



Research Paper

Influence of social media marketing strategies on employee recruitment

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ABSTRACT

In terms of productivity and cost effectiveness in recruitment, social media platforms are revolutionary. Newspaper ads and job agencies are losing ground to internet platforms due to their reduced prices and wider reach in the recruitment process. Organizational efficiency and return on investment are both improved by e-recruitment since it simplifies the recruiting process and greatly cuts operational and administrative expenditures. Moreover, social media's worldwide reach eliminates geographical constraints, giving businesses access to a huge talent pool. Companies may now discover the perfect match for their requirements with more efficiency than ever before thanks to digital listings' clarity and the expansion of search capabilities. There is a significant positive relationship between engagement and interaction on social media and the quality of candidates recruited. There is a significant positive relationship between engagement and interaction on social media and the quality of candidates recruited.

Keywords: Influence, social media, marketing strategies, employee recruitment etc.

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I. INTRODUCTION

IMPORTANCE OF SOCIAL MEDIA MARKETING

Cost-Effective

Engaging Customers

Improves Brand Loyalty

Increases Traffic

Enhances SEO Rankings

Benefits of Social media marketing in recruitment

1. Expanding the Talent Pool
2. Enhanced Employer Branding
3. Targeted Recruitment Advertising
4. Building Relationships and Engaging Candidates

Social Media on Recruitment Strategies

1. Expanding Reach and Visibility for recruitment

Companies may now contact a worldwide audience of prospective candidates thanks to social media platforms, which cut down on geographical restrictions. You may reach a large talent pool quickly by advertising job vacancies on social media sites like Facebook, LinkedIn, and Twitter. The recruitment process is enhanced by the increased possibility of identifying applicants with various backgrounds and talents thanks to this enlarged reach.

2. Showcasing Company Culture and values

The days of conducting interviews with only the candidate's suitability in mind are over. A company's culture, beliefs, and work environment may all be seen via social media. Organizations may attract applicants who align with company values and culture with interesting material, such as employee testimonials and behind-the-scenes looks. We often share updates about our team, events, and core beliefs on social media since we think it's an important element of building our brand.

3. Direct Candidate Interaction

Social media makes it possible for employers and job seekers to communicate in real-time. Candidates may interact directly with recruiters, ask questions, and get answers on platforms. Candidates may get a feel for the organization and its culture via this two-way conversation, which helps them decide if they want to apply.

4. Passive Candidate Engagement

Many qualified individuals may not be actively seeking employment at the moment, but they may be receptive to new possibilities. Recruiters may use social media to discreetly interact with these unresponsive applicants, highlighting the advantages of working for their company. Candidates of high caliber who would not have applied otherwise can be found using this method.

5. Showcasing Expertise

Demonstrating competence is critical for sectors that are on the lookout for specialists. Establishing the company as an informed and esteemed participant in the area is achieved via sharing thought leadership material, industry insights, and success stories on social media. This has the potential to entice experts who are looking for a progressive workplace.

II. LITERATURE REVIEW

Oncioiu, (2022) In terms of productivity and cost effectiveness in recruitment, social media platforms are revolutionary. Newspaper ads and job agencies are losing ground to internet platforms due to their reduced prices and wider reach in the recruitment process. Organizational efficiency and return on investment are both improved by e-recruitment since it simplifies the recruiting process and greatly cuts operational and administrative expenditures. Moreover, social media's worldwide reach eliminates geographical constraints, giving businesses access to a huge talent pool. Companies may now discover the perfect match for their requirements with more efficiency than ever before thanks to digital listings' clarity and the expansion of search capabilities.

Koch, (2018) social media has many positive uses, but when used for recruitment, it raises questions about digital traces and prejudices. It is possible for recruiters to be influenced by applicants' online personas, which might result in bias based on religion, politics, or lifestyle choices. The importance of e-recruitment strategies that take use of social media's advantages while minimizing its disadvantages is highlighted by this feature. The benefits and drawbacks of e-recruitment and social media were discussed in our study, which included 37 semi-structured interviews with professionals from Bangladesh and Nigeria. However, ethical management is necessary to prevent biases and guarantee fairness when using social media for recruitment, even if this does make the process more efficient and cost-effective.

