



Leveraging the Influence of Social Media for Employment in the Competitive Market

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ABSTRACT:

Social Media is everywhere in the world, after the internet connectivity became easy and affordable, majority of the world is enjoying the benefits of the Network Reach where they can be virtually close, even if they're physically far than the seven seas. This led to the rise in creator economy in the market, where experts and creators across the world introduced their skills in various platforms or mediums, some for Motivation, some for Entertainment and Fun, some for-wealth Creation and Investments, while some for others; attracting people all over the globe to learn and interact with others to learn and give a boost with profoundly new and engaging platform. This research will focus on the Influence and the creator economy in the Employment and Employer Branding Industry and how can the creators, employees, employers, businesses and even job-seekers can leverage the yields of multiple platforms to direct their growth into something big, especially how the Job-Seekers can engage with the Businesses and Organizations to get a new job and safeguard their future with good packages offered by many ways with the advantage of thunderous presence of companies in various Social Media Platforms. This study also will focus on the Employer side that how they can build a reputation in the Market to attract and retain Top tier talent with creatives and innovation for longer period of time via these platforms.

Keywords: Social Media, Employer Branding, Human Resource, HR, Jobs

Introduction to Social Media – The Idea and Potential

Social Media, the name itself attracts people nowadays, to either create content and capture a bigger chunk of the audience directed towards them for their motives and motivations or to watch multiple types of contents in the platforms for time-pass or to relax or even to get motivated. Some of the early names coming up in the mind after the name 'Social Media' might be Instagram, TikTok, Facebook (Now known as Meta), Twitter (Now known as X), Telegram, Snapchat, Pinterest, Discord, Twitch, Tumblr and even some people might consider Quora and WhatsApp as Social Media sites now; and some more other sites.

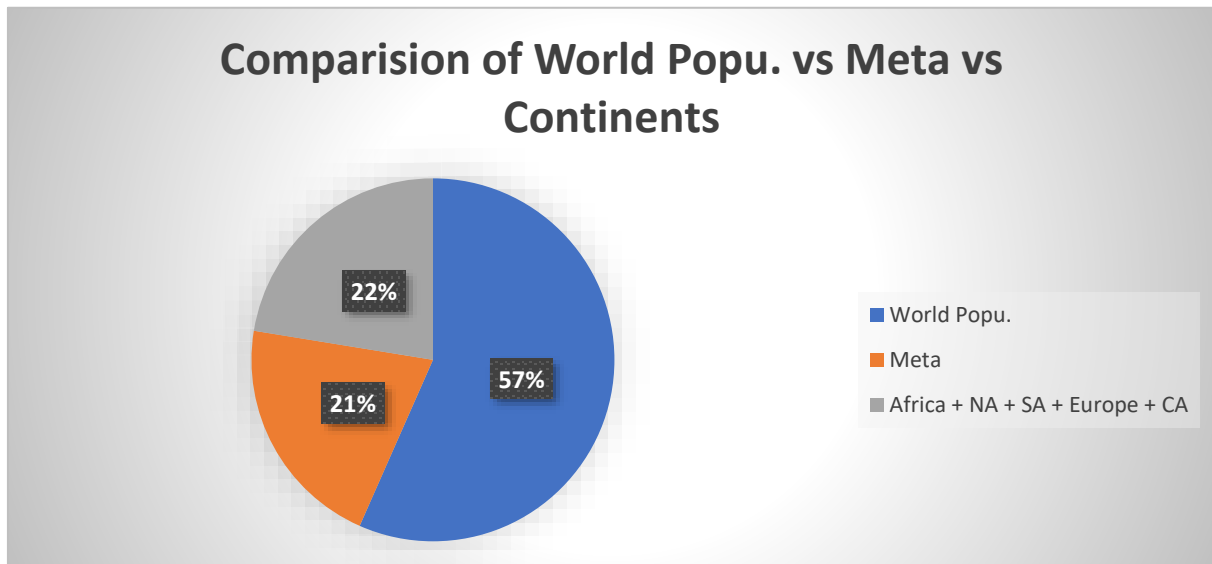
Before discovering the Idea of and for these platforms, let us focus on the potential of these platforms to get an idea where the most of Audiences are, their tastes and preferences, choice of domains and why they prefer that site and this is the top 10 social media platform for consideration (On the basis of Active Users Count Metrics):

