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# The Impact of Social Media on Recruitment: A Study of Employer Branding and Candidate Attraction

*Juhi Kumari<sup>1</sup>, Ms. Melita Stephen Natal<sup>2</sup>*

<sup>1</sup>Amity Business school, Amity university, Uttar Pradesh, greater Noida Email id- [singhjuhi350@gmail.com](mailto:singhjuhi350@gmail.com)

<sup>2</sup>Assistance Professor, Amity business school, Amity university, Uttar Pradesh, greater Noida, Email id- [msnatal@gn.amity.edu](mailto:msnatal@gn.amity.edu)

### ABSTRACT

The title of my project is “The impacts of Social Media on Recruitment: A study of employer branding and candidate attraction” for survey and with exceptional reference to the HORIZON KIA, RANCHI JHARKHAND. Social networking sites and social media platforms have revolutionized communication methods for both personal and business use. It is now essential to research the significance of social media to the hiring process because more people are communicating on social media, and more HR professionals are using social media to find candidates. Social media employer branding has also drawn interest and is thought to be the most promising platform. On the other hand, nothing is known about how social media contributes to an organization's image development. This essay aims to investigate how social media affects hiring decisions and how it contributes to employer branding. Recruitment is described as, “a method to discover the assets of manpower to meet the requirements of the staffing agenda and to employ powerful measures for attracting that manpower in good enough numbers to facilitate powerful selection of an efficient staff.” Recruitment which means placing the right person at the right time and right place. Recruitment is a process of finding candidates and attracting copiable Applications for employment. Recruitment is an important part of the organization Human Resource planning. It helps to select numbers and distinct types of people in the organization.

**Keywords:** Social media, Recruitment, employees, employer branding, customer satisfaction.

### Introduction

Organisations in the twenty-first century have a lot of difficulties because of a variety of variables, including evolving technology, heightened competition, shifting consumer preferences, increasing workforce mobility, and a highly dynamic environment. Because of the unstable and complicated environment in which they function, businesses now understand how crucial human resources are to gaining a competitive edge. Demand for talent has increased as a result of the competitive market and growing expenses of finding and employing talented personnel. The availability of highly skilled Labor has always been limited, so recruiters must consider innovative approaches that can draw in prospects more quickly and with a wider audience. Ninety-three percent of the 1,855 recruiting professionals surveyed by Jobvite's Social Recruiting (2014) said they use or intend to use social media in their hiring process. The use of social media to find applicants has become a clear choice as more people have access to it, and it is worthwhile to look into how relevant it is to the hiring process. Employer branding has emerged as the newest buzzword in business, and in recent years, companies have been investing a lot of money in employer branding initiatives. It has been discovered that a strong employer brand aids in luring and keeping talent.

Digital platforms and websites that allow users to create, share, and engage with material in real time are referred to as social media. These platforms help people, communities, and businesses all over the world communicate, network, and work together. Social media allows users to interact dynamically in a variety of formats, such as text, photos, videos, and live streaming. Facebook, Instagram, LinkedIn, TikTok, YouTube, and Twitter (now X) are all well-known social networking sites. Instagram focuses on visual material, LinkedIn on professional networking, TikTok on short-form videos, Facebook on social networking, and Twitter on microblogging.

On the other hand, nothing is known about how social media contributes to an organization's image development. This essay aims to investigate how social media affects hiring decisions and how it contributes to employer branding. Recruitment is described as, “a method to discover the assets of manpower to meet the requirements of the staffing agenda and to employ powerful measures for attracting that manpower in good enough numbers to facilitate powerful selection of an efficient staff.” Recruitment which means placing the right person at the right time and right place. Recruitment is a process of finding candidates and attracting copiable Applications for employment. Recruitment is an important part of the organization Human Resource planning. It helps to select numbers and distinct types of people in the organization.