Kumar, (2018) However, businesses have come to the realization that talented individuals are either not available or do not use LinkedIn. Millennials and Generation Z utilize a plethora of other networks, such as Instagram and Snapchat. Twitter is a popular tool for many Westerners to follow news stories and specific companies. A lot of people still use Facebook as a means of keeping in touch with their pals. It suggests that there are several channels by which both recruiters and job-seekers may find, engage with, and exchange information.

Nayak, (2020) In addition to revolutionizing our interpersonal interactions, the rise of social media as a recruitment tool seems to be influencing how companies find and attract new employees. Using social media, companies of all stripes are coming up with innovative ways to find, attract, and hire top talent. In order to make informed decisions about your future or current job search, you must be knowledgeable about the impact of social media on the recruiting process. How may social media recruitment influence your job hunt in the future? Let's take a look. Whether you're looking to market your company or fill open jobs, social media is quickly becoming a critical part of the hiring process. In actuality, 44% of companies have found success with social media recruitment, and another 50% want to do so in the near future.

III. METHODOLOGY

Research objectives

1. To evaluate the effectiveness of various social media marketing strategies in attracting potential candidates for job openings.
2. To analyze the impact of social media marketing campaigns on increasing the visibility and reach of recruitment efforts within targeted talent pools.
3. To assess the correlation between engagement levels on social media platforms and the number and quality of job applications received.

Data collection methods

A structured questionnaire was extensively used to gather information from individuals. The survey included closed-ended questions using Likert scales to collect quantitative data.

Hypothesis

Hypothesis 1:

There is a significant positive relationship between the perception of social media impact and recruitment process efficiency.

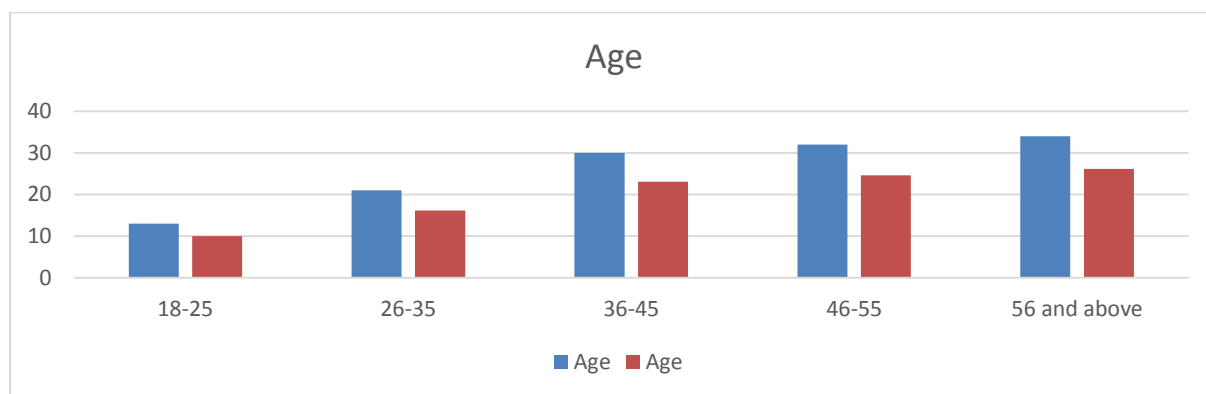
Hypothesis 2:

There is a significant positive relationship between engagement and interaction on social media and the quality of candidates recruited.

