

# Analysis of Social Media Campaigns and their Influence on Talent Attraction

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**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

## I. INTRODUCTION

In recent years, social media has revolutionized how businesses approach recruitment and talent acquisition. What was once a traditional process involving job boards, career fairs, and internal networks has evolved into a dynamic, digital-first strategy that integrates social media platforms to engage with potential candidates. As the global workforce becomes increasingly tech-savvy and interconnected, organizations are turning to social media campaigns not just to promote their products or services but also to attract, engage, and retain top talent. Social media, in this context, offers an unprecedented opportunity to reach a diverse pool of candidates, build brand awareness, and cultivate an organizational culture that resonates with prospective employees.

The influence of social media on talent attraction cannot be overstated. Platforms such as LinkedIn, Facebook, Twitter, and Instagram are now pivotal in shaping how employers present themselves to the world. The ability to target specific demographics, highlight company values, and share real-time content about workplace culture, events, and employee experiences makes social media an indispensable tool in recruitment. Furthermore, social media enables companies to interact directly with candidates, fostering a sense of transparency and trust that is often absent from traditional recruitment channels.

However, while the advantages of using social media for talent acquisition are clear, the effectiveness of social media campaigns in attracting quality candidates is not uniform. The success of these campaigns depends on several factors, including the platform chosen, the type of content shared, the frequency of engagement, and the alignment between the company's brand identity and the values of the target audience. Additionally, organizations must consider the growing influence of user-generated content, employee advocacy, and influencer partnerships, all of which can either strengthen or undermine an employer's recruitment efforts.



This study aims to analyze the various strategies employed by organizations through social media campaigns to enhance their talent attraction initiatives. By examining successful case studies and analyzing how different industries utilize social media, the research seeks to uncover the factors that contribute to the effectiveness of these campaigns and their impact on the recruitment process. Moreover, it will explore the challenges companies face in leveraging social media effectively, including the need for authenticity, maintaining brand consistency, and keeping pace with rapidly changing trends in the digital landscape.

## II. OBJECTIVE

To analyze the effectiveness of social media campaigns in attracting talent by evaluating their reach, engagement, and impact on employer branding, and to understand how different platforms and content strategies influence job seekers' perceptions and decisions.

## III. RESEARCH METHODOLOGY

**Sample Size** The employees who are working in the private company Hr and Training and placement department India is selected as per the convenience and who were ready to fill the questionnaire. The total number of respondents is 200.

**Sampling Frame** Sampling frame is the source material or device from which a sample is drawn. It is a list of all those within a population who can be sampled, and may include individuals. For my research purpose.

**Sampling Method** Research tools - Questionnaire consisting of closed ended questions. A form containing a set of questions will be submitted to the respondents to gain statistical information. Unstructured question in which possible answer are not suggested and the respondent chooses from the given options. The questionnaire also contains a section which has certain factors which are related to the likert scale.

**Data Collection Method** The data collected is of the primary and secondary type. The primary data was collected through the questionnaire study. The secondary data was collected through the website, brochures of Company Reports: Examining reports or case studies from companies that have successfully implemented social media recruitment campaigns can provide benchmarks for understanding how these campaigns are structured and what metrics they track. department and through the research papers.

**Industry Reports and Surveys:** Published reports from talent acquisition organizations, recruitment agencies, or consulting firms (e.g., LinkedIn Talent Solutions, Glassdoor) can provide valuable industry-wide insights into social media's role in attracting talent.

## IV. ANALYSIS & OUTCOME

Chi-Square test statistics

H02: persons having more income level

H0: persons having more income level

H1: persons have less income level

P-value < 0.05 -> rejected

P-value > 0.05 -> accepted

### Chi-Square Tests

		Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	Chi-Square	16.559 <sup>a</sup>	9	.056
Likelihood Ratio		13.672	9	.134
Linear-by-Linear Association		1.786	1	.181
N of Valid Cases		203		

a. 11 cells (68.8%) have expected count less than 5. The minimum expected count is .26.



