

# A Study of Role of Social Media in the Recruitment and Selection Process

Anjali Tulsyan<sup>1</sup>, Dr. Sumita Dave<sup>2</sup>

Post Graduate Student, Amity Business School, Amity University Chhattisgarh<sup>1</sup>

Professor, Director, Amity Business School, Amity University Chhattisgarh<sup>2</sup>

## ABSTRACT

This study explores the transformative role of social media in modern recruitment practices, with a specific focus on Sarda Group's "Vachan" initiative. Social media platforms like LinkedIn, Facebook, and Twitter have redefined traditional hiring by enabling broader candidate reach, real-time engagement, and enhanced employer branding. Leveraging a mixed-methods approach, including quantitative analysis of social media recruitment data and qualitative interviews with HR managers, the research highlights how Sarda Group has used these platforms to attract talent, streamline recruitment, and align hires with organizational culture and values. The findings reveal that social media improves recruitment efficiency, enhances employer visibility, and provides insights into candidate profiles, enabling better hiring decisions. However, challenges such as data privacy, potential biases, and ethical considerations persist. This study concludes that while social media is a powerful tool for recruitment, organizations must continuously adapt strategies to address emerging challenges and optimize its use responsibly. The insights provide a framework for leveraging social media effectively in recruitment, emphasizing transparency, ethical practices, and strategic integration.

## INTRODUCTION

Recruitment is a critical aspect of human resource management, involving the identification, attraction, and selection of suitable candidates for organizational roles. Effective recruitment is essential for maintaining a competitive edge and achieving business goals. This study focuses on analyzing the recruitment process of Benchmark, with particular emphasis on the growing role of social media in enhancing recruitment effectiveness, understanding its challenges, and exploring future trends.

Social media platforms like LinkedIn, Facebook, and Twitter have transformed recruitment by expanding candidate reach, facilitating engagement, and enabling employer branding. The recruitment process includes stages such as planning, job analysis, sourcing, hiring, and onboarding. Various sourcing techniques, including social media recruiting, employee referrals, and campus recruitment, play crucial roles in identifying and attracting talent.

Despite its benefits, social media recruitment presents challenges, including data privacy concerns, authenticity issues, unconscious bias, and technical complexities. Organizations must address these challenges by adopting ethical practices, implementing clear policies, and ensuring transparency in their recruitment strategies.

## Literature Review

A study by Nikolaou (2014) highlights how LinkedIn has become a preferred platform for professional hiring due to its extensive network and features tailored to job seekers and recruiters alike.

Girard and Fallery (2016), social media has helped companies increase diversity by allowing targeted recruitment of underrepresented groups. This aligns with Sarda Dairy's goal to attract candidates for both specialized roles (e.g., quality assurance) and general roles in operations and logistics.

Blacksmith and Poepelman (2014) suggests that recruiters should be cautious about using personal social media profiles in hiring decisions, as they may not accurately reflect candidates' professional skills. For Sarda Dairy, these challenges are relevant as it seeks to balance a broad reach with privacy considerations and accurate candidate assessment.

Studies by Dessler (2015) and Rees and Smith (2020) confirm that social media allows companies to manage staffing needs dynamically, which is beneficial for industries with fluctuating production demands.

## Research Methodology

This study uses a descriptive design to explore social media's role in Sarda Dairy's recruitment process, focusing on efficiency, candidate diversity, and employer branding. A mixed-methods approach combines surveys, interviews, and social media analysis for data collection.

### **Sampling**

Purposive sampling targeted 10 HR professionals, 5 hiring managers, and 50 job candidates from a population of 30 recruitment team members and 150 candidates in the dairy industry.

### **Data Collection & Analysis**

- **Surveys:** Gathered quantitative data on social media usage and recruitment preferences.
- **Interviews:** Provided qualitative insights from HR managers.
- **Social Media Analysis:** Assessed engagement and branding on LinkedIn, Facebook. Quantitative data was analyzed using statistical tools, while thematic analysis identified key qualitative insights.

### **Limitations**

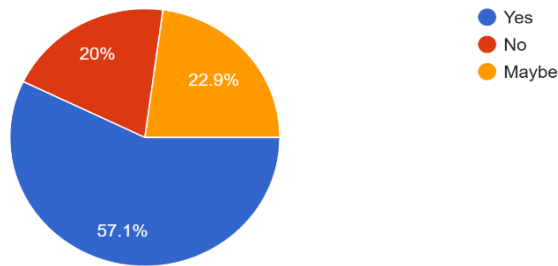
The study is limited by its small sample size, reliance on self-reported data, and focus on specific platforms.

## DATA ANALYSIS & INTERPRETATION

### Question 01.

Do you actively use social media platforms for recruitment purposes?

