



Gallup Pakistan HR Newsletter

HR & Social Media:

The increasingly significant role of social tools in facilitating Human Resources

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Welcome

to Gallup Pakistan's 12th edition of a series of HR Newsletters. In this series we principally aim to encourage empirical understanding of HR problems faced by organizations today. **By disseminating international and local research findings, Gallup Pakistan aspires to create a knowledge hub that HR practitioners in Pakistan can benefit from. In this regard, we would be borrowing extensive research from other member countries as well.**

In this edition we endeavor to bring to our readers an understanding of how **Social Media Platforms** facilitate the people and activities in the realm of **Human Resources**. The info graphs on “**How does HR use Social Media**”, provides us with a lucid idea of how Human Resource professionals employ social media in projects as well as in routine tasks. The second article “**Revolutionizing HR through 3 Social Media Tools**” offers us a picture of emerging technology that is transforming recruitment processes, while enhancing employee engagement. Finally, “**Risk Management of Social Media**” creates awareness of the need for companies to start focusing on the management of the hazards associated with the inappropriate use of social media.

Don't forget, your valuable suggestions and ideas are much awaited and appreciated. Also, we are open for partnerships with other teams working in similar domain. We look forward to a successful journey.

Gallup Pakistan Team



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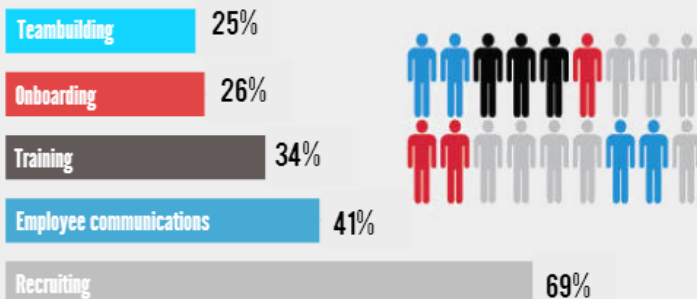


Malika Shahbaz



HOW DOES HR USE SOCIAL MEDIA?

FOR WHICH TASKS DOES HR USE SOCIAL MEDIA?



OTHER HR TRENDS

The HR Trends Survey also asked HR professionals to share current practices for retention and engagement, formal programs for tracking and development, and HR metrics.

Get free full survey results:
<http://ow.ly/pX30r>

RETENTION

36%

plan to add a wellness program in the next year.

TRACKING

60%

maintain formal programs for applicant tracking.

HR METRICS

57%

maintain metrics on number of days positions are vacant.

10 WAYS HR PROS SAY THEY USE SOCIAL MEDIA

COMMUNICATION

“Sharing ideas within HR and within the company.
Informing our employees of training and promotional events.
Use Yammer.com.”

BRANDING

“Brand reinforcement.
Sharing information with the general public.”

PROMOTING EVENTS

“Show pictures of activities and events we have held on site.
Showcasing company activities (helping charities, etc.)”

BACKGROUND CHECKS

“Finding out what a possible new hire does or does not do in social media.
Researching other information that may not be readily found on a resume.”

EMPLOYEE ACTIONS

“Employees can check schedules and request time off online.
Work delegation.”

BENEFITS COMMUNICATION

“Wellness initiatives.
Benefit information updates, on a generic and more directed level, like advising about updates on formularies, etc.”

WEEKLY HR BLOG

“Start a blog for our weekly HR Tip and to keep managers engaged and constantly learning.”

RESEARCH

“Viewing trends, getting new ideas.
Knowledge management”

EMERGENCY NOTIFICATION

“Set up Twitter account so we can send messages to employees in the event of an emergency.”

RECOGNITION

“Giving praise or recognition of achievement.”

FOLLOW US ON SOCIAL MEDIA

HR.BLR @BLR_HR BLR HR

Source: These info graphs have been extracted from Unbridled Talent's website
<http://unbridledtalent.com/2013/10/31/how-does-human-resources-use-social-media-infographic/>

Revolutionizing HR through **3** social media tools*

Social media is emerging as the most efficacious, pragmatic and trendy method employed by enterprises in their quest for the best available talent relevant to their needs.

It has rapidly acquired center stage in the formulation of business strategies in the realm of Human Resources, gaining widespread popularity in not only the area of recruitment and hiring but also stealing the show in the domains of training, progress, employee motivation and initiative.

47 %

of Millennials believe that the credibility of a corporation on social networks is as important as the jobs it offers



9000

workers around the globe are ready to bear the expense on personal social devices to raise productivity at work

Identifying invisible, unaware talent

1 The lack of suitably qualified candidates is the driving force behind increased efforts by the senior management to transform conventional business schemes into blueprints for effective hiring. Endeavors in this regard have resulted in an even more advanced digital age, in which firms can identify potential employees, even before they become aware of their own presence in the job market. The advantage of this method is that candidates are not simply assessed on face value, but by the intrinsic worth of their caliber, hard work and achievements. TalentBin, LinkedIn, Gild, and Entelo are amongst the several ventures that all have the overarching goal of allowing firms to recruit the best possible people.

2 Despite the widespread use of technology by prospective employees, the majority of firms all over the world lack HR sites that are compatible with portable technology. Moreover, these companies seem to be oblivious to the need for visually appealing and interactive interfaces designed for disseminating information on job applications. Cleverly developed websites, synced with cell phones are the key to allowing convenient access to job hunters. Through smartphone applications, firms can cut costs without compromising on job traffic.

