

# A Study on the Role of social Media in Talent Acquisition with a Reference to Opulence Co-Working Pvt Ltd

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**Abstract** -: This study examines the role of social media in talent acquisition with reference to Opulence Co-Working Pvt Ltd. The primary objective is to analyse the effectiveness of platforms such as LinkedIn and Naukri.com in sourcing, screening, and selecting candidates. Primary data was collected from 170 respondents using structured questionnaires, ensuring diverse perspectives on recruitment practices. To interpret the findings, statistical tools including Percentage Analysis, Chi-Square Test, Correlation Analysis, Mann–Whitney U Test, Kruskal–Wallis Test, and Weighted Average Method were employed to identify relationships and patterns among variables. The results reveal that social media significantly enhances recruitment efficiency by expanding candidate reach, strengthening employer branding, and reducing both time and cost in the hiring process. However, challenges such as fake profiles, irrelevant applications, increased workload for HR professionals, and concerns regarding candidate quality were also identified. The study concludes that effective implementation, structured recruitment processes, proper verification methods, and continuous monitoring are essential to improve recruitment outcomes and overall hiring efficiency.

**Key Words:** Social Media Recruitment, Talent Acquisition, LinkedIn, Naukri.com, Employer Branding, Recruitment Efficiency, HR Challenges.

## INTRODUCTION

Talent acquisition has become a strategic priority for organizations striving to remain competitive in today's dynamic business environment, and the rapid growth of digital platforms has transformed recruitment practices by positioning social media as a powerful tool for connecting with potential candidates. Platforms such as LinkedIn, Facebook, and Instagram have evolved beyond networking spaces into effective recruitment channels that enable companies to access wider talent pools, engage passive candidates, and strengthen employer branding. For Opulence Co-Working Pvt Ltd, which emphasizes professionalism and innovation in its recruitment practices, social media has become an essential component of its talent acquisition strategy, as

traditional recruitment methods alone are insufficient in a market characterized by intense competition and shifting candidate expectations. By integrating social media, Opulence seeks to attract, evaluate, and retain talent more effectively, though challenges such as fake profiles, irrelevant applications, and data privacy concerns highlight the need for structured screening mechanisms and balanced judgment. This study therefore aims to analyse how Opulence leverages social media platforms to source candidates, assess their quality, and measure recruitment outcomes, while underscoring both the opportunities and limitations of social media and offering practical insights into how organizations can harness digital recruitment for sustainable growth.

## NEED OF THE STUDY

1. To understand the growing importance of social media in modern talent acquisition practices.
2. To examine the use of social media platforms by opulence for sourcing and recruiting candidates.
3. To analyze the effectiveness of platforms like LinkedIn and Naukri.com in identifying suitable candidates.
4. To evaluate the impact of social media recruitment on the quality of hiring.
5. To study the extent to which social media reduces recruitment time and cost compared to traditional methods.
6. To identify the challenges faced by hr professionals in using social media for recruitment and its role in supporting employer branding at opulence.

## OBJECTIVES OF THE STUDY

- To identify the role of social media platforms in talent acquisition at opulence.
- To analyze the effectiveness of social media platforms in sourcing and screening candidates.
- To evaluate the impact of social media recruitment on candidate quality and selection.

- To study the challenges faced by HR while returning through social media platforms.

## SCOPE OF THE STUDY

1. The study is limited to examining the role of social media in the talent acquisition process at Opulence Co-Working Pvt. Ltd.
2. It focuses on the use of platforms such as LinkedIn and Naukri for sourcing, screening, and selecting candidates.
3. It evaluates the effectiveness of social media recruitment in terms of candidate quality, cost efficiency, time reduction, and overall hiring performance.
4. The scope includes HR practices related to online recruitment such as digital communication, employer branding, and candidate engagement.
5. The study is confined to recruitment activities within Opulence and does not extend to other HR functions like training, performance appraisal, or compensation management.

