

In every industry, social media and technology continue to have a huge impact on work. HR teams today must consider the influence of social media and technology across a multitude of areas including recruitment, employee feedback, employee behaviour, employment brand, employee wellbeing as well as training and development.

As a recruitment business, we are all too aware of the impact new technology has had on talent acquisition. Social networking, for example, is the fastest growing online behaviour and job seekers now rely on social networking more so than ever. In our annual employment survey, the percentage of those using social media sites as a job seeking tool has increased by almost 10% between 2011 and 2014. The HR teams at the forefront of 'best practise' in social media and technology regularly ask themselves questions such as 'how do I use LinkedIn and Facebook to expand the pool of available candidates?'

Certainly, within the context of recruitment, social media now plays an integral part in many companies hiring strategies. Yet, the innovation in social media and technology category recognises much more than simply social media recruitment practises. HR teams can demonstrate excellence in best practise through a variety of other strategic HR areas. It could be utilising blogs, wikis, and other collaborative technology to deliver engagement initiatives, company communications, training and development and HR policies; creating interactive online support channels, reducing enquiries or empowering managers to manage teams more effectively. Investing in efficient systems can also be an excellent way for organisations to identify key data and metrics and add real value to the bottom line.

Advances in new technologies are also having an impact on how learning and development strategies are conceived and many organisations are adopting eLearning and virtual classrooms as efficient ways to train and develop employees, particularly for organisations who cover multiple locations. These are just some examples of how HR is being innovative in using social media to improve the efficiency of HR service delivery, while providing consistency across the business.

There is no doubt that social media and technology has the power to bring together the collective talent of employees, fuel innovation and deliver organisational transformation. For it to succeed however, HR must essentially lead a cultural revolution in the organisation by winning the hearts and minds of people at all levels of the business. The HR teams that are most successful at this are the ones that are able to offer insight into how human resources can provide a return on investment, as well as facilitating collaboration, innovation and learning.

The CIPD innovation in social media and technology is a chance for HR teams to gain recognition for demonstrating the potential of social media and technology to attract talent, improve the delivery of HR services and knowledge and help managers to manage teams more effectively.