### Symmetric Measures

	Value	Approximate Significance	
Nominal by Nominal	Phi	.286	.056
	Cramer's V	.165	.056
N of Valid Cases	203		

Chi-Square test statistics

H02: persons having more income level

H0: persons having more income level

H1: persons have less income level

P-value < 0.05 -> rejected

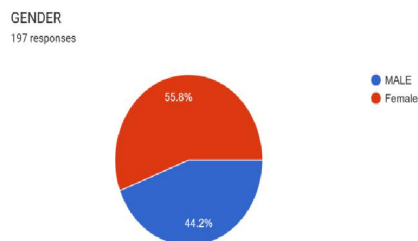
P-value > 0.05 -> accepted

### Chi-Square Tests

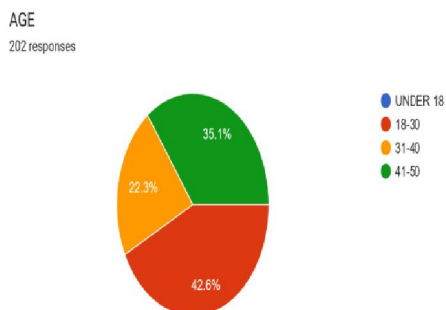
	Value	df	Asymptotic Significance (2-sided)
	28.370 <sup>a</sup>	9	<.001
Likelihood Ratio	24.135	9	.004
Linear-by-Linear Association	3.183	1	.074
N of Valid Cases	203		

a 10 cells (62.5%) have expected count less than 5. The minimum expected count is .18.

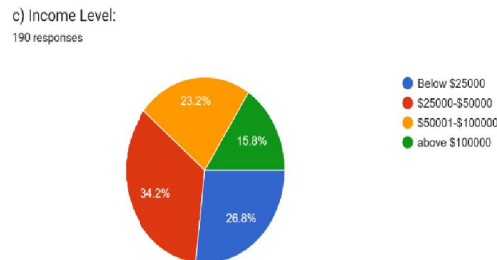
**Fig no. 1** show the gender of response and here is maximum number of response given by female



**Fig no. 2** show the age group of response and Here is maximum number of response are 18-30 age group (42.6%)

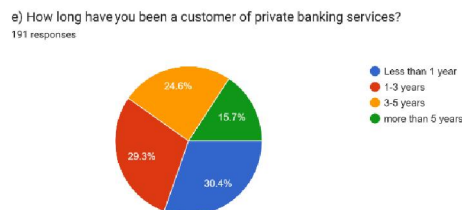


**Fig no.3** show the income level of response and maximum number of income level of response between \$25000-\$50000(34.2%)

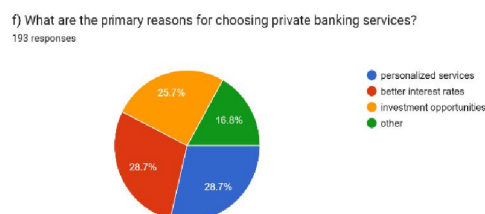


**Fig no 4.**show the income level of response and maximum number of income level of response between \$15000-\$25000(45.8%)

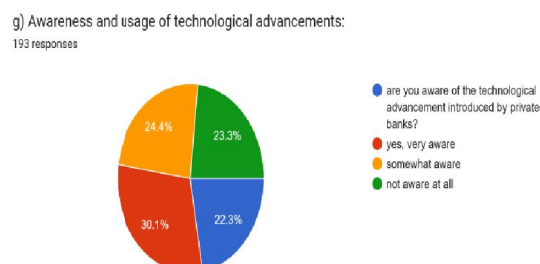
**Fig no.5**show how long you have been a customer of private banking services and maximum between less than 1 year (30.4%)



**Fig no.6** show the primary reasons for choosing private banking services and the maximum can choose better interest rate(28.7%).



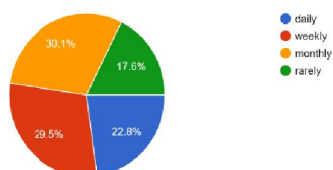
**Fig no.7** show the awareness and usage technological advancement and maximum are choose very aware (30.1%).



