Role of hr and social media

Business

Role of HR and Social Media Use of social media has facilitated human resources management (HRM) in a variety of ways. From recruitment to retention to ensuring workers' compliance with work ethics and improving workers' productivity, social media has served as a magical took for the HRM. Managers can use social media to locate the most qualified personnel and offer them jobs. Social media helps managers know the social and private activities of the candidates so that they can make informed decision while trying to recruit the most eligible person. Review of the candidates' profiles on different social media websites helps managers have a deeper insight into their lives (Warga). Social media helps managers understand workers' problems so that they can address at least what they can to optimize workers' chances of retention. Social media helps managers clearly convey their policies regarding work ethics without the constraints of time and distance. Social media helps managers improve workers' productivity by having them stay connected 24/7. The improved flow of communication and information at all levels across the organization also helps improve the workers' productivity. Using such programs as Skype, managers can conduct meetings with the workers without having to make them spare some precious time from work to come to the meeting room. Many companies like Cisco have the trend to befriend the workers, peers, managers, and bosses at the social media websites like Facebook and Twitter. " Seven of 10 employees have " friended" their managers and coworkers on Facebook" (Gaskell). This helps them foster better relations with one another and know one another better.

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