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A Study on Employee Engagement through Social Media Tools

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Abstract

In the digital era, social media has emerged as a transformative force in the field of recruitment. Organizations across various industries are increasingly relying on online platforms such as LinkedIn, Facebook, Instagram, and Twitter to identify, attract, and engage potential employees. This study focuses on understanding the significant role social media plays in modern recruitment practices and how it has revolutionized the traditional hiring process. The research aims to examine the ways in which social media helps organizations widen their talent pool, reduce recruitment costs, and improve employer branding. It also explores how candidates use social media to evaluate organizational culture and job opportunities before applying. Social media recruitment facilitates two-way communication between recruiters and job seekers, allowing real-time interaction and feedback. Moreover, it provides HR professionals with deeper insights into candidates' personalities, skills, and professional interests through their digital presence.

Keywords: Social Media, Recruitment, Employer Branding, Online Hiring, Digital HR Practices.

1. Introduction

Recruitment is one of the most vital functions of Human Resource Management (HRM). It involves attracting, identifying, and hiring the right individuals who possess the necessary skills, knowledge, and attitude to contribute effectively to an organization's goals. Traditionally, recruitment relied on conventional methods such as newspaper advertisements, employment agencies, campus placements, and job fairs. However, with the rapid growth of technology and globalization, the process of recruitment has undergone a major transformation. Among all modern innovations, social media has emerged as a powerful and dynamic tool that reshapes the way organizations connect with potential employees. Social media refers to online platforms and applications that allow users to create, share, and exchange information and ideas in virtual communities. Platforms such as LinkedIn, Facebook, Instagram, Twitter (X), and YouTube have become integral to both personal and professional communication. In the context of recruitment, social media enables organizations to reach a larger and more diverse pool of candidates compared to traditional methods. It allows recruiters to post job openings, promote their company culture, interact with applicants, and assess candidates' professional backgrounds in real time.

Here's a detailed version of the "Review of Literature" section for your research paper on "The Role of Social Media in Recruitment", written in the same journal-style structure as IJRTI papers — clear, formal, and well-organized:

2. Review of Literature

- i). **Social Media as a Recruitment Tool:** According to Kaur (2023), social media has become one of the most effective tools for recruitment in the digital era. Her study revealed that more than 80% of companies worldwide use at least one social media platform to attract and engage potential employees. LinkedIn, being a professional networking site, has proven to be the most popular platform among recruiters.
- ii). **The Impact of Social Media on Employer Branding:** Patel and Mehta (2022) examined how social media contributes to employer branding. Their research explained that a company's online presence and reputation directly influence job seekers' decisions to apply for positions. By posting about company culture, achievements, and employee testimonials, organizations can attract candidates who align with their values and work culture.

iii). **Digital Transformation and Artificial Intelligence in Recruitment:** In a study by Gupta (2024), the author highlighted how digital transformation and artificial intelligence (AI) are reshaping recruitment processes. The integration of AI with social media platforms allows recruiters to filter applications, analyze candidate profiles, and match job descriptions more efficiently. Gupta emphasized that using AI tools in social media recruitment reduces human error and ensures better decision-making.

iv). **Candidate's Perspective on Social Media Recruitment:** Rao (2023) explored the role of social media recruitment from the candidate's point of view. The research found that job seekers prefer applying through social media because it is more convenient and transparent. Candidates use these platforms not only to search for job openings but also to understand company culture, leadership style, and career growth opportunities.

v). **Ethical and Privacy Concerns in Social Media Hiring:** A study conducted by Thomas (2023) focused on the ethical challenges associated with social media recruitment. The research highlighted that while recruiters use online profiles to assess potential candidates, there is a fine line between professional evaluation and invasion of privacy. The study suggested that organizations must develop ethical guidelines to ensure fairness and transparency in the recruitment process.

vi). **Social Media Recruitment and Organizational Performance:** Sharma (2025) examined the link between social media recruitment and organizational performance. The findings revealed that organizations using social media for recruitment not only hire faster but also achieve better employee retention and engagement. Social media allows recruiters to target candidates who fit the company's culture and long-term goals, leading to improved job satisfaction and productivity. Sharma concluded that social media recruitment is not just a hiring strategy but a tool that enhances overall organizational effectiveness.

