



Chapter 14

Innovative Recruitment Channels: Leveraging Social Media and Virtual Job Fairs for Talent Acquisition


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ABSTRACT

Amidst the dynamic realm of talent acquisition, organizations are increasingly adopting inventive approaches propelled by technological progressions and shifts in candidate conduct. Employing social media platforms has evolved into a crucial strategy for engaging, retaining, and attracting top talent. Ethical considerations, data-driven insights, and compliance are critical factors that significantly influence recruitment practices. Emerging virtual job marketplaces provide employers with novel opportunities to network with prospective employees. By embracing digital transformation, leveraging emerging technologies, and prioritizing candidate experience, organizations can remain competitive in attracting and retaining talent in today's dynamic job market.

INTRODUCTION

Amidst the ever-evolving realm of modern business, the procurement and maintenance of skilled personnel represent critical obstacles for enterprises on an international scale. The exponential growth of technology and the widespread adoption of digital platforms are causing a significant paradigm shift in conventional recruitment approaches. This chapter explores novel recruitment channels, focusing on effectively utilizing social media platforms and virtual job fairs as talent procurement tools. Recruitment is no longer limited to physical employment fairs and classified advertisements. In the present era, social media platforms have developed into dynamic environments where professionals can exhibit their expertise, personal growth, and ambitions. Social media platforms provide unparalleled access to a wide-ranging pool of prospective candidates, ranging from professional networking opportunities on LinkedIn to real-time engagement on Twitter. Furthermore, the platforms' interactive characteristics facilitate recruiters' ability to establish personal connections with candidates, encouraging genuine exchanges and significant connections (Landers & Schmidt, 2016).

Virtual job fairs have significantly transformed the recruitment industry by overcoming geographical limitations and logistical complexities. Organizations can effectively engage candidates worldwide by organizing immersive and interactive recruitment events through virtual platforms. In addition to providing an identical experience to conventional job fairs, these virtual environments permit candidates to participate from the solace of their residences, thereby enhancing convenience and accessibility (Vik et al., 2018). In the current digital transformation era, organizations must adopt inventive recruitment strategies that correspond with the inclinations and conduct of the contemporary workforce. Through virtual job fairs and social media platforms, organizations can broaden their scope of influence, interact with exceptional candidates, and ultimately foster long-term expansion and prosperity. It explores the intricacies of these nascent recruitment channels, revealing pragmatic insights and optimal strategies for proficient talent acquisition in the era of digitalization.

Organizations seeking to secure top talent and obtain a competitive edge have elevated talent acquisition to a strategic priority in the current labour market, which is highly competitive. The rapid evolution of conventional recruitment methods is attributable to technological advances, changes in candidate preferences, and alterations in behaviour. To effectively attract, engage, and retain top-tier candidates, organizations must comprehend these transformations and adjust their recruitment strategies accordingly (Adeosun & Ohiani, 2020). A comprehensive theoretical framework incorporating principles and concepts from diverse academic disciplines, including marketing, human resource management, and psychology, forms the foundation of prominent talent acquisition strategies. To promote organizational success, human capital theory, for instance, emphasizes investing in employee capabilities and skills. Social exchange theory delineates the symbiotic association between employers and employees, emphasizing the criticality of trust and reciprocal advantages. In addition, marketing theories, including segmentation and branding, provide insights into developing employer brand strategies and efficiently targeting candidates.

Key components of the conceptual framework for talent acquisition include technology, candidate experience, employer branding, and recruitment channels. Employer branding entails moulding the organization's public perception and hiring decisions to establish itself as an employer of preference. The candidate experience comprises all engagements between the organization and the candidates during the recruitment process, and it impacts the candidates' level of contentment and probability of accepting job offers. To engage and attract candidates, recruitment channels comprise a variety of platforms

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