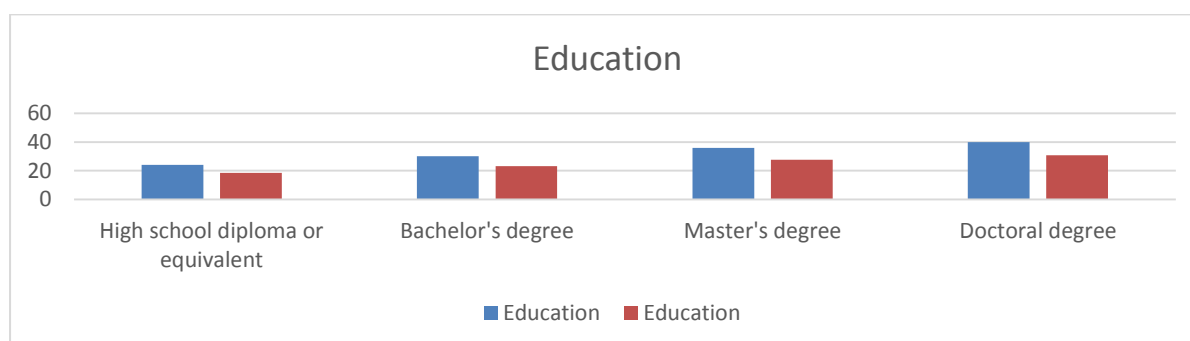
IV. DATA ANALYSIS AND INTERPRETATION

Demographics

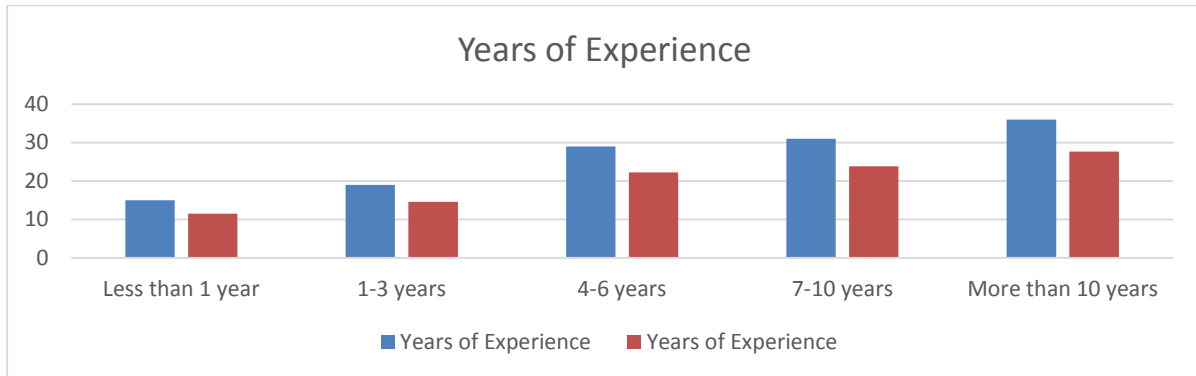
	Age	
	Frequency	Percentage
18-25	13	10.00
26-35	21	16.15
36-45	30	23.08
46-55	32	24.62
56 and above	34	26.15
Total	130	100.00



	Education	
	Frequency	Percentage
High school diploma or equivalent	24	18.46
Bachelor's degree	30	23.08
Master's degree	36	27.69
Doctoral degree	40	30.77
Total	130	100.00



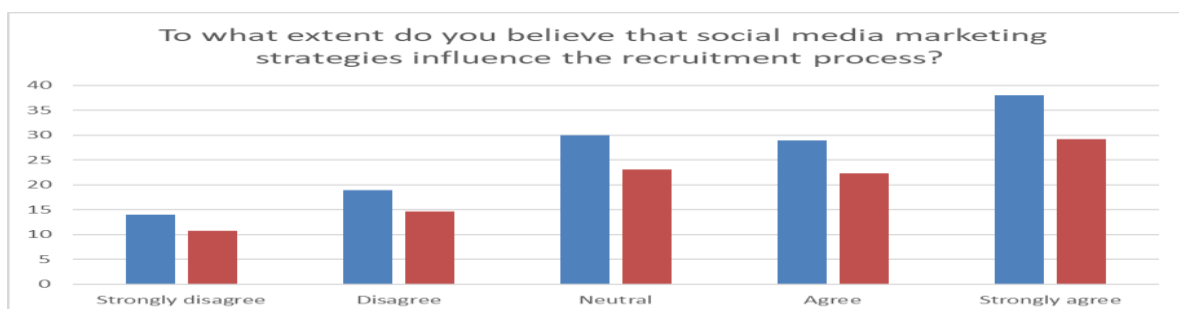
	Years of Experience	
	Frequency	Percentage
Less than 1 year	15	11.54
1-3 years	19	14.62
4-6 years	29	22.31
7-10 years	31	23.85
More than 10 years	36	27.69
Total	130	100.00



