



# RUKMINI DEVI

## Institute of Advanced Studies

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# DOSSIER

*On*

**Alumni class room connect on "Role of Social Media in Recruitment Process"**

**Support**

**On**

**January 23, 2019**



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Asst. Professor , RDIAS

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Director, RDIAS

## **FORM A**

### **Proposal :**

- **Name Of the event to be organized :** Alumni class room connect on "Role of Social Media in Recruitment Process"
- **Date :** January 23, 2019
- **Time :** 1:30AM - 3:10PM
- **Venue :**
- **Organized By:** Support
- **Motivation for the activity :** • In the context of the contemporary global business environment, the role of social media has increased drastically and recruiters find that they need to be more proactive in their approach, by engaging with talent across a wide range of social networking platforms. The take-up of social media has naturally led companies to consider its use as a recruitment tool that leads to a demand for knowledge about recruitment trends regarding social media.

## **Form B**

### **Part 1**

#### **Aim of the event :**

The primary aim of this session was to get the basic and core understanding of the recent trends and role of social media in the recruitment process. The recruitment process is considered key to the success of a company. Recruitment is the process of attracting and encouraging potential employees to apply for a position, while selection is the process of making fair and relevant assessment of the strengths and weaknesses of applicants with the intention to hire them, therefore companies would be more than interested on identifying methods to help them hire the most skilled and talented employees in the market. Since the use of social media is largely increasing, it is crucial for the businesses to use such tool for the recruitment process. Social media could be a powerful tool for a company that could be used to advertise jobs, and create a competitive advantage since it can reach a greater pool of potential candidates.

### **Part 2**

#### **Abstract :**

Since the beginning of the social media era, communication has become extremely convenient and effective. The traditional ways of putting out a job vacancy and waiting for people to come to you are a thing of the past in most industries. Nowadays companies focus more on social media, rather than using newspapers, media, word of mouth, or recruitment agencies. However in the past years the use of social media has transformed the recruitment process for many companies worldwide. "Social media can be a powerful tool a company can use to its advantage". To make these concepts clear, the students had a classroom session with Ms.Janhavi Upadhyay who is working as a Human Resource Manager at Joygaon Picnic.

Madam started the session with the introduction of herself and a brief about the what is Recruitment Process. Moving further she engaged the students by asking on which social media platforms they are active and if they know that such platforms can be used as a tool to get them a good job. Ms.Janhavi explained the students about Social media platforms as information technologies which support interpersonal communication and collaboration using internet-based platforms. Such social medias have actually changed the way how people nowadays communicate and interact with each-other. Social Medias such as Facebook, Twitter and Linked-In are used by hundreds of millions of people every day all over the world. According to a 2015 Society for Human Resources (SHRM) study that surveyed recruiters, LinkedIn, Facebook and Twitter are the most popular social networks for recruiters. Google+, YouTube, Instagram and Pinterest are runner-ups, but are still strong niche recruiting options. One of the fastest-growing recruiting trends in recent years has been social recruiting, using social media networks such as Facebook, LinkedIn and Twitter to source and recruit candidates. Recruitment through social media can offer many benefits to companies, as it allows them to reach a larger pool of potential candidates.

Moving forward, Madam shared her experience as a student at RDIAS and motivated the students to actively participate in the activities conducted at the institute. Students cleared their doubts regarding the topic and also related to their further studies.

### **Part 3**

#### **Conclusion**

It was a laudable effort by Ms. Janhavi Upadhyay. It motivated the students, helped them to understand the recent trends in recruitment process. This session was successful in maintaining the enthusiasm of students and they had great interest for the same. It was conducted in a very disciplined manner.

## SnapShot



Students actively participating in the Session!!



Speaker Ms. Janhavi addressing the students of BBA(IV)E-A



Speaker Ms.Janhavi addressing the students of BBA(IV)E-C