## REVIEW OF LITERATURE

### 1. Sharma, R. & Gupta, P. (2020) – Impact of Social Media Platforms on Recruitment Efficiency

This study examined how social media platforms improve recruitment speed and efficiency. It found that LinkedIn helps HR professionals identify suitable candidates quickly through advanced search filters and networking tools. Structured social media recruitment improves hiring outcomes and organizational performance.

### 2. Kumar, R. & Singh, D. (2022) – LinkedIn as a Strategic Tool for Talent Acquisition

The study identified LinkedIn as the most preferred platform for professional recruitment. Keyword-based searches, networking opportunities, and faster shortlisting improve talent acquisition strategies and candidate quality.

### 3. Mishra, D. & Jain, P. (2023) – Employer Branding through LinkedIn and Its Impact on Recruitment

This research showed that regular company updates and professional content on LinkedIn attract more candidates. Strong employer branding leads to improved hiring performance.

### 4. Sethi, R. & Deshmukh, A. (2024) – Role of LinkedIn in Professional Recruitment Practices

The study found that LinkedIn reduces time-to-hire through updated candidate databases and advanced filters. It supports structured recruitment and better talent acquisition outcomes.

### 5. Banerjee, A. & Chatterjee, S. (2026) – Social Media Recruitment and Talent Quality Enhancement

This study concluded that social media recruitment improves talent quality, employer branding, and hiring efficiency while reducing time-to-hire.

## RESEARCH METHODOLOGY

## RESEARCH DESIGN

Research design is the blueprint of the study that explains how data will be collected, measured, and analyzed. For this study, a structured research design is adopted to gather information from employees and HR professionals regarding the use of social media in recruitment and talent acquisition at Opulence

## DESCRIPTIVE RESEARCH

The present study uses a Descriptive Research Design. Descriptive research design is used to describe the characteristics of a population or phenomenon. It focuses on observing and documenting the current situation without manipulating variables.

In this study, descriptive research helps in understanding how social media platforms such as LinkedIn and Naukri.com are used in the recruitment process at Opulence and how effective they are in talent acquisition.

## DATA COLLECTION

**Primary Data:** Collected through structured questionnaires distributed among employees and HR personnel.

**Secondary Data:** Collected from journals, books, company records, and relevant online sources.

## SAMPLING METHOD

The study uses non-probability sampling.

## SAMPLING TECHNIQUE

Convenience sampling was adopted, where respondents were selected based on accessibility, availability, and willingness to participate.

## SAMPLESIZE

A total of 170 employees and HR professionals of Opulence Co-Working Pvt Ltd were selected as respondents. The sample size is considered adequate to represent the population.

## STATISTICAL TOOLS USED

The gathered information was examined using:

- The Mann-Whitney U Test
- The Kruskal-Wallis H Test
- Correlation of Spearman Rank
- Chi – Square test

## DATA ANALYSIS

The collected data were analyzed using statistical tools to interpret employee responses

**Percentage = (Number of Respondents / Total Respondents) × 100**

**RESULTS & DISCUSSION**

**Table -1: MANN – WHITNEY U TEST RESULT**

Ranks				
	Gender	N	Mean Rank	Sum of Ranks
19. Social media recruitment requires additional training for HR staff.	1	120	83.47	10016.00
	2	50	90.38	4519.00
	Total	170		
20. Using Social media for recruitment offers more advantages than disadvantages.	1	120	83.06	9967.50
	2	50	91.35	4567.50
	Total	170		

The Mann–Whitney U test was conducted to examine the difference between male and female respondents regarding training requirements and the advantages of social media recruitment. For training requirements (Q19), the p-value is 0.382, and for perceived advantages (Q20), the p-value is 0.275. Since both p-values are greater than 0.05, the results indicate that there is no statistically significant difference between the groups. The mean ranks are also relatively close, showing similar responses from both genders.