3. Research Questions:

i). Age

- 18-25
- 25-30
- 30-45
- Above45

ii). Gender

- Female
- Male
- Not prefer to say

iii). Occupation

- Student
- Employed
- Unemployed
- Self-employed
- Others

iv). Will you ever use social media to search for job opportunity?

- Yes
- No

- Maybe

v). Do you believe that employee might look at your social media profile before hiring?

- Yes, definitely
- No
- Not sure
- Maybe

vi). Do you believe social media improves your employer branding?

- Yes, significantly
- Yes, moderately
- Natural
- Slightly
- Not at all

vii). Which social media platform you primarily use for recruitment?

- LinkedIn
- Facebook
- Instagram
- Twitter/X
- WhatsApp/Telegram groups
- Others: ____

viii).What do you think is the biggest benefit of using social for job search?

- Easy access to opportunities
- Faster communication with employers
- Better networking with professionals
- Understanding company culture
- Other: ____

ix). Does your organization use social media recruitment?

- Yes
- No
- Not sure
- Not at all

x). How effective do you find a social media platform for reaching potential candidates?

- Very effective
- Effective
- Natural
- Ineffective
- Very ineffective

xi). Social media has reduced the time taking to hire new employees?

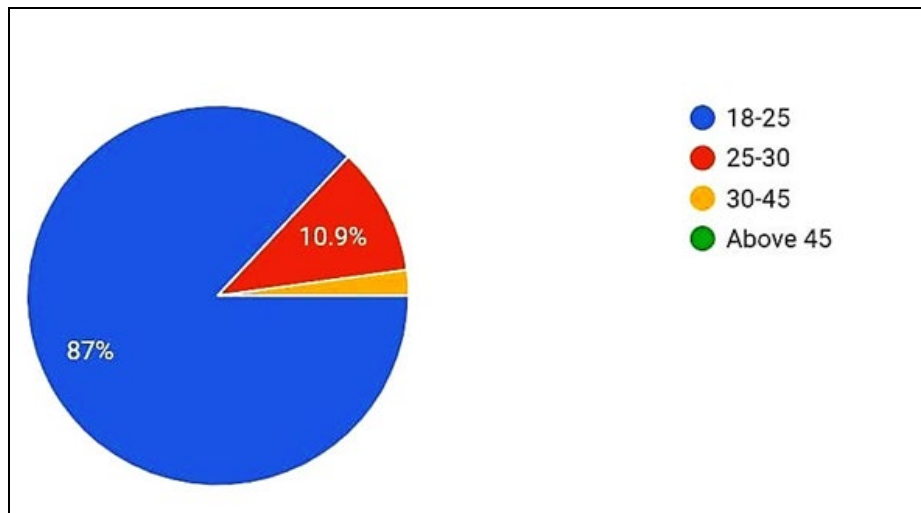
- Strongly agree
- Agree
- Natural
- Disagree
- Strongly disagree

xii). Do you provide training to HR staff on ethical views of social for recruitment?

