

Analysis of Social Media Campaigns and their Influence on Talent Attraction

Anchal Awari and Dr. Priyadarshani Keshtty

G H Raisoni College of Engineering, Nagpur, India

Abstract: *In the digital age, social media has become a central platform for businesses to engage with potential talent, and its influence on recruitment strategies is increasingly significant. This study explores the role of social media campaigns in shaping talent attraction and recruitment outcomes. Specifically, it examines how organizations leverage social media platforms like LinkedIn, Instagram, Twitter, and Facebook to promote their employer brand, engage with prospective candidates, and enhance their talent acquisition efforts. By analyzing a range of social media campaigns across diverse industries, this research highlights the key strategies that enhance visibility, foster employer-employee alignment, and increase candidate interest in organizational opportunities. The study also investigates the impact of user-generated content, influencer partnerships, and employee advocacy on talent perception and application rates. Results suggest that well-executed social media campaigns not only improve the reach and diversity of the talent pool but also significantly influence candidates' decisions, shaping their views on organizational culture and values. Furthermore, the study identifies challenges, such as managing brand consistency and dealing with the fast-evolving nature of social media trends, that companies face while navigating digital recruitment. In conclusion, the research underscores the growing importance of a strategic, authentic, and engaging social media presence for attracting top-tier talent in a competitive labor market.*

Keywords: social media campaigns, talent attraction, recruitment, employer branding, candidate engagement, influencer marketing, employee advocacy