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## Review of Literature

**Gueutal, 2009** showed that social media has emerged as a crucial recruitment tool, giving candidates easier access to job openings and businesses a larger audience. According to a 2009 study by Gueutal, social networking may draw in top talent and raise employer brand recognition. In recent years, social networking has emerged as a crucial component of hiring practices. Gueutal asserts that by targeting a wider and more varied audience, social media sites like Facebook, Twitter, and LinkedIn help businesses more successfully recruit top talent. In addition to offering options for targeted advertising based on demographics, interests, and professional credentials, these platforms enable real-time interaction with possible applicants. Social media recruitment improves interaction, raises visibility, and strengthens the talent pipeline.

**Sivertzen et al., (2013)** showed that social media employer branding can boost prospects' intents to apply for jobs and make employers seem more appealing. According to research by Sivertzen et al. (2013), social media can be a useful tool for recruitment marketing since it enables companies to advertise their employer brand and target populations. Businesses can create a favorable impression that appeals to job searchers by posting interesting and genuine material. Consequently, this raises the organization's appeal and affects a candidate's choice to apply.

**Chapman and Webster, 2015** showed that Candidates can be drawn in large part by social media, especially from younger demographics. According to a 2015 survey by Chapman and Webster, 71% of millennials look for work on social media. . This emphasizes how crucial it is for employers to keep up an engaging and active social media presence. Employers who interact with applicants on social media are more likely to make an impression and draw in tech-savvy workers.

**Van Hoyer and Lievens, 2010** showed that according to research, social media can enhance hiring results, such as shorter hiring times and higher-quality applicants. According to a 2010 study by Van Hoyer and Lievens, social networking can shorten the time to employ by up to 50% and improve the caliber of applications.

**Gambin, L., & Hogarth, T. (2016).** According to a ResearchGate study, social media may draw in top talent and raise employer brand recognition. According to research from ResearchGate, social media helps businesses post engaging information like office images, staff success stories, and social impact projects, which strengthens employer branding. The employer brand is seen as more genuine and reliable as a result of this exposure, which aids in drawing in and keeping top talent.

**Broughton, A., Foley, B., Ledermaier, S., & Cox, A. (2013).** Social networking can have a big impact on corporate branding and labour sourcing, according to research by ResearchGate. Social networking is essential for finding applicants, particularly those who are passive job seekers. ResearchGate claims that companies may use parameters like experience level, region, industry, and education to find talent on sites like LinkedIn. Additionally, social media allows recruiters to see how people connect with others and express themselves online, which aids in finding candidates who have similar cultural values.

**Slaughter, J. E., Richard, E. M., & Koehler, T. (2015)** Social networking can have a big impact on corporate branding and labour sourcing, according to research by ResearchGate. Positive opinions about the organization's principles, diversity, leadership, and workplace culture can be shaped by a well-maintained social media presence. Because it fosters a sense of pride and belonging, this effect not only draws in new applicants but also keeps current staff members.

**Impact of social media in Employer Branding and Talent Acquisition:** According to ResearchGate, social networking may draw in top talent and raise employer brand recognition. Social media platforms are instruments with two functions: they distribute jobs and communicate business identity. Employers can increase the number and caliber of applications they receive by advertising job openings in innovative and captivating ways.

**Gambin and Hogarth, 2016** showed that social media has the potential to significantly impact how candidates perceive the company and its employer brand. Social media can boost candidate involvement and enhance the overall candidate experience, according to a 2016 study by Gambin and Hogarth.

**Wilden et al., (2010)** showed that Employers can use social media to market their corporate brand and target audiences. According to a study by Wilden et al. (2010), social media can be a useful tool for marketing recruiting.

**Girard and Fallery, 2010** showed that Recruiters can interact with passive job seekers on social media sites who may be interested in new prospects but are not actively seeking employment. According to a 2010 study by Girard and Fallery, LinkedIn is very useful for connecting with passive applicants.

**Manroop & Richardson, (2016)** showed that social media gives businesses access to a wider range of potential employees. Social media recruitment tactics can increase workforce diversity by enabling companies to interact with underrepresented groups, according to a study by Manroop & Richardson (2016).