- Yes
- No
- Others

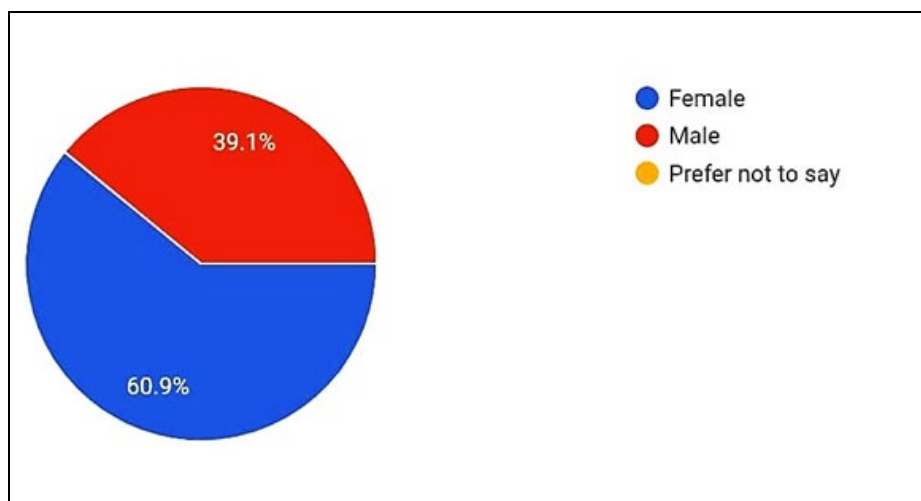
4. Findings

i). Age



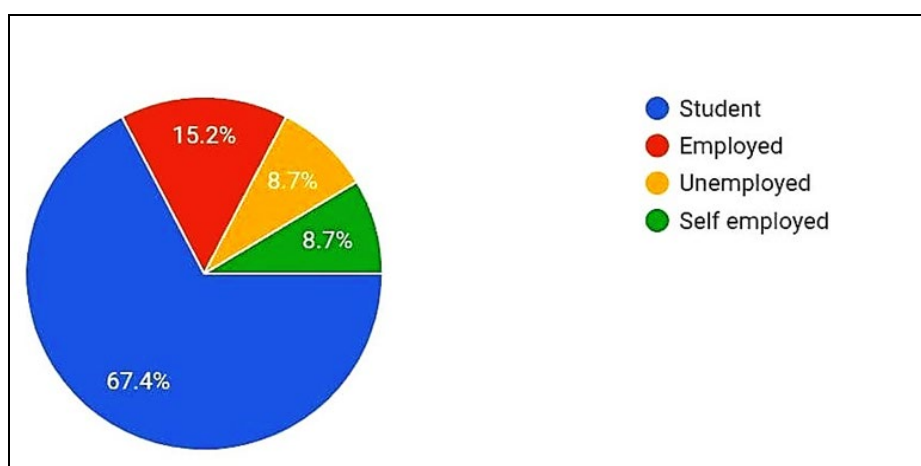
Among the selected population of respondents, The data clearly shows that the 18-25 age group makes up the overwhelming majority at 87%.

ii). Gender

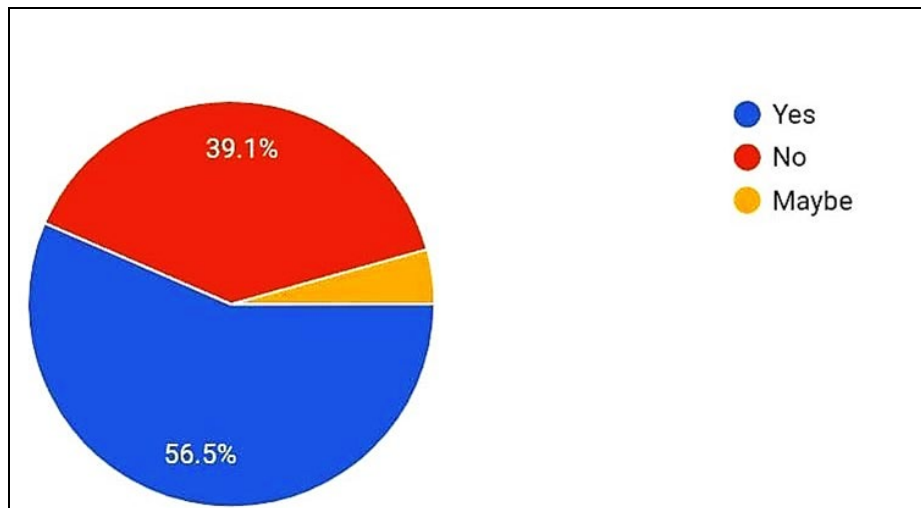


Among the selected population of respondents, The data shows that Female respondents make up the majority at 60.9%.

