

ABSTRACT

Recruitment and selection is the indispensable functions of human resource management. It is the process of searching and obtaining of potential candidates. Social Network Recruiting is a collection of technologies that allows anyone, including job seekers and employers, to interact online; meaning that interactions are no longer bound by the static experience of Social Network Recruiting. Modern recruitment and selection techniques are being advanced by organizations for admittance into multinational corporations. An efficient selection and recruitment process is essential to the organization's success. Looking at the Kenyan labor market, it is clear that there are still open positions and that some businesses have personnel issues. There isn't many research on the topic of recruitment through social networking sites. With a case study on Kenyan institutions, the primary goal of this study was to create a framework for the adoption of recruiting and selection processes utilizing social networking technology. Data was collected from 90 respondents who are recruiters in various universities, data saturation level was arrived at 60 respondents for this study. The analysis was done through inductive methodology to discover the critical elements that emerge during online networking. The study shows there is a fast response given to those who are on social media indicating that recruitment via social networking sites influence hiring decisions made by organizational recruiters, information about recruiters who search for the profile of applicants indicates that 38.3% was the highest respondents who agreed that they search for the profile of the respondents. From the study there is no statistically significant between different management level and recruitment, the significant level is 0.05 has a significant value P as 0.326 where $P > 0.05$ hence not significant. Management levels are therefore, not predictors of whether an applicant is going to be recruited via social media. Through the study it can be concluded that the adoption of social network recruitment will save time and costs in searching for accomplished candidates. The framework can also be effectively replicated for schools and college scenarios to help them recruit candidates with the right knowledge, skill and other abilities.

