



A Study On Impact Of Social Media On Recruitment And Selection Of Job Seekers

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ABSTRACT :

This study explores the impact of social media on the recruitment and selection of job seekers. With the growing use of networks like LinkedIn, Facebook, and Instagram in professional and personal spaces, hiring methods have been evolved to social media .The research aims to assess how organizations leverage social media tools for attracting, screening, and selecting candidates, as well as to understand job seekers' perceptions and experiences with these platforms. Data was collected through surveys and analysed to identify trends, benefits, and challenges faced by both employers and applicants. The findings reveal that social media offers a faster and wider reach for recruiters, enhances employer branding, and provides insight into candidates' personalities and professionalism. However, issues such as privacy concerns, bias, and the reliability of online profiles remain key limitations. According to the study the social media despite its power of recruitment tool, it should be used alongside traditional methods for a fair and effective hiring process

Key words: Recruitment, Selection, social media, technology

Introduction :

In the era of digital technology-driven world, the recruitment and selection processes have undergone a profound transformation, largely driven by the widespread adoption of social media platforms. Traditionally, recruitment was conducted through job advertisements in newspapers, company websites, job fairs, and employee referrals. However, with the rise of platforms such as LinkedIn, Facebook, Twitter (now X), and Instagram, the dynamics of sourcing, attracting, and evaluating candidates have shifted dramatically. Employers now use these platforms not only to advertise job openings but also to screen potential employees, assess their professional image, and make more informed hiring decisions. Similarly, job seekers utilize social media to build professional networks, gain exposure to job opportunities, and market themselves to potential employers. The advent of social media has revolutionized various facets of human interaction, notably transforming the landscape of recruitment and selection processes. Traditional recruitment methods—such as newspaper advertisements, job fairs, and employee—have gradually been

supplemented or even replaced by digital platforms like LinkedIn, Facebook, Twitter (now X), and Instagram. These platforms have become instrumental for employers seeking to attract, assess, and select potential candidates, as well as for job seekers aiming to enhance their visibility and connect with prospective employers.

In India, the proliferation regarding access to the internet and smartphone usage has further accelerated the integration of social media into recruitment strategies. Employees leverage these platforms to reach a broader talent pool, while job seekers utilize them to showcase their skills, experiences, and professional interests.

REVIEW OF LITERATURE:

Pramod & Bharathi (2016)

In their study focusing on the Information Technology industry, Pramod and Bharathi analysed how organizations utilize social media in recruitment and selection processes. Using principal component analysis on data from 125 HR professionals, they identified eight latent factors influencing social media recruitment, including candidate quality, profile match, and employer branding. The study highlighted the instrumental role of platforms like LinkedIn in enhancing recruitment efficiency.

Landers & Schmidt (2016)

Landers and Schmidt conducted a qualitative survey of 13 experts to explore challenges in using online platform for candidate screening. The study revealed concerns about measurement issues, legal implications, and the potential for bias. Experts recommended caution in using social media for selection purposes, Emphasizing and make sure the need of further research.

Bozkurt & Triki (2016)

Conducted in Tunisia's hospitality sector, this experimental study reveals that applicants' social media content significantly influences HR managers' recruitment decisions. Unprofessional content can adversely affect evaluation scores, emphasizing the importance of candidates' online presence at the recruiting process.

Periyasamy & Selvakumar (2019) :

This paper discusses the dual nature of social media in recruitment, noting its efficiency and ability to provide candid information about candidates. However, it raises ethical concerns regarding privacy and the relevance of personal information in hiring decisions.

RashmiN ,PankajakshiR, & ChethanR (2024) :

This study investigates the integration regarding social media in recruitment within the Information Technology (IT) sector. Utilizing methodologies like topic modeling and trend analysis, the research highlights benefits such as enhanced diversity, access to positive persons, and improved employer branding. However, it also underscores challenges like privacy concerns and potential biases, recommending a balanced approach that combines classic and modern recruitment approaches methods.

