

**HOW TO UTILIZE RECRUITMENT SOFTWARE FOR REACHING INACTIVE APPLICANTS
THROUGH SOCIAL MEDIA**

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This thesis had an importance goal to develop the use of technology in human resource management specially in the start-up, as a way of being efficiently in their hiring recruitment process. In addition, the importance of social media has incorporated in the recruitment process for hiring talent applicants, also to recruit passive candidates who are looking for a job. This study provided qualitative resources which have been reflected in some practical cases. On the other hand, social job ads has the power of targeting both active and passive candidates across the most populated social networks (Facebook, Twitter and Instagram). Businesses are required to use ATS (application tracking system) to find quick and easy potential candidates. As traditional job boards reach the masses, ATS reach the ideal candidates highly-targeted on non-job sites (social media). The technology uses machine-to-machine communication to purchase online adds in real time, according to a set off criteria. This type of advertisement has the best performing third-party media channels and send quality candidates directly to business job page. Employment pages are somewhat unproductive and incompetent since its publish a posting job that will only be seen by a small group. The idea of business is finally something new innovative and efficient. ATS is based on establishing the job post in the social media such as on the front page of candidates Facebook, for example, a person who has as interest fashion and design will be considered as a recruit as much as a person who has experience working in fashion and design. Most of the businesses must try to incorporate social media within the recruitment processes. It is all about making social media for larger process. The job seekers as well as employers are required to take social media recruitment to compete in the recruitment process market.

Keywords: Applicant Tracking System, Recruitment Software, Social Media, Digital Marketing.

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1 INTRODUCTION

1.1 Introduction

This thesis study is based on how to utilize recruitment software to reach inactive applicants through social media. Online recruitment is about getting quality candidates as well as the creation of connections with them. Social media is such that people can be able to come together online and exchange ideas online as well as relate with one another. The average internet users can use more than 5 social media accounts, therefore, social media sites develop a focal point aimed at interacting with others online (Elsayed, 2016). This research is conducted through reaching active as well as passive candidates, those who are looking for jobs through use of social media platforms such as: Facebook, Twitter and Instagram. The Applicant Tracking System (ATS) is a software application which allows electronic management of the recruitment requirements. ATS functions can facilitate the process of recruitment, cover the opening process as well as the coverage of job positions. The function of ATS is to filter the base line as per the requirements of campaign (Valente et al., 2015). The main objective of this study is to select those profiles which is best suited for hiring.

1.2 Research question

The following is the research question which is analysed in this thesis:

How can recruitment software be used for reaching inactive applicants through social media?

1.3 Research aim and objectives

The aim of this thesis study is to apply technology in to the recruitment process. The study provides the importance of social media platforms which are used to generate income and gain the lead position in the market. The company should develop a social media recruiting strategy as a way to find those candidates who are not searching for jobs. Social media platform have become popular destination for people to recruit and hire candidates for the company. The following are the objectives of this thesis study:

- Explaining the theory

- Conducting a practical study
- Analyzing the practical study
- Giving recommendations based on both theory and practice

1.4 Background of the topic

As the labour market is growing every day, the recruiters are depending on searching for possible employees on social media. Recruiters are communicating through the usage of social media sites such as Facebook, Twitter and Instagram. In order to become competitive, companies should improve as well as modernize recruitment strategies to attract passive candidates. In European countries, Facebook, Twitter and Instagram are popular social networks that are mostly used by companies for recruitment and hiring inactive candidates those who are searching for a job (Ghosh & Sharma, 2017). First, the author has to understand the recruitment efforts, then it is possible to understand the social recruiting methods which deliver value to a business. Benchmarking is used as key metrics for existing sourcing as well as recruitment efforts. The right recruitment software application offers accurate information. Social recruiting efforts are improved metrics over time and they can be used to validate influence visually. The author analyzed that social networks are a powerful tool for the recruiters to reach qualified candidates.

Recruiters are using social media source to build future roles as well as engage passive candidates and those who have not applied for current openings (Pagoto et al., 2016). Among all the social media platforms, Facebook is a popular social media network among job seekers. Facebook is used by 79% of the people online. On the other hand, 32% of people online are Instagram users and 24% of them use Twitter. (see more in Appendix 1).

1.5 Rationale of the study

The basic aim for choosing this precise topic is the importance of a social media platform in the process of recruitment and hiring. The author also

included some practical cases which reflect a global vision project to analyse how the start-up contact to the ATS for a hiring process campaign to the final result of the project. ATS functions are applied using the filtering of a specific baseline as per the requirements of a campaign. The main purpose of choosing this thesis topic is to facilitate a process for recruitment and the hiring of inactive candidates and those are not searching for job. The importance of social media is also analyzed with real data from social media platforms like Facebook, Twitter and Instagram.

1.6 Structure of the study

The author has highlighted the structure of this thesis study in a detailed manner. There are five chapters which are the main content of this study:

Chapter 1: Introduction

This chapter provides details of the chosen thesis topic so that the author can comprehend the key themes of the research topic. The aim, objectives and questions are also stated to better acknowledgement the thesis topic.

Chapter 2: Literature review

In this chapter, theories and concepts are analyzed which help the author to understand the topic. The researcher tried hard to evaluate the concepts behind the usage of social media for staffing and the hiring of inactive participants.

Chapter 3: Research methodology

The research processes and methods help to better gather data based on the selected topic. It also helps to guide the path which leads to a better study and gathering details related to this study.

Chapter 4: Data analysis and results

Based on the collected information, the author has opted to analyse sources so that proper results are generated. Data analysis is done with the help of different methods that will assist the author to comprehend the topic properly.

Chapter 5: Conclusion and recommendations

This chapter presents an entire view of this research topic so that the result will include a detailed overview of the selected topic. Based on the objectives, the author has determined the success level of this thesis topic and defined the link between the objectives respectively.

2 LITERATURE REVIEW

2.1 Introduction

Lewis et al., (2017) stated that at the time of looking for new jobs, Twitter and Facebook are the last places which are expected as a place to connect with the recruiters. Now-a-days, most of the recruiters turn to social media for finding viable candidates to fill job requisitions. Recruiting professionals such as in-house recruiters, recruiter's effort at the third-party providers as well as recruitment agencies are mainly focused on social media, as currently individuals are spending more time on social networking sites. This literature study is based on analysing the use of social media for generating income as well as gain lead position in the market.

2.2 Social media

Pucihar et al., (2018) analyzed that social media has raised most of the recruitment searching software's. Valente et al., (2015) found that 37% of the recruiters comprehended that primary sources to find talent is taken as social as well as professional media outlets. 26 percent cited that uses paid job boards, 11 percent uses direct applications and 9 percent use sources recruiters from the internal referrals in addition to percent are used of recruitment agencies as main source to find out talent. Brosseau et al., (2015) argued that among all those, social media is mostly used by most of the organizations. This particular study, social media sites are being analyzed such as Facebook, Twitter as well as Instagram. Among all this, in the year 2014, 37% cited that Facebook is mostly used as social media platform for recruitment talent individuals and in next year, 35% of them cited the same. However, Twitter saw a decrease in its usage as 56% stated that they found a talent platform in the year 2014 to a drop of 37% in the next year. Instagram also gains a similar market in the same field to recruit individuals based on their talent.

2.2.1 Importance of social media

Klausen (2015) discussed that social media is changed to develop in essential part of the step method to recruit talented person for the company. McRobert et al., (2018) stated that social media is such a way for the employees as well as recruiters to humanize along with create of

personal impress for the candidates. It provides the candidates a competence for learning more about the company external towards the corporate website and provides the recruiters an enhanced idea to hire outside of the professional interview. Marsh, Cranor and Downs (2017) investigated that most of recruiters are relied in social network as a way for reaching in platforms which they used more such as Facebook and Twitter. Recruiters are pinpointed area where the recruits are frequently active, and recruiters start discourse with the applicants rather than send impersonal emails. Elsayed (2016) noticed that candidates are mostly active on Facebook so that there are chances for them to see messages as well as respond greater. Recruiters are also able to notice that someone followed their company or not as well as favourites a lot of its content. In that particular case, the recruiter has found that somebody is interested in their company as well as they are also happy to hear from them. Sallis, Owen and Fisher (2015) pointed that most of the businesses are tried to assimilate social media in the recruitment processes. It is all about making social media for larger process. Pagoto et al., (2016) demonstrated that job seekers as well as employers are required to take social media recruitment to compete in the recruitment process market. Recruiters are required to know how not to realize in addition to attach with the people in social media platform. Therefore, there is higher importance of social media among the recruiters.

