A Study on Impact of Social Media on Careernet Technologies

Nitheesh K B[1] and Dr. Suganya C[2]

Student, Master of Business Administration[1]

Associate Professor, Master of Business Administration[2]

M. Kumarasamy College of Engineering, Karur, Tamil Nadu, India

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

I. INTRODUCTION

In the present digital age, social media has transformed recruitment strategies by allowing companies to reach out to a larger talent pool and build employer reputation and candidate interactions. Social networking sites such as LinkedIn, Twitter, Facebook, and Instagram permit recruiters to search, evaluate, and interact with applicants in real time, bringing conventional hiring methods to more lively and interactive frameworks. This change is reflected in organizations like Careernet Technologies Pvt Ltd., a top talent acquisition company in India that efficiently uses social media to simplify recruitment, promote its brand, and connect with prospective candidates. While it has many advantages, social media hiring has challenges concerning data privacy, disinformation, and bias in hiring, which require the adoption of responsible usage policies. This research, carried out between February and March 2025, seeks to examine the influence of social media on recruitment strategies at Careernet, measure platform performance, test employer branding and interaction, and offer strategic optimization recommendations. Emphasizing recruitment strategies, brand image, interaction analysis, and competitor benchmarking, this research tackles increased digital reliance in recruitment, changing market patterns, cost-saving digital recruitment, and improving the candidate experience. Nevertheless, the research is prone to platform-based focus, time limitations, subjective opinion, and outside digital market influences. Notwithstanding these limitations, the results will provide useful input on how social media is transforming talent hunting and branding for organizations such as Careernet Technologies Pvt Ltd.

II. REVIEW OF LITERATURE

Various research has investigated the complex role of social media in recruitment of employees. A systematic review highlighted the strategic value of social media for talent attraction and optimizing recruitment effectiveness through online engagement platforms [1], [2], [8]. Social media branding and candidate loyalty were highlighted in educational and healthcare institutions as areas where branding played a significant role in user perceptions and interaction [3], [4].

DOI: 10.48175/IJARSCT-25031

ISSN
2581-9429
IJARSCT

158

Social media's marketing effects on brand equity, especially in specialized sectors such as beauty clinics and e-tailing, proved its worth in crafting an attractive employer brand [5], [6].

The theory of employer branding was critically examined with an emphasis on future research directions, where it was pointed out that social media's role was imperative in influencing perceptions about the brand [7], [11], [15]. A number of studies investigated the impact of digital word-of-mouth and social media self-efficacy on candidate trust, job attractiveness, and application intentions [6], [10], [13]. The application of systematic literature review methodologies like PRISMA was also reported as a useful method to synthesize results across fields [9].

Corporate social responsibility, work-life balance, and recruitment communication were discovered to have an effect on employer appeal and job search behavior of prospective applicants [11], [12], [16]. Further, credibility and verifiability of recruitment messages were found to have effects on job seekers' intentions, especially when handling lesser-known employers [13]. The increasing shortage of talent around the world calls for firms to embrace new ways of talent acquisition, such as AI-based social media tools [14].

Furthermore, both internal and external employer image was studied across a 25-year bibliometric period, focusing on the need for uniform branding within online platforms [15], [17], [18]. Fluctuations in employer brand cues, particularly within multinational firms, had an impact on organizational appeal and candidate attitudes [19]. Last but not least, contextual studies of Indian labor markets pointed out the role of economic realities and ROI issues in determining the preferences of job seekers, offering a regionalized frame of reference for international recruitment practices [16].

III. ANALYSIS AND INTERPRETATION

3.1 ANOVA

3.1.1 H1: Social Media Impact on Recruitment Effectiveness

Null Hypothesis (H0): Social media does not significantly impact recruitment effectiveness at Careernet Technologies.
Alternative Hypothesis (H1): Social media positively impacts recruitment effectiveness at Careernet Technologies.

Source	Sum of Squares	df	F-value	p-value (PR>F)
Influence on Application	111.738030	4	16.158039	6.423441e-12
Residual	484.072496	280		

Interpretation: Since the p-value (6.42e-12) is significantly lower than 0.05, we reject the null hypothesis. This suggests that social media has a positive and significant impact on recruitment effectiveness at Careernet Technologies.

3.1.2 H2: Employer Brand Perception

Null Hypothesis (H0): Social media does not significantly enhance the employer brand perception of Careernet Technologies.
Alternative Hypothesis (H1): Social media enhances the employer brand perception of Careernet Technologies.

