

ISSN 2518-1483 (Online),  
ISSN 2224-5227 (Print)

2020 • 1

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ  
ҰЛТТЫҚ ҒЫЛЫМ АКАДЕМИЯСЫНЫҢ

# БАЯНДАМАЛАРЫ

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## ДОКЛАДЫ

НАЦИОНАЛЬНОЙ АКАДЕМИИ НАУК  
РЕСПУБЛИКИ КАЗАХСТАН

## REPORTS

OF THE NATIONAL ACADEMY OF SCIENCES  
OF THE REPUBLIC OF KAZAKHSTAN

PUBLISHED SINCE 1944



ALMATY, NAS RK

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«Қазақстан Республикасы Ұлттық ғылым академиясының баяндамалары»

ISSN 2518-1483 (Online),

ISSN 2224-5227 (Print)

Меншіктенуші: «Қазақстан Республикасының Ұлттық ғылым академиясы» Республикалық қоғамдық бірлестігі (Алматы қ.)  
Қазақстан республикасының Мәдениет пен ақпарат министрлігінің Ақпарат және мұрағат комитетінде 01.06.2006 ж.  
берілген №5540-Ж мерзімдік басылым тіркеуіне қойылу туралы куәлік

Мерзімділігі: жылына 6 рет.

Тиражы: 500 дана.

Редакцияның мекенжайы: 050010, Алматы қ., Шевченко көш., 28; 219, 220 бөл.; тел.: 272-13-19, 272-13-18,

<http://reports-science.kz/index.php/en/archive>

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Типографияның мекенжайы: «NurNaz GRACE», Алматы қ., Рысқұлов көш., 103.

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Доклады Национальной академии наук Республики Казахстан»

ISSN 2518-1483 (Online),

ISSN 2224-5227 (Print)

Собственник: Республиканское общественное объединение «Национальная академия наук Республики Казахстан» (г. Алматы)

Свидетельство о постановке на учет периодического печатного издания в Комитете информации и архивов Министерства культуры и информации Республики Казахстан №5540-Ж, выданное 01.06.2006 г.

Периодичность: 6 раз в год.

Тираж: 500 экземпляров

Адрес редакции: 050010, г. Алматы, ул. Шевченко, 28; ком. 219, 220; тел. 272-13-19, 272-13-18,

<http://reports-science.kz/index.php/en/archive>

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Адрес типографии: «NurNaz GRACE», г. Алматы, ул. Рыскулова, 103.

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Owner: RPA "National Academy of Sciences of the Republic of Kazakhstan" (Almaty)

The certificate of registration of a periodic printed publication in the Committee of Information and Archives of the Ministry of Culture and Information of the Republic of Kazakhstan N 5540-Ж, issued 01.06.2006

Periodicity: 6 times a year

Circulation: 500 copies

Editorial address: 28, Shevchenko str., of. 219, 220, Almaty, 050010, tel. 272-13-19, 272-13-18,

<http://reports-science.kz/index.php/en/archive>

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Address of printing house: «NurNaz GRACE», 103, Ryskulov str, Almaty.

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## SOCIAL NETWORKS IN PERSONNEL MARKETING

**Abstract.** With modern options of social media it is essential to use all the options available for hiring purposes. The companies evolve and hiring professionals becomes harder especially in current low unemployment in Europe, or especially the Czech Republic. This thesis focuses on various options of social media and analyses them in order to evaluate the knowledge about such options among workers on one hand and maximize possible utility for the companies in order to find the best professionals on the other hand.

The goal is to specify the benefits of social media for human relations marketing and hiring. An important outcome will thus be a set of recommendations to be used in an HR agency.

The analytical part is divided into two subparts where the first one focuses on semistructured interviews with recruiting specialists and the second subpart discusses the results of a questionnaire distributed among job applicants. The key result of the thesis is that an online strategy for hiring must be always finely defined and combined with other hiring methods.

**Keywords:** Marketing, online, social media, hiring, human relations.

In this chapter I present the possibilities of using social networks in personal marketing. Here I describe the principles of using social networks leading to effective recruitment and building an employer brand. I use professional literature (mainly from academic and scientific articles abroad), articles in HR magazines and on HR blogs. I also use my own knowledge gained during training and courses related to this issue.