2.2.2 Companies use of social media to generate incomes and gain lead position in the market

Maher et al., (2015) stated that in the candidate driven market, the companies are required to improve as well as modernize the recruitment strategies to attract most inactive and passive candidates. Smittenaar et al., (2017) concluded that companies are using social media for generating incomes as well as gain lead position in the market. There are some of best practices which have stronger recruitment strategies using social media. The jobs have their specific skills requirements which are considered as good option to use social media for recruitments. Generic job postings have thousands of resumes which are attracted most of the individuals to apply for a job.

In current era, most of the companies are using social media to recruit candidates, therefore it becomes a competition in the market for which company or business should give a best job posting in addition the use of social media site to recruit inactive candidates. Lin, Warschauer and Blake (2016) analyzed that effective recruiters are treated the repetition in social media as a way to win a shape of trust with potential clients by not to ask of everything right away. When the recruiters can able to access information about the inactive candidates, they should ensure to usage that information for only hiring and recruitment process.

2.2.3 Advantage and disadvantages of social media

Leonardi and Vaast (2017) stated that social media have totally changed the way recruiters are interacted with individuals and candidates. With an Innovative way to approach, the marketplace becomes a key significant tool for the marketing, recruitment as well as hiring purposes.

As long as social media is connected with the candidates as well as recruiters, there are also some drawbacks of social media in the process of recruitment (Middelweerd et al., 2015). The recruiters should also control over the social media, mainly when they are used it for the recruitment purpose. Negativity strike the social media from outside sources, therefore both recruiters as well as candidates should be aware of its disadvantages when they are using for effective purposes. Collins and Halverson (2018) provided a summary of social media recruitment advantages as well as disadvantages, along with how to achieve the explanations in a technique that it should provide assistances to the business. Advantages of social media are as follows:

Larger audiences: In addition to Facebook, Twitter has also 315 million of monthly active users, as well as Instagram has 500 million. Although creating accounts in different platforms to help the candidates to get their job posting from the company as most of companies use those three-social media platforms to target millions of people around the world.

Free to create: Fagioli, Rios-Aguilar and Deil-Amen (2015) stated that one of biggest advantage of social media is the free cost. There are also paid advertising options in social media platforms. Therefore, selected social media platforms are greater tool to grow and reach the potential candidates.

Encourage sharing: Fang et al., (2015) discussed that the single benefit of social media is capability to assistance from the followers. People love to share things with this particular network, therefore companies share job postings as per their company's requirements.

Increase positioning: In addition to all this, social media also allows to increase brand reputation as well as positioning the company in the market. It is more than a recruitment campaign. Narasimha et al., (2017) stated that it is facilitated of two way communication which allows to build strong relationships among the candidates as well as recruiters. It is also helpful to people's confident in decisions to trust the business and encourage to choose a brand in the future.

Valuable insights: Social media platforms are utilized by companies to gain valuable information of candidates which help them to recruit as well as

hire them. Burke et al., (2015) argued that social listening helps to discover how people are feeling about the company as well as brand (Kosinski et al., 2015). With this social listening, it is uncovered conversations about businesses.

Among the advantages of social media, there are also disadvantages of social media which became for recruitment purpose:

Negative feedback: Social media users consist free rein to post; therefore, it signifies that pleased customers can consent glow reviews in company pages and their recruitment process (Lam et al., 2015). This negative feedback would hamper the brand and loyalty of the business organization.

Stolen of information: It is not easier to catch in social media as well as post which of the business is really exist in the market and which businesses are providing fake job advertisement (Smith & Treem, 2017). Therefore, sometimes, it is possible that candidates are caught in fake business organization and that organization should take all the personal and sensitive details from the candidates and missed used it for other purposes.

Time sensitive: It is also taking lot of time as well as effort to main interactive social media presence in the market.

2.3 Digital marketing strategies for recruitment

Lewis et al., (2017) stated that none of the business can able to reach its potential without employees, as well as recruitment right people have an influence in the entire achievement of the business. At the time of hiring for new job openings, it is ensured to reach best possible applicants. In current era, it is required to be focused where it is actively searching through online method. Pucihar et al., (2018) argued that search engines, online job boards as well as social media platforms such as “Facebook, Twitter as well as Instagram” made easier find as well as apply for a job. There are various digital channels which are used to reach job seekers, promotion of new positions as well as attract top applicants. There are three types of digital media platforms which are categorized as follows:

SEO: Gilbert et al., (2015) discussed that most of the job seekers use search engines such as Google to research the opinions, so SEO is considered as important part for the digital recruitment strategy. Cooke and Jones (2017) argued that SEO is a process to improve page of website so that it shows search results for particular keywords. It is considered as effective strategy for the marketing campaign, in addition for recruitment purposes, it is

focused on efforts to optimize searches related to employment in the industry.

Online advertising: Online advertising is provided in social media for the recruitment purposes. Facebook and Twitter are used by the companies to find as well as recruit top talent in the industries.

Website: SEO is designed in order to attract potential candidates to particular pages in the website. The website pages are required to provide compelling information about the company as well as job opportunities. Schoeppe et al., (2014) suggested that website pages use the employment page to link to other pages of the company's history, mission as well as job related details.

2.4 Apply technology in recruitment process

In this particular section, the author is investigated the use of technology in the recruitment process. Therefore, Applicant tracking system (ATS) is used as a technology in most of the companies to recruit and hire applicants. ATS is used as recruitment software for modern workforces in the business. ATS is managed recruitment process by collection as well as organizing information related to applicant. This system is used in recruitment as well as hiring new candidates. By use ATS, the recruiters are reduced to spend time reading resumes as well as screening the potential applicants. ATS is assisted to posting the positions to the job boards as well as interacting with the candidates.

Shang, Wu and Li (2017) stated that ATS stores applicant's information into centralized system to record so that the candidate information is retained until relevant information are becoming available. Middelweerd et al., (2015) argued that it is implemented by HR department to boost efficiency through the hiring process along with simplification of candidate's qualification. Brem and Bilgram (2015) concluded that ATS is used as integrated "HR management suite" which is also integrated as on-boarding software along with recruitment marketing software for talent acquisition suites. ATS product must post jobs in companies website and job boards. It also collects as well as screens resumes and attachments. It also managed the candidates with customer workflow and enabled communication among the hiring manager as well as candidates. (see more in Appendix 2).

Crall et al., (2017) discussed that employers use applicant tracking system as it helps them to save time as well as help to stay organized. With this system, there are no such risks for the employer to delete email contains, resume of applicant and if the company wants to hire as well as misplace

a file. ATS is made easier for the employers to keep tabs on hiring processes and communicate with the applicants directly. Narasimha et al., (2017) argued that the system is being used by the organization to receive the applications, but also smaller businesses can use it. Companies use software applications for keeping track information on the customers, use software for organizing the information on the employees which makes sense for the employers. Kudaravalli, Faraj and Johnson (2017) explained that from job advertising towards interview candidates, ATS are being packed features designed for streamline with the recruitment and hiring processes. Following are some of the features of ATS which are categorized to view which of the ATS are most useful to recruit as well as hire candidates:

With online ATS, the company can able to succeed hiring process from anyplace. After signing up for the service, there is access to the software when there is internet connection as well as browser from anywhere within the world (Maher et al., 2015).

The company should always work with latest version of software. The software vendor should fix issues as well as releases updates on regular basis. The company should sign up with those who does have regular updates.

ATS is easier for remote employees for accessing in addition using the software online. When there are one or more remote staffs in the world, then there is access to the information always (Crall et al., 2017).

It is easier for the candidates to entree to online job postings in career portal as well as job boards.

ATS create standard and personal applications of any job. Once applicants have applied a job, there should be a capture of additional information which help to filter the candidates.

With a proper notice, the company can cancel anytime. It is a biggest feature as the cost is not fixed (Smith & Treem, 2017). When the start-up businesses are running into lack of cash, then they can cancel the service anytime.

There is also addition of users as there is increase as well as decrease in the team and the company should pay only for number of users, those who are currently using that system (Pagoto et al., 2016).

There is no requirement of server hardware for hosting online ATS.

There is no requirement of IT staffs for administration the ATS unlike the desktop based ATS.