RESEARCH METHODOLOGY

RESEARCH GAP :

The given objectives focus on assessing the efficiency of social media in candidate screening and selection, identifying the advantages and challenges of using social media in recruitment, and evaluating its impact on employer branding and candidate engagement. However, despite extensive research in these areas, several gaps remain. Most existing studies tend to explore these aspects in isolation, lacking an integrated approach that examines how social media influences the entire recruitment process from screening to branding simultaneously. Additionally, there is limited empirical evidence on the long-term effects of social media use in recruitment, especially regarding the quality of hires and retention rates. Furthermore, challenges related to ethical considerations, privacy concerns, and potential biases as a part of social media screening are often underexplored. Another significant gap lies in the differential impact of various social media platforms, as many studies generalize social media without

NEED OF THE STUDY :

In the modern digital era, online platform became an most important of both personal and professional lives, fundamentally transforming how organizations approach recruitment and selection processes. Conventional hiring practice are gradually becoming being supplemented or being taken over by social media platforms, which offer recruiters access to a wider pool of candidates, faster communication, and deeper insights into applicants' profiles and professional behaviour. However, despite its growing importance, there is still limited comprehensive understanding of how social media influences the effectiveness, fairness, and outcomes of screening candidates for job seekers. This study is necessary to explore the extent to which social media impacts hiring decisions, candidate engagement, and overall recruitment strategies. It also aims to highlight the benefits and challenges associated with its use, helping organizations optimize their recruitment processes and enabling job seekers to better navigate the digital job market.

SCOPE OF THE STUDY

This study seeks to explore the increase impact of social media on the recruitment and selection processes within modern organizations, focusing specifically on its impact on job seekers. Over the past decade, the evolution of technology has introduced social networking online network LinkedIn, Facebook, Twitter, and Instagram into the mainstream of recruitment strategies. These platforms have transformed the traditional hiring pipeline, altering the way employers source, evaluate, and interact with prospective candidates. The extent of these research extends across several dimensions to provide a comprehensive analysis of how social media platforms are being used for recruitment and how this shift affects job seekers in various ways. Firstly, the study encompasses an analysis of the different types of social media platforms utilized during hiring and selection. It will identify which platforms are most frequently used by employers and recruiters, and for what specific purposes—be it sourcing candidates, screening profiles, networking, or brand promotion. For instance, LinkedIn has emerged as a professional networking

OBJECTIVES

1. To assess the influence of social media in candidate screening and selection
2. To identify the advantages and challenges of utilizing the social media in hiring process
3. To evaluate the impact of social media on employer branding and candidate engagement

RESEARCH DESIGN:

This research follows a descriptive design for the purpose of, aiming to understand how social media platforms are used in hiring processes. The study uses a questionnaire based survey method to collect primary data from HR professionals and job seekers. A non-probability convenience sampling technique is employed to reach respondents who actively engage with social media is used for hiring purpose.

RESEARCH TYPE:

“This is a mixed-methods approach, combining both qualitative and Quantitative research methods

DATA COLLECTION METHODS :

This data collection involves the gathering information to explore the practices challenges and outcomes related to Social media on recruitment and selection of job seekers as collection methods include

Primary data: The data is collected personally through surveys and questionnaires.

Secondary data: The information statistical analysis by another party websites, articles, journals, publications...

