A Study on Impact of Social Media on Careernet Technologies

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Abstract*: The research examines the impact of social media on recruitment practices at Careernet Technologies Pvt Ltd., one of India's top talent acquisition companies. With social media platforms such as LinkedIn and Facebook changing the way companies hire, the study assesses the contribution of social media to improving recruitment efficiency, employer branding, candidate engagement, and business outreach. Statistical techniques like ANOVA indicate strong positive effects, while cluster analysis and decision tree indicate dominant factors driving job application behavior—post frequency, transparency, and employer image. While social media increases engagement and reach, overdependence is problematic in terms of candidate quality evaluation. The study suggests a hybrid recruitment strategy, combining social and conventional methods, with dynamic branding and data-driven strategies. Overall, the research highlights the importance of ensuring a responsive, content-led social media presence to engage and attract talent successfully in the digital age.*

Keywords: Social Media Recruitment, Employer Branding, Candidate Engagement, Decision Tree Analysis

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