Source	Sum of Squares	df	F-value	p-value (PR>F)
Brand Awareness	101.183515	4	25.385364	5.875081e-18
Residual	279.012977	280	NaN	NaN

Interpretation: The p-value (5.87e-18) is much lower than 0.05, leading us to reject the null hypothesis. This indicates that social media significantly enhances employer brand perception for Careernet Technologies.

3.1.3 H3: Engagement and Interaction

Null Hypothesis (H0): Increased engagement on social media does not improve candidate-employer interaction.
Alternative Hypothesis (H1): Increased engagement on social media leads to better candidate-employer interaction.

Source	Sum of Squares	df	F-value	p-value (PR>F)
Influence on Job Consideration	144.963628	4	33.252946	1.145729e-22
Residual	302.979834	278	NaN	NaN

Interpretation: The p-value (1.14e-22) is far below 0.05, allowing us to reject the null hypothesis. This confirms that increased social media engagement significantly improves candidate-employer interaction.

3.1.4 H4: Business Outreach

Null Hypothesis (H0): Social media marketing does not significantly improve business outreach and client engagement.

Alternative Hypothesis (H1): Social media marketing improves business outreach and client engagement.

Source	Sum of Squares	df	F-value	p-value (PR>F)
Best Platform for Promotions	311.208273	4	59.582603	2.358215e-36
Residual	365.619797	280	NaN	NaN

Interpretation: Since the p-value (2.35e-36) is extremely low, we reject the null hypothesis. This suggests that social media marketing plays a crucial role in improving business outreach and client engagement.

3.1.5 H5: Candidate Quality Assessment

Null Hypothesis (H0): Social media recruitment does not significantly impact candidate quality assessment.
Alternative Hypothesis (H1): Excessive reliance on social media for recruitment may lead to challenges in candidate quality assessment.

Source	Sum of Squares	df	F-value	p-value (PR>F)
Transparency Importance	103.262850	4	14.675533	6.762667e-11
Residual	492.547676	280	NaN	NaN

Interpretation: With a p-value of 6.76e-11, we reject the null hypothesis. This indicates that excessive reliance on social media for recruitment does create challenges in candidate quality assessment.

3.2 Decision Tree and Cluster Analysis for Social Media Recruitment Impact Analysis

Interpretation: The decision tree analysis reveals that candidates' decisions to apply for jobs via social media are influenced by a mix of factors including post frequency, employer perception, and recruitment effectiveness. When post frequency is low, elements like concern resolution and engagement with updates play a key role, while high post frequency shifts focus to employer perception and candidates' work experience. Positive recruitment strategies, low negative feedback, and platform preference (e.g., LinkedIn, Facebook) also impact engagement. Recommendations and prior job search experiences further shape decisions, especially for those who actively use social media for job hunting. Overall, maintaining consistent posts, addressing concerns, and showcasing a strong employer brand enhance application rates through social platforms.

IJARSCT

International Journal of Advanced Research in Science, Communication and Technology

International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal

ISSN: 2581-9429

Volume 5, Issue 3, April 2025

Impact Factor: 7.67

```
|--- PostFrequency <= 2.50
|   |--- InfluenceonJobConsideration <= 0.50
|   |   |--- ConcernResolution <= 1.00
|   |   |   |--- class: 0
|   |   |--- ConcernResolution >  1.00
|   |   |   |--- FollowforUpdates <= 2.00
|   |   |   |   |--- class: 2
|   |   |   |--- FollowforUpdates >  2.00
|   |   |   |   |--- class: 4
|   |--- InfluenceonJobConsideration >  0.50
|   |   |--- StrategyEffectiveness <= 1.50
|   |   |   |--- NegativeFeedback <= 1.00
|   |   |   |   |--- BestPlatformforPromotions <= 2.00
|   |   |   |   |   |--- class: 4
|   |   |   |   |--- BestPlatformforPromotions >  2.00
|   |   |   |   |   |--- class: 0
|   |   |   |--- NegativeFeedback >  1.00
|   |   |   |   |--- ChatbotPreference <= 3.50
|   |   |   |   |   |--- class: 1
|   |   |   |   |--- ChatbotPreference >  3.50
|   |   |   |   |   |--- class: 3
|   |   |--- StrategyEffectiveness >  1.50
|   |   |   |--- Recommendation <= 2.50
|   |   |   |   |--- BestPlatformforPromotions <= 0.50
|   |   |   |   |   |--- class: 0
|   |   |   |   |--- BestPlatformforPromotions >  0.50
|   |   |   |   |   |--- class: 3
|   |   |   |--- Recommendation >  2.50
|   |   |   |   |--- EngagementType <= 0.50
|   |   |   |   |   |--- class: 3
|   |   |   |   |--- EngagementType >  0.50
|   |   |   |   |   |--- class: 4
|--- PostFrequency >  2.50
|   |--- EmployerPerception <= 1.50
|   |   |--- EngagementType <= 3.50
|   |   |   |--- WorkExperience <= 3.50
|   |   |   |   |--- class: 4
|   |   |   |--- WorkExperience >  3.50
|   |   |   |   |--- class: 3
|   |   |--- EngagementType >  3.50
|   |   |   |--- BestJobPlatform <= 2.00
|   |   |   |   |--- class: 0
|   |   |   |--- BestJobPlatform >  2.00
|   |   |   |   |--- class: 2
|   |--- EmployerPerception >  1.50
|   |   |--- Recommendation <= 0.50
|   |   |   |--- RecruitmentEfficiency <= 1.50
|   |   |   |   |--- class: 3
|   |   |   |--- RecruitmentEfficiency >  1.50
|   |   |   |   |--- class: 2
|   |   |--- Recommendation >  0.50
|   |   |   |--- SocialMediaforJobSearch <= 1.50
|   |   |   |   |--- RecruitmentEfficiency <= 1.50
|   |   |   |   |   |--- class: 3
|   |   |   |   |--- RecruitmentEfficiency >  1.50
|   |   |   |   |   |--- class: 4
|   |   |   |--- SocialMediaforJobSearch >  1.50
|   |   |   |   |--- FutureValue <= 3.50
|   |   |   |   |   |--- class: 1
|   |   |   |   |--- FutureValue >  3.50
|   |   |   |   |   |--- class: 4
```