**Table 2 : Chi-Square Tests**

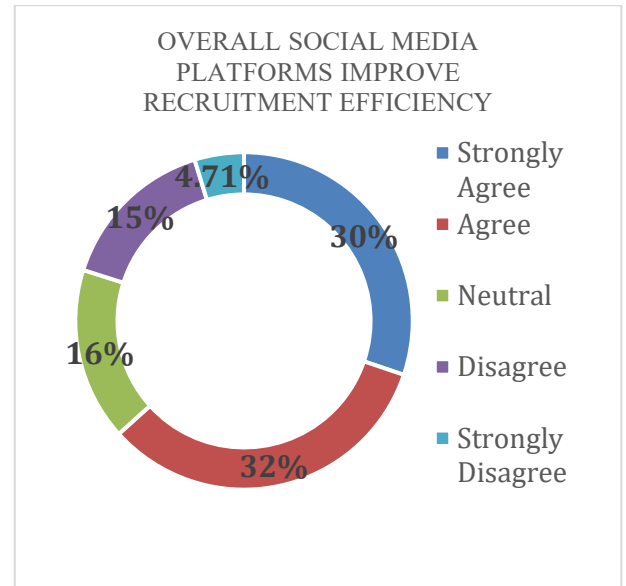
Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.594 <sup>a</sup>	4	.072
Likelihood Ratio	9.569	4	.048
Linear-by-Linear Association	4.720	1	.030
N of Valid Cases	170		

- a. 4 cells (40.0%) have expected count less than 5.
- b. The minimum expected count is .59.

The Chi-Square test was conducted to examine the association between age group and the use of social media platforms for recruitment. The results show that the Pearson Chi-Square value is 8.594 with 4 degrees of freedom and a p-value of 0.072. Since the p-value is greater than 0.05, the result is not statistically significant. Although the Likelihood Ratio (p = 0.048) and Linear-by-Linear Association (p = 0.030) indicate some level of

significance, the Pearson Chi-Square result is primarily considered for interpretation. Therefore, overall results indicate no strong association between the variables

**FIG NO: OVERALL, SOCIAL MEDIA PLATFORMS IMPROVE RECRUITMENT EFFICIENCY.**



The above table indicates that 16.6% of the respondents strongly agree with the given statement, showing a positive opinion among a section of the respondents. Further, 15.4% of the respondents agree, which also reflects favourable perception. A considerable 30.2% of the respondents remain neutral, indicating neither agreement nor disagreement. The highest proportion, 33.1% of the respondents, disagree with the statement, showing an unfavourable opinion. In addition, 4.7% of the respondents strongly disagree, representing a small section with a highly negative view. Overall, the table reveals that a larger percentage of respondents hold a negative opinion when compared to those expressing agreement.

**SUGGESTIONS**

Based on the findings, it is suggested that the organization should strengthen its social media recruitment strategies, as most respondents prefer and use these platforms. Greater focus should be given to platforms like Naukri.com and LinkedIn, along with expanding their use in screening and interview processes. The company should address challenges such as fake profiles through proper verification methods and reduce HR workload by using automation tools. Regular training should also be provided to HR staff to improve efficiency. Overall, by improving processes and leveraging the advantages of social media, the organization can enhance the

effectiveness of its recruitment system. In addition, the organization should focus on improving the quality of candidates sourced through social media by adopting better filtering and assessment techniques. Since many respondents reported challenges and mixed opinions on efficiency, clear recruitment guidelines and structured processes should be implemented. Expanding the use of multiple social media platforms can help reach a wider and more diverse talent pool. By continuously monitoring recruitment outcomes and making necessary improvements, the organization can ensure a more effective and reliable talent acquisition process.

## CONCLUSION

The study concludes that social media plays a significant role in modern recruitment and talent acquisition. A majority of the respondents indicated that platforms such as Naukri.com and LinkedIn are widely used for sourcing candidates and reaching a larger talent pool. Social media has made the recruitment process faster and more accessible, especially in the initial stages like sourcing and employer branding. It has also contributed to improving candidate quality and reducing recruitment costs to some extent, making it an important tool for organizations. The study further identifies significant challenges associated with social media recruitment, including fake profiles, increased workload for HR professionals, and the need for additional training. Some respondents expressed concerns about its overall efficiency and the performance of candidates sourced through these platforms. Therefore, while social media offers several advantages, organizations must address these challenges by adopting proper verification methods, improving screening techniques, and implementing structured recruitment strategies to maximize its effectiveness.

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