35 responses

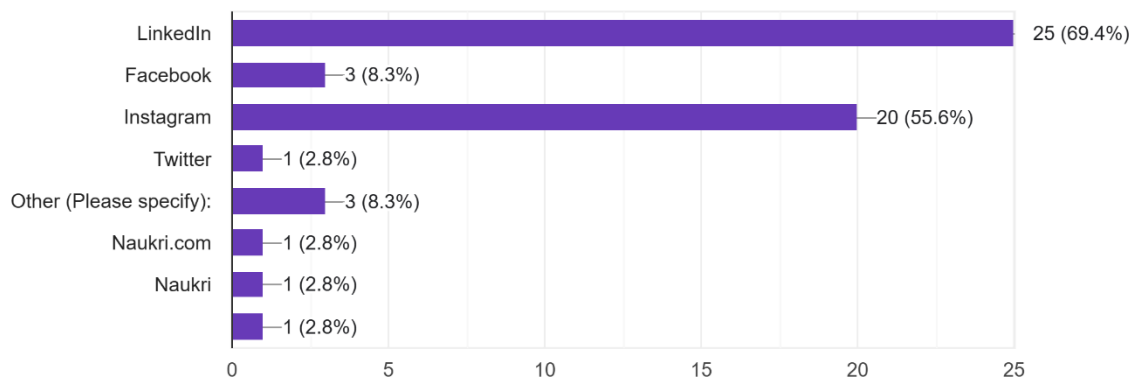


**Observation:** The majority of respondents (57.1%) actively use social media platforms for recruitment purposes. A smaller percentage (22.9%) do not use social media for recruitment, and 20% are unsure or use it occasionally.

### Question 02.

Which social media platforms do you use most frequently for recruitment? (Select all that apply)

36 responses



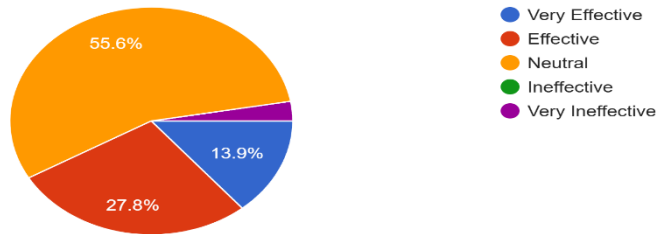
**Observation:** The chart shows the frequency of social media platforms used for recruitment.

- \* LinkedIn is the most popular platform, used by 69.4% of respondents.
- \* Instagram is the second most popular, used by 55.6% of respondents.
- \* Facebook, Twitter, and other platforms have lower usage.

### Question 03

How effective do you find social media in identifying suitable candidates?

36 responses

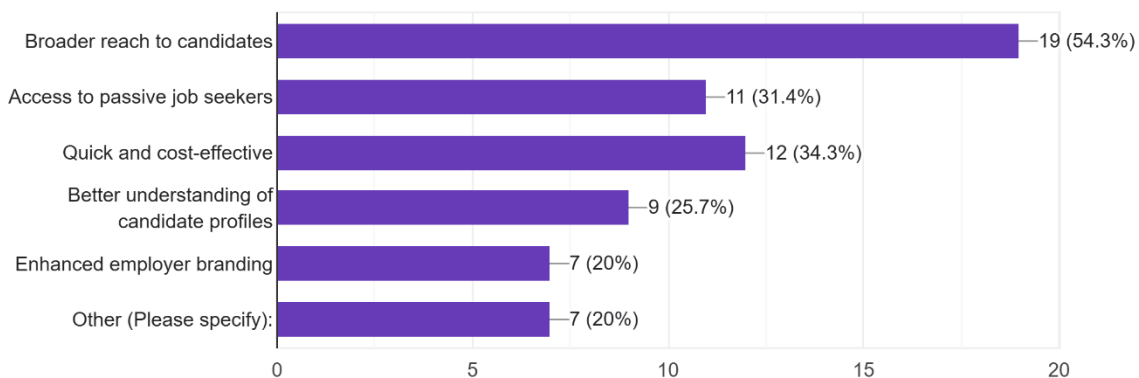


Observation: The majority of respondents (55.6%) consider social media very effective for identifying suitable candidates, with 27.8% rating it as effective. A smaller portion (13.9%) view it neutrally, and no respondents find it ineffective or very ineffective

### Question 04.

What benefits do you perceive in using social media for recruitment? (Select all that apply)

35 responses

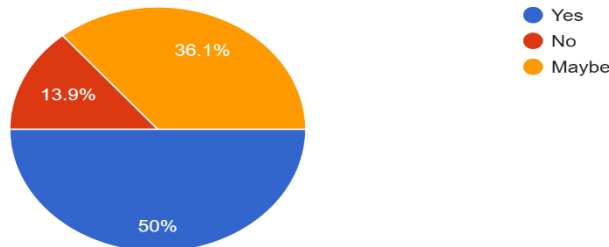


**Observation:** The chart shows the benefits of using social media for recruitment, based on 35 responses. The most popular benefit is a "broader reach to candidates" (54%), followed by "quick and cost-effective" (34.3%) and "access to passive job seekers" (31.4%).