Population: 120

Tools Used: Questionnaires, Surveys, Microsoft, Excel, Bar, Graphs, Chi- Square Test

HYPOTHESIS:

► (H1):

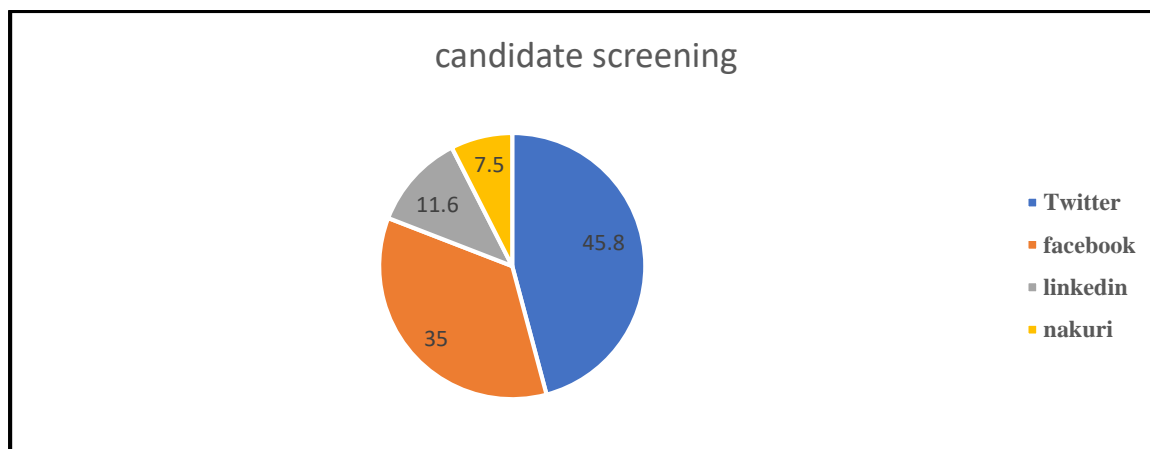
Social media is an effective tool in candidate evaluation and selection, providing valuable insights that enhance the hiring process.

► (H0):

Social media is not an effective tool in evaluation and selection, providing no significant insights in the hiring process.

DATA ANALYSIS :**1. Which social media platform do you find most effective for candidate screening?**

Effective platform	Twitter	Face book	Linkdin	Naukri	Total
Respondents	55	42	14	9	120
Percentage	45.8	35	11.6	7.5	100

**Interpretation:**

The data indicates that Twitter is considered the most effective platform for recruitment by (45.8%) of respondents, followed by Facebook at (35%). LinkedIn is viewed as effective by (11.6%), while Naukri is the least preferred with (7.5%)_

2.How frequently do you use social media to screen potential candidate?

Using of social media	Rarely	Always	Sometimes	Never	Total
Respondents	30	60	20	10	120
percentage	25	50	16.6	8.3	100