**Kluemper & Rosen, (2009)** showed that as a digital networking site and resume, LinkedIn has transformed professional hiring. According to Kluemper & Rosen (2009), recruiters view LinkedIn profiles as an important resource for candidate screening and assessment. It is often used by recruiters to screen applicants, evaluate their work history, look for connections, and confirm recommendations. Early evaluation is aided by LinkedIn's structured profiles, which provide a concise summary of a candidate's abilities, career path, and thought leadership (via posts and articles).

**Broughton et al., (2013)** showed that Employers' use of social media for background checks raises ethical questions, even though it is helpful for hiring. According to a study by Broughton et al. (2013), using social media to evaluate applicants may result in unconscious prejudice and privacy concerns.

**Rokka et al., (2014)** showed that Employees can improve employer branding by posting positive experiences on social media. A study by Rokka et al. (2014) found that employee-generated information on Twitter and LinkedIn had a big impact on how prospective employees view a business.

**Leong, 2018** showed that Businesses use social media big data analytics to improve their hiring practices. According to a 2018 study by Leong, AI-driven data from social media sites like Facebook and LinkedIn assist businesses in predicting the suitability of candidates.

**Carrillat et al., (2014)** showed that can be improved by placing paid ads on sites like Facebook and Instagram. A study by Carrillat et al. (2014) found that job advertisements with precise targeting and eye-catching images have a higher application rate. Paid targeting and graphic content have increased the effectiveness of social media employment ads. According to Carrillat et al. (2014), job postings on Facebook and Instagram with brand storytelling, eye-catching images, and specific targeting (such as geography, interests, and educational attainment) had a noticeably higher response rate. These systems make ad campaigns more successful and economical by enabling segmentation and real-time performance tracking.

**Wayne et al., (2017)** showed that the ability of a business to draw in top personnel is directly impacted by its online reputation. According to a study by Wayne et al. (2017), prospects are put off by unfavorable Glassdoor and LinkedIn reviews, highlighting the importance of proactive reputation management.

**Madia found that by cutting out middlemen, 2011** showed that Businesses that use social media for hiring incur lower costs than those who use more conventional recruitment techniques. A 2011 study by Madia found that by cutting out middlemen, social media recruitment can save hiring expenses by as much as 30%. This is because employers can post jobs directly, avoid using third-party recruiters, and reach a wider, more focused audience at a lower cost. Additionally, tools like social media-integrated employee referral systems cut down on the time and cost required.

**Slaughter et al., 2015** showed that Engaging with applicants on social media improves the perception of the employer brand. According to a 2015 study by Slaughter et al., companies that reply to questions and comments on Twitter and LinkedIn improve the hiring process. Candidates' opinions of the employer brand are enhanced when they interact with it on social media through messages, comments, or Q&A sessions. Companies that answer questions from candidates on social media sites like LinkedIn and Twitter come across as more responsive, transparent, and approachable (Slaughter et al., 2015). This increases trust and motivates applicants to apply or refer others to the business, expanding the talent pool and enhancing the hiring process in general.

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## Research Methodologies

### Introduction

The methodical strategy for carrying out research is referred to as research methodology. It describes the methods, instruments, strategies, and processes used to gather and examine data in order to address an issue or provide a response to a research topic. It guarantees the validity, dependability, and objectivity of the research. The elements that are part of the methodology are the kind of study (qualitative, mixed-method, or quantitative), Design of research (experimental, exploratory, descriptive, etc.), Techniques for gathering data (such as surveys, interviews, and observations), Methods of sampling, Methods for data analysis. In this paper I have used descriptive research. The purpose of descriptive research is to outline the traits of a phenomenon or group under study. It concentrates on the "what" of the topic rather than providing answers to how or why something occurs. "The Impact of Social Media on Employer Branding" is the subject of a study. By creating a survey that questions recruiters and HR professionals about their branding practices on social media, including how frequently they use it, what platforms they use, what kind of content they publish, and how effective they think it is, they employ descriptive research methodology.

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## Research Design

### Research type:

**Descriptive:** The purpose of descriptive research is to outline the traits of a phenomenon or group under study. It concentrates on the "what" of the topic rather than providing answers to how or why something occurs. "The Impact of Social Media on Employer Branding" is the subject of a study. By creating a survey that questions recruiters and HR professionals about their branding practices on social media, including how frequently they use it, what platforms they use, what kind of content they publish, and how effective they think it is, they employ descriptive research methodology.