Social networks are gaining more and more attention in recruitment and play an important role in the recruitment strategy of organizations. Organizations realize that social networks are not only their customers, but also their employees (including potential ones) and that communication needs to be adapted.

Under the current economic conditions in the Czech Republic, when the unemployment rate fell to its bottom (in April 2018 it was 3.2%), traditional means of recruiting and addressing employees fail. Today, it is no longer possible to rely on just one candidate source, for example, until recently sufficiently effective recruitment of employees through web job portals, but it is necessary to engage and learn to use new resources, the most accessible of which are social networks.

Organizations that do not use social networks in recruitment are becoming less competitive. At the same time, social networks are a user-friendly and inexpensive tool through which talent can be found reliably. In addition, social networks offer organizations the opportunity to promote and strengthen their employer brand in the long term. Recruitment specialists recommend that organizations include social networks as one of the tools to reach and recruit into their recruitment strategy.

Among the most used social networks in recruitment are currently Facebook, LinkedIn and Twitter. According to a US survey by Jobvite in 2015, 40% of recruits were actively using social networks to recruit and 46% were planning to start using them in the coming year. 37% of recruits said social networks were the most effective tool for employer branding for them (Jobvite, 2015).

Other statistics show that 48% of the 2,305 candidates surveyed in the Jobvite 2016 survey used social networks, especially Facebook, to find their last job (Jobvite, 2016). On social networks, candidates most often search for an organization's company profile to get information about its corporate culture. On Facebook 83% of candidates are active, on Twitter 40% and 30% of active candidates can be found on LinkedIn. However, recruiters are only used by Facebook in 55% of cases, most recruits still occur

primarily on LinkedIn (up to 87%) (Talent Works, 2017). The statistics show a discrepancy between the use of social networks by candidates and recruiters. For recruiters, the conclusion is that they should focus more on Facebook in their recruitment strategy on social networks.

The above list of social networks in recruitment has not yet mentioned Instagram. It is mainly used by the younger generation, 28% of candidates aged 18-29 (Jobvite, 2017) to look for information about an organization in search of work. Instagram thus becomes the most used tool for them in creating awareness of the organization's employer brand. Instagram should therefore include in their recruitment strategy primarily organizations that target the millennium. Michal Hardyn sees Instagram's biggest advantage in being able to visually communicate the employer brand. *They can demonstrate what it is like to work in a particular company and with a specific team of people. This is extremely important for the millennium* (Hardyn in Head Hunter, 2017a).

Each social network is different and has its specifics regarding the published content and style of communication (for more see the first chapter). However, for an organization's presence on social networks, it is generally necessary to first create a company profile and connect with community-based communities. You then need to decide what type of posts your organization will post on their profiles.

Facebook and Twitter are suitable for posting on organizational culture, job offers, news, tips and recommendations for interviews. Contributions may be in text form, but Graphical design is recommended to increase their attractiveness. Posts can be added manually or automatically when linked to a website. Tools such as Buffer are used to plan for posting on Facebook and other social networks at certain times.

In November 2017, Facebook launched a new feature called Facebook jobs. For organizations with a company profile on Facebook, this means they can post their job offerings using the "job offer" format, which is a normal post. After opening the job offer, the job description is available to the applicant and, in case of interest in the selection process, he / she can apply via a simple answer form. Facebook automatically pre-fills the candidate information, which can be edited and sent. The candidate thus responds to the job offer with just two clicks (Lovec Hlav, 2017b).

P environment and community LinkedIn is appropriate for a representative performance of the organization. Photos and texts posted on LinkedIn should show what the organization stands out for and what its strengths are. It is advisable to share posts in the form of expert articles, guides, quality photos and videos, not only on your own company profile, but also in discussion groups. It is also appropriate to inform your followers about the launch of new products and services or significant achievements and awards.

On LinkedIn, the personal profile of a recruiter is crucial for HR marketing. Through a personal profile, the recruiter directly addresses potential candidates for the vacancies and builds his personal recruiter brand through engaging in expert discussions or writing articles.

