

The opportunity for searching the information in social networks and its impact on PR and HR management of companies

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ABSTRACT

The humanity who lives in the ocean of information today and faces a dilemma: how to get the information that is only needful or important for him. Along with all types of media outlets, social networks have inevitably gained leadership status. Rather than, they are seen as one of the hindrances to employee performance. Business is also evolving on social networks - the buyer makes a profit. It has become vital for the company to gather information such as what they say or how users on social networks value its products. The article explores the importance of obtaining information on social networks and applying this information to successful PR and HR departments. Nowadays, there is no doubt about the extent to which modern technologies and recent social media, activities are affecting, that is, the abundance of information on not only public but also social, economic and political processes. The article highlights tools and perspectives for companies to find the information they need through new technologies, particularly social media.

KEYWORDS: PR, HR, Social Networks, Public Relations, Information, Communication, Management.

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I. INTRODUCTION AND PURPOSE OF THE STUDY

Along with advances in modern technology, alternative sources of information are changing daily. Therefore, society today has encountered a strange result: we do not need to work hard to search for information, the information itself finds us. Added to this is the need for constant communication with each other. The purpose of this article is to study information exchange methods as an important part of communications. Although this process has been going on for millennia, it has been constantly changing over the centuries; forms of communication have intensified, expanded and influenced the development of society, and many hypotheses have been evolved.

In the modern world, information is a powerful, important capital. Moreover, for any democratic government, the management of information and public opinion is an important mechanism. Today, the famous thesis of the 21st century is the following: the one who possesses information, possess power too. The purpose of this article is to introduce the findings of the researches carried out by foreign researchers and experts on social networks, which allows us to see the latest trends and developed hypotheses that are well illustrated by the examples of the developed countries; in particular, how important it is for successful companies to engage in social networks. According to the materials studied, an important hypothesis has been identified - the need to establish modern standards in the PR and HR management of companies. The study has clearly shown that some theorists consider social networks, branding and favorable positioning as one of the prerequisites for business success. Other researchers are critical, pointing out that business and social networks are completely different areas, and their harmonious concurrence is impossible.

II. RESEARCH METHODOLOGY

The daily life of modern society is no longer possible without communicating in social networks, and this process has been confirmed by numerous studies. Various resources have been used to study and research current trends of social networks. For extensive information, we visited online resources and websites. We also used the findings of the carried-out and published studies. In order to explore the role of social networks in PR and HR management of companies, qualitative and quantitative researches have been carried out. Face-to-face interviews were conducted with marketing and media experts, where they presented their visions. Based on the research methods used, it has been shown that the activity of customers and companies in social networks, particularities, and mistakes, along with the types of monitoring used in planning a marketing campaigns - all these together make the function of social networks in the PR and HR management of companies valuable, well-deserved and successful. In terms of the quantitative research, the emphasis was placed on the diversity of the region, the type of companies, as well as the age and demographic characteristics of the population.

III. FINDINGS AND IMPLICATIONS

who are the PR and HR professionals today? Given the current requirements for this area and a brief summary of the research findings, today, it is simply impossible for an employee to work without the knowledge of digital technologies at the high level. The PR and HR professional is constantly and actively looking for new ideas and solutions that are relatively inexpensive, as they have more tools and time to do the right thing on time. These are crucial and strong arguments.

Over the past decades, social networks have quickly turned from a function of curiosity and entertainment into something deep and fundamental norm of our everyday life. It is interesting that the activity of ordinary people in social networks doesn't differ much from those of PR and HR specialists. Recent studies on human resource management (SHRM) show that 84% of employees are becoming increasingly dependent on social networks. (Figure 1)

Figure 1. Experts recognize the three main tools for managing social networks:



Today, public relations of a company is impossible without carrying out complex works in social networks, as these tools provide more opportunities for positioning, training, communications and, most importantly, for the selection of competitive staff. It is even embarrassing to offer a job to someone who is unaware at least about the following three social networks: **Facebook (F), LinkedIn (L) and Twitter (T)**.