Question 05.

Have you noticed an improvement in the quality of hires through social media recruitment?

36 responses

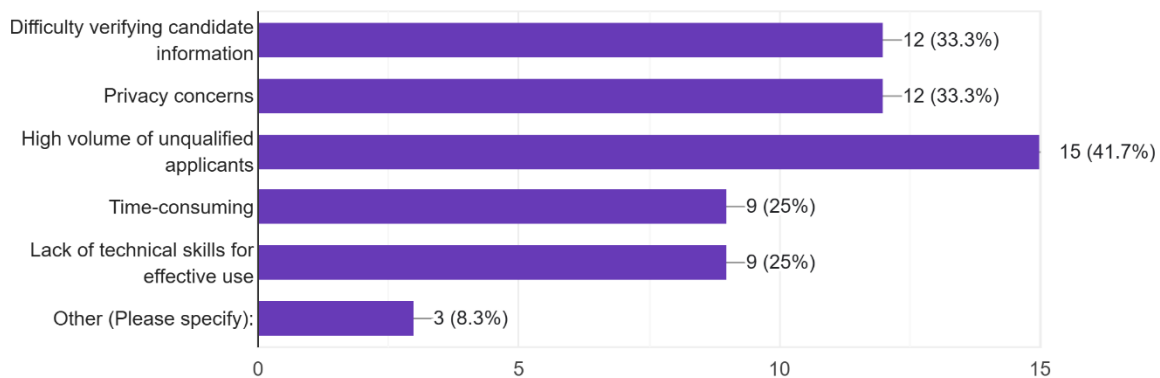


**Observation:** The chart shows the results of a survey asking about the improvement in the quality of hires through social media recruitment. 50% of respondents said Yes, 13.9% said No, 36.1% said Maybe

Question 07.

What challenges do you face while using social media for recruitment? (Select all that apply)

36 responses

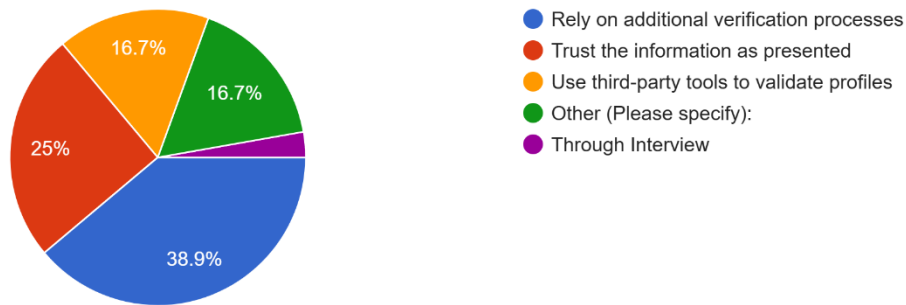


**Observation:** The chart highlights key challenges in using social media for recruitment. The most prominent issue is the high volume of unqualified applications (41.7%). Privacy concerns and difficulties in verifying candidates impact 33.3% of respondents. Less common challenges include being time-consuming and the lack of technical skills, each cited by 25% of participants.

Question 08.

How do you handle the authenticity of candidate information found on social media?

36 responses

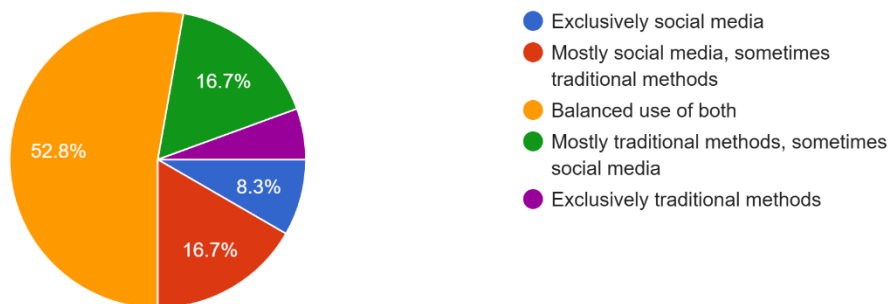


**Observation:** The chart shows how people handle the authenticity of candidate information found on social media. The most common response is to rely on additional verification processes, followed by trusting the information as presented.

Question 09

How often do you use social media compared to traditional recruitment methods?