Name of the Platform	Number of Active Users (In Millions)
Facebook (Now known as Meta)	2,958
YouTube	2,514
WhatsApp	2,000
Instagram	2,000
WeChat	1,309
TikTok	1,051
FB Messenger by Facebook (Now known as Meta)	931
Douyin	715
Telegram	700
Snapchat	635
Kuaishou	626
Sina Weibo	584
QQ	574
Twitter (Now known as X)	556
Pinterest	445

This information is collected from *statista.com*, titled 'Most Popular Social networks worldwide as of January 2023, ranked by number of monthly active users' (in millions)

The above data clearly mentions that there are almost 3000 Million or 3 Billion Users of Facebook, which is now known as Meta and let's see what's more surprising in this information from the below chart which segregates three different pies:

- 1) Population of the Whole World
- 2) The Active Population or the Users' Metrics of the Facebook (Now known as Meta)
- 3) Population of Africa + North, South & Central America + Europe



The Information for Continent Population is collected from populationstat.com, titled '*Continent Populations*' inside fragment World > Continents (In Billions)

The Information for World Population is collected from worldometers.info, titled '*Current World Population*' as updated on July 16, 2023 with the latest July 2023-July 2024 estimates from the [2022 U.N. Revision](#)

The information for Active Users of Meta (Known as Facebook commonly) is collected from *statista.com*, titled '*Most Popular Social networks worldwide as of January 2023, ranked by number of monthly active users*'

Gathering the Information, we get an idea for the main interest and importance of the study of Social Media Sites, where we can see the Pie Chart denotes the percentage of population of each of the inserted metrics as follows:

Population of the World – Around 8.057 Billion (8.0 Bn*) ~ 8.057**

Population of Meta (Also known commonly as Facebook) – Around 2.91 Billion (2.91) ~ 2.91

Population of Continents Incl.

Africa – Around 1417 Million (1.42) ~ 1.471 Billion

Europe – Around 745 Million (0.75) ~ 0.745 Billion

North America – Around 507 Million (0.51) ~ 0.507 Billion

South America – Around 441 Million (0.44) ~ 0.441 Billion

Central America – Around 52 Million (0.05) ~ 0.052 Billion

Total – Around 3.17 Billion or 3170 Million

*The bracket value denotes the number or percentage taken into consideration for the Research (For more accuracy and relevance of the study)

**The Values represented outside denotes the Actual Figure or number denoted by the source of the information (As mentioned for Each)

After a thorough analysis of the information and review, the research says that:

The Bigger Pie, i.e., 57% of the total Pie is the World Population

The Second Largest Pie, i.e., 22% of the Total Pie is the Continents' Population

The Least Large Pie, i.e., 21% of the Total Pie is the Meta (Facebook) Population – Active Users

While it may sound 'Least Large' as it is named, but it is very close to the 4 segregations combined into one pie, African Continent, North American Population, South & Central American Population, in addition to European People as well!

Now imagine the size of the Active User Base of Meta, it can be the second largest Continent itself after the Asian Subcontinent which all included has a population of around 4.7 Billion people thriving. That is the potential of Social Media and that is why the Content Creators and Experts from various backgrounds are preferring to present their ideas or to share their knowledge in the 'Creator Economy' space via multiple Social Media Handles to gather a vast audience from the World.

Nowadays, various social media enthusiasts and creators have opened to collaborate with the other creators to share resources, just like the Co-Working Space Ideology where two firms come together to save unnecessary costs on the Extra Space they take up, instead under one roof, they could share knowledge and availability of tools and resources, plus divide the rent, internet/network and telephone bills, or other expenses which these costs could be saved and invested somewhere else or even taken home to enjoy on!