Elbow Method for Optimal Clusters
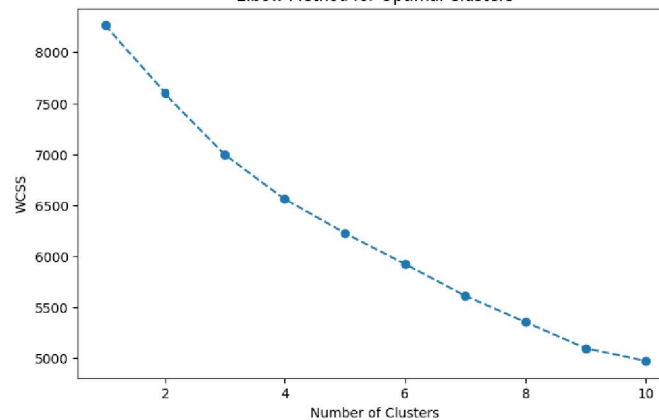
IV. FINDINGS, SUGGESTIONS AND CONCLUSION

4.1 FINDINGS

Social media is shown to have a significant impact on recruitment effectiveness, employer brand image, and candidate engagement, corroborated by significant ANOVA results. Job applicants are likely to apply when social media postings are regular, interactive, and transparent. Employer image, post frequency, and work experience are found to be critical factors driving job application, as identified through decision tree analysis. Cluster analysis also reveals that job applicants differ in social media activity depending on the style of engagement, employer reputation, and frequency of job searching. As platforms such as LinkedIn and Facebook enhance reach, overdependence on social media can distort an evaluation of candidate quality. Companies must thus proactively engage in managing their online image, respond to candidate issues, and complement social media recruitment with traditional techniques to attract and evaluate high-quality candidates effectively.

4.2 SUGGESTIONS

Have a dynamic, interesting social media presence with regular, open job adverts.
Develop a positive employer brand with good content and candidate engagement.
Utilize data-informed insights and platform-specific practices to maximize hiring.
Integrate social media with standard hiring practices to improve candidate quality evaluation.
Regularly review and reformulate recruitment strategy to suit changing digital trends.

4.3 CONCLUSION

The research of the influence of social media in Careernet Technologies Pvt Ltd shows that social media is a significant contributor to recruitment in the new era by considerably impacting candidate decisions, employer branding, and interaction. Statistical techniques such as ANOVA reiterate its significant influence on the effectiveness of recruitment, business reach, and employer-candidate interaction. Factors such as post frequency, transparency, and employer reputation shape job seekers' willingness to apply, while platforms like LinkedIn and Facebook enhance trust through interactive content and responsiveness. However, over-reliance on social media poses challenges in assessing candidate quality, necessitating a hybrid approach that combines digital strategies with traditional hiring methods. Decision tree and cluster analysis also uncover the role of employer attitude, candidate behavior, and participation patterns in determining recruitment results. Therefore, using social media strategically, coupled with data-driven insights and ongoing responsiveness to digital developments, is critical for improving recruitment effectiveness, employer image, and talent attraction. Future studies can emphasize industry-specific comparisons, remote work effects, AI-based hiring, cross-cultural behavior, and combining social media with conventional hiring to maximize recruitment strategies.