Content on your corporate Instagram should consist of photos, videos, live streams and Instastories capturing your corporate culture, snapshots of your workplace, events and events organized by the organization, etc. *Instagram is directly asking to be the window to your business. You can show what is going on with you, what it looks like, what people are working with you. It is best to collect visually interesting snapshots* (Hlavec Hlavec, 2017a). Instagram aim of the company is to introduce potential candidates for Personnel á the organization as an environment with a friendly atmosphere in which to work with.

It's a good idea to place recruiting videos that show the atmosphere in your organization on YouTube. The video introduces management, personalities in the team, ethical principles of the organization, and the working environment. Through video, jobseekers have the best opportunity to look behind the scenes of an organization and see if they would like to work for the organization (Madia, 2011).

In this subchapter I present general principles for creating a strategy of using social networks in personnel marketing. First of all, it should be emphasized that social networks are not a substitute for other hiring techniques used so far, but are another tool in the organization's integrated hiring strategy. Organizations that decide to use social networks in recruitment should consider their involvement as an extension of an existing strategy. At the same time, the strategy of using social networks in recruitment must always be in line with the business strategy and goals of the organization.

If an organization decides to use social networking in personal marketing, it should be clear from the outset:

- what social networks will it use,
- what types of posts she will post on social networks and how often she will post them,
- whether it has enough resources (competent staff and time) to manage social networks.

When using social networks in personnel marketing, it is recommended to involve multiple networks at the same time. However, the organization should give the greatest effort and attention to social networks that are most likely to reach its target audience.

I have already discussed the appropriate types of contributions to individual social networks in the previous subchapter. I will add here that posts posted on social networks should have a coherent style, a unified Graphic design and a clear message. It is advisable that social media posts are in line with the organization's image.

The key role in the quality of presentation on social networks is played by who manages the profiles of the organization and how much time they spend on administration. Social networks are the place to respond quickly, respond to news in a timely manner, communicate regularly and interact with jobseekers. It is common practice in organizations that HR marketing on social networks is entrusted to an active HR employee as one of the other work tasks. However, it seems more appropriate to set up these activities under a separate working role.

The aim of social networking in recruitment is that the job seeker is so impressed with the employer brand or job offer published on the social network that it continues to the organization's website where it responds to the job offer by sending its CV. Social networks need to meet certain criteria in order to attract such an interest in the organization.

Your organization's social network profile or page must be active, mapping the organization's progress and functioning. An appropriate presentation can also illustrate the importance of organization in the market. For published content, care should be taken that it is relevant and interesting, that it naturally, authentic and faithfully captures the corporate culture. At the same time, the profile or page must contain complete and updated information about the organization, including a click to the website.

It follows from the above that personnel marketing in social services cannot do without a predetermined plan. It can be stated that if the organization does not have a thoughtful strategy, it is better not to engage in personal marketing on social networks at all. Some organizations see only the benefits social networks can bring - low cost of reaching and attracting job seekers, cheap job postings and easy control over published content - and neglect the fact that building a quality employer brand on social networks is long overdue a path that must have a really well planned strategy. Social networks are just one part of a recruitment strategy and their potential should not be overestimated (Madia, 2011).

At the time of writing this thesis, the most discussed topic on social networks and human resources was probably the new Data Protection Regulation, or so-called GDPR. GDPR applies to all companies, institutions and individuals who collect, process or analyze personal data of individuals living in Europe. In this subchapter I summarize what changes GDPR brings to recruitment and personal marketing on social networks.

Recruiters and recruiters from recruitment agencies work with a large amount of personal data, both personal data of employees and personal data of job seekers. So far, the handling of personal data has been governed by the Personal Data Protection Act (Act No. 101/2000 Coll.) GDPR comes as a more modern regulation that will have a uniform form for all EU countries. In practice, for recruiters and recruiters, this means that they will have to handle people's personal data more responsibly and carefully. In many organizations, this requires the implementation of secure systems (databases), the adaptation of internal guidelines and procedures, the training of recruiters and recruits in the field, and cooperation with solid subcontractors (Imc, 2018).

Recruiters from recruitment agencies process, for example, the following personal data of job seekers:

- First and last name,
- e-mail adress,
- Mailing address
- telephone number,
- residence,
- age,
- country
- preferred language

- educational attainment and courses completed,
- work experience,
- hobbies,
- or other CV information or information provided during communication.