Remembering the iconic quote, 'Saved Money is Earned Money' or 'What is Saved is Earned', not only limited to money but also to other valuable resources like Time, Tools, Knowledge and other key factors as well.

Now, to the Idea of the Social Media,

This study has covered 'Why Social Media' because not only it has an active base, large enough to declare a Digital Continent but also the resources and knowledge available from the platform and the level of impressions it attracts too.

The Idea of Social Media is different to different people (Change of Perspectives), for some it can be a marketplace to sell their merchandise or any specialty items (For example, creators showcase their skills on multiple platforms and present an idea of their own product but with the search of enthusiastic and interested customers, so to fulfill the customer base, the social media marketplace adds as an essence of attraction for these budding creators), for some it might be to share their expertise (If someone is really good at Maths and wants to teach interesting people, but most of found this subject either too hard or boring because they fail to capture the idea of concepts and hence unable to visualize it, so if someone has unique techniques to teach Maths in an interesting way, they might capture the audience attention in these platforms), some might be using the platform for entertainment purposes (they watch the creators videos for fun and chill time for a break or to relax for a while), and some might have other reasons to add their essence in the platform, but the resultant is a portal where people across the globe with multiple ideas to create or share content to attract their interesting audience from the whole crowd, and that too has many motives and motivations.

Some creators focus on the Well-Being of their audience like teaching them appropriate use of Finances or Health/Fitness Modules into their lives and how they not only save wealth but also their safety as well, some for creating wealth and make a living from their videos and monetizing it to their audience to earn some, others might be there for other reasons with varied perspectives, one cannot put a particular bar on the unlimited flow of ideas immersing into the platform.

Hence, there might be multiple ideas for a person to get attached to a platform, but what was the idea for the Social Media Platforms as Firms?

There is one article from *Maryville University's* Website titled '*The Evolution of Social Media: How Did It Begin, and Where Could It Go Next?*', which stated that, "In less than a generation, social media has evolved from direct electronic information exchange, to virtual gathering place, to retail platform, to vital 21st-century marketing tool."

Well, if we handpicked some Social Media platforms, we might get an exact idea of what was the motive of these organizations to blend into the market as these Mediums of Interactions and Collaborations from different parts of World?

Let's start with the example of most common one, Facebook, which is now known also as Meta; Facebook is a social networking website that was founded in February 2004 by Harvard University students namely, Chris Hughes, Andrew McCollum, Dustin Moskovitz, Eduardo Saverin and Mark Zuckerberg.

The idea behind Facebook was to provide an online book of faces for university students to connect and share information. It was initially a social network for Harvard and expanded in the following years to all the universities in the region, and slowly and eventually, Facebook became a social network for anyone, anywhere in the world.

It all was started as 'Facemash', the primary version of connecting with people in the form of whether they are 'Hot or Not' in the year 2003. After that, in the year 2004, it started growing its userbase across the regions as 'thefacbook.com' after his fellow co-founders registered the domain to increase the platform user interactions and moved its operations' base to the Palo Alto, California, and by the end of the year, Facebook achieved one millionth user in its platform.

It released new features for Facebook Notes and News Feed in the coming years, 2005 and 2006 respectively, for which the platform was open to everyone aged 13 and above, with a valid email address. In the next year, it came across for the Mobile Version of Facebook with an advertising system, known as 'Beacon' with 44 Partner Sites at the time of Launch, and after that seeing back to a few months, the team inside Facebook rebranded themselves as Meta.

Now coming to another famous Social Media Platform, Instagram, which is now owned by the American Company Meta, previously known as Facebook, was launched in the year 2010, which in the initial stages was available only for the iPhone until 2012.

The Platform hit 1 million users in the launch year itself, a few months after, to be precise. It introduced hashtags on the platform in the year 2011, to tag the topics for the feed by any user or creator of the base to attract the minds of similar interests. In the year 2012, it is now open for the Android Users as well and on the same year, Facebook announces that they are buying the platform for 1 billion Dollars.