Collins and Halverson (2018) stated that for start-up enterprises, ATS comes as part of HR suite and information system. It is due to the fact that there is also a tool which are used for a specific recruitment to the company's requirements. Apart from all this, medium to large companies use open source as well as cloud-based versions of solutions as it comes with more functions as well as maintenance free. The initial function of ATS it come up with single location for the recruitment purposes and processes the organization. Marsh, Cranor and Downs (2017) discussed that it is aided with HR personnel to manage resumes as well as applicant data that are captured from the company website and from applicants in job boards such as Facebook, Instagram as well as Twitter.

ATS developers are assisted the businesses in data migration processes. For the cloud-based software, there are third party applications which are allowed for integration with ATS software. Fagioli, Rios-Aguilar and Deil-Amen (2015) argued that the solutions are such that it allows jobs to post where the applicants can view all of them. The benefits of ATS are used to increase applicant tracking software in USA where are seen to be continued in future. USA market for the software is forecasted to grow at cloud based ATS and there is also growth of social media use for recruitment processes. Lewis et al., (2017) explained that there is also constant innovation which drives more development as well as more HR managers embrace the tools as recruitment platform.

According to Smittenaar et al., (2017) apart from its importance into the recruitment process, ATS is not inadequate to data mining as well as gathering capabilities. ATS should improve workflow through automation of recruitment processes. It is used to analyse as well as coordinate recruitment efforts that can improve the process. The ATS solutions can manage human capital, which allows the organization to present opportunities to internal applicants before it attempts to recruit the outsiders.

Pagoto et al., (2016) stated that ideal candidates are identified through existing information and external means. ATS has provided users with absolute control over the employee information. The data are managed as well as shared from a single space. It helps HR department to processes on-boarding, training staffs and promotion along with succession planning. Kosinski et al., (2015) analysed that recruitment processes are streamlined, which reduce the costs from recruitment, interview, and hiring. ATS is useful to measure worker performance. Its functionality helps the managers to identify top performing employees while pinpoint areas that are required to improve. ATS solutions can aid to engage the staffs

through performance metrics that are used to set the goals. Through the ATS, compensation of employee is provided to the employees for those can reach target, thus motivated the staffs.

Therefore, this particular practice is useful for talent retention. Maher et al., (2015) expressed that employee development is other area where this software is useful. It is promoted employee engagement as well as career growth. ATS helps in succession planning by monitoring talents as well as identifying for leadership positions which is required for company's growth.

3 RESEARCH METHODOLOGY

3.1 Introduction

This particular chapter is provided an overview of research philosophy, design as well as methodology for undertaking and understanding the use of recruitment software to hire inactive applicants by the use of social media. This section also provides methods as well as principles designed and investigated the selected research topic. It ensured to provide integrity to gather data processes, with valid results as well as accurate results. The social science research is attempted for explaining social phenomenon (Lewis, 2015). It is being achieved through number of approaches, such as positivism which is strived for identification of causes as well as effects through the research objectives study for certain variables.

The author searches for tools which are required to gain desired research results which are well-designed to make influence on knowledge existing body about the selected research area (Brinkmann, 2014). In this particular study, the author uses positivism research philosophy, descriptive research design, inductive research approach, secondary data collection method in addition to qualitative data analysis methods. Those methods will help to better understand the selected research topic along with understanding the theories and concepts related to recruitment of candidates through the use of social media.

3.2 Research philosophy

Mackey and Gass (2015) stated that research philosophy is helping the author to select particular nature, sources while development information as well as knowledge needed to conduct this particular research study. The philosophy is also adopted of different assumptions that are required to conduct the study. There are two types of research philosophy such as positivism as well as interpretivism. Ledford and Gast (2018) stated that positivism is aligned with ontology of the objectivism, while interpretivism is taken as corresponds with the ontology of the constructivism. Brannen (2017) argued that knowledge related to positivism is being observed by senses and it is measured in addition to documented. Positivism is selected for this study as it is utilized of such methodologies which are required to have qualitative collection of data with aid the theoretical analysis.

The author examined that this type of research philosophy is critical to explain in precise manner. It is due to reasons that there are vast differences among settings where this philosophy is used. Gall et al., (2014) explained that it is based an idea that science is a way to learn about truth.

It is also seen that positivism is focused on business related studies. Weber (2017) concluded that positivism is adhering the view that factual knowledge are being gained from the observation which includes measurement. This study, the author is being independent form the study. McCusker and Gunaydin (2015) assumed that positivist approach is independent research and it is totally dependent on the objective.

3.3 Research approach

Walliman (2017) stated that research approach is integral part to understand selected research topic. It is outlined the techniques which are used into the study approach to review importance of this research study. It is introduced issues in the study to the author which are being solved contributing possible solutions. Wiek and Lang (2016) discussed that research approaches are the plans as well as procedures for the study which helps to gain knowledge as well as assumptions related to detailed methods of collecting data, analysing data and its interpretation. There are two types of research approach such as inductive as well as deductive research approach. Differences among two of the research approaches are that deductive approach is designed on testing theory along with inductive approach is being worried with generating innovative theories emerged from the data (Dang & Pheng, 2015). Deductive research approach is being used. It is related to concern hypothesis development based on the exiting theory in addition to design research strategies to test the research hypothesis. Inductive approach use research questions to narrow down the scope of this study.

In this study, inductive research approach is focused to explore new ideas as well as research phenomenon from various perspectives. Inductive approach related to qualitative research while deductive approach is related to quantitative research (Bulmer, 2017). Inductive approach is related for the research literature study. Therefore, this research approach is suitable for this research study.

3.4 Research design

Mayer et al., (2014) analysed that application of detailed research design will help the author to develop the framework required to collect and gather data for this study. A proper process of research design will reveal the pattern along with sources of data collection which is needed to complete this study. Flick (2014) argued that proper selection use the data collection as well as analysis methods are allowed to conduct the study in detailed manners. There are three types of research design such as explanatory, exploratory as well as descriptive. Explanatory is conducted the research problems which was not researched properly and there is a

generation of operational definitions as well as provided better researched models. Gray and Malins (2016) stated that it is mainly focused on explaining the research aspects in detailed manners. The author started with general ideas as well as uses research tools which leads to subject that deals in incoming futures.

Exploratory research design is defined as preliminary research into the imaginary as well as theoretical ideas. The author has some idea and observed something which seek to understand about the study. This type of research design is attempted to lay groundwork which lead to future studies and determine an observation which are explained in form theory. This type of research is laid an initial groundwork for the future research (Ledford & Gast, 2018). Descriptive research design is about establishment of newly explored requirements and analysis more information. It is attempted to explore as well as explain ideas that is provided additional information about selected research topic.

In this particular study, descriptive research design it will explain the research topic more in details as well as expanding an understanding of the selected topic. Therefore, this type of research design is suitable for this study.

3.5 Data collection procedure

The data collection procedures are of two types such as data collection and data analysis methods. First, the author explained the types of data collection methods which are suitable for this research study. The data is being collected from various sources of data. The data is being collected from primary and secondary sources of data which are recorded as well as obtained through interview, downloads from the online sources along with reading documentation. Data collection are defined as methods which are to collect data from two means of methods such as primary as well as secondary data collection methods. Primary data collection is such a method where the data are collected from the individuals and research participants through surveys, questionnaires and interview methods.

Therefore, the data collection is processing to gather as well as measure information and targeted variables in established systematic manner which enables to provide relevant questions along to evaluate research outcomes. This study, secondary data collection method is used for collecting information from media, news articles, journals as well as market researchers. The research study is being utilized secondary data for the literature review to determine the usage of recruitment software for inactive applications hiring through the use of social media (Ledford & Gast, 2018). The secondary data are collected by the author and provided context as well as theoretical underpinnings for the study. It is also provided supporting data for clarification the research objectives as well

as formulation the research instruments to collect the primary data. The data are collected from external materials such as media, news, articles, journals as well as market researchers for the recruitment software.

The research data analysis is revealed with a format to conduct an analysis the selected research study. The data analysis is such a process which is to inspect, transform, data goal for discovering useful information and supporting decision making. It is such a technique which is to focus on modelling as well as knowledge discovery for predicting the descriptive processes. The data analysis is focused on discovering new features in the data while confirming as well as falsifying the existing hypothesis (McCusker & Gunaydin, 2015). There are two main types of data analysis methods such as qualitative as well as quantitative which are subjected to underlying arguments about merits of objectivism. Qualitative data analysis is involved of such data that are structured as well as it is numerically represented. Quantitative data analysis is argued that social phenomenon use testing for the empirical data to scientific researchers. It is argued to have numerical data which are generalize and predicted in larger sample sizes. In this particular research study, qualitative data analysis method is provided an understanding as well as explaining social phenomenon. Gray and Malins (2016) investigated that this type of data analysis has provided information related to individual cases, offered rich understanding of individual's personal meanings. It is difficult to be implemented for larger amount of populations.