Factor 1: Perception of Social Media Impact

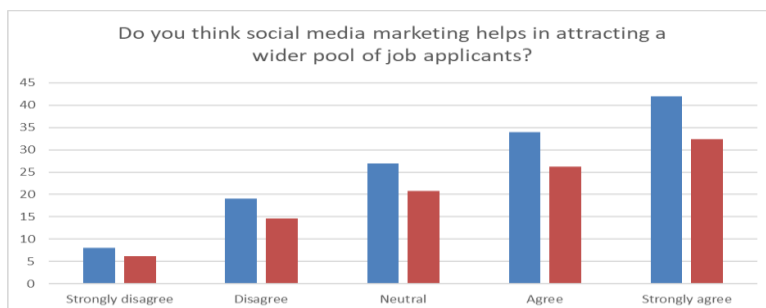
To what extent do you believe that social media marketing strategies influence the recruitment process?

	Frequency	Percentage
Strongly disagree	14	10.77
Disagree	19	14.62
Neutral	30	23.08
Agree	29	22.31
Strongly agree	38	29.23
Total	130	100.00



Do you think social media marketing helps in attracting a wider pool of job applicants?

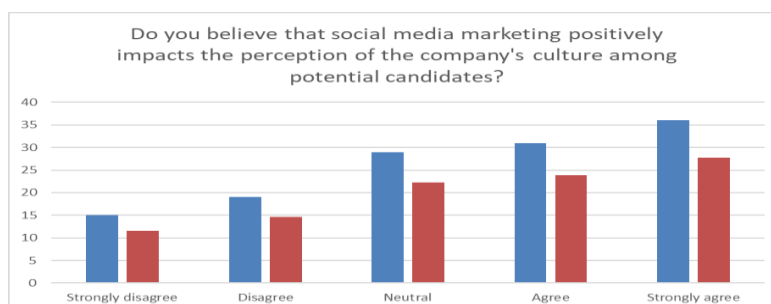
	Frequency	Percentage
Strongly disagree	8	6.15
Disagree	19	14.62
Neutral	27	20.77
Agree	34	26.15
Strongly agree	42	32.31
Total	130	100.00



How effective do you find social media platforms in promoting the company's brand image to potential job seekers?		
	Frequency	Percentage
Not effective at all	14	10.77
Slightly effective	19	14.62
Moderately effective	30	23.08
Very effective	29	22.31
Extremely effective	38	29.23
Total	130	100.00