After a few days, Facebook went public for approximately \$42 a share in the open market for trade and in the coming year, 2013, Instagram hit 100 million active users. In the year 2015, Instagram Ads was launched globally and in the coming year 'Business Pages' were introduced.

Fast forward to 2018, it hit 1 Billion Users and launches 'IGTV' as well as its standalone application. But what really changed the Market was when Instagram announced the launch of 'Reels', initially for the 50 countries in the year 2020, a short form video content feed apart from Photo, Videos, IGTV and carousels.

And now, coming to the year 2023, it hit 2 Billion Active Users for the platform, thanks to the Reels which was further extendable up to 60 seconds, as a competition to TikTok.

The motive of presenting the 'Evolution of Social Media' in this study is to understand the Idea of Transformation of these Organizations to understand the Tastes and Preferences of People who could be the Active Users of this Platform and how the Users Leveraged this platform to earn themselves something in return, can be money, can be their Name and Fame, can be awards for the Best Creator of the Year or can be something else.

The Idea is 'To Leverage' to get an advantage and stand apart from the crowd and make a name or change the Game of the Market.

In the Earlier Times how Recruiters hire for their Vacancies:

- Boards and Hoardings outside Factory Gate
- Bill-Boards and Banners across the City
- Posters and Flyers
- Print Media and through Radio Mediums
- Direct Hiring
- References of Employees
- Old Database through Calling
- Other Strategies and Techniques

In the older times, especially before the Information Age, if some organization wants to recruit, there are three best ways for the same:

For Factory Level Workers and Employees: Board outside the Factory gate to grab the attention of opportunity with the Firm

For Mid-Level Employees – Either through Bill Boards, Banners and Hoardings or through Old Database by calling the existing records of the candidate who might have previously applied for the same Job.

For Senior Level Employees – Print Media and Radio for better reach (Especially Newspaper and Business Magazines which are preferred by Top Level Executives and Board Members).

But Nowadays, to hire anyone, the answer is Job Boards and Social Media (Highly Effective Options), especially for Students and Mid-Senior Level, while Twitter and LinkedIn prove good for the Senior Level Executives for newer opportunities in the Market.

Leveraging Social Media –For Employment and Job-Seeking

Social Media has changed the way we see the world, as clearly mentioned in the above research conducted in this study about how Facebook changed the Game of the Market and increased the use of Virtual Reality concept, where one can now be close with someone in a distance of a Chat Message or a Video Call, and how Instagram and TikTok changed the Entertainment domain through the idea of Short Form Content Delivery on its Platforms.

So now one can totally agree to the statement that, Social media Platforms has transformed the landscape of the recruitment industry and employer branding practices, offering powerful tools for both job seekers as well as the organizations. This research paper further delves into the intricate realm of how social media platforms have become an instrument and creative tool in reshaping the employment ecosystem and the functioning of Business Systems. It explores the multi-faceted impacts of social media on recruitment, talent acquisition, and the enhancement of employer brand image comparing to the various phases of the Progress. By examining the evolution, strategies, and challenges inherent in leveraging social media for employment and employer branding, we aim to provide a comprehensive understanding of this dynamic phenomenon of Leveraging the Idea of Social Media for Job-Seeking Practices and Branding with Social Media.

So now the Question is, How can Job Seekers Leverage the Potential of Social Media to award themselves a high paying Job in the Competitive Market?

Firstly, it depends on the nature of the Job, because the Pitch and Explainers differs from one job to the another, for example, if a Content Creator wants a job with an Internationally accredited firm, the creator needs to draw the attention first that how can the person prove himself to be a good creator apart

from the others in the same Industry. So, he needs to create digital content in multiple platforms and after creating a portfolio, good enough to convince the Market Giants and Big Businesses to hire him, then he can apply directly through Job Boards or Company Pages, or can indirectly apply through References or External Pitching.

For a Digital Marketer to get a job, he/she might either apply through the Portals available or use the social media platforms to create content on based of his knowledge and research, showing the audience how reliable he/she can be for that particular expertise, and even share some tricks and tips through Video sharing platforms like Instagram and YouTube and pitch his portfolio and experience in a professional platform like LinkedIn to attract the Business Minds and Interested Organizations in the Market.