Those personal data of job seekers use recruitment agencies for the account purpose of ensuring the possibilities of job seekers in the labor market. By their nature, recruitment agencies share personal data of job seekers with potential employers. Potential employers undertake to comply with data protection requirements and cannot use jobseeker's personal data for other, eg marketing, purposes (Hynšt, 2018).

Recruiters need approval for processing personal data from job seekers. Consent to the processing of personal data is by definition a *free, concrete, informed and unambiguous manifestation of the will by which the data subject gives his or her consent to the processing of his personal data* (Article 4 (1) (11) of the General Regulation). GDPR does not require written consent, its form can also be electronic or oral. In all cases, however, consent must be given voluntarily (Nezmar, 2017).

On social networks, organizations need to pay attention in particular to what personal data they require from job seekers in connection with GDPR, and that personal data that they search on social networks for candidates cannot be accessed without the applicant's consent. The same principle applies to sharing photos of employees from the office or team building events on social networks. PhotoGraphy is also a personal data, so it is good to have permission from employees to publish photos for presentation purposes, but this is in most cases already included in employment contracts (lmc, 2018).

Social networks tightened the conditions for the use of their users' personal data in connection with GDPR. On LinkedIn, which is the most used social network in recruitment, recruits should contact users with job offers directly only when users have explicitly stated on their profile that they are open to new jobs, or when their behavior and network presentations. Recruiters should correctly avoid contacting a user on LinkedIn with anything other than a job market report (Němeček, 2018).

GDPR contains the right to be forgotten. For example, if a candidate has previously given his / her consent to be included in the database of candidates and is now applying for deletion, he / she is entitled to do so. GDPR also works with the right of access. The candidate is thus entitled to know what information recruiter collects about him, including the outcome of the selection process (Head Hunter, 2017c).

GDPR is accepted rather negatively by organizations. On the other hand, it will help organizations improve their data management. GDPR starts to apply on May 25, 2018.

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#### ПЕРСОНАЛ МАРКЕТИНГІНДЕГІ ӘЛЕУМЕТТІК ЖЕЛІЛЕР

**Аннотация.** Әлеуметтік медианың заманауи нұсқаларында жалдауға арналған барлық опцияларды пайдалану қажет. Компаниялар дамып, мамандарды жалдау қиындап келеді, әсіресе, қазіргі Еуропадағы немесе Чехиядағы жұмыссыздық деңгейі төмен болуын атап көрсетуге болады. Бұл тезисте әлеуметтік медианың әртүрлі нұсқаларына назар аударылады және, бір жағынан, жұмысшылар арасында мұндай опциялар туралы білімді бағалау; екінші жағынан, ең жақсы мамандарды табу үшін компаниялардың мүмкін болатын пайдалылықтарын арттыру мақсатында, оларды талдайды.

Мақсат – әлеуметтік желілердің адами қатынастар маркетингі мен жалдау үшін артықшылықтарын анықтау. Маңызды нәтиже кадрлар жөніндегі агенттікте қолданылатын ұсыныстар жиынтығымен байланысты болады.

Аналитикалық бөлім екі бөлімге бөлінеді, онда біріншісі жалдамалы мамандармен жартылай құрылымдалған сұхбатқа арналған, ал екінші бөлімде жұмыс іздеушілер арасында таратылған сауалнаманың нәтижелері талқыланады. Жұмыстың негізгі нәтижесі – жалдауға арналған онлайн-стратегия, ол әрдайым нақты анықталып, жалдаудың басқа әдістерімен біріктірілуі керек.

Әлеуметтік желілерде ұйымның профильдерін басқаратын адам және олардың басқаруға қанша уақыт жұмсайтыны презентация ретінде шешуші рөлді ойнайды. Әлеуметтік желілер – бұл тез жауап беру, жаңалықтарға уақытылы жауап беру, өтініш берушілермен үнемі қарым-қатынас жасау және өзара әрекеттесу. Әлеуметтік желілердегі HR-маркетинг кадрлар бөлімінің белсенді қызметкеріне басқа жұмыс



міндеттерінің бірі ретінде сеніп тапсырылған кездегі ұйымдарда көп кездеседі. Алайда, бұл іс-әрекеттерді жеке жұмыс рөліне бөлген жөн.