REFERENCES

[1]. Siddik, Agung&Soewignyo, Tonny&Mandagi, Deske W.. (2024). Click, Connect, Recruit: A Systematic Review of the Role of Social Media in Employee Recruitment. JurnalInformatikaEkonomiBisnis. 344-349. 10.37034/infeb.v6i2.869.

[2]. AgungSukmaAdigunaSiddik, et al. (2024). JurnalInformatikaEkonomiBisnis, 6(2), 344-349.

[3]. Kainde, S. J., &Mandagi, D. W. (2023). From Likes To Loyalty: The Interplay of Social Media Marketing In Shaping Education Institution Brand Attitude And Loyalty. JurnalEkonomi, 12(02), 465-475.

[4]. Oudat, Q., &Bakas, T. (2023). Merits and Pitfalls of Social Media as A Platform For Recruitment of Study Participants. Journal of Medical Internet Research, 25, e47705.

[5]. Warbung, C. J. E., Wowor, M. C., Walean, R. H., &Mandagi, D. W. (2023). The Impact of Social Media Marketing on Beauty Clinic Brand Equity: The Case of Zap Manado. International Journal of Professional Business Review, 8(4), 8.

[6]. Komaling, F. S., &Taliwongso, I. (2023). Analisispengaruh electronic word of mouth pada media sosialTiktokterhadapcitramerekdanminatbelipelangganpadasitus online Shopee. Klabat Journal of Management, 4(1), 78-89.

[7]. Saini, G. K. (2023). Employer Branding: A Critical Review and Future Research. NHRD Network Journal, 16(3), 220-232. https://.org/10.1177/26314541231170424

[8]. Wowor, Maria &Mandagi, Deske W. &Lule, Benny &Ambalao, Shapely. (2022). The Role of Social Media in Employee Recruitment: a Systematic Literature Review. JurnalMultidisiplinMadani. 2. 4118-4125. 10.55927/mudima.v2i12.1957.

[9]. CMHC Committee. (2022, January 6). PRISMA Preferred Reporting Items for Systematic Reviews and Meta-Analyses. Retrieved from Cattleya Publication Service: https://cattleyapublicationservices.com/?p=325.

[10]. Pekkala, K., & van Zoonen, W. (2022). Work-related social media use: The mediating role of social media communication self-efficacy. European Management Journal, 40(1), 67-76.

[11]. Yang, J., &Basile, K. (2022). Communicating corporate social responsibility: external stakeholder involvement, productivity and firm performance. Journal of Business Ethics, 178(2), 501-517.

[12]. Ahamad F., Saini G. K., &Jawahar I. M. (2022). Interactive influence of work–life balance benefits, employee recommendation, and job attributes on employer attractiveness and job pursuit intentions: Two experiments. Asian Business Management. https://.org/10.1057/s41291-022-00184-4.

[13]. Collins C. J., & Martinez-Moreno J. E. (2022). Recruitment brand equity for unknown employers: Examining the effects of recruitment message claim verifiability and credibility on job pursuit intentions. Human Resource Management, 61(5), 585–597.

[14]. Franzino M., Guarino A., Binvel Y., &Laouchez J. (2022). The $8.5 trillion talent shortage. https://www.kornferry.com/insights/this-week-inleadership/talent-crunch-future-of-work.

[15]. Saini G. K., Lievens F., & Srivastava M. (2022). Employer and internal branding research: A bibliometric analysis of 25 years. Journal of Product & Brand Management, 31(8), 1196–1221.

[16]. Sonu S. K., Jawahar I. M., & Saini G. K. (2022). Influence of return on investment and labor market conditions on job seekers' preferences of employment attributes in the Indian context. Asian Business Management, 21, 286–315.

[17]. Theurer C. P., Schäpers P., Tumasjan A., Welpe I., &Lievens F. (2022). What you see is what you get? Measuring companies' projected employer image attributes via companies' employment webpages. Human Resource Management, 61(5), 543–561.

[18]. Van Hoye G., Lievens F., Weijters B., &Cromheecke S. (2022). Employer image within and across industries: Moving beyond assessing points-of-relevance to identifying points-of-difference. Human Resource Management, 61(5), 525–541.

[19]. Wang L., Han J., Ramasamy B., & Peng S. (2022). Incongruous employer brand signals and organisational attractiveness: Evidence from multinational companies in China. Human Resource Management, 61(5), 563–584