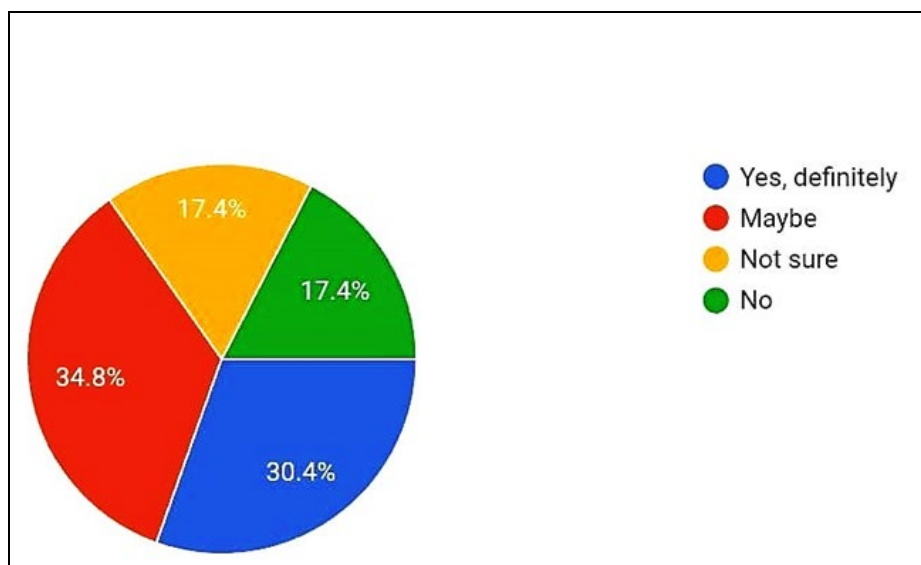
iii). Occupation



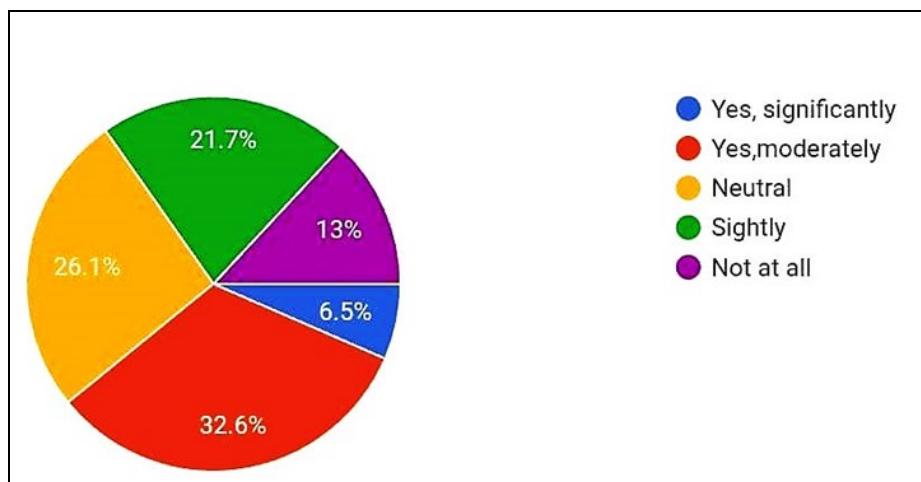
Among the selected population of respondents, The data indicates that the majority of the respondents, over two-thirds, are Students.

iv). Use of social media

Among the selected population of respondents, The majority of the responses, over half, were "Yes" at 56.5%.

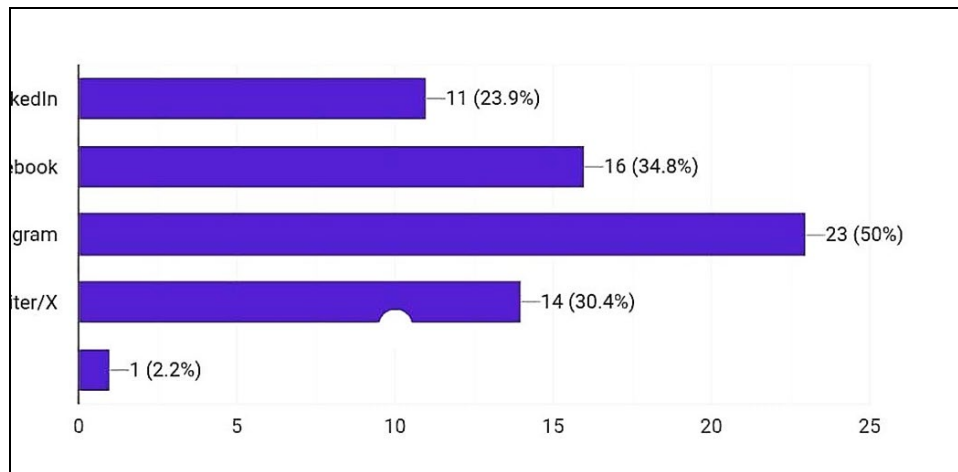
v). Social media profile

Among the selected population of respondents, the largest response category is "Maybe" at 34.8%.