3.6 Ethical considerations

The author those are involved in this particular study are associated with independent studies are required to follow typical code of ethics while conducting work in this research study. According to Mayer et al., (2014), the ethical code is facilitated process to distinguish techniques as well as processes which are adapted to perform research work from those it was not utilized. Following are some ethical research principles:

Application of data: As per McCusker and Gunaydin (2015), the data those are collected from the research work are helpful to gain an insight into domain such as aim to arrive with a conclusion to the research study based on facts as well as figures which are revealed from the data analysis. The author is adhere to principles of research data so under no circumstances it would utilize for commercial purposes.

Anonymity of candidates: It is mentioned that the entire research study is based on analysing recruitment software for inactive applicants those, who use social media. Records to contain particular information is included and the identification of applicants those are commented to analyse the recruitment software to recruit as well as hire individuals those are fallen

to mishaps. The personal information of candidates are not shared with others and there are lack of possibility to stolen information.

3.7 Research limitations

Due to lack of time to conduct the research study, the author is faced time constraint so that details research is not done on analysing different recruitment software used to hire inactive applicants. There is also budget constraint so that due to lack of resources and fund, the author is not able to perform a detailed analysis and no performing a wide primary data collection by survey and interview method.

However, there are lack of statistical analysis of data so that the author is not able to gather statistical data on use of social media by the candidates to apply for a job and data on the company's use of social media to recruit and hire candidates.

4 DATA ANALYSIS AND RESULTS

4.1 Introduction

In this particular chapter, the author is trying to display data analysis involving recruitment software in the company to hire inactive applicants through the use of social media sites such as “Facebook, Twitter and Instagram”. In this study, qualitative data analysis is used to help the author to do research for increasing quality information as well as making better analysis and conclusion towards the selected research topic. Weber (2017) pointed that data analysis helps the author to implement theoretical knowledge into the practical application. Brem and Bilgram (2015) stated that data analysis is involved complexities as well as limitations like data manipulation. The role of recruitment software into the hiring as well as recruitment candidates are evaluated into this particular chapter to review if social media is best platform for hiring applicants or not. The author is gained information connected to this topic and examine findings to add rationality in process of collecting data. The author is considered secondary data collection process to collect data with detailed information which is removed with precise research work.

4.2 Qualitative analysis

This section is aimed to explore as well as discuss possibilities to apply qualitative analysis as interpretation method into the case study research. This particular study is discussing about a case study of a start-up which use a recruitment software or ATS as a medium to hire and recruit applicants for their company. This case study research is taken as research strategy in qualitative social research which is being presented into this section. Crall et al., (2017) argued in errand that this study research as the research strategy as well as analysis as process of examine data materials as well as seek for encouragement to integrate qualitative content analysis into data analysis to the case study research.

This section is analysed and investigated various top ATS which are used by the companies. The study is mainly reflected on global vision project of how the start-up is using ATS for the hiring process campaign to final result project. The selected start-up company, which is a system integrator firm based in EU. The field of expertise of this company is software architecture design, set up as well as managing infrastructure- as-a –service with use of Amazon web services. SmartRecruiters are positioned as leader in the market for modern applicant tracking system. The target audiences of ATS are projected new hires, people those are involved in admin, recruiters, hiring manager, investors and others.

At the time of selection of ATS, it is required to review needs of start-up along with its constraints such as ease of use, cost, easy integration, search capability, integration with HRIS, and analytics. Best ATS for this start-up company are as follows:

- 1) Zoho Recruit
- 2) Recruitee
- 3) iCIMS Recruit
- 4) Jobvite
- 5) Greenhouse
- 6) SmartRecruiters
- 7) RecruitBPM
- 8) Alongside
- 9) Freshteam
- 10) BreezyHR

A comparison table is provided for all the above-mentioned recruitment software based on its rating, pricing and sourcing.

List of ATS software	Rating	Pricing			Sourcing		
					Social sourcing	Job posting	Candidate search
Zoho Recruit	4.4	Enterprise- \$50/recruiter/month	Standard edition- \$25/recruiter/month	Free edition- \$0 free for 1 recruiter	80%	85 %	84%
Recruite e	4.4	Enterprise- Custom	Corporate- \$299	Profes sional- \$79	73%	82 %	75%
iCIMS Recruit	4.2	-	High cost	Custo mer discou nt- Good	83%	90 %	83%
Jobvite	4	-	High cost	Custo mer discou nt- Good	79%	86 %	76%
Greenho use	4.3	-	High cost	Custo mer discou nt- Good	81%	89 %	80%
SmartRe cruiters	4.1	-	Medium cost	Custo mer discou nt- Good	80%	90 %	80%
RecruitB PM	4.5	-	Standard- Free	Premi um- \$29 user/ month	94%	95 %	92%
Alongsid e	4.5	-	Medium	Custo mer discou nt- Great	86%	91 %	75%
Freshtea m	4.1	Estate- \$200 up to 50 active users	Garden- \$100 up to 50 active users	Sprout - \$0 up to 50 active users	79%	82 %	87%
BreezyH R	4.4	Bootstrap- \$0	Start-up- \$149	Busine ss- \$299	82%	90 %	83%

Zoho recruit: This ATS software is rated 4.4 out of 5. This ATS simplifies the hiring process by tracking resumes and interviews. It is consisted better talent source, tracking candidate resume, interviews properly as well as good for hiring. It is provided solutions to the recruiters as well as HR professionals. This platform is taking in-house recruitment towards new level. It is making work uncomplicated by the process of sourcing, tracking as well as hiring new people from one place.

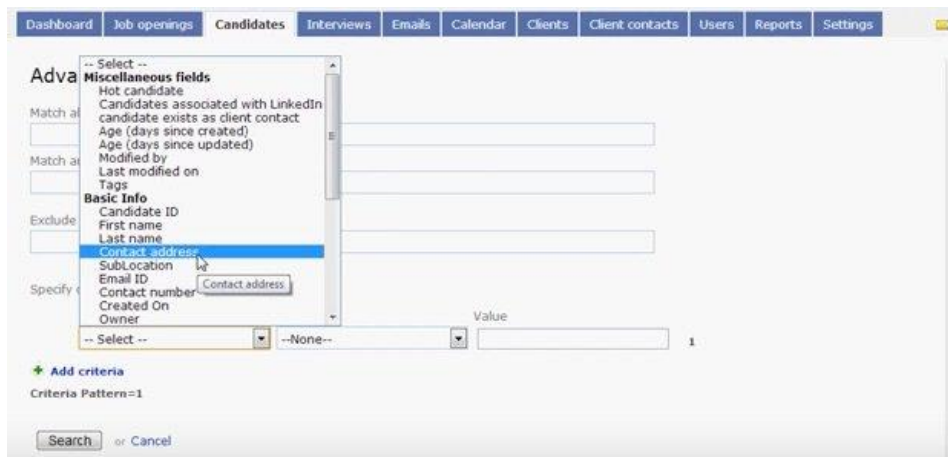


Figure 4.1: Screenshot of log candidates in Zoho Recruit software

Recruitee: This ATS software is rated 4.4 out of 5. It is a collaborative hiring platform for the team from all different sizes. From the branding employer, job promotion, sourcing, applicant tracking, this recruitment software is helping the team to streamline the hiring efforts as well as effective while selection of right candidates. Recruitee becomes industry standard for the faster growing companies all over the world. From the posting jobs towards management candidates, it is saving time as well as helping the team to grow faster.

