

THE RELEVANCE OF THE CV, THE EXPERIENCE AND THE PERSONAL BRAND IN THE HIRING PROCESS FROM THE ERA OF SOCIAL PLATFORMS

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Abstract: *The social contexts of 2020 have brought us in the face of change on all levels. From projections made with arguments to changes in course and the shortening of periods in which anything could be anticipated. People lost their jobs, they were forced to embrace work from home, but after a time of forced adaptation to the new hypostasis of normalcy, they also looked for solutions to get out of certain situations and to overcome this difficult period. Aspects such as personal branding, finding new ways to stand out, using social platforms to differentiate and creating a community around an idea have exploded since March 2020 and until now. This article aims to highlight the studies conducted in Romania in 2021 and the data on employment and its challenges following the pandemic. The pandemic has generated new trends or forced those already launched weakly, and this affects many of the contexts of everyday life.*

Keywords: *CV relevance; personal brand; employment; work from home; social media.*

1. The labor market and its new interpretations after the pandemic

The world has changed. In all its forms, from all points of view, we are witnessing everyday situations that we would never have thought of. There is no need for any exposition of the comparison of the current period with one of the past years, from two years ago, for example.

Inevitably, the labor market could not escape these changes as it is among the first markets to be impacted when the economy is hit by a pandemic. In a short time, challenges appeared on all levels, most of the activities were forced to move to the online environment and the offline one was not unaffected either. One of the important issues that employers and human resources departments had to manage was the workforce that they were forced to move online without any prior plan of such magnitude. The human resources departments were faced with the need to recalibrate the demand with the offer that met new unimaginable hypostases in the past years.

After some stabilization of the global situation from the point of view of the pandemic, they found themselves in the situation where the generations of young graduates are no longer looking for a classic job, with a fixed schedule, but especially adopt the option of collaboration on skills and abilities, and this even remotely since the beginning of the employment contract. If this trend was only narrow and represented on a small scale in our country before the pandemic, today it is a phenomenon in itself, largely due to exposure to a lot of online information during the lockdown that did not allow much mobility and contributed fully in this direction. At the same time, "social networks are multiplying, acquiring and developing new forms of manifestation in the online space, having as instrumental baggage or infrastructure the socialization platforms and, implicitly, the internet" (Hâncean, 2018:106). The offer

of new platforms through which you can express your way of coming, therefore, as a result of demand and adaptation to the age of those who are born in this era of online.

Working from home replaces the classic desk, and the Halloween party takes place virtually with hundreds of houses open on the same screen from all over the world. Interaction with the head of the company is no longer too much effort because in a seemingly informal setting, at a company party you can stand out and approach him as friendly as possible so that later you can plan a meeting on a topic more temperate. From conducting studies within companies "on the principles of diversity, integration and equality" (Cohen, 2011:175) human resources departments conclude today that "it has never been more important than now to keep up with technology and new ways of working" (<https://valoria.ro/wp-content/uploads/2021/06/Trenduri-%C3%AEn-recrutarea-remote.pdf> - accessed on 08.11.2021). A good part of the employees work from home already during the apartness, therefore the priority to create a good experience of the employees receives completely different valences compared to the period when they were physically present at the company's headquarters. The work environment and social relations within it suffer a transfer from expectations such as "honest communication, dignified treatment of others, listening to others and openness to people's opinions" (Floyd, 2013:326) to the capacity to adapt and resilience, skills to use technology, and the ability to solve problems (<https://valoria.ro/wp-content/uploads/2021/06/Trenduri-%C3%AEn-recrutarea-remote.pdf> - accessed on 08.11.2021).

The data from April 2021 of the National Institute of Statistics in Romania seem to be favorable as it attests that a percentage of almost 90% of young graduates of higher education manage to enter the labor market (https://insse.ro/cms/sites/default/files/com_presa/com_pdf/somaj_2020r.pdf - accessed on 08.11.2021), a sufficiently satisfactory percentage compared to 2016, for example, when the unemployment rate among young graduates was well above the European average (<https://www.jobslis.ro/care-sunt-cele-mai-frecvente-probleme-pe-care-tinerii-romani-le-intampina-la-angajare/> - accessed on 08.11.2021).



Source: Valoria Study - Trends in remote recruitment in 2021

The real question that emerges from this latest statistic is whether those who have been hired are absorbed in the corporations and fields for which they have trained or whether they have used adjacent courses to enter niches considered more appropriate for them. Whereas if we go further than these figures, congruence between the things they have prepared for and what they like to do, namely the areas in which young people are engaged, offers a more accurate assessment of an area of those that make up the concept of quality of life, subsequently reflected in the social interaction, community, and its life, etc.