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## Population and Sampling

**Target Population:** In this dissertation I have targeted the employees of Horizon Kia which is situated in Ranch, Jharkhand and 63.5% employees are between 20-30 years old; 32.7% employees are between 31-40 years old and rest are between 41-60 years old.

**Sample size determination:** A sample size of 50-60 employees with an HR background was judged enough for this study in order to collect accurate and legitimate data. The following factors were considered when determining this sample size. The HR department employs about 200 people, therefore a sample size of 50-60 reflects roughly 25-30% of the whole population. The ideal degree of precision is achieved with a sample size of 50-60, which

should yield an acceptable margin of error of  $\pm 10-15\%$ . There is a 95% chance that the sample results will be representative of the population, according to the confidence level of 95% that was selected.

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### Data collection methods

#### Primary data collection:

- Surveys and questionnaire
- Interviews
- Observations

#### Secondary data collection:

- Literature review
- Company reports

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### Data Analysis and Interpretations

- 100% of HR staff members utilized social media for sourcing, and many of them reported doing it for a year or more. The use of social media by HR staff members has been shown to have significantly increased over the previous several years.
- In order to source and promote the employer brand, 3% of HR staff used any social media platform. Of these, 15.4% used Twitter, 65.4% used LinkedIn, 14% used Google and 12% used Tumblr, 9% used WordPress, 45% used You Tube, 9% used Instagram, and 6% used Pinterest.
- Approximately 90.90% of HR staff members concurred that their social media posts during the sourcing process will affect their company's employer brand.
- 51.9% of HR staff members concurred that answering questions on social media will improve the employer brand, and 43% said they were involved in posting images and videos of business events.
- Approximately 70% of workers use LinkedIn to find recruiters.
- There was a significant need for staff training regarding social media usage, sourcing, and employee branding, with approximately 10% of employees being novices and 40% being experts.

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### Limitations

- Small sample size.
- Self-reported data: The data relies on self-reported information from HR employees, which might lead to biases.
- Need more granular data like if survey shows that 70% employees using LinkedIn, but it's not show what feature they are using.

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### Suggestion

- Create an in-depth social media recruitment plan.
- Boost Employer Branding with Intense Participation.
- Invest in HR Professional Training Programs.
- Use Multimedia Content to Increase Involvement

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### Conclusion

To sum up, this study has shown how social media has a big influence on hiring, especially when it comes to employer branding and luring candidates. The results demonstrate how social media is widely used by HR staff members to source and market their employer brands. HR professionals now use platforms like LinkedIn, Twitter, and YouTube to highlight their company's culture, values, and job openings. The study's findings also highlight how crucial social media is for building a strong employer brand, which draws top talent. According to the majority of HR staff members polled, answering questions on social media makes a good impression on prospective hires and enhances their company brand.

But the survey also identifies areas that need work, especially when it comes to providing HR staff with the tools and training, they need to use social media for recruitment. According to the findings, a lot of HR staff members are still just beginning to use social media for hiring, and further direction and assistance are required to fully realize its potential. All things considered, this study advances our knowledge of social media's function in hiring and employer branding. Organizations must prioritize their social media strategy and give their HR staff the resources and training they need to be successful as social media continues to develop and become a more significant part of the recruitment landscape.

Along with the conclusions and ramifications, it is crucial to stress the value of ongoing observation and assessment of social media recruitment tactics. Companies must modify their tactics to stay effective as social media platforms and algorithms change. Additionally, companies want to think about incorporating social media analytics tools to gauge the effectiveness of their hiring initiatives. Because of this, they will be able to monitor engagement indicators like likes, shares, and comments and modify their messaging and content accordingly. Additionally, companies ought to give top priority to producing material that highlights their corporate culture, employee experiences, and employer brand. This can include company news, employee endorsements, and behind-the-scenes glimpses into the day-to-day activities of the company.

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For completion of this research paper. I have taken the dates, facts and necessary information **from the following source.**

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