

How to Recruit Quickly? Application of Human Resources and Social Media Recruitment-Take W Company as an Example

Hsin-Yu Chang, Dr. Tsai Chi-Tung

National Changhua University of Education, Institute of Human Resource Management

Abstract

Research based on the perspective of W Group's special recruitment project, the research discussed five problems with past recruitment activities. By using the methods of data collection to collect all the data. The most noteworthy part this case is the W group used to do the social media recruitment, it is very different from the past. First of all, W group cooperate with two well-known graphic writers to promote the recruitment information and the website, and created 490,000 posts exposed, and 3,734 people were clicked into the key business websites. The second action is to collect information about talents that have participated in any recruitment activities of the W Group in the past, and send digital recruitment advertising letters to these talents, so as to improve the hit rate of the advertising target characters. The job vacancy was viewed 29,744 times, and the number of vacancies voluntarily posted was 688. From the above results, it can be observed that the effectiveness of digital & social media recruitment of modern society is already an effect that cannot be achieved by traditional recruitment methods of the past.

Keywords: Social Media Recruitment, Digital Recruitment.