2. Recruitment through social networks - new interpretations in human resources?

From the other angle, recruitment companies and employers are adapting ([https://www.facebook.com/Lugera.Makler.Romania/?ref=page internal](https://www.facebook.com/Lugera.Makler.Romania/?ref=page_internal) - accessed on 08.11.2021) to the new wave of social platforms in which everything happens and turn their social pages into points of attraction for future employees (<https://www.facebook.com/WeAreHR.ro> - accessed on 08.11.2021). They do everything that is possible to adapt their tone to today's times, they collaborate with specialists in the field for the most trendy and attractive visuals for the followers who can later become employees in the companies with available positions. Collaborate with marketers to highlight (<https://www.youtube.com/watch?v=WByc5KRtTU4> - accessed on 08.11.2021) key messages and partner with influencers to get their message across to their communities. Recruitment firms and employers do not have classic alternatives as captivating as those with which young future employees grew up, so they choose to make changes tailored to their needs, sometimes with totally unconventional approaches to maintain their market positions and to be desirable for potential applicants for a place in the company. The charts in which employer brands are evaluated fully help these adaptations. They are aware that the extraordinary success of a company is given by "a team of remarkable people, who work together" (Cohen; 2011:62) although this together is too possible to have reinterpreted meanings of modern times.



Source Valoria Study - Trends in remote recruitment in 2021

3. Challenges of recruitment through social networks

Even if they have adapted to the new formulas through which they have to attract the right candidates, this does not mean that employers, recruitment companies, human resources departments have not faced or are still facing challenges that they certainly do not foresaw when preparing for their careers. The most important features they are looking for in 2021 are the candidates' desire to grow and learn (77%), adaptability and resilience (62%), problem-solving capacity (47%) and the ability to use technology (45%)”(<https://valoria.ro/portfolio/trenduri-si-provocari-in-recrutarea-remote-in-2021/> - accessed on 08.11.2021). Basically, what recruiters and employers want fits well enough with what today's young people can offer when they are looking for a collaboration or a job. The difference is made by the way they present and sell these features. All the features required by the human resources departments of companies actually confirm that young people can use technology to support and expose their personal brand. That they do it well or not is less important if the young person shows that he has a great desire for growth and learning.

Emotional intelligence is one of the top traits that recruiters and human resources departments need to identify in newly online selected candidates given that any relationship starts with communication, but where "there are always at least two ways: one that happens at the level of the intellect and the other one that happens at the level of feeling, of the relational lived experience"(Mucchielli, 2005:77). The existence of this feature not only indicates that employees will not focus only on themselves but is the basis of teamwork, well-shared tasks, and parts of the processes are properly administered, managed.

Given that the number of employees who will work remotely is expected to increase, human resources people are looking for effective solutions to build relationships between colleagues and increase the sense of belonging to the organizational culture they enter. For many of them, this goal would translate into online lunches to have the chance to talk more and get to know colleagues who work remotely, a well-developed online onboarding process that will transform the first days, weeks. within the company and make them special, attractive, but also rethinking the benefits scheme for employees who work remotely as it is unlikely that most of the these are received in the physical space at the company headquarters will also suit those who work from home.

The implementation of recruitment software and its digitization is again an issue that employers and human resources departments can no longer postpone. This may mean some increased pressure for future employees as not having to attend and travel to certain physical offices must provide proof that the results are better and more in the same amount of time.

Greater congruence between the employee's profile and job requirements is now more important than ever, as the same technology offers opportunities to simplify work, but also to expose a longer time to complete tasks, with no one around employees to see concretely what they do during working hours. Finding opportunities to trick the system is only a matter of time before the employee manages to learn the main tasks he has to do. The challenge for the employers is, in this situation, to find people who are passionate about what they are going to do or

at least people who are as compliant as possible who understand the role and purpose of a job and treat it honestly and ethically. The latter often remains only a desideratum because most of the young employees are engaged in the first years to gain and add experiences on the CV without putting too much emphasis on their long-term development within the same company. Many of those who seek employment immediately after graduation do not necessarily take into account their abilities or inclinations but borrow opinions about trends and fashions.