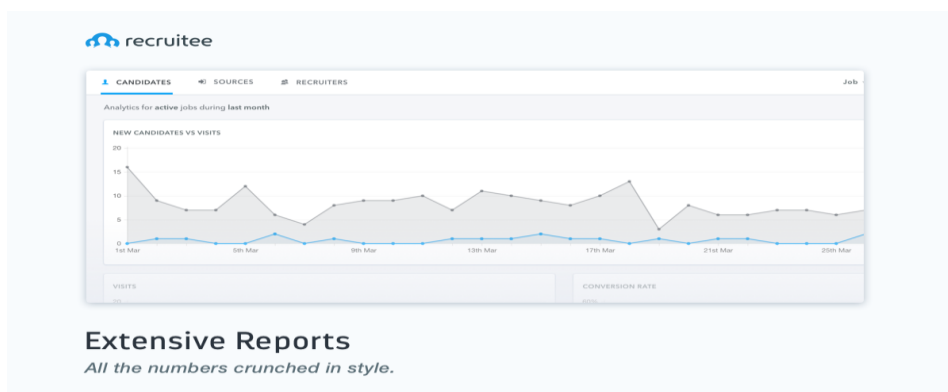


Figure 4.2: Screenshot of an extensive report in Recruitee software

iCIMS Recruit: This ATS software is rated 4.2 out of 5. It is leading provider for the talent acquisitions solutions which help the business with top talent. ICIMS is empowered the companies for management of hiring processes into PaaS. It allows the employees to expand capabilities of core talent acquisitions technology due to integration of larger partner ecosystem into talent acquisitions. Bail (2017) explained that this recruitment software is provided the customers with configurable applicant tracking system and also allows to store as well as track profiles, a workflows into central location.

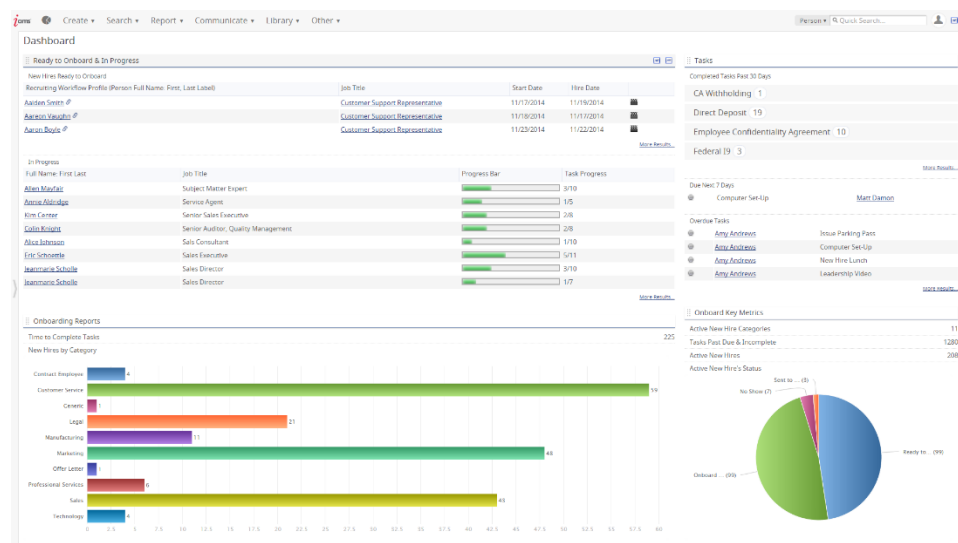


Figure 4.3: Screenshot of an Onboard in iCIMS recruit software

Greenhouse: This ATS software is rated 4.3 out of 5. This software is delivering complete solutions for hiring process and making competitive advantage to the company. Businesses use this software for designing as well as automating the aspects related to hiring through the organization. It helps to compete as well as win top talent. Greenhouse recruiting as well as on-boarding along with CRM products bare drive of excellent candidate interactions at each point as well as elimination administrative burden which keep a competitive positions to the market. This particular platform is helping the company to get better recruitment. It is helpful for recruit better talent, interviews as well as get data for improvement of business processes. It is also faster to take recruitment decisions.

Scorecard Summary	
Skills	
Analytical	👍 🗨️ ★
Compelling Storyteller	👍 👍 ★ ☹️
Expert Product Manager	❌ ☹️ 🗨️
Personality Traits	
Professional	👍 ☹️ 👍
Self-Starter	No submitted ratings
Thoughtful	★ 👍
Qualifications	
7+ years of work experience	★ ☹️ ☹️ 👍
Has built/managed a team	No submitted ratings

Figure 4.4: Screenshot of Candidate scorecards in Greenhouse software

Jobvite: This ATS software is rated 4.0 out of 5. Burke et al., (2015) concluded that it is a comprehensive as well as analytical driven recruitment platform which is used for the company those are hired talent people easily in addition to effectively. Smith and Treem (2017) argued that this software is used for entire recruitment processes such as from sourcing towards on-boarding. It is comprehensive recruitment platform which can accelerate recruitment with easy ATS, capabilities of social recruitment as well as recruitment branding solutions. It is considered as recruitment branding solutions and advanced analytics with integration with other HR systems.

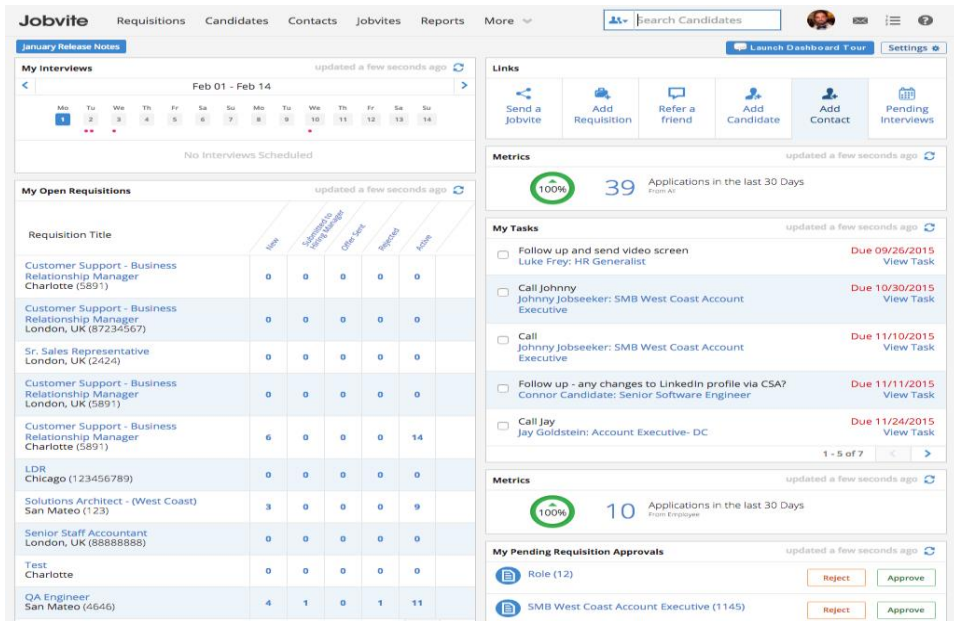


Figure 4.5: Screenshot of homepage dashboard of Jobvite

SmartRecruiters: This ATS software is rated 4.1 out of 5. This ATS is used for higher performance organizations to make the best recruitment process. It has functionality to recruitment marketing as well as collaborative hiring built into modern cloud platform with third party recruitment services. It is such an applicant tracking system which provides a better candidate experiences, hiring managers, use the product as well as getting easier jobs for the candidates. This platform is created talent acquisitions suite to make best hires. It is first generation ATS which provides amazing candidates experiences.

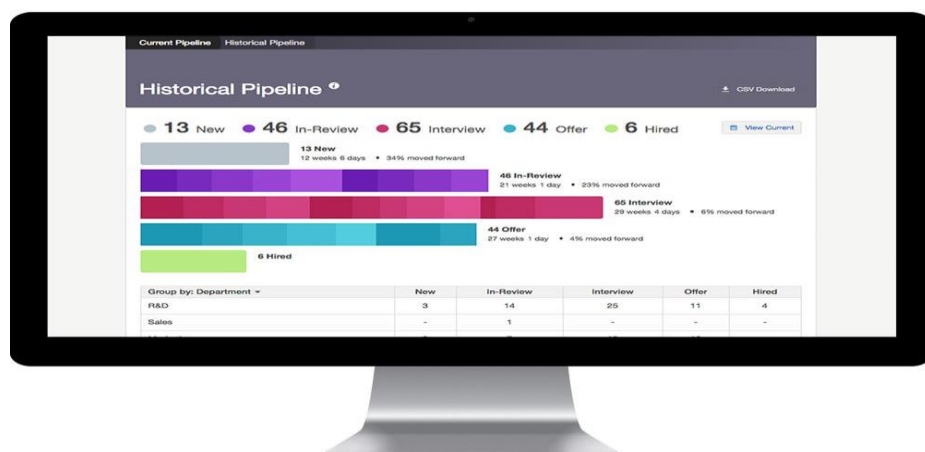


Figure 4.6: Screenshot of pipeline analytics in SmartRecruiters software

RecruitBPM: This ATS software is rated 4.5 out of 5. It is such a recruitment process management solution which can provide the user with the tools

for making recruitment streamlined along with efficient. This platform enables the user to share a job posting on the social channels and listing to the job boards. It searches the candidates by integration with the career sites. This software is also created dashboards for tracking candidate's information such as recruitment pipeline, open positions and others. It tracks spot of candidates into the hiring processes. The data of applicant are stored which are accessed by various people into the HR team.