Әлеуметтік іріктеу дегеніміз – жұмыс іздейтін адамның әлеуметтік желіде жарияланған брендіне немесе жұмыс ұсынысына қатты әсер еткендігі соншалық, ол ұйымның веб-сайтына кіруді жалғастырады, ол өзінің түйіндемесін жіберу арқылы жұмыс ұсынысына жауап береді. Ұйымға осындай қызығушылықты арттыру үшін әлеуметтік желілер белгілі бір өлшемдерге сәйкес келуі керек.

Әлеуметтік қызметтердегі қызметкерлердің маркетингі алдын-ала жоспарланбай жүзеге асырыла алмайтынын атап өткен жөн. Егер ұйымда ойластырылған стратегия болмаса, жеке әлеуметтік маркетингте жеке маркетингпен айналыспаған жөн деп айтуға болады. Әлеуметтік желілер жалдау стратегиясының бір бөлігі ғана, сондықтан олардың әлеуетін асыра бағалауға болмайды.

**Түйін сөздер:** маркетинг, онлайн, әлеуметтік медиа, жалдау, адами қатынастар.

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### **СОЦИАЛЬНЫЕ СЕТИ В МАРКЕТИНГЕ ПЕРСОНАЛА**

**Аннотация.** С современными опциями социальных сетей важно использовать все опции, доступные для целей найма. Компании развиваются, и наем специалистов становится все труднее, особенно в условиях нынешнего низкого уровня безработицы в Европе или особенно в Чешской Республике. Этот тезис фокусируется на различных вариантах социальных сетей и анализирует их, чтобы оценить знания о таких вариантах среди работников, с одной стороны, и максимизировать возможную полезность для компаний, чтобы найти лучших профессионалов, с другой стороны.

Цель состоит в том, чтобы определить преимущества социальных сетей для маркетинга человеческих отношений и найма. Таким образом, важным результатом будет набор рекомендаций для использования в кадровом агентстве.

Аналитическая часть разделена на две части, первая из которых посвящена полуструктурированным собеседованиям со специалистами по набору персонала, а вторая часть обсуждает результаты вопросника, распространенного среди соискателей. Ключевой результат тезиса заключается в том, что онлайн-стратегия найма должна всегда четко определяться и сочетаться с другими методами найма.

Ключевую роль в качестве презентации в социальных сетях играет тот, кто управляет профилями организации и сколько времени они тратят на администрирование. Социальные сети - это место для быстрого реагирования, своевременного реагирования на новости, регулярного общения и взаимодействия с соискателями. В организациях распространена практика, когда HR-маркетинг в социальных сетях доверяется активному сотруднику отдела кадров в качестве одной из других рабочих задач. Тем не менее, представляется более целесообразным настроить эти виды деятельности под отдельной рабочей ролью.

Социальные сети при наборе персонала заключается в том, что ищущий работу настолько впечатлен брендом работодателя или предложением о работе, опубликованными в социальной сети, что продолжает переходить на веб-сайт организации, где он отвечает на предложение о работе, отправляя свое резюме. Социальные сети должны соответствовать определенным критериям, чтобы привлечь такой интерес к организации.

Следует отметить, что маркетинг персонала в социальных службах не может обойтись без заранее определенного плана. Можно констатировать, что если у организации нет продуманной стратегии, лучше вообще не заниматься личным маркетингом в социальных сетях. Социальные сети являются лишь частью стратегии найма, и их потенциал не следует переоценивать.

**Ключевые слова:** маркетинг, онлайн, социальные сети, найм, человеческие отношения.

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**ISSN 2518-1483 (Online), ISSN 2224-5227 (Print)**

<http://reports-science.kz/index.php/en/archive>

Редакторы: *М. С. Ахметова, Г. Б. Халидуллаева, Д. С. Аленов*

Верстка на компьютере *А.М. Кульгинбаевой*

Подписано в печать 12.02.2020.

Формат 60x881/8. Бумага офсетная. Печать – ризограф.

12,12 п.л. Тираж 500. Заказ 1.