36 responses

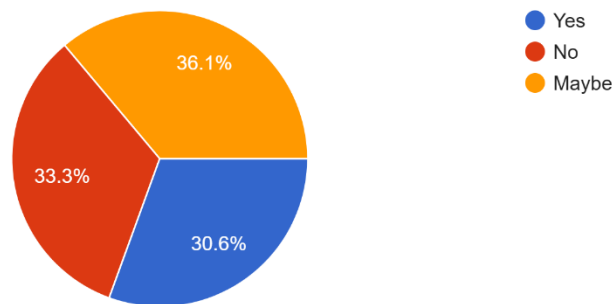


**Observation:** The pie chart shows how respondents use social media and traditional methods for recruitment. The majority prefer a balanced approach, using both methods.

Question 10.

Do you believe social media platforms can fully replace traditional recruitment methods in the future?

36 responses

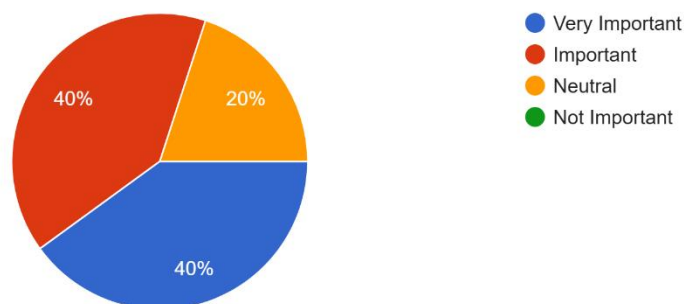


**Observation:** The pie chart shows how respondents feel about social media replacing traditional recruitment method. There is a split between those who think it can (36.1%), those who think it can't (33.3%), and those who are unsure (30.6%).

Question 11.

How important is a company's social media presence for attracting top talent?

35 responses

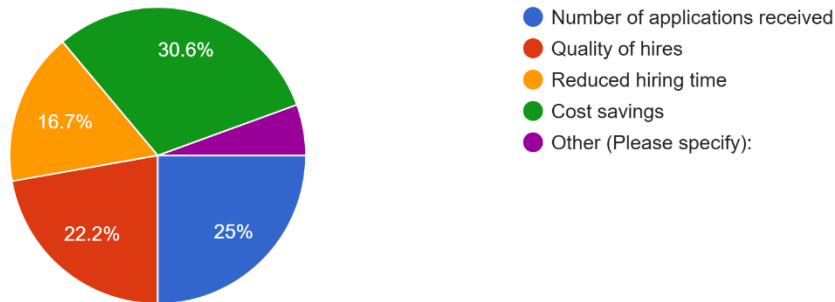


**Observation:** The chart shows how people evaluate the success of their social media recruitment strategies. The most common metric is the number of applications received (30.6%), followed by cost savings (25%) and quality of hires (22.2%).

### Question 12

How do you evaluate the success of your social media recruitment strategies?

36 responses

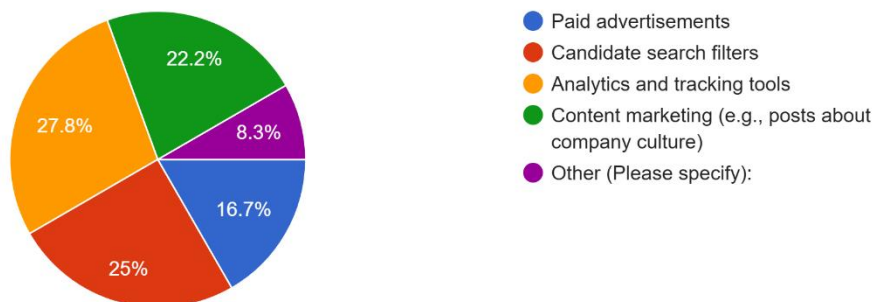


**Observation:** The chart shows that 80% of respondents think a company's social media presence is important for attracting top talent, with 40% considering it very important.

### Question 13.

What tools or techniques do you use to optimize social media recruitment?

36 responses



**Observation:** The chart shows how companies optimize social media recruitment. Paid advertisements are the most popular tool, used by 27.8% of respondents, followed by content marketing and candidate search filters.



## **CONCLUSIONS**

Social media has revolutionized recruitment by providing unparalleled reach, cost-efficiency, and engagement. Platforms like LinkedIn and Instagram enable recruiters to connect with diverse candidates, particularly younger demographics, while highlighting the importance of employer branding in attracting top talent. Despite its advantages, challenges such as unqualified applications, privacy concerns, and the need for technical skills persist. A hybrid recruitment approach—integrating social media's strengths with traditional methods—emerges as the most effective strategy. To ensure sustained success, organizations must adapt to emerging trends, leverage data-driven insights, and address key challenges to optimize recruitment outcomes.

## **REFERENCE**

- [Literature review](#)
- [Company Profile](#)
- [Literature Review](#)
- [ResearchGate](#)