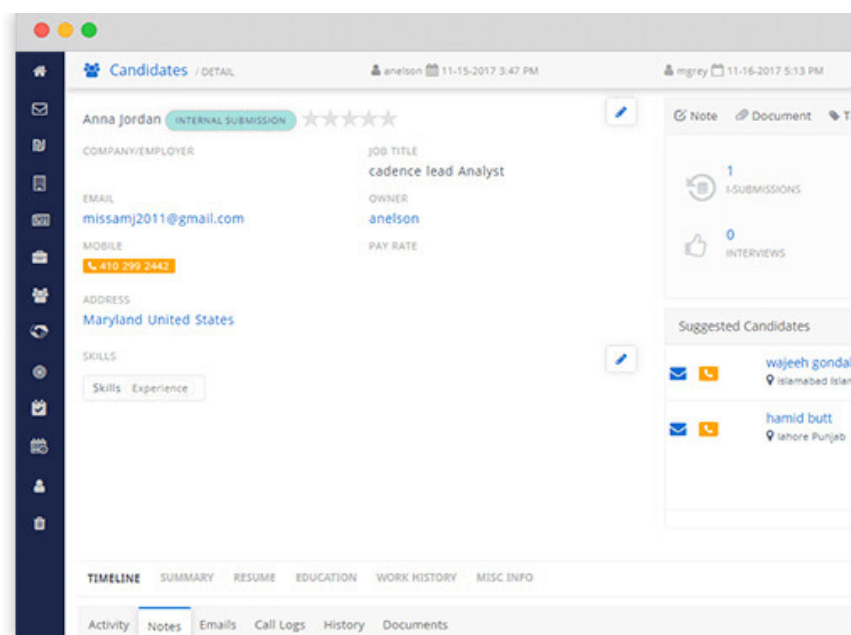


Figure 4.7: Screenshot of candidate management in RecruitBPM software

Alongside: This ATS software is rated 4.5 out of 5. It is a recruitment software which humanizes an online hiring processes by bridging communicational gaps among the employers as well as candidates. There are various features of this software such as job advertising, branding employer, social recruitment, and attraction company to hire qualified candidates into talent pipeline. Employers can able to improve candidate engagement as well as optimization to the recruitment processes. This software is worked with customers across globe. It is popular due to job distribution among right candidates.

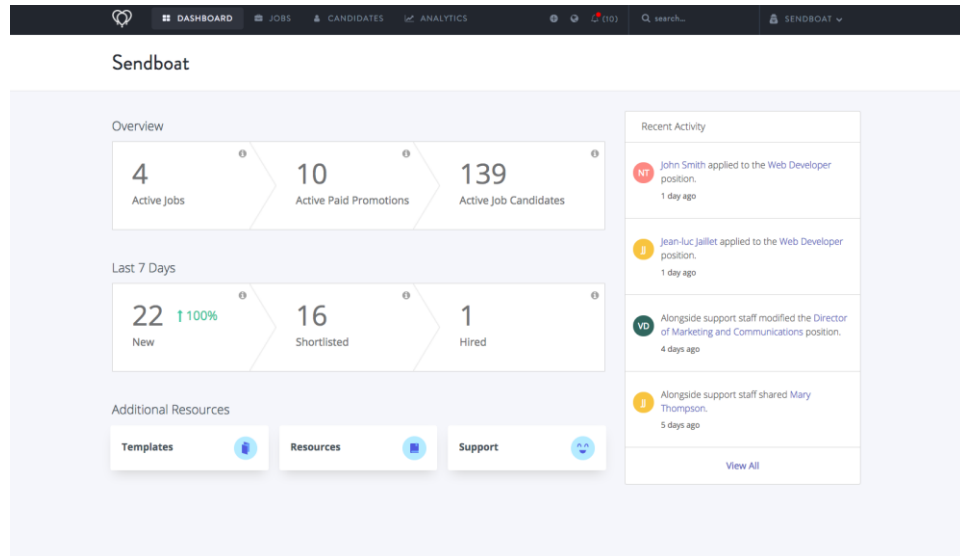


Figure 4.8: Screenshot of company dashboard in alongside software

Freshteam: This ATS software is rated 4.1 out of 5. The recruiters have an idea of how to find out the best candidates. It is based on scheduling interviews, collection of feedback that is required to help in the recruitment process. Freshteam are such that it helps the recruiters to be focused more on the recruitment as well as operational tasks. The recruiters create job postings as well as share them into social media channels such as Facebook, Twitter, Instagram and employee portals to attract new talents. After rolling the applications, the hiring team can view profiles and leave for the feedback such that recruiters can able to reach out the candidate. It is basically an android based application where the users view the job postings as well as candidates profile.

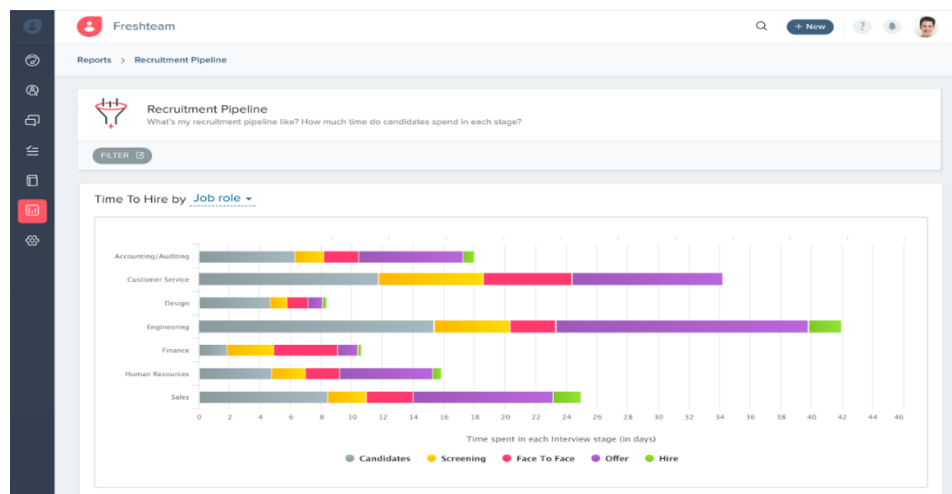


Figure 4.9: Screenshot of reports in Freshteam software

BreezyHR: This ATS software is rated 4.4 out of 5. It is an effortless end-to-end recruitment software. This particular software streamlines the entire

hiring processes, provide more time to connect with the candidates by automation of manual tasks such as job postings, advertisement on the job boards, interview schedule as well as follow ups. This recruitment tool is used by HR team to hire more candidates from the employee referrals along with sourcing tools such as Facebook, Twitter and others. The recruiters as well as companies concluded that this platform is making better hiring decisions within less time. It is a web based and end-to-end recruitment platform which help teams to hire greater employees in less efforts.