These are some of the motives of each portal (To generalize the idea, how they can be efficiently and optimally used to create content to reach the right audience):

1) Facebook: Mostly Entertaining Purposes & Slightly Business Fulfillments

Useful for Creators and Small-Scale Businesses for the Marketplace Facility as well as the Marketers for Affiliation of their Products

2) Instagram: Content Creation & Entertainment Platform

Useful for Budding Creators to showcase their skills through 'Short form Video Content', also known as the Reels which is the Growth Channelizer and Maximizer for the Unique and Audience-Likely Content (The more the audience likes it, the more the crowd attracts for the content as well as the creator) as well as for the Entertainment Purposes like Fun Videos and Memes for various backgrounds.

One more good feature of Instagram is the Shop Feature, where in the Creators can now share and sell their Merchandise or Items at such a Marketplace where most of the audience is driven, through Creative Graphics and Visuals, the Ideas can be put right and Business can be easily generated from Instagram.

3) TikTok: Content Creation & Entertainment Purposes

Similar to the Instagram, the Idea of TikTok is densely moderated, with Content Creation and Entertainment generated in the platform are highly regarded as compared to the Instagram, where other mediums of content are also present like Photo, Video, Carousels, etc.

TikTok generates maximum attention due to strong presence of creators across the world (Except for few countries) to share content and generate high revenues from the platform through Partner Programs, Ads, Sponsorships, Collaborations, etc.

4) Snapchat: Entertainment Purposes

Snapchat is purely for the Entertainment Purposes with Inbuilt Filters for Photo and Video Sharing, making friends from Worldwide and recreating memories through sharing 'Snaps' and maintaining the streak score for a long and strong relationship with other Snap chatters.

This platform also supports short form video content where creators can share their content in the Spotlight Section and monetize through Ads, Creator Bonuses and even a Snapchat User can support their favorite creators by donating amounts to them, as a part of encouragement and enjoyment of being a subscriber at the same time.

5) LinkedIn: Professional & Employment Related Platform & Content Sharing

One of the most important names in the Social Media Sites is also LinkedIn, which is known for Jobs and Professional Purposes, where Employers and Talented People get together to get recruited for an organization.

Nowadays, Content Creators and Influencers have also started to create content in LinkedIn to attract the Talent as their audiences as the motive of creating content is less for entertainment and more towards the Learning, where a Person shares a status whether he/she is hiring for a new vacancy for their organization or a creator shares their learning journey for something he/she might have achieved in their career, to which sharing expertise might lead other people to learn and take care of the mistakes.

6) Twitter: Short Form Content Sharing Platform (Limited Words)

Twitter is known for its logo, the 'Blue Bird' and another is for 'Tweets', where someone tweets their status or news or anything in a gist for other people to engage and share their thoughts on it. It is said that, Jack Dorsey, Co-Founder of Twitter, imagined the Idea and Use of Twitter as an SMS based Communications Platform and now it is one of the most actively used Social Media Base and a Microblogging Platform that distributes and conveys through Short messages of no more than 280 characters.

These are some of the widely known social Media platform which have high active users bases as well as useful for Employment Purposes as well.

Taking the case of Facebook, the Largest Active Base Platform, approximately with Strong 3 Billion Population, can be a dealbreaker for Job Purposes. One can be a Content Creator in Facebook and through Content Generation and Capturing the Wide Audience in the platform, a Person can become a Boss of his own and with enough money, the person can even start a Business from it too, with the help of Pitching the users to test and buy the products (Products can be Digital too like it can be Marketing Solutions, Ad Creations or Simply an E-Book too).

Some people create 'Groups' to attract people with similar interests and Group Owners or other enthusiastic people can pitch their products and generate money from there as well. Apart from that, the options of Collaborations, Sponsorships, Ad Money Generation, Pay Per Views via Partner Programs, etc. and many other options are open for the Creators so that they can create valuable content there and earn money, making them self-reliant.