Mobile Applications as Search Tools

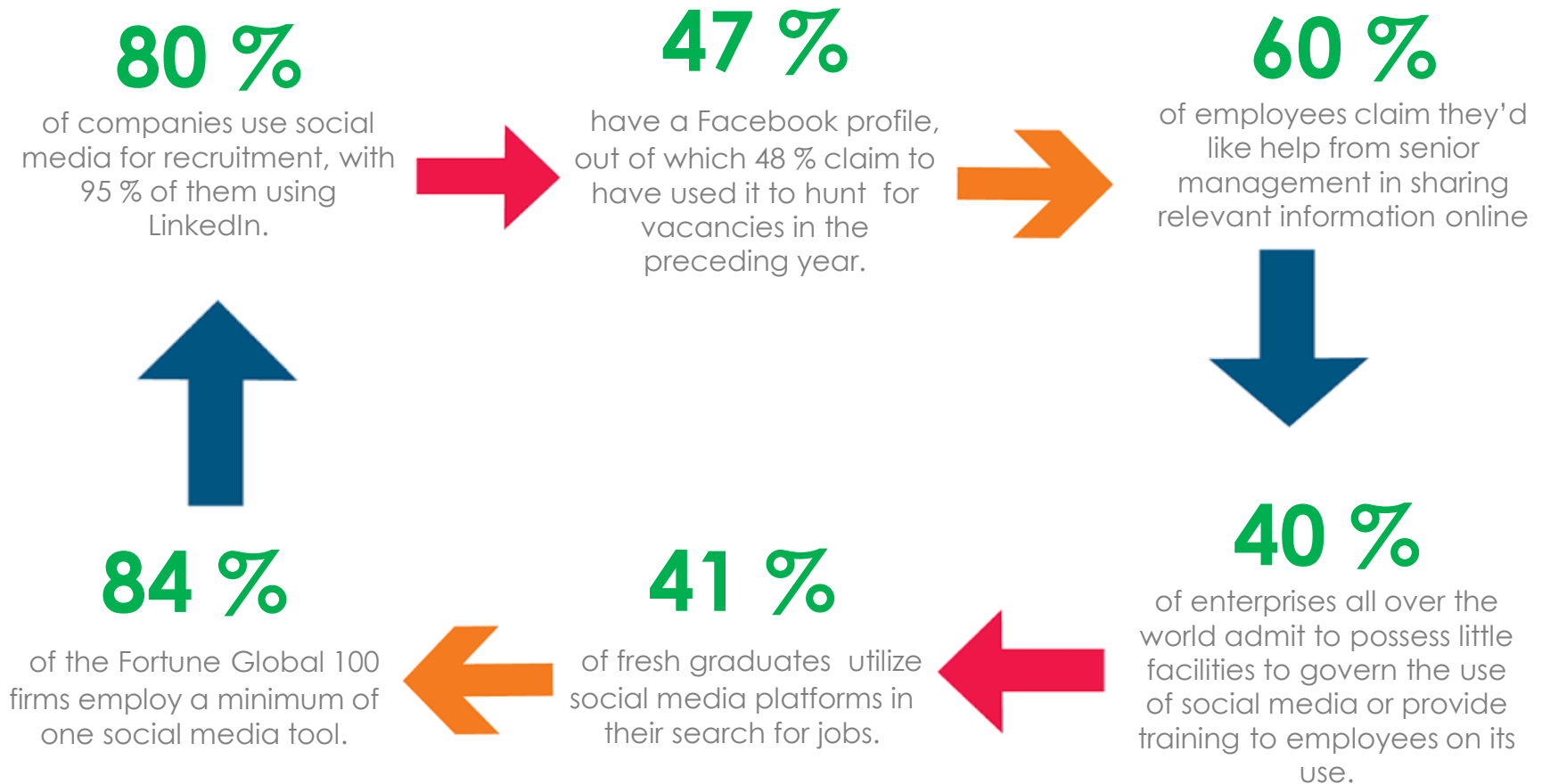
Gamification to harness potential

With a vast majority of their population indulging in video games, enterprises in the West are coming up with innovative strategies to channelize that dedication into attaining a high standard of excellence at the workplace. The qualities of critical thinking, focus and time management that are vital to the essence of these games can be adapted to businesses operations, especially in the areas of recruitment, employee well-being and training. The dynamics involved in gaming can be applied to enhance five traits that are widely considered paramount in any leader: solving problems, effective communication, rational negotiation, handling evolution and change as well as prioritization and time management.





Risk management of Social Media*



Social media is the creative answer to a multitude of business problems. However firms should not undermine the need to be aware of the hazards it can pose if utilized thoughtlessly.

The Problem

Firms are ineffective in developing and implementing strategies to oversee the use of social media platforms, due to an inadequate measure of dedication on part of employees and insufficient training. The fast transformation of social media has meant that there is now a greatly complicated legal framework within which firms need to operate.

The Impact

Incorrect employment of these tools can cause fraud or breach of information, destruction to the image of a firm and to employee goodwill. Its internal hazards are more closely interrelated with Human Resources.

- ☐ Personal and sensitive information is made public
- ☐ Records on topics of internal recruitment may become publicly accessible
- ☐ Conflict over ownership of public platforms on which employees and customers network to engage in discussions and brainstorm ideas
- ☐ Confidential information leakage (intentional or unintentional) by employees



The Solution

There is an urgent need to create a social media platform that can portray a good image of the products, services and workplace. If the management is well-informed of the benefits, features and risks, they will be in a more able position to leverage social media to the advantage of the firm in question.

A company's communications framework can be used as a starting point in the creation of agenda linked to social media usage and training. A cross-functional representation of stakeholders is vital to maintaining a balance between individual and professional utilization of social media. The plan for governance of social media will prove successful if the policy-making executives can capitalize on organizational and business acumen to harness the benefits of social media, while minimizing its risks.



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