4. Personal SWOT analysis - the starting point in the employment strategy

For the recruitment process to achieve its goal and young people looking for a job to enter the positions suitable for them, recruitment specialists and trainers, professional development coaches emphasize that especially in these conditions everything must start from the reflection on one's person and evaluate one's abilities and skills. Recruiters and employers recommend that every person who wants a job, a career change or, a new collaboration in a certain field should start with a SWOT analysis of their own person (<https://revistacariere.ro/inspiratie/actual/analiza-swot-a-propriei-persoane-%E2%80%93-primul-pas-catre-succes/> - accessed on 08.11.2021). Knowing their skills that they feel confident about, those they consider somewhat weaker and the external aspects that translate into opportunities and threats are a good starting point for the identification of the right person for a certain position. Replacing the classic questions in the interview with an honest self-assessment of the person to integrate into a smart presentation can be the differentiator that determines the employer to make the right choice.

The address is no longer an important aspect of the old CV, given that employers will increase the number of remote stations by 40%. The chair in the home office or even the corner of the sofa becomes the new workspace, and with the permission of the superiors you can easily integrate the work schedule when you go an exotic country vacation, the only necessary and sufficient condition, of course, remaining a good internet connection.

At the same time, this aspect is also helpful for employers because the physical presence at the interview is no longer a mandatory condition, there are some considerable savings in terms of logistics involved in the whole process. How the employment interview is conducted will coincide with how the job itself or the future employee's collaboration with the employing company will be carried out. One of the major challenges arising from the lack of importance of physical address is the search for future employees even in the foreign market given that "the increasing number of remote roles shows us that many organizations are ready to have more colleagues working remotely" (<https://valoria.ro/wp-content/uploads/2021/06/Trenduri-%C3%AEn-recrutarea-remote.pdf> - accessed on 08.11.2021), and a percentage of 22% of the companies even state that they will approach this strategy. Organizational culture can take on different new forms with new employees from different parts of the world who can speak a language of international circulation but do not know the language of the country they work for. The same features as in the previous study are identified in other research (<https://izidata.ro/studii/> - Study IZidata 2021, *Skills and competencies of the future*

- accessed on 08.11.2021) done in Romania because it is clear to everyone that the future is under the auspices of technology that will be installed in our lives in many forms today probably unimaginable.

5. Transitions and new poses in the approach of the classic job interview

Technology and new devices and gadgets have replaced the classic reading lists, respectively reading in paper format. Current generations listen to podcasts, read from the iPod, or organize their ideas into applications that are in the immediate extension of the hand - the smartphone. The future job and employment thus receive other interpretations in line with trends in technology. The classic resume is no longer very attractive as it can be successfully replaced by a live presentation made in an application that shows in a few seconds or minutes much more than three pages of A4. Physical presence in front of the employer or potential future human resources colleagues is no longer as desired as in the past because an employment contract with a company is no longer a guarantee of professional success as it is interpreted today. Therefore, those who are looking for candidates to fill a position find themselves in the situation where they have to accept and evaluate modern variants of it. There are certainly several arguments for this choice:

- *Highlighting certain skills with the help of online social platforms*

Today we are no longer in the era in which the CV reflects the data about an employable potential, and their confirmation should take place at an interview in which other evidence, diplomas, degrees, should be brought to certify some aspects listed in the CV. Facebook allows you to make a personal page that you can manage for a few months and that reflects with much more weight what can be written in three or four lines of CV. Instagram allows you to create a visually appealing personal brand that says more about you than you can during the interview, and if the young person who wants a job aspires to a more genuine company, the LinkedIn (<https://www.wall-street.ro/articol/Careers/232350/cum-poate-profilul-tau-de-linkedin-sa-lucreze-pentru-un-job-mai-bine-platit.html#gref>) - accessed on 08.11.2021) profile in which he can post certain personal opinions, various presentations or even presentation videos in which he "sells" his potential is sufficient and relevant for him. He doesn't even have to be an orator, especially if he's also afraid to speak in public because ClubHouse has solved this issue (<http://www.sociologiecraiova.ro/revista/wp-content/uploads/2021/08/21-234-244.pdf> - accessed on 08.11.2021). Online social platforms thus bring great value to recruiters in terms of the dynamics of the interaction with which they connect (<https://www.wall-street.ro/articol/Careers/231799/millennials-pregatiti-sa-preia-roluri-de-conducere-care-sunt-cei-mai-vanati-candidati-in-2018.html#gref> - accessed on 08.11.2021).

- *Online attachment of portfolios with individual or group projects*

The fact that young people of the last generations provide a link instead of the old motto - replaced today by the tagline - makes the face-to-face meeting between the recruiter and the job seeker to take place only to set a general frameworks and calibrations. Landing page is much more relevant than the CV both in terms of relevance and efficiency of an employment or collaboration approach. At the same time, the portfolios displayed online may suggest that the target person folds on teamwork or not, but also attests to the assumption of learned skills, which almost did not happen in the not too distant past. The trend was quite close, but it was used especially by people in creative fields for whom, however, highlighting some projects gave weight to the meeting with the potential employer. Today, young people can turn their job interview into a real sales process with the help of technology, regardless of the field they come from or aspire to.