vi). Employer branding

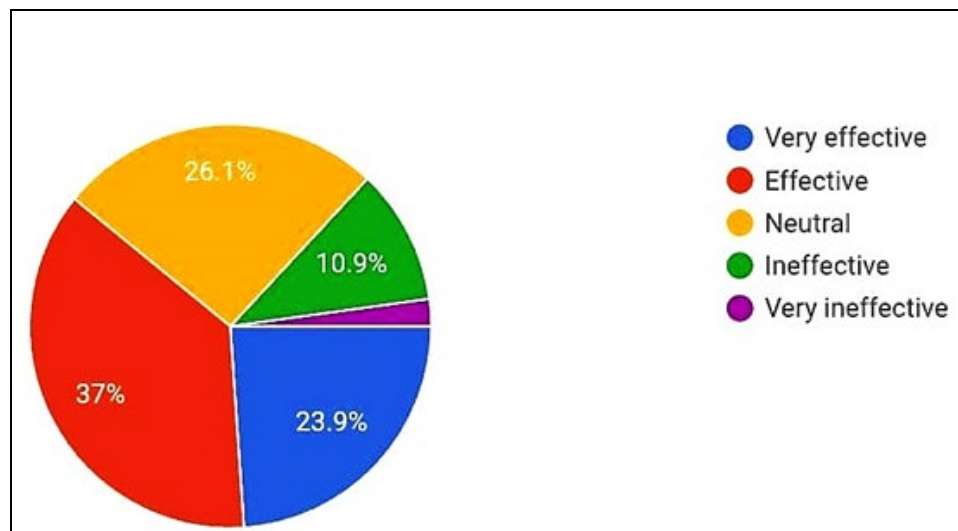
Among the selected population of respondents, The most frequent response is "Yes, moderately" at 32.6%.

vii). Primary use of recruitment



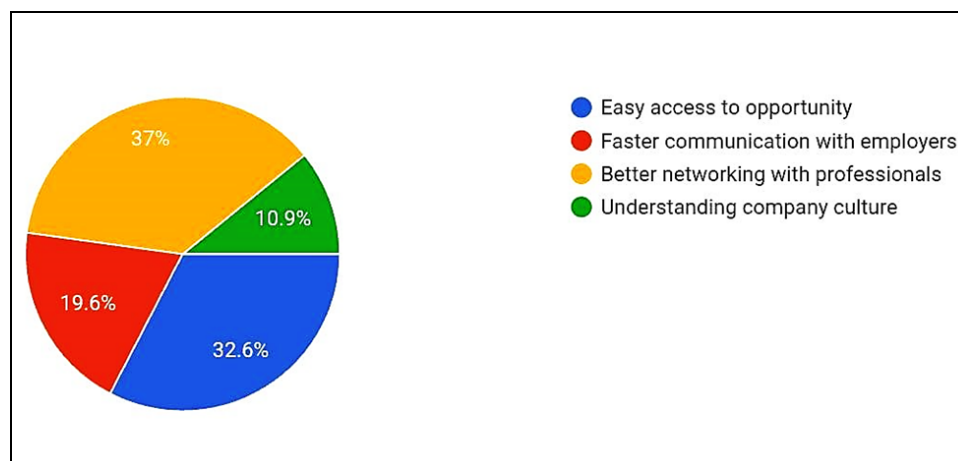
Among the selected population of respondents, The most frequently used platform for recruitment is Instagram, accounting for 50% of the responses.

viii). Biggest benefits of using SM

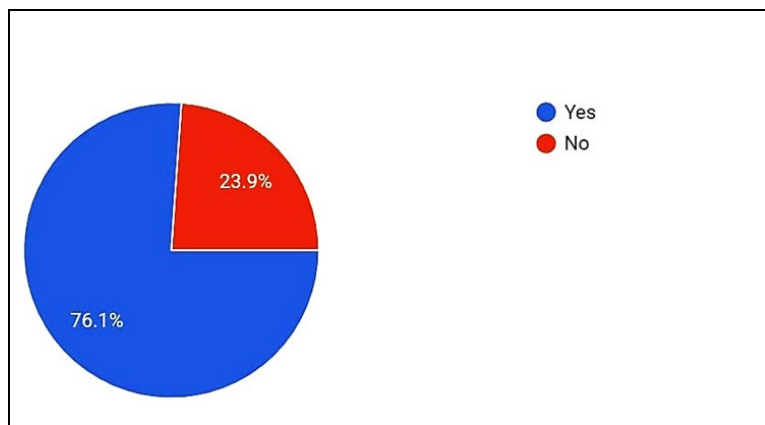


Among the selected population of respondents, The majority of respondents found the subject to be Effective (37%) or Very effective (23.9%), totaling 60.9% in positive effectiveness ratings.