When it comes to the characteristics of a modern professional in the field of **PR and HR**, it is easy to note that any advantage of managing or properly knowing the social networks by such person is valuable. Each update of information is important, regardless of who you are friends with on **Facebook (F)**, whether you join him/her on **LinkedIn (L)** or follow him/her on **Twitter (T)**.

Along with this, there is another form of easy communication possible through social networks: we can find out more about common problems or specific organizations through Facebook (F) and LinkedIn (L) groups and Facebook (F) pages, you can ask questions or read (L), review (F) and Tweet (T) the answers received as a result of the discussion. It is also possible to collect information about one's wishes, tastes of the audience or information about an event that is in the interests of the company. That's why today it has become necessary to recognize the new standard : **with the help of social networks one can make the right choice and establish new contacts.** [1]

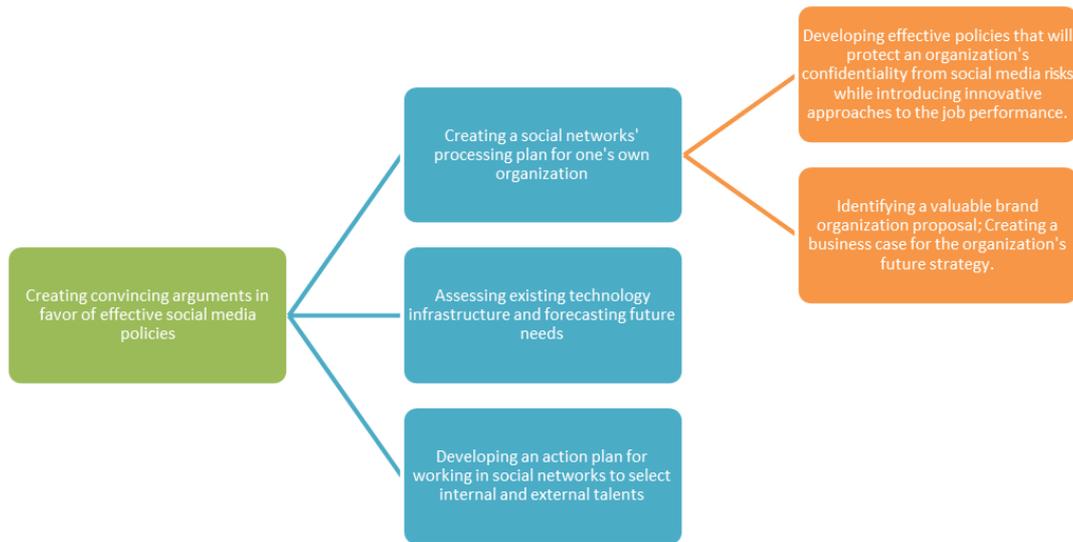
The key to success in the decision-making process is the social network. Humans are the carriers of definite and specific experience. When communicating in social networks, we unintentionally acknowledge and share the ideas and the decisions of completely unknown individuals or organizations. Consequently, it is through such communications that one can get help from them. You connect with virtual friends, subscribers, and groups. That is, the relationship develops in a virtual format that focuses on certain outcomes.

Experts agree that social networks, for 24 hours a day, are very simple, efficient, cost-effective and affordable ways for companies to succeed. However, **PR and HR specialists** are required to study the business model review in social networks [2]. This provides quite extensive information. You can also place paid advertisements in social networks, frequently update statuses, post information about orders and search for specific people or companies, etc. It is important to publish short video clips that will advertise the company's activities regarding the recruitment process. Branding is very important, as well as determining the company's niche and sharing resources with customers. Such a video should be added to the company's own page on Twitter (T), published on Facebook (F) and updated on LinkedIn (L).