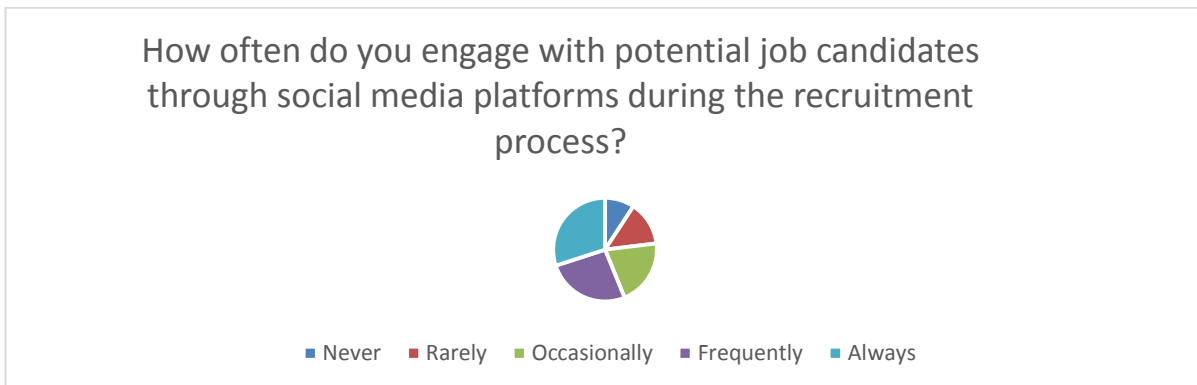


Do you believe that social media marketing positively impacts the perception of the company's culture among potential candidates?		
	Frequency	Percentage
Strongly disagree	15	11.54
Disagree	19	14.62
Neutral	29	22.31
Agree	31	23.85
Strongly agree	36	27.69
Total	130	100.00

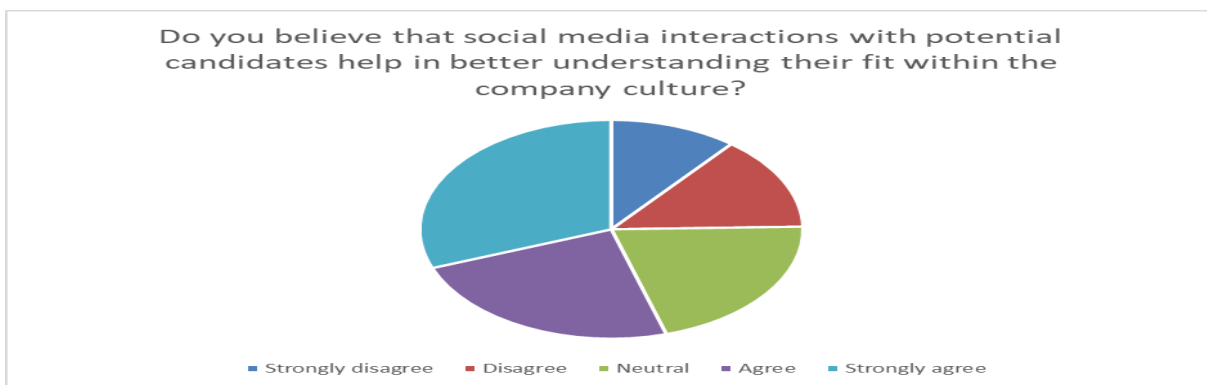


Factor 2: Engagement and Interaction

How often do you engage with potential job candidates through social media platforms during the recruitment process?		
	Frequency	Percentage
Never	12	9.23
Rarely	18	13.85
Occasionally	27	20.77
Frequently	34	26.15
Always	39	30.00
Total	130	100.00

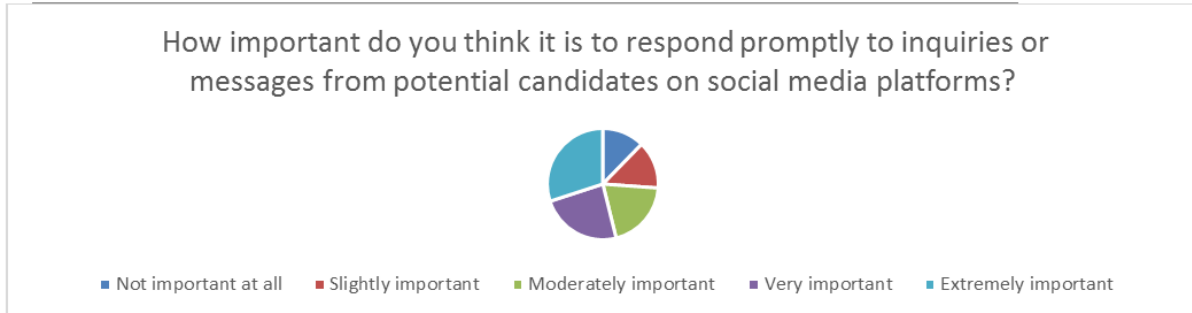


Do you believe that social media interactions with potential candidates help in better understanding their fit within the company culture?		
	Frequency	Percentage
Strongly disagree	14	10.77
Disagree	18	13.85
Neutral	27	20.77
Agree	31	23.85
Strongly agree	40	30.77
Total	130	100.00