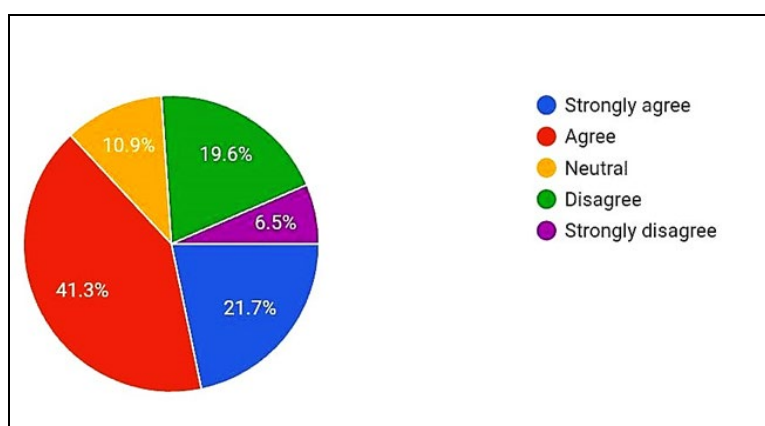
ix). Organisation using of social media



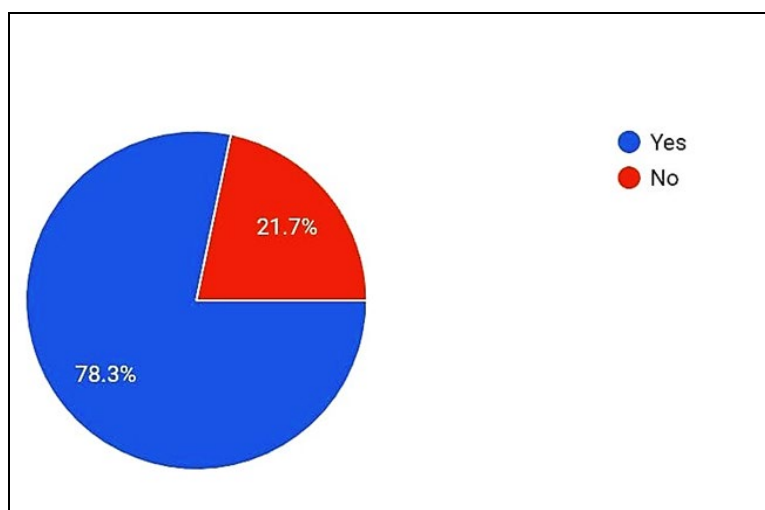
Among the selected population of respondents, the most frequently cited benefit is "Better networking with professionals" at 37%.

x). Reaching potential candidates

Among the selected population of respondents, The vast majority of respondents, 76.1%, answered "Yes".

xi). Time taking to hire employee

Among the selected population of respondents, The majority of respondents express agreement, with 63.0% (Strongly Agree + Agree) supporting the statement.

xii). Training to HR staff

Among the selected population of respondents, the vast majority of respondents, 78.3%, answered "Yes".

5. Analysis

The analysis shows that most respondents believe social media makes recruitment faster, easier, and more effective. Platforms like LinkedIn are the most preferred for professional hiring. Many agree it helps companies reach a

wide range of candidates and understand their personalities through online profiles. However, some still worry about fake accounts and data privacy. Overall, social media is seen as a powerful and reliable tool for modern recruitment.

6. Conclusion

Social media has become a key tool in modern recruitment, helping organizations reach more candidates quickly and at a lower cost. Platforms like LinkedIn and Facebook make hiring faster and more transparent. Though challenges like fake profiles and privacy issues exist, the overall impact of social media on recruitment is highly positive. It improves communication, branding, and efficiency, making it an essential part of today's hiring process.

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