Using such cheap, simple means as one of the tools for a company's success depends heavily on the capabilities of **PR and HR specialists**. This resource creates a new perspective for raising awareness throughout the social

network. The value of the social network is that it is significantly linked to other aspects [3] of a company's success. These tools are developing dynamically. Social networks determine the possibilities for reputation management by choosing the right strategy for the development of your profile and your business. (Figure 2)

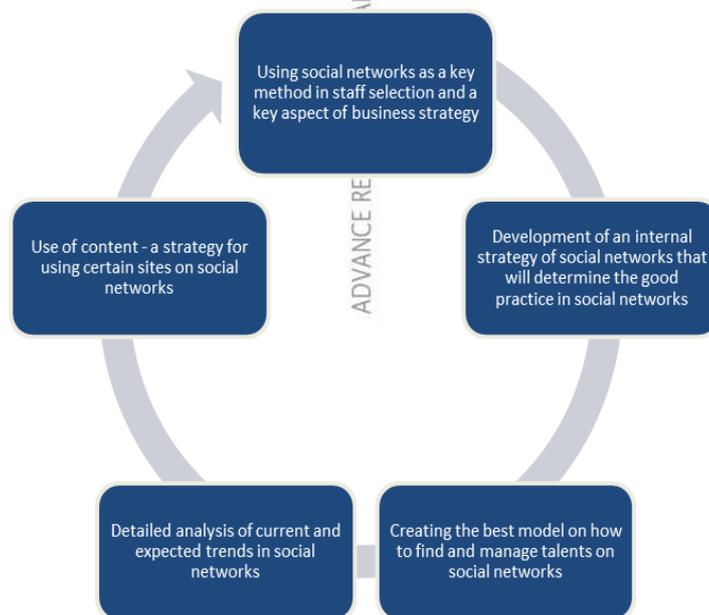
Figure 2. What determines success? [2]



Why do **PR and HR** professionals turn to social networks? It is easy to explain: people here spend almost the maximum of their free time. In 2018, there were 2.8 billion active social network users worldwide, which is 22% more than in 2017 [4]. In order to be competitive, the attentions of job seekers are being dynamically mobilized. This creates the leadership strategies within social networks and a top priority in terms of HR management.

Social networks, in their essence, imply relationships. They aggravate and enhance information in real time. Social networks have helped the modern professionals in the field of **PR and HR** to attract a larger audience than they could have had attracted in case of real life relationships. It is due to social networks that the **PR and HR** functions of the companies have generally become more "friendly" for all business stakeholders, which has led to a new form of marketing - "relationship marketing". All these really help companies, regardless of their content or type, to appear more attractive and favorable. (Diagram 3)

Figure 3. It is important to highlight the following key issues:



Yes, it is about the fact that social networks are responsible for revolutionary processes in the field of public relations. Nevertheless, the linear relationship of the companies with the media itself remains of crucial importance.

IV. CONCLUSION AND SUGGESTIONS

The values and the strength of social networks are socialized with the society, which in practice is expressed in the intercommunications within this society. Research and studies regarding the degree of public involvement in social networks are continuously carried out. Numerous content analyses show that the impacts of social networks far exceed the statistics recognized so far. It is more effective in the work of companies as the means of communication. In the process of obtaining and disseminating information, a social network is considered as the greatest potential of our time. In addition, it is the result of effective research. In recent years, the use and influence of marketing has increased dramatically in social networks. For each organization, it is important to develop smart and profitable strategies for social networks. Based on the analysis of the research findings, it is important to highlight the following aspects as recommendations:

- Best practice, without taking into account legal regulations, norms or risks, in other words, is just impossible;
- The most important thing is to showcase your own brand;
- Conducting active and “aggressive” competition;
- Selecting the most talented staff;
- Keeping the best employees.

Human resources are essential to the successful functioning of any organization. Managers, business partners, communication managers or other specialists are responsible for creating and implementing common organizational policies in social networks.

It is well-timed to ask a question and provide an argumentative answer: why are companies trying to position themselves in social networks today? For many, it means staying in touch with customers, continuing to interact with them, so that both the product and the company themselves constantly look in a positive light. The fact is that **PR and HR** operate in social networks as a mechanism to build trust towards both the company and its products, so today these concepts and relationships are synchronized.

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