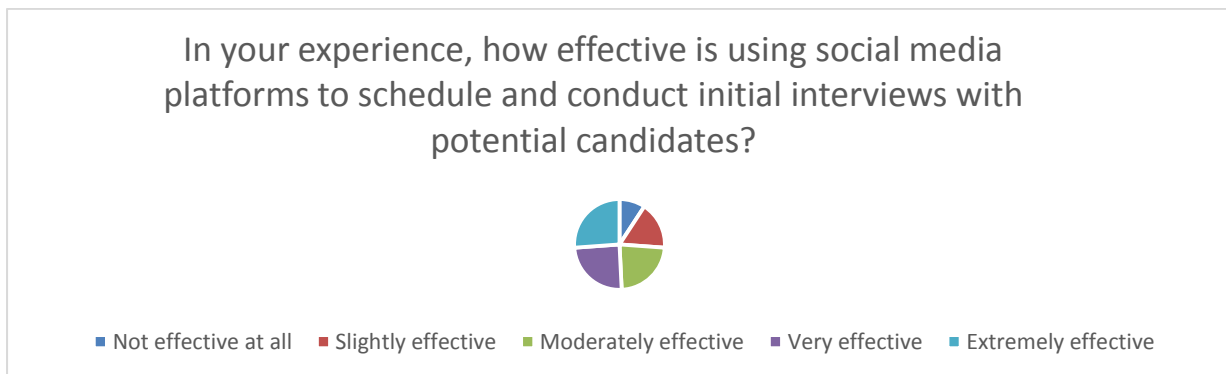


How important do you think it is to respond promptly to inquiries or messages from potential candidates on social media platforms?		
	Frequency	Percentage
Not important at all	16	12.31
Slightly important	18	13.85
Moderately	26	20.00

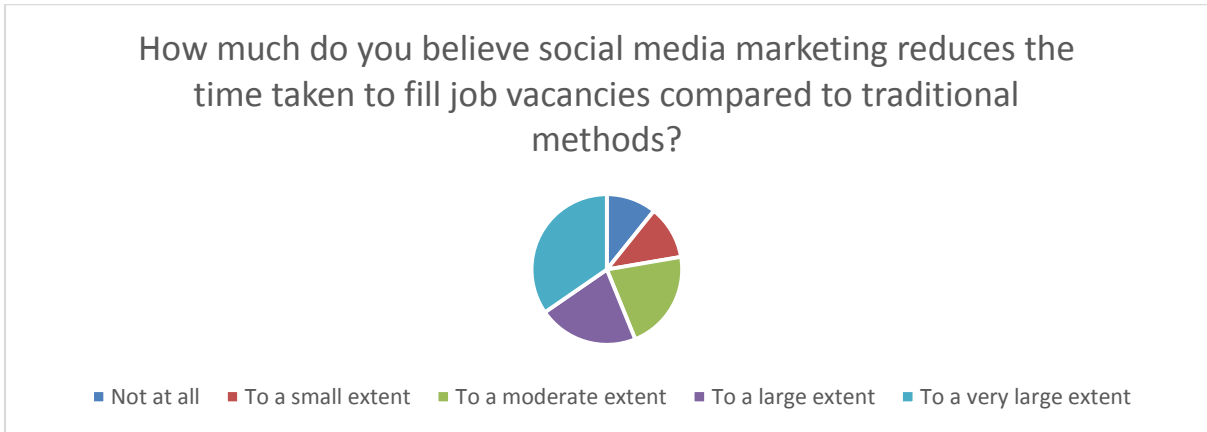
important		
Very important	31	23.85
Extremely important	39	30.00
Total	130	100.00