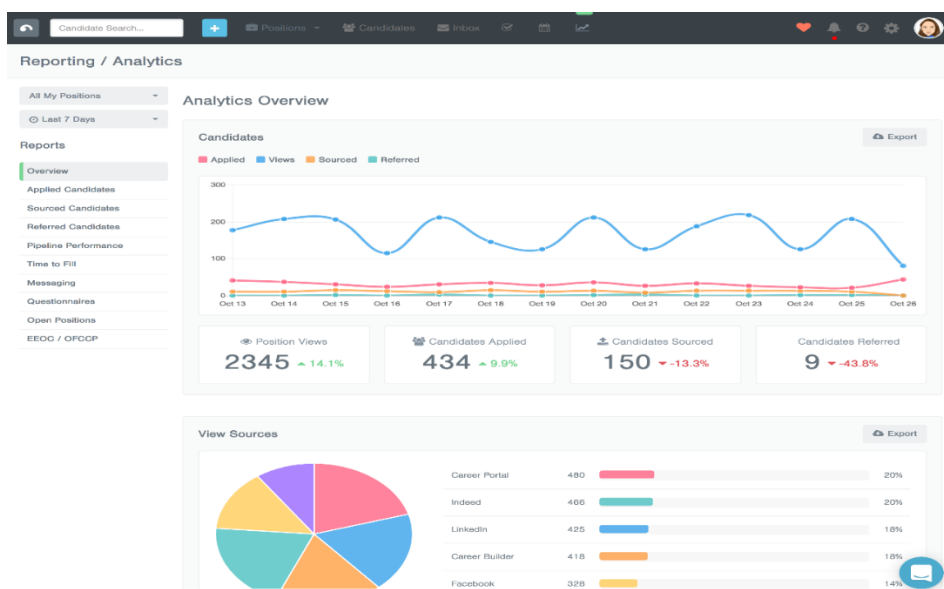


Figure 4.10: Screenshot of reporting and analytics in BreezyHR software

ATS searchers the social media platform for people those are currently listed in and in EU. The mentioned software are provided of job postings on news feeds sends, listing top users from the search. The social media users are invited to apply for the job, it is also allowed the companies to reach out people those are meet with baseline criteria for the job and those are in the area. When someone is employed, and they are not wished to apply for the job, then they can able to refer peers to that positions. From the above analyzed data and comparison table, it is seen that based on rating, Alongside applicant tracking system and RecruitBPM are ranked 4.5 out of 5 as compared to other nine ATS software.

The cost of this software is also medium with good percentile of features such as outsourcing, candidate management, recruiting and on boarding as well as platform. Alongside is mostly popular among the candidates and users as it is provided better job distribution among right candidates. While RecruitBPM can provide the users with the tools for making recruitment streamlined along with efficient. Based on rating of 4.4 out of 5, the possible ATS comes are Zoho Recruit, Recruitee and BreezyHR. Zoho Recruit is taking in-house recruitment towards new level while Recruitee

is collaborative hiring platform for the team from all different sizes. BreezyHR is used within the company for hiring more candidates from the employee referrals as well as sourcing tools.

Greenhouse rated 4.3 and it has higher cost with a good customer discount. This particular software is used for designing as well as automating the aspects related to hiring through the organization. iCIMS Recruit is rated 4.2 which is mainly used to provide their customers with configurable applicant tracking system in addition to allow for storing along with tracking profiles into the central location. There are two ATS software which are ranked 4.1 such as SmartRecruiters and Freshteam.

SmartRecruiters are provided better candidate experiences, hiring managers, product use as well as getting easier jobs for the candidates while Freshteam help the recruiters to be focused more on the recruitment by creating job postings as well as sharing them into the social media platforms. In this software, there is no such features of recruitment marketing and job posting platform. Jobvite is ranked 4 with higher cost as well as good customer discount. It is such a comprehensive recruitment platform which can accelerate recruitment with easy ATS.

Those software can able to post jobs on businesses website as well as job boards. It is collected and screened the resumes for recruitment and hiring jobs for the candidates. ATS software are managed the candidates with custom workflow and it enables the communication among the candidates as well as hiring manager. The best ATS products are determined by the satisfaction of customer as well as presence in the market such as product scale and focus. In the ATS, the users can measure performance of employee. The performance metrics can able to graph performance for the employees but also for leaders. It is provided feedback to managers, which improve company's leadership.

4.3 Summary

It is summarized that applicant tracking system (ATS) is such an application which enables electronic handling of recruitment needs. It is being implemented as well as accessed online on the enterprise and small business levels. It is based on requirements to the company as well as open source software availability. The mentioned software for the start-up business is designed for recruitment tracking purposes. It is caused due to adaption of resume optimization techniques which is similar to the search engine optimization to create as well as format data resume. The software can able to accept as well as store information of job candidates input. It is designed for recruitment tracking purposes. The data are to be provided by the candidates for each position that can easily reviewed by the employer's recruiter and then involved into the hiring processes.

The applications help the hiring companies to determine which candidates are most qualified for the provided position based on criteria set by employer. The software helps the employers for each size efficiently as well as accurately identification of qualified candidates. ATS is available to the employer's individuals those are involved into the hiring processes. Those software can deliver data accumulation so that the recruiters managers hire as well as data review, communicate with other, coordinate as well as schedule interview and keep the process to be flowed.

5 RECOMMENDATIONS

5.1 Linking with objectives

Linking with objective 1: Explaining the theory related

Social media sites such as “Facebook, Twitter and Instagram” are used to search for active and passive candidates by providing a job posting. Through the job postings, the candidates apply for the job, then the company checks their qualifications with their business requirements and call them to recruit and hire them.

As most of the applicants are active into the social media platforms now-a-days, therefore it is selected as best way to recruit applicants based on their criteria. Online recruitment is taken as finding of best excellence candidates and the creation of connections with them all. Social media is where people can hang out online for expressing an idea and interacting with each other.

Linking with objective 2: Conducting a practical study related

ATS is used by all size of companies to hire through larger groups of job applicants and then establish as well as contact the applicants. The main goal of ATS is act as tool designed for simplification lifetime of hiring manager and recruiter. The system is calculated to examine resumes as the way that a recruiter can hire the applicants through the use of various ATS software. Once the recruiter can receive stack of resumes, then it is best time to hire them based on business requirements.

Linking with objective 3: Analyzing the practical study

Social recruitment is recruiting the candidates by the use of social platforms as talent database and for advertisements. This use social media profiles, blogs and internet sites for finding the information on the candidates. With engagement of people into the social media, it is investigated relevance to the process of recruitment. It is examined platforms that are best suited to host the information related to job search to help achieve recruitment goals. Among the job seekers, Facebook profile is perceived as the social media platform. Twitter is taken as second profile and Instagram is taken as third platform.

Linking with objective 4: Giving recommendations based on both theory and practice

The start-up company is using an ATS to recruit and hire employees for their company as it is considered as easier process. The start-up found the hiring of people starts with having reliable ATS. It is combined with

sourcing as well as tools for the job posting plus there is ability to delve into the candidate's in-app as well as track the recruitment performance in one place. With faster internal HR as well as recruitment analytics, the start-up companies are growing. Recruiters can reduce hiring time by much as 20 percent and the company can also save their start-up cost by the use of an ATS. The software can also analyse resumes as compared to the job description and shorten time it is taking before hiring process.

5.2 Recommendations

Following are some recommendations which are suggested to use recruitment software through the social media platform:

With the use of right ATS, the candidates should get easier jobs from ATS post jobs as well as based on paid job boards, website clients, social media sites with just by one click.

The ATS should use in the future if it is provided of capability to schedule interviews as well as obtaining candidates efficiently. Schedule as well as timing interviews should be done in automated way.

The recruitment software should keep in constant touch with the candidates on course in the recruitment process. Businesses can able to easily track the candidates those are applied for the jobs and those are posted in the social networking sites such as Facebook, Twitter and Instagram.

5.3 Limitations of the study

The research study is limited to use 10 applicant tracking software in the start-up company. Due to limited time, the study is based on analysing the features and rating of ten software those are mainly used. Therefore, in the future if the author should get time and budget, then a research should be conducted on other software also to analyse which of them should be suitable for the company to recruit as well as hire inactive applicants through the use of the social media platforms.

5.4 Further scope of the study

The use of social media as well as recruitment software for purpose of recruitment candidates are at a high to expand more in the future. ATS is seeming to be more revolving around the employment. It is drawing a line among the candidate applied as well as the right candidate for the job. In the future, the author is going to be more focused on use other software in the researcher so that the participants can able to become familiar with

other software also. In near future, the internet technologies can see coastal development while access to kinds resources will increase.

6. CONCLUSION

It is concluded that ATS is used by the companies to manage the job applications. ATS can read the resume of applicant and then rank as well as score qualifications as compared to description in the job. The ATS software is used for two reasons such as helping ease workload for recruiters as well as hiring potential applicants. Second is due to law. Start-ups would save a lot of time in carrying out the recruiting process since they would implement platforms to recruit new candidates and thus filter all the requirements that fit the work position.

The main purpose has been to show the connection that exists between social networks and the recruitment that HRM departments perform, this is another way to expand the vision of recruitment that has been changing through all the years since the chance to find a job increase.

The companies those are using that software can provide accurate recordkeeping as well as tracking the applicants. It helps the recruiters to hone in top candidates. It is organized as well as saved resumes for future recruitment campaigns. The hiring manager send emails to the applicants to inform as it is not cutting and asking for the interview. The applicants can able to enter the data in ATS located on website of hiring company and extracted from the applicant's information uploaded to the job boards.

