E-Recruitment: Are You Going to Keep Up?

Leon Kass, world renowned physician and educator once said, "technological innovation is indeed important to economic growth and the enhancement of human possibilities." With these enhancements in technology, companies have begun using E-recruitment systems. The rapidity of E-recruitment tools are ever increasing, how are you going to keep up?

An organization cannot succeed without qualified and committed employees - no matter how advanced their procedures and systems are. To get ahead, an organization needs to attract and hire the most impressive and the most qualified applicants. This is critical and cannot be overstressed. With this level of criticality, it is no surprise that the age of recruiting tactics has evolved with the rise of technology (Ahmed, 2012).

"Internet-based methods have proven to be very effective for recruiting."

There is no denying that technology is rapidly evolving. With that truth comes the responsibility and pressure for companies to keep up. The internet has become a large part of the way people work and has in turn influenced the way that human resource professionals do their jobs. More and more companies are "going green" and using the internet to find potential applicants. The main purpose of the recruitment process is the composition of an application pool who is actually interested in working for an organization in response to a job posting. Old approaches to recruiting were print media advertising, networking, and using recruitment agencies. However, internet-based methods have proven to be very effective for recruiting. Even paying for a list opening on a website shows to be cheaper than print media (Bodea, Bodea, & ZSOLT, 2003).

Using technology in this realm provides many benefits as compared with traditional techniques. For example, using the internet can save up to 87% for each new employee hired. This provides a large cost improvement for any organization, reduces the hiring cycle time, and offers 24/7 access for job applicants regardless of their physical location. In the remainder of this conversation, several supplemental benefits of e-recruiting are provided, in addition to several cautions to be weary of. Is online recruiting the best option for you? Perhaps we can help you answer that question.

Why Should I Use Online Recruiting?

Damarious Page does a good job outlining the pros and cons to using internet based recruiting in his article *The Advantages & Disadvantages of Using the Internet for Employee Recruitment.* His main points are outlined below to give you a better idea of what to expect when you adopt this approach.

Do Away With Pesky Recruiting Budgets

When you choose to use the internet for recruiting, you are saving a large human resource expense. There becomes less of a need to hire HR personnel whose main duties are to meet with job applicants face to face answer questions, proctor pre-employment tests, and accept resumes. You also will no longer need to worry about printing costs that can quickly add up!

You Want A Competent Yet Fun Employee? You Got It!

One of the benefits of using the internet for recruiting is that you can conveniently pull up an applicant's "personality." Companies task HR professionals to predict how well a new employee would fit into the company culture. Through social media accounts such as Facebook, Twitter, and Linkedin, you are invited into the personal and professional lifestyle of the candidates.

You've Got the Key with Keywords

Using the internet, you can easily scan through a large number of digital applications and resumes. All you need to do is search keywords that relate to a job opening and you can then quickly find the applicants who would be the best match!

Change Your Talent Puddle into a Talent Pool

HR professionals have an advantage for reaching people through the internet. You can increase your talent pool through using online platforms to advertise your company and job openings all over the world. Maybe your local town or city does not possess the talent or qualifications you are looking for. If that is your situation, you don't need to worry, you can now reach anyone you want not only through advertising, but also through simply phone calls and emails.

What Should I Consider the Drawbacks?

You Are Assuming All Valuable Personnel Are Internet Savvy

It is important to consider your personal desires. Who are you targeting and why? When you choose to use technology based recruiting, you may in turn lose out on valuable, fully training and qualified candidates.

But are Keywords Always the Key?

As we mentioned, keywords can help you quickly find applicants who possess the qualifications you are looking for with a simple search. However, what about more seasoned workers who are using outdated terms on their resume? Look at how quickly the recruiting and selection processes have changed. With rapid change comes to change of keywords and phrases as well. You want to make sure you aren't losing your most qualified applicants due to a silly term change.

Wait, I Have Too Many Applicants....

We previously mentioned that the internet allows you to reach people worldwide. But with such a wide set platform, you now have the chance to attract a large amount of candidates who may simply be undesirable for your current situation. Social and culture norms come into play along with higher education standard differing from not only state to state, but also country to country. How do you determine what the best quality is given all of these differences you will now encounter?

Curiosity Killed the Cat

If you do choose to adopt online platforms to find candidates, keep in mind you may end up walking a legal tight rope. Never forget EEO law and discrimination. Times have changed and you are often warned to not ask for information about age, gender, race, and ethnicity, due to the legal implications that may follow. Using social media to recruit is a popular approach, but how can you prove you aren't discounting an applicant based on what you saw on their social media? How can you prove that you didn't hire a specified applicant due to his/her gender, but instead his/her qualifications? To protect yourself when you use these sites, you need to document all reasons an applicant is not qualified (Dayan, 2011).

Hopefully, our quick outline of benefits and drawbacks of online recruiting helped you form an initial idea of what approach you will take when developing a recruitment plan. Although it is important to be efficient and keep up with the latest trends, it is equally as important not to rush into anything without a plan. Do the pros outweigh the cons for you? Although the answer is most likely going to be yes, make sure you are going about your approach the right way. Happy recruiting!

References

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