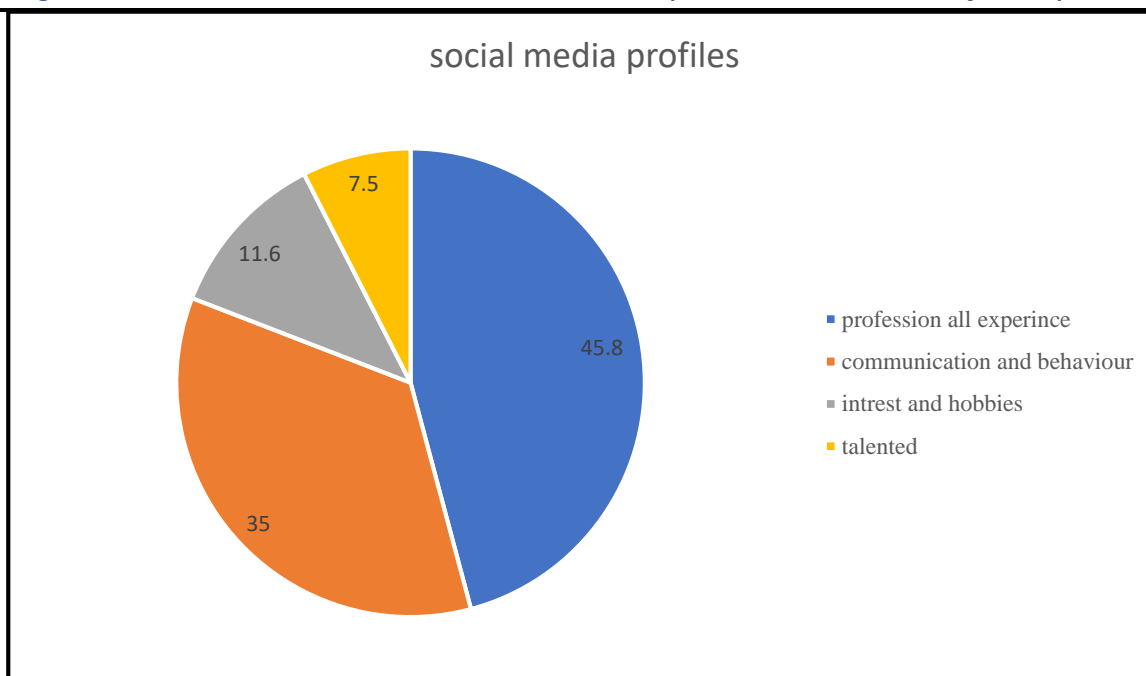
social media screnning

**Interpretation:**

The data reveals that (50%) of respondents always use social media, indicating its strong presence in their daily activities. (25%) use it rarely, while (16.6%) use it sometimes, showing varied levels of engagement. Only (8.3%) never use social media, suggesting that the vast majority (over 90%) are active users. This highlights

3.What kind of candidate do you usually assess from social media profiles?

Kind of candidate from social media profiles	Profession All experience	Communication and behaviour	Intrests and hobbies	Talented	Tot al
Respondnets	55	42	14	9	120
Percentage	45.8	35	11.6	7.5	100

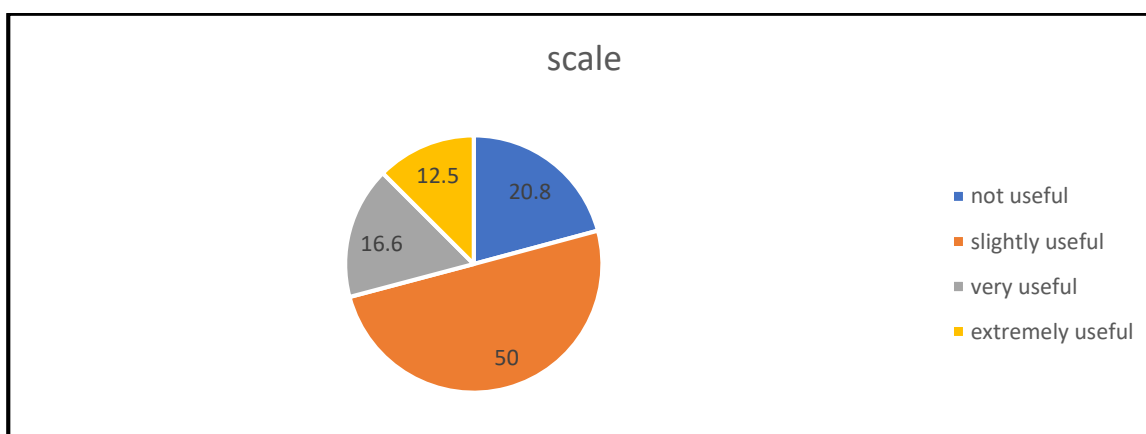


Interpretation:

The data shows that most recruiters (45.8%) use social media profiles to assess a candidate's professional experience, followed by communication and behaviour (35%). Only a small portion consider interests and hobbies (11.6%) or talent (7.5%). This suggests that recruiters primarily focus on work-related qualities and online conduct rather than personal traits or skills when assessing candidates via social media platforms.