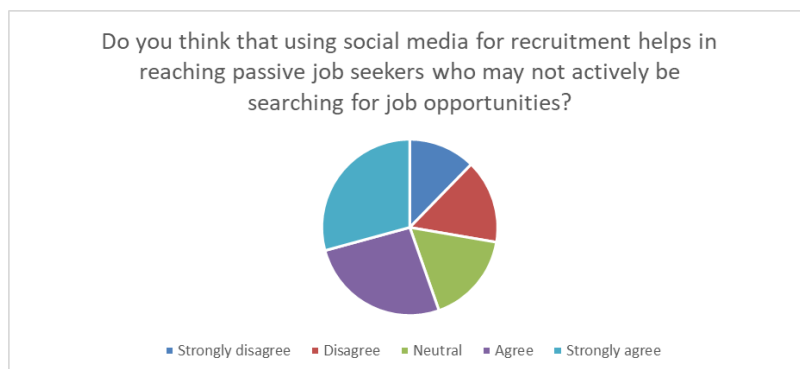
In your experience, how effective is using social media platforms to schedule and conduct initial interviews with potential candidates?		
	Frequency	Percentage
Not effective at all	12	9.23
Slightly effective	22	16.92
Moderately effective	30	23.08
Very effective	32	24.62
Extremely effective	34	26.15
Total	130	100.00



How much do you believe social media marketing reduces the time taken to fill job vacancies compared to traditional methods?		
	Frequency	Percentage
Not at all	14	10.77
To a small extent	15	11.54
To a moderate extent	28	21.54
To a large extent	28	21.54
To a very large extent	45	34.62
Total	130	100.00



Do you think that using social media for recruitment helps in reaching passive job seekers who may not actively be searching for job opportunities?		
	Frequency	Percentage
Strongly disagree	16	12.31
Disagree	20	15.38
Neutral	22	16.92
Agree	34	26.15
Strongly agree	38	29.23
Total	130	100.00



How would you rate the cost-effectiveness of social media marketing compared to traditional recruitment methods?		
	Frequency	Percentage
Much less cost-effective	13	10.00
Less cost-effective	16	12.31
Equally cost-effective	26	20.00
More cost-effective	37	28.46
Much more cost-effective	38	29.23
Total	130	100.00

How would you rate the cost-effectiveness of social media marketing compared to traditional recruitment methods?



- Much less cost-effective
- Less cost-effective
- Equally cost-effective
- More cost-effective
- Much more cost-effective

In your opinion, to what extent does social media marketing improve the quality of candidates recruited compared to traditional methods?

	Frequency	Percentage
Decreases quality	10	7.69
No change in quality	18	13.85
Slightly improves quality	27	20.77
Moderately improves quality	34	26.15
Significantly improves quality	41	31.54
Total	130	100.00

In your opinion, to what extent does social media marketing improve the quality of candidates recruited compared to traditional methods?



- Decreases quality
- No change in quality
- Slightly improves quality
- Moderately improves quality
- Significantly improves quality

Factor 4: Perceived Challenges and Drawbacks

What are the main challenges you face when using social media for employee recruitment?

	Frequency	Percentage
Limited reach	16	12.31
Difficulty in identifying suitable candidates	21	16.15
Maintaining brand consistency across platforms	24	18.46
Negative feedback or reviews on social media	32	24.62
Other (please specify)	37	28.46
Total	130	100.00

What are the main challenges you face when using social media for employee recruitment?



- Limited reach
- Difficulty in identifying suitable candidates
- Maintaining brand consistency across platforms
- Negative feedback or reviews on social media
- Other (please specify)

How concerned are you about the potential biases that may arise in the recruitment process when using social media platforms?

	Frequency	Percentage
Not concerned at all	18	13.85
Slightly concerned	24	18.46
Moderately concerned	28	21.54
Very concerned	29	22.31
Extremely concerned	31	23.85
Total	130	100.00

How concerned are you about the potential biases that may arise in the recruitment process when using social media platforms?



- Not concerned at all
- Slightly concerned
- Moderately concerned
- Very concerned
- Extremely concerned

Have you encountered any legal or compliance issues related to using social media for recruitment purposes?

