

Impact of Social Media Presence on Talent Attraction

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Abstract- This study explores the impact of social media presence on talent attraction from the student perspective. With increasing digital engagement, platforms like LinkedIn, Instagram, and YouTube play a vital role in employer branding. Students, especially those from Generation Z, use social media to assess a company's culture, values, and opportunities. A structured questionnaire was conducted among students aged 22–25, mainly postgraduates and undergraduates. The findings show that LinkedIn is the most preferred platform for researching companies. Most respondents indicated that frequent company updates increase their interest in applying. Job openings, employee stories, and CSR activities are among the most attractive content. Over 80% admitted that negative online reviews influence their application decisions. Trust grows when employees engage with or share experiences on social platforms. Review sites like Glassdoor and LinkedIn significantly shape employer perception. Students prioritize transparency, authenticity, and responsiveness in social media communication. A strong online reputation increases the likelihood of attracting quality candidates. Social media also aids in discovering new job opportunities and understanding workplace culture. The study emphasizes that employer branding on social media is essential in modern recruitment. In conclusion, an active and credible social media presence greatly enhances a company's ability to attract student talent.

Keywords- Social Media Presence, Talent Attraction, Student Perspective, LinkedIn, Employee Engagement, Online Reviews, Glassdoor, Recruitment Strategy, Job Search Behaviour, Social Media Communication, Online Reputation Management, Candidate Perception

I. INTRODUCTION

In today's digital era, social media has transformed from a platform for personal interaction into a powerful space for branding, marketing, and recruitment. Its influence on talent attraction has

become a critical concern for organizations striving to hire and retain top candidates. This study explores how a company's social media presence shapes the perceptions and decisions of potential employees, particularly students and young professionals.

For existing employees and experienced professionals, an active and engaging digital presence reflects innovation, leadership, and growth potential. Platforms like LinkedIn and Glassdoor provide spaces where current and former employees influence employer reputation through reviews and shared experiences. Thus, social media simultaneously serves as a branding, communication, and evaluation tool for both internal and external audiences.

Organizations increasingly integrate marketing and human resource strategies under recruitment marketing, using analytics to understand what content attracts desired talent. However, the same platforms that offer vast reach also demand authenticity and continuous engagement. Negative feedback or inconsistent messaging can quickly damage reputation, underscoring the need for strategic and ethical use of digital media.

Ultimately, social media has redefined employer branding as an ongoing dialogue between organizations and their audiences. It allows companies to humanize their brand, highlight achievements, and communicate values such as inclusivity, empathy, and social responsibility. In this context, a strong and genuine social media presence is no longer optional—it is a vital component of talent attraction, shaping how students and professionals perceive, evaluate, and connect with potential employers.

II. RESEARCH METHODOLOGY

Descriptive Research Methodology

This study uses descriptive research methodology,

which aims to describe and analyse the characteristics, behaviors, and opinions of students regarding companies' social media presence and its impact on talent attraction. Data was collected through a structured questionnaire to understand patterns and trends without manipulating any variables. This method helps provide a clear picture of how students perceive and respond to employer branding on social media platforms.

III. RESEARCH OBJECTIVES

1. To Explore the relationship between social media presence of a company and talent attraction
2. To explore how social media presence impacts the decision-making process of potential employees
3. To understand the role of employer reviews and online reputation on social media in talent attraction

IV. LITERATURE REVIEW

The growing integration of social media into organizational communication has transformed how companies attract, engage, and retain talent. In the past, recruitment was largely driven by traditional methods such as job fairs, advertisements, and internal referrals. However, the digital revolution has shifted this paradigm, positioning social media platforms like LinkedIn, Instagram, Facebook, and Glassdoor as vital tools for employer branding and candidate engagement.

1. Conceptualizing Employer Branding in the Digital Era

Aggerholm and colleagues explored how digital communication and social media redefine employer branding. The study emphasized that social media enables two-way communication between organizations and potential employees, allowing for real-time engagement and transparency. The authors concluded that interactive and value-driven communication on social media fosters trust, influencing candidates' decision to apply and aligning them with organizational culture.