Apart from these, if we talk about Job-Seeking, where a person is looking for opportunities to offer his/her services for an organization, then Facebook might not be the best choice but there are methods to leverage Facebook to get a Job

Using the Facebook effectively for Job Search might be the key for getting a Job in the dense market where almost every Big Business is present for Employer Branding and, isn't it a good place to reach a huge audience (Almost 3 Billion at approximately calculated with the Statistics presented by Statista as of January 2023) and for the fact *Business Insider* states that there are 65 million Businesses currently using Facebook pages and a study by *Jobvite* presented that Facebook was found as the second most popular Social Network for the Recruiters in the Market.

So, here are some ways implemented and are measured in this study to effectively seek a Job via Social Media Sites:

The Key is Social Media Optimization, but what is it?

Optimizing your Profile means showcasing or fulfilling the needs of what the Recruiters and Talent Seekers want from your Profile? Then one way you can impress them by making them like your Profile is making them glued to your feed for some time, discovering Feed, Review the Bio, Reading some latest post, studying impressions and analytics, etc.

But How?

- 1) Define Your Needs – Who you want to see your Profile – It can be any Target Audience like Marketers, Agencies, Businesses, Creators, Collaborators or Recruiters; but first you need to know that and sort your profile accordingly.

If a Marketer needs a Job or Offering his Services – His Target Audience might be a Marketer who can refer him for any upcoming vacancy or a CEO who likes his strategies in the Content Stream and thus hires his services or a Recruiter impressed with his Tips and Tricks, so has a higher-chances that the person might hire him for the next arising opportunity.

Instead, if a Marketer needs a Job – And if an Agency reaches him for his services, it's not bad but it is not what the Marketer wants in the Market right now, or an Instagram Model reaches him for Marketing for their page, or vice versa the case. The position is definitely not bad, but the results might not be satisfactory due to changes and variations in the Path (Desired for Job, Got Service Providing Opportunities).

Hence, it is certain to decide a Target Audience and Design a Strategy to construct a path to avoid unnecessary obstacles in between (Sometimes, over-engaging might prove wrong and Platform blocks the users for suspicions of using AI for excessive spamming and the creator may not be able to access his account again – Imagine the Loss and Waste of Time to start from scratch again, some people even start again but majority will quit and get demotivated over lack of results from the Long and Time Consuming Process).

- 2) Update Privacy Settings – Open it for the Public (Such that everyone can see your Profile, across the globe) and in LinkedIn start using the 'Creator' Mode, even if you're not a Creator

The Perception of People on the word 'Creator' is gone wrong nowadays, they define it as the one who creates content on a very high level and earns ton of money, maybe like a YouTuber with some million followers or a TikTokker with million likes in his videos

But, only the first half of the perception is right, 'The One who creates Content over a Platform' is known as a Creator. Taking the word 'Creator' in a more basic sense for better understanding, for an example, A creates Memes for a Big Marketing Company and Posts it in Instagram so that people can follow the page (Increasing the followers, thus strengthening Brand Image of the Page in Social Media) as well as get entertained (Thus encouraging him to make more of it). On the other hand, B is a Cake Maker in a Bakery and sells it Door to Door (Through Offline Marketing Strategies) in a Small Town. Now the Real Question Arises, "Who is a Creator among the Both?"

People immediately would say 'A', and it is right because he creates content about Memes for a Page and Uploads it for the Digital Crowd assembled over the platform, but it's wrong as well to assume that only A is a creator. B is also a creator, as he makes cakes and sells them all over the town, doesn't matter the size or quantity of the crowd.

The Idea of Creator is, the One who creates and offers something to the crowd. Be it a 'Digital Content' like Memes or something physical like Pastries, it is content.

Similarly, in LinkedIn, the Creator Mode offers more visibility to a user as well as for a User, means?

To a User – New Features like Audio Rooms, Live Shows, Newsletters, Job Alerts, Content Feeds and opens new dimensions for content collaboration.