**Fig no.8** show the use of digital banking services provided by private bank and maximum response can choose the monthly (30.2%).

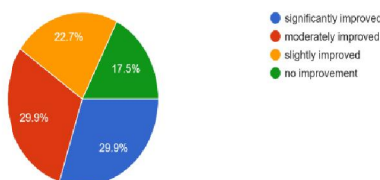
**Fig no.8** show the use of digital banking services provided by private bank and maximum response can choose the monthly (30.2%).

h) How frequently do you use digital banking services provided by your private bank(e.g., mobile apps, online banking)?  
193 responses



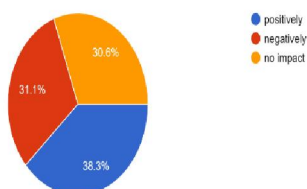
**Fig no. 9** show how the technological advancement made private banking services more accessible and maximum response can choose moderately (29.9%).

i) In your opinion, how have technological advancement improved the efficiency of private banking services?  
194 responses



**Fig no.10** show the technological advancement affected your trust in private banks positively or negatively and maximum response can choose positively impact (38.3%).

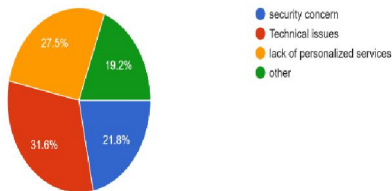
k) Have technological advancements affected your trust in private banks positively or negatively?  
193 responses



**Fig no. 11** show challenges you response can faced while using digital banking services and maximum response can choose technical issues (31.6%).

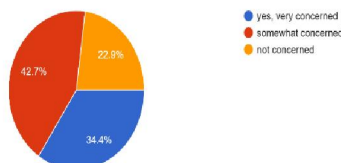


l) What challenges, if any, have you faced while using digital banking services?  
193 responses



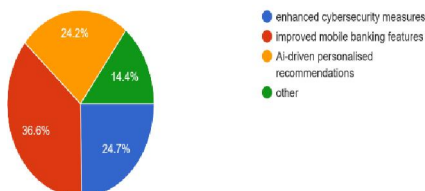
**Fig no.12** show the concerns regarding security of the financial information with the adoption of technological advancements and maximum response can choose somewhat concern (42.9%).

m) Are there any concerns regarding the security of your financial information with the adoption of technological advancements?  
192 responses



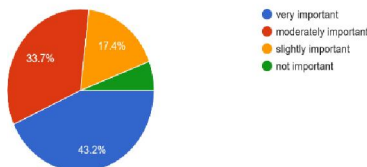
**Fig no.13** show what technological advancements would you like to see in private banking in the future and maximum response can choose improved in mobile banking features (36.8%).

n) What technological advancements would you like to see in private banking in the future?  
194 responses



**Fig no 14** show how Important are technological advancement in your decision to continue using private banking services and maximum response can choose the very important (43.2%).

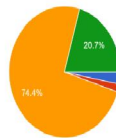
o) How important are technological advancements in your decision to continue using private banking services?  
190 responses



**Fig no 15** show the role of social media analytics in talent acquisition is to measure the impact of social media campaigns on talent attraction (74.4%).



What is the role of social media analytics in talent acquisition?  
203 responses



- A. To track the number of followers
- B. To identify the best time to post
- C. To measure the impact of social media campaigns on talent attraction
- D. All of the above

## V. CONCLUSION

The analysis of social media campaigns and their influence on talent attraction underscores the transformative impact that digital platforms have had on modern recruitment strategies. Social media has shifted the traditional paradigms of talent acquisition by offering businesses an unprecedented ability to engage with a vast and diverse pool of candidates. Through creative and targeted campaigns, organizations can not only promote job openings but also showcase their unique organizational culture, values, and work environment—factors that are increasingly important to today's job Seeker .

## VI. ACKNOWLEDGMENT

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