- *Supporting a cause on the new social networks*

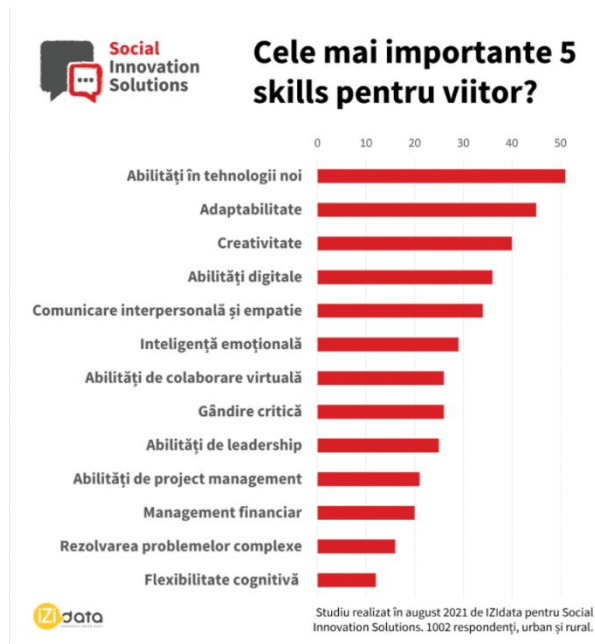
Influencer marketing is what would translate into a very good niche on a platform and building a community that believes in you. Whether it is social, educational, or entertainment, persistence and perseverance in a certain direction says a lot about a young aspirant to a company, for example. Any aspect must be taken into account and only the existence on Social Media does not help you, it is even possible to confuse you more. Identifying the points of support for exposure and to be seen in Social Media is today a topic quite discussed by both employers and future employees.

6. Conclusions

As we can see without any study, the new technologies are those through which we conduct our lives both personally and professionally. No technology can replace human interaction, or emotion, which makes us unique. On the other hand, adjustment is, if not mandatory for the proper functioning of an organization, at least one goal of development as soon as possible. While some still manage to avoid some forms of growth with the help of technology, others receive any new gadget in a friendly way, discover it and decide in a short time if it could be useful for them.

In the field of human resources and staff mobility, if in the previous years the hours spent as a volunteer had a great weight in the employment CV, today that time must be somehow wrapped, it must be doubled by videos, photos on social platforms, reels or stories over wherever the person interested in becoming an employee of a company has accounts. We are in the age when virtual social networks attest things and make you famous, and this cannot be disputed. The job interview migrated from the classic resume to a portfolio of projects, to a speech given at an event, or to a virtual interaction between two people who find themselves at considerable distances.

We are at the point where the personal brand must be beautified and communicated. Although each of us has this personal brand and we are recognized by it, employers claim that it is still work to do on the process by which the personal brand of a recent graduate leads him in a straight line to the dream job..



Source: *Study IZI Data 2021, Skills and competencies of the future*

The use of new platforms and applications has become a modern form of interaction that often says more than a face to face conversation. Even if the idea from which candidates can start when adopting new strategies to sell to employers is very well outlined and wants to bring out only the skills that the person in question boasts, we must not omit the fact that they are interested in the key skills, companies can find ways to distinguish reality from the effects of the digital world. The use of specific techniques to go through the well-defined image and reach the one behind it is the first step. From another perspective, it is possible that this will not even be a mandatory desideratum if employers choose collaborations only punctually, on projects and choose not to make offers for full-time work. However, this offer is relatively difficult to achieve where tasks are repetitive.

Through another key to interpreting what we live today, the new skills and competencies of the future allow anyone to reinvent themselves, find new self-promotion options and, find the right niche to become unforgettable. Relationships and recommendations fall into the background if creativity is at a higher level and it is refined and valued as it should be. This would mean an opportunity for each person to get to do what they like and to be able to earn from what they do. But here too we must take into account personality structures, education, personal values and other aspects that are part of everyone's professional equation.

All we know for sure is that adjustment is one of the values that companies look for in employees and they will have to exemplify it in the most original ways. But technology is advancing at an extraordinary pace and this should not be an impediment.

Another certainty is that individuals must use technology for creative purposes and to help those who are left behind, but who have other qualities that

are indispensable in a company. Among certainties and uncertainties, we are witnessing processes and exchanges that no one has anticipated so far and we must accept them as natural for the smooth running of things.

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