4. On a scale of 1 to 5, how useful do you find social media in evaluating cultural fit?

Use of social media in evaluating cultural fit	Not useful	Slightly usefull	Very useful	Extremely useful	Total
Respondents	25	60	20	15	120
percentage	20.8	50	16.6	12.5	100



Interpretation:

The data shows that (50%) of respondents find social media slightly useful in evaluating a fit to the culture, while (20.8%) believe it is not useful. A smaller portion, (16.6%) and (12.5%), find it very and extremely useful, respective level This indicates that while social media is somewhat helpful in assessing cultural alignment, most recruiters do not heavily rely on it for deep cultural fit evaluation.

STATISTICAL TOOLS FOR ANALYSIS:**Hypothesis:**

H_0 :

There is no significant association between the use of social media and the effectiveness of candidate screening and selection.

H_1 :

There is a significant association between the use of social media and the effectiveness of candidate screening and selection

Chi-Square Test Result Table:

Gender	Somewhat (O, E, (O-E) ² /E)	Neutral (O, E, (O-E) ² /E)	No (O, E, (O-E) ² /E)	Row Total
Male	20 (21.00) (0.05)	19 (18.67) (0.01)	15 (11.67) (0.96)	56
Female	25 (24.00) (0.04)	21 (21.33) (0.01)	10 (13.33) (0.83)	64
Total	45	40	25	120

(O = Observed, E = Expected, (O-E)²/E = Chi-square contribution)

Chi-square test summery

- Chi-square statistic (χ^2): 0.2415
- Degrees of freedom: 3
- p-value: 0.970630
- Significance level (α): 0.05

- Decision Rule: If $p\text{-value} < 0.05$, reject H_0

Interpretation:

As the $p\text{-value}$ (0.9706) is much larger than 0.05, the result is not statistically significant.

Therefore, (H_0) we fail to reject the null hypothesis (H_0)

Based on the chi-square test, there is no significant association between the frequency of social media use and the effectiveness of candidate screening and selection. The data does not provide sufficient evidence to support a relationship between these variables

FINDINGS:

- The data indicates that Twitter (45.8%) is perceived as the most effective platform for candidate screening, followed closely by Facebook (35%). LinkedIn (11.6%) and Naukri (7.5%) trail significantly, suggesting that recruiters prefer platforms with real-
- A significant proportion of respondents, 50%, report that they always use social media to screen candidates, demonstrating its importance in the recruitment process. 25% use it rarely, while 16.6% use it sometimes, indicating a varied but generally high level of engagement. Only 8.3% never use social media, implying that over 90% of recruiters incorporate it to some degree in their hiring practices..
- The majority of recruiters (45.8%) focus on professional experience when evaluating candidates' social media profiles. Another 35% assess communication style and behavior, while smaller percentages consider interests and hobbies (11.6%) and talent (7.5%). This indicates that social media is mainly used to validate a candidate's work background and professional demeanor rather than personal traits or unique talents. Recruiters prioritize qualities that reflect job readiness and workplace behavior.
- Half of the respondents (50%) consider social media to be slightly useful in evaluating a candidate's cultural fit, while 20.8% find it not useful at all. Only a small proportion find it very useful (16.6%) or extremely useful (12.5%). This suggests that while social media can offer some insight into a candidate's values and personality, it is not a primary tool for assessing alignment with organizational culture. Recruiters may rely more on interviews or internal assessments for deeper cultural evaluation.

CONCLUSIONS:

The study highlights that online platform has become a powerful tool in modern recruitment practices, offering numerous benefits such as faster hiring processes, wider candidate reach, and effective employer branding. It is particularly effective in engaging entry- and mid-level candidates,

as well as enhancing a company's brand image and increasing application rates. Social media platforms are now central to how younger demographics interact with potential employers, making it critical for organizations to maintain an active and appealing presence online.

However, despite its advantages, social media recruitment also presents challenges. These include time-intensive screening, concerns over data reliability and candidate privacy, and a lack of formal evaluation standards. Additionally, social media appears to have limited impact during the final selection stages and for hiring senior-level roles.

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- ❖ <https://jntuh.ac.in> – JNTU Hyderabad MBA project reports and academic resources related