2. Employer Branding: Employer Attractiveness and the Use of Social Media

This study examined how organizations use social

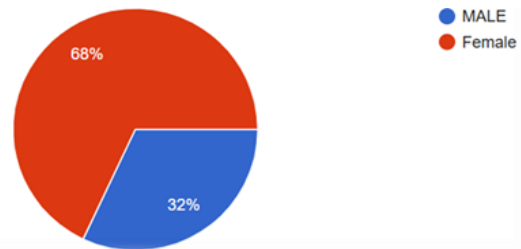
media as a part of their employer branding strategy to attract potential candidates. The researchers found that a company's online image, particularly on platforms such as LinkedIn and Facebook, significantly shapes job seekers' perceptions of its culture, values, and work environment. A strong and authentic online presence enhances employer attractiveness, while inconsistent or poorly managed social media activity can reduce interest among qualified applicants

3. Social Media and Recruitment: An Empirical Study of Employer Attractiveness in the Digital Age

This research analyzed how social media activities affect job seekers' perceptions and the overall recruitment process. The findings showed that employer reviews, employee testimonials, and organizational responsiveness on social platforms play a major role in shaping employer reputation. Companies that actively manage feedback on sites such as Glassdoor and LinkedIn are perceived as transparent and employee-centric, which increases their ability to attract and retain skilled candidates.

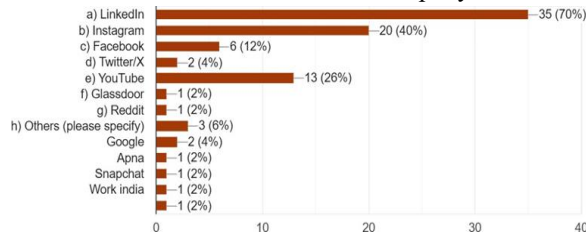
V. ANALYSIS AND DISCUSSION

GENDER



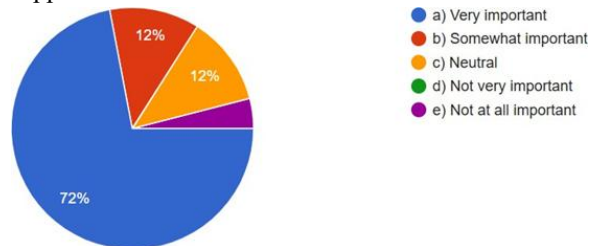
The pie chart shows the gender distribution of the respondents in the study. It reveals that 68% of the participants are female, while 32% are male. This indicates that a larger proportion of the data reflects the views and preferences of female students. The noticeable difference in gender representation suggests that the overall analysis may be more influenced by female perspectives regarding the impact of social media on talent attraction. Although both genders are included, the imbalance highlights a gender skew that may affect the generalizability of the results to a broader population.

Social Media Platforms Used for Company Research



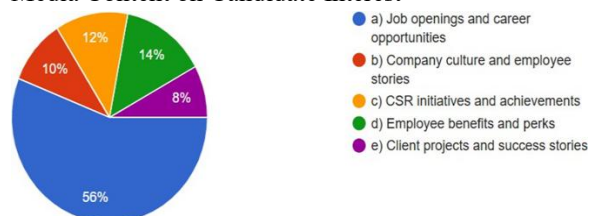
The chart shows that LinkedIn is the most commonly used platform for researching or following companies, selected by 70% of respondents. Instagram is the second most used at 40%, followed by YouTube at 26%. Other platforms like Facebook, Twitter/X, and Google have limited use, while platforms such as Glassdoor, Reddit, Apna, and Work India are used by only a small fraction. This highlights LinkedIn's dominant role in professional networking and corporate research among the participants, with Instagram and YouTube also playing a significant supporting role.

Influence of Company's Social Media Activity on Job Application Interest



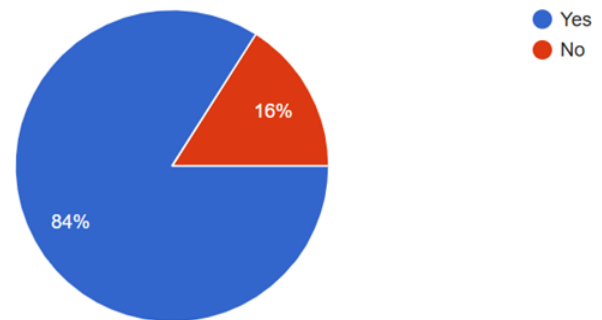
The pie chart illustrates how respondents perceive the importance of a company's social media presence. A clear majority 72% consider it "very important", showing that social media plays a crucial role in shaping opinions about companies. Meanwhile, 12% find it somewhat important, and another 12% are neutral. Only 4% believe it is not at all important, and notably, none selected "not very important." This indicates a strong consensus on the significant influence of social media in the context of employer perception or research.

