company Google+ profile that people can follow to interact with your recruiters or other professionals.

- Establish groups (known as Google+ circles) of employees who have common interests either to form virtual teams at work or special interest social groups (hobbies and so on) outside work.

### **Applications of Social Media :**

- **Personal conduct**—When employees use social media in their personal lives, how will they be allowed to speak about the company and other employees, including their boss?
- **Access**—Will employees be able to use social media for personal purposes at work? Or only for business purposes? Will the company do anything to actively block social media sites?
- **Portability**—What happens when employees leave who were part of the company's social media operation? One important way to build an online audience is to become an “influencer”—someone who is respected as an authority in an industry or field. If your company hires an influencer (or develops one internally), clarify who owns the work product (blogs, articles, and so on) and who owns the online persona.
- **Company monitoring**—Is the company going to monitor personal social media activities of employees? Hire an outside firm? Will you deal with issues if they are brought to your attention but not actively look for problems? What should an employee reasonably expect for privacy?
- **Recruiting and hiring**—Can recruiters or hiring managers check out a candidate's social media sites prior to interviewing/hiring/onboarding? Should you hire a third-party company to conduct background checks that include social media?
- **National Labor Relations Board (NLRB) compliance**—Do your new policies comply with applicable regulations? Be sure to consider the National Labor Relations Act (NLRA) as it applies to your business, since the NLRB has been very active in social media issues. You can find fact sheets and summaries of past cases at the NLRB website. This continues to be a very active area of new employee lawsuits.
- **Employee disciplinary procedures**—How will the company remediate when the policy has been broken? How will you ensure that the rules are applied consistently to all employees?
- **Branding**—How can you ensure that social media content remains consistent with the branding standards and corporate “personality” that has been developed by the marketing department?
- **Copyright**—Understand the intellectual property laws involved in curating social media content (linking to or reposting parts of the work of other people or organizations). Train employees how to stay on the right side of copyright laws.

## Conclusion

Social media is in everyday use in the business world, and that's not going to change. As corporations explore the uses for social media in their sales, marketing, public relations, human resources, and customer service departments, it's indispensable that clear company policies exist to help guide employees about the proper use of technologies.

Social media provides novel opportunities to interact with customers, establish organizations as corporate leaders, and recruit great employees. It also presents potential challenges in the forms of employee misappropriation, lost productivity, adverse employee actions, employee lawsuits, and damage to organisation's reputation.

HR professionals need to take a foremost role not only in determining their own use of social media, but also in defensive the company from social media risks. Along with your legal counsel, review any organization's social media policy at least once each year. Make adjustments as needed when employment laws, stakeholders guidance, or the technology itself changes.

So it is must for all the organization to use social media for HR function to make their organization more friendly and popular.

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