Through this feature, one can also unlock:

- Company Pay Ranges
- Brand Image of the Organization
- Idea about the company (About Section)

- Content of the Organization (To get an idea about the Target Audience of the Brand)
- Salary Range offered by the Organization
- Market Pay Range (For Multiple Positions)
- Great Number of Opportunities (As per convenience of the person, Like On-Site, Hybrid or Remote or Work from Home)
- Job Alerts and many more

For a User – LinkedIn offers trend highlights, analytics, data of impressions and engagements on posts, Profile Views & Who has viewed your Profile, etc., these features aware a user whether he is going on the right way or not (Some-times due to the keywords, other Target Market also attracts, giving a lesser scope to the actual Target Audience). Wider Audience-Targeting is also considered a good way to reach a particular or limited spectrum (For Example, Invite Only for the Top Voices, etc.).

- 3) Use a Professional Photo – Facebook can be a medium for Entertainment but don't think that Recruiters are not there, they're just everywhere – Hungry for Good Profiles and the First Impression is the Profile Photo (First Impressions might or might not last but it has a Strong Impact till the End of Process)

Why not a Normal Photo – Can't it be effective since the platform itself is based for Entertainment Purposes. The Answer is right, but then the Edge of Target Audience (TA) will be lost in the process. In Simple words, While going to Office, one needs the Formal Attire to mark his presence among the crowd as it represents a nature of Professionalism (Except for some offices that allow casual-wears in the Weekdays as well). So the purpose is to attract the Corporate Recruiters, and hence the Formal Photo and it need not necessarily be Attractive and Cozy \$2000 Suit, it can be even an Ironed Shirt wore in a decent manner.

- 4) Cover Image – Again, like the Professional Photo, using a Banner about Offering Services or something about your expertise or gist of your Talent Area might prove yourselves get a spot in an MNC looking for creatives, like You!

Cover images simply highlight the background and offers clearer display, like a Banner, where you can pitch your services through art and graphics (Use Canva or any other digital creating tools).

- 5) Start your Pitch: Update your Bio/Feed and Start Creating content based of which you want to get start of, for example, you want something related to Marketing, so your feed might be filled with SEO Tips, Web Optimization, Google/Facebook Ads, Analytics, A vs B Marketing Techniques, Email Marketing, Sales vs Marketing Differences, etc. and many more or the expertise you want to go with.

After Profiling, next comes the Action Part. Where the Creator needs to story-tell from a minute idea to the major highlights about the idea for the process the person began. For example, if someone wants a Job, then the person might tell a story about how he can be a great fit for this role – As compared to the other market players. Simplifying the Idea further for better understanding:

Using the Idea of – Lights, Camera, Action:

Lights - The Profile Picture and Banner Optimization where the first visibility comes for the Targeted person

Camera – Opening Further Visibility through Privacy Settings and Creator Mode to access features and ensure the roll goes on!

Action – The Pitch, now one needs to sell their idea/design or creation to the Audience convincingly that they offer the 'Desired' Package to the Creator.

- 6) Consistency: The most important Part – Never Stop Sharing! Take some time out for your Posts and create something Innovative daily because if this process was easy, then everyone might be having a high paying job at Big MNCs and Corporations.

And the Process Continues till the Target is achieved to the Standards Designed and Planned

This is an overall idea of how creative people pitch themselves and grab big offers, not limited to Job only but also includes as Business Person or for Investment Purposes or even can be as Service to Service Providing for Businesses and Organizations.

These ideas are not just limited to LinkedIn, but can be implemented on the other platforms as well:

Twitter: Profile optimization (Profile Picture, Bio and Feed) helps the CEOs and Owners catch a glimpse of the person's idea and creativeness on the platform where conversation is limited to certain characters only, showcasing the abilities to present a message on the platform enhances Micro-Blogging Skills and Effective Self-Branding can even make them hire for the person's services for the page or Brand.

Facebook: Similar to Facebook, the idea is to immerse multi-media use (Photo, Video, Short Form Content, etc.) to boost a page's performance and analytics over the competitors present or already leading the pack.