The recruitment process has no limits of perfection as the technology advances rapidly so new markets, new businesses and new clients emerge.

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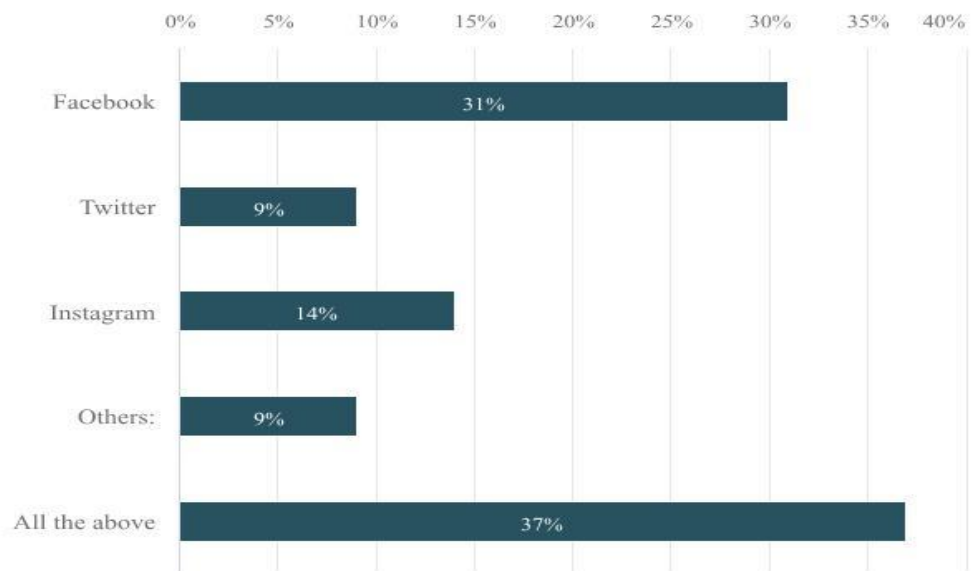
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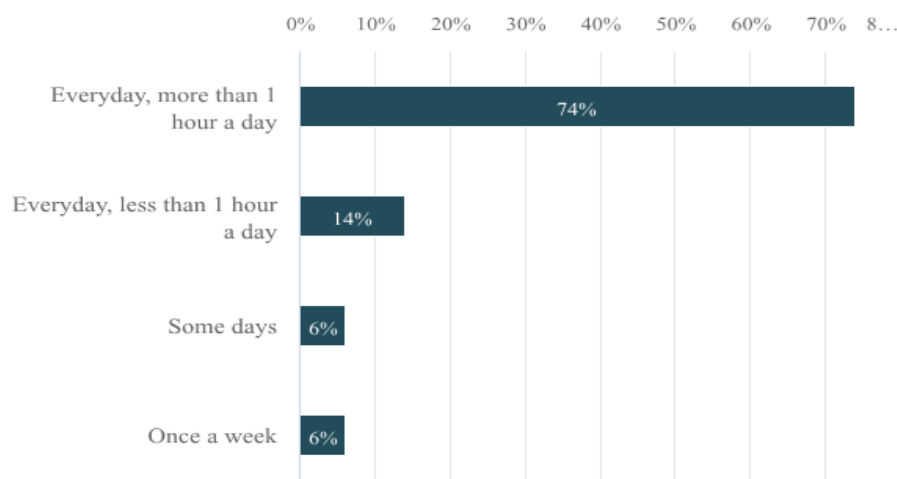
APPENDICES

Appendix 1 Social Media Survey made to the IB students in Hamk

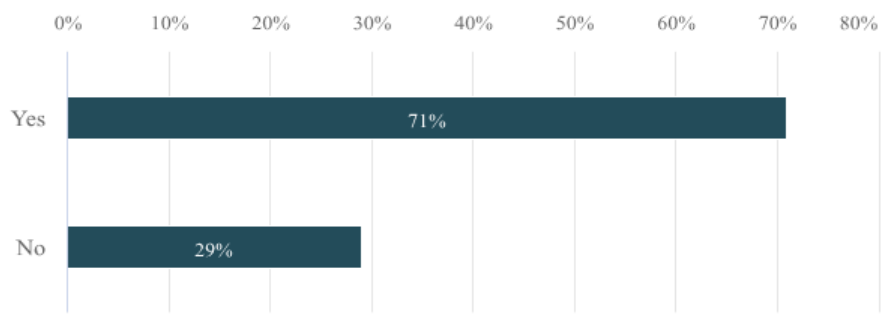
1. Do you have an account in social media?



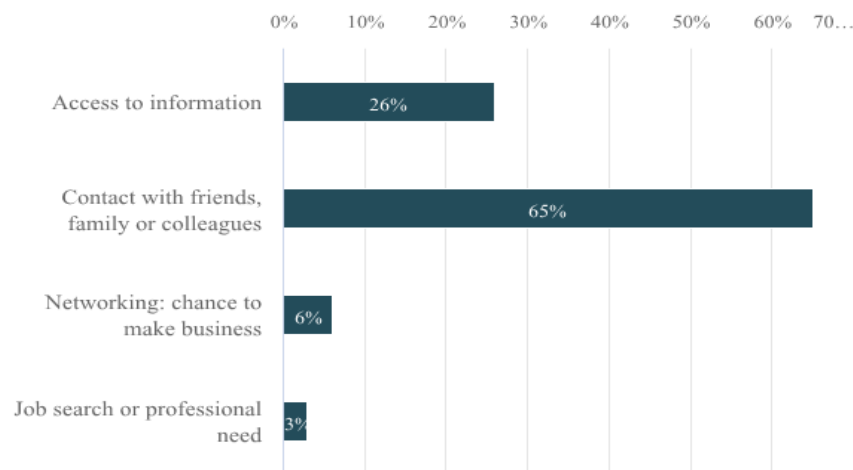
2. How often do you use social media?



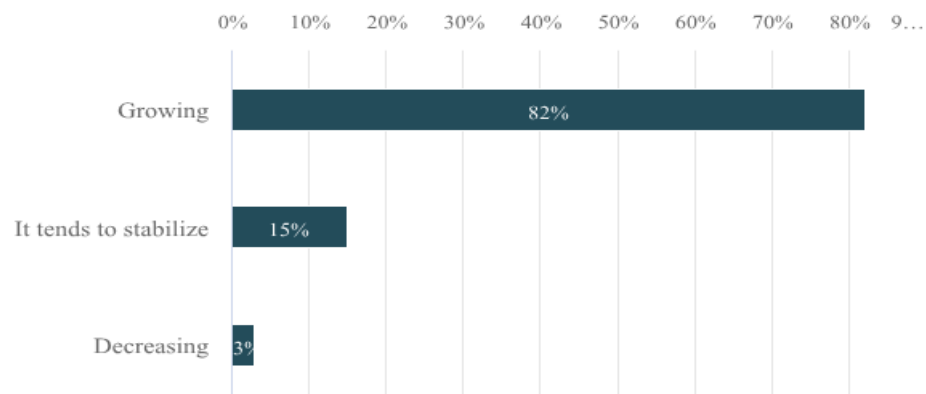
3. Are you an active user in Social Media? *meaning if you share pictures, videos, information or write and receive instant messages



4. Which of the following reasons best describes the reason for your access to Social Media?



5. You consider the evolution of Social Media will be:



Appendix 2 Reach Talent on Social Media

Automatically Reach Talent on Social Media with High precision Target.

The ATS is taking Social Job Ads to another level. AI has the power of targeting the Job Ads to both active and passive candidates across the most populated social networks. Basically, AI is able to find quick and easy potential target candidates, people who may or may not be actively looking for a job, but they are a perfect “match” for an open position. The ATS is implementing and maintaining social strategy.

The ATS is a marketing widget that empowers recruiters to create Facebook, Instagram and Google marketing funnels with few easy clicks. The widget can be integrated into ATS as a white label solution allowing customers to create the job ad campaigns without leaving the ATS.

While traditional job boards reach the masses, the technology reach the ideal candidates highly-targeted on non-job sites (social media)

Fast and Easy – Quick, one-time setup.

Social Reach – Automated distribution to qualified talent on Facebook, Google and Instagram.

Precision Targeting – Proprietary technology reaches and delivers ad to candidates matching the asked criteria.

Ads That Pop – Ads are prominently displayed on targeted candidates’ feeds.

Low Cost – No significant financial or time investment.