"THE USE OF SOCIAL NETWORKS IN EXTERNAL RECRUITMENT IN PORTUGUESE COMPANIES"

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Traditionally, the recruitment process essentially focused on *Curriculum Vitae* analysis, the application letter, and more sporadically in analyzing the candidate's psychological profile (eg Neto, 2011). However, with the increasing use of the Internet we see a change in the way organizations capture talent by passing on these virtual tools to be used more often.

Recruitment is a basic process in Human Resources Management (HRM) of organizations and in recent years has seen significant changes, becoming more sophisticated and necessarily involving the entire organization and the entire community. At the same time, there is a growing use of social networks as a source of potential candidates and future collaborators.

With IHRs an easier way of relating, discovering vacancies and conquering contacts has emerged, passing these networks to the attention of organizations. In a discreet way, social networks enable current organizations to find the right candidate for a role and to verify information about the candidates while being informed about the recruitment processes carried out by the competition. This trend is advocated by Parry and Tyson (2008) arguing that *on-line* recruitment has grown over the past 10 years.

With the technological advances we have been seeing, it is likely that employers will increasingly use social networks to recruit their talents (Fegley, 2007; Verhoeven & Williams, 2008). The evolution of *on-line* social networks, people's own mentality and knowledge will require changes in strategy, sources, methods and techniques of recruitment, so in the study I demonstrated the implications and advantages of using social networks *on line* in recruitment, without however ignoring any disadvantages that may be associated with them.

Although in other countries, such as England or Spain, the studies in the area of recutamento specialized in social networks are well advanced and there are a number of professionals concerned with the subject in Portugal, there are still few studies, there is little information on on-line recruitment, line.

No research is known, whose empirical object is specific in private organizations located in Portugal, and the main objective of the dissertation was to explore the role of social networks as a tool to support the recruitment process of organizations.

The dissertation aimed to study and understand the role of online social networks in recruitment processes in organizations, aiming to explore the role of social networks in the recruitment processes of Portuguese organizations. Specifically, it sought to identify the reasons that lead organizations to recruit through the internet and *on-line* media, having, in particular through IHRs, advantages and disadvantages of their use compared to traditional methods. We selected 5 Portuguese companies that use *on-line* social networks, based in the district of Porto, with different business areas and conducted 5 interviews, one each responsible for the human resources of the companies under study. It was privileged the qualitative one, opting for the study multiple and exploratory case. The instrument for collecting information was the semi-structured interview.

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