Instagram: Nowadays, organizations are boosting their presence and creating image through 'Memes' or Fun Content where creators make viral Reels or Short Form Video Content in the platform and with the template, organizations creatively present their own case or solutions in a funnier way, which makes people remember the brand better through its Significance and Idea of what it is selling – Product/Service

TikTok: Similar to the Idea of Facebook, but the Market is dense and more filled with Creators, where there is more possibility for Brand Sponsorships and Collaborations with favorite influencers or Content Creators and the products can be remembered through the powerful visuals they display with their favorite digital creator in the platform.

The main motive is to create something by thinking out-of-the-box ideology, where-in a new idea is placed or the existing idea is updated with new and attractive features such that more and more people prefer the platform or content in their feeds.

Challenges:

- 1) Privacy Concerns in Social Media due to dense market segmentation
- 2) Lack of Transparency while Promoting a Product/Service (Misuse of Attraction)
- 3) Handling Negative Reviews and Criticisms in the Platform
- 4) Lack of Consistency in Posting Content
- 5) Lack of Content to post in the Platform
- 6) Missing the appropriate Keyword – Hence Loss of Opportunity
- 7) Excessive spamming over the platform leading to change in Feed Views
- 8) Reaching the Wrong Audience in the Market
- 9) Misinterpretation while Story-Telling (Telling something, Doing something Else)
- 10) Lack of Opportunities as Planned/Desired
- 11) Improper Implementation of the Plans
- 12) Algorithmic Issues (Differs Platform to Platform)
- 13) High Competition and Pressure from Big Brands
- 14) And many more issues piling up in between seeking something

Conclusion

In the increasingly competitive and dense job market of today, the role of social media in employment has evolved from being a mere option to an imperative one, helping millions with new and unbound opportunities. This research paper has meticulously explored the landscapes of leveraging the influence of social media for employment purposes, shedding light on its profound implications for job seekers, recruiters, and organizations alike.

Our journey through this research has revealed a dynamic transformation in the way individuals seek employment opportunities. From a historical perspective, we witnessed the seismic shift from traditional job boards to the dynamic, real-time networking platforms that have become indispensable in the job search process. The advent of professional networking sites, most notably LinkedIn, has redefined the way professionals present themselves to the world, forging new connections and opportunities. The research has also delved into the strategies employed by organizations to harness social media for talent acquisition. We've explored the intricacies of targeted recruitment advertising, the integration of applicant tracking systems, and the growing role of artificial intelligence in streamlining candidate selection. In the quest for talent, social media has emerged as a formidable ally, enabling companies to tap into a wider and more diverse pool of candidates.

The symbiotic relationship between social media and employer branding has been a central theme throughout this paper. Building and enhancing an employer's brand image through social platforms has become a strategic priority. We've dissected the concepts of authenticity, storytelling, and employee advocacy as essential elements in portraying an organization's culture and values.

However, this journey has also uncovered significant challenges and ethical considerations. Privacy concerns, the need to mitigate unconscious bias in algorithm-based selection, and the responsibility to maintain transparency in employer branding efforts are all vital considerations that demand careful attention. Through case studies and best practices, we've witnessed the impressive achievements of industry leaders who have harnessed the power of social media effectively. These real-world examples serve as beacons of inspiration for organizations looking to navigate the competitive employment landscape. As we conclude this exploration, it is evident that the future of employment and social media remains intertwined. Emerging technologies like virtual reality and blockchain are poised to reshape the landscape once again, offering new avenues for recruitment and employer branding. Social media's role in promoting diversity and inclusion is set to gain even greater prominence.

In closing, this research paper underscores the undeniable influence of social media in employment within the competitive market. It illuminates the transformational power of digital networks in connecting talent with opportunity and shaping the image of organizations. As we continue to navigate the dynamic terrain of employment, one thing remains clear: leveraging the influence of social media is not merely a choice; it's a strategic imperative for success in today's fiercely competitive job market.