	Frequency	Percentage
Never	14	10.77
Rarely	18	13.85
Occasionally	24	18.46
Frequently	36	27.69
Always	38	29.23
Total	130	100.00

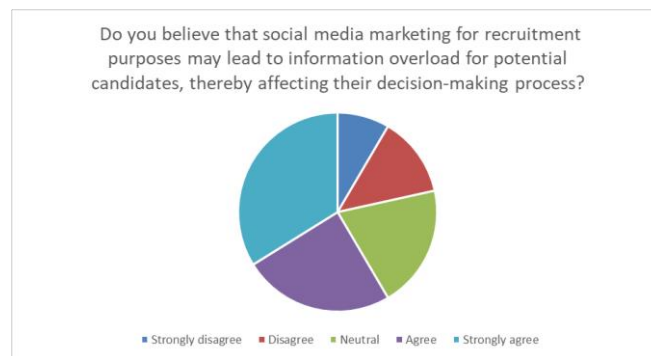
Have you encountered any legal or compliance issues related to using social media for recruitment purposes?



- Never
- Rarely
- Occasionally
- Frequently
- Always

Do you believe that social media marketing for recruitment purposes may lead to information overload for potential candidates, thereby affecting their decision-making process?

	Frequency	Percentage
Strongly disagree	11	8.46
Disagree	17	13.08
Neutral	26	20.00
Agree	32	24.62
Strongly agree	44	33.85
Total	130	100.00



Regression analysis for Hypothesis 1 testing

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.878 ^a	0.77	0.77	1.49
a. Predictors: (Constant), Perception of Social Media				

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	735.33	1.00	735.33	330.69	<.001 ^b
	Residual	217.91	128.00	2.22		
	Total	953.24	129.00			
a. Dependent Variable: Recruitment Process Efficiency						
b. Predictors: (Constant), Perception of social media						

Hypothesis 1:

Null Hypothesis (H0): There is no significant relationship between the perception of social media impact and recruitment process efficiency.

Alternative Hypothesis (H1): There is a significant positive relationship between the perception of social media impact and recruitment process efficiency.

Since the p-value (<0.001) from the ANOVA table is less than the significance level (usually 0.05), we reject the null hypothesis. Therefore, we have sufficient evidence to conclude that there is a significant positive relationship between the perception of social media impact and recruitment process efficiency.

Regression analysis for Hypothesis 2 testing

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.880 ^a	0.774	0.772	1.50185
a. Predictors: (Constant), Engagement and Interaction				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	757.19	1	757.19499	335.7	<.001 ^b
	Residual	221.05	128	2.2555613		
	Total	978.24	129			
a. Dependent Variable: Quality of Candidates Recruited						
b. Predictors: (Constant), Engagement and Interaction						

Hypothesis 2:

Null Hypothesis (H0): There is no significant relationship between engagement and interaction on social media and the quality of candidates recruited.

Alternative Hypothesis (H1): There is a significant positive relationship between engagement and interaction on social media and the quality of candidates recruited.

Since the p-value (<0.001) from the ANOVA table is less than the significance level (usually 0.05), we reject the null hypothesis. Therefore, we have sufficient evidence to conclude that there is a significant positive relationship between engagement and interaction on social media and the quality of candidates recruited.

FINDINGS:

1. Influence of Social Media on Recruitment Process
2. Attracting a Wider Pool of Job Applicants
3. Promoting Company's Brand Image
4. Impact on Perception of Company Culture
5. Engagement Frequency with Potential Job Candidates
6. Understanding Fit within Company Culture
7. Importance of Prompt Responses
8. Effectiveness of Initial Interviews via Social Media
9. Reduction in Time Taken to Fill Job Vacancies
10. Reaching Passive Job Seekers
11. Cost-Effectiveness of Social Media Marketing
12. Impact on Quality of Candidates Recruited
13. Challenges in Social Media Recruitment
14. Concerns about Bias in Recruitment Process
15. Encountering Legal or Compliance Issues

RECOMMENDATIONS

Utilise Targeted Social Media Platforms, optimise Content for Recruitment, Encourage Employee Advocacy, Implement Data-Driven Strategies, Foster Community Engagement, Invest in Employer Branding.

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