Impact of Company Social Media Content on Candidate Interest



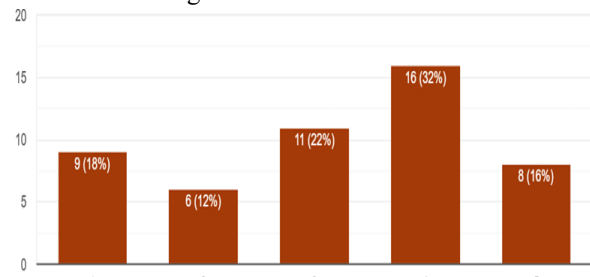
The pie chart shows that a majority of respondents (56%) are most interested in job openings and career opportunities when engaging with a company's social media content. Other areas such as employee benefits and perks (14%) and CSR initiatives (12%) also attract some attention. Comparatively fewer respondents are interested in company culture and employee stories (10%) and client projects or success stories (8%). This suggests that career-related information is the most valuable content for the audience, highlighting the importance of job- focused posts for talent attraction.

Effect of Social Media Presence on Application Decisions



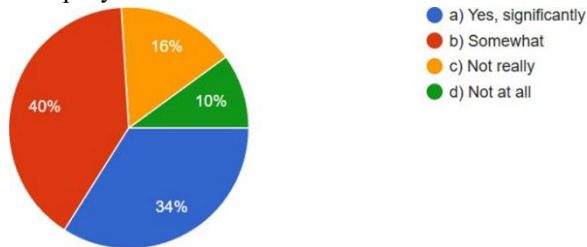
The pie chart reveals that a significant majority of respondents 84% answered "Yes", indicating they do consider a company's social media presence when forming opinions or making decisions related to it. Only 16% responded "No", suggesting that for most individuals, social media is an influential factor in shaping their perception of companies.

Role of Social Media Branding in Job Offer Comparison and Decision-Making



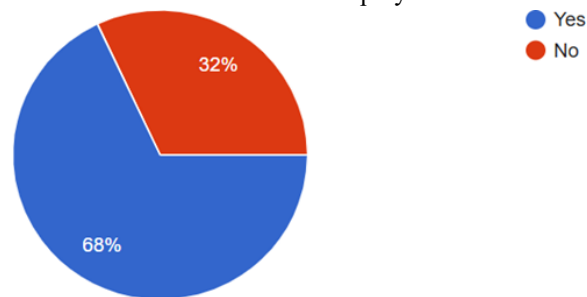
The bar chart shows how respondents rated a certain factor on a scale from 1 to 5. The most common rating is 4, selected by 32%, followed by 3 at 22%, and 1 at 18%. Fewer respondents chose 5 (16%) and 2 (12%). This suggests that overall sentiment is positive to moderately high, with most people leaning toward favourable opinions but not at the extreme end of the scale.

Impact of Employee Engagement on Trust in a Company



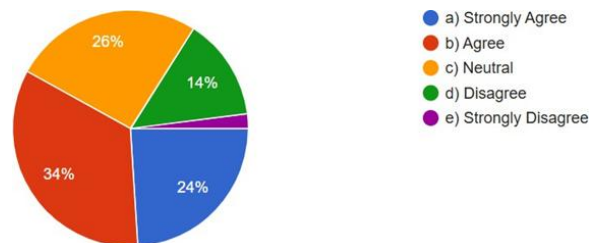
The pie chart shows that 40% of respondents feel social media presence impacts them somewhat, while 34% believe it affects them significantly. A smaller portion 16% said not really, and only 10% feel it does not impact them at all. This indicates that the majority recognize at least some level of influence from a company's social media presence, reinforcing its importance in shaping perceptions and decisions.

Do Job Seekers Trust Online Employer Reviews



The pie chart shows that 68% of respondents answered "Yes", while 32% responded "No" to the question asked. This indicates that a significant majority are in favour of or aligned with the statement or concept presented, while nearly one-third do not share the same view.

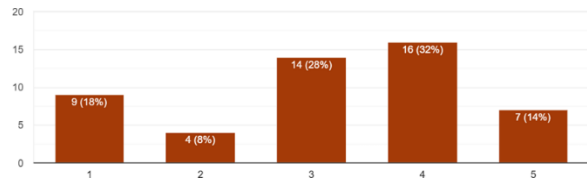
Influence of Online Reviews on Job Application Decisions



The pie chart illustrates the distribution of responses to a particular statement or question. The majority of respondents, 34%, chose "Agree," indicating a positive leaning toward the statement. This is followed by 26% who remained "Neutral," showing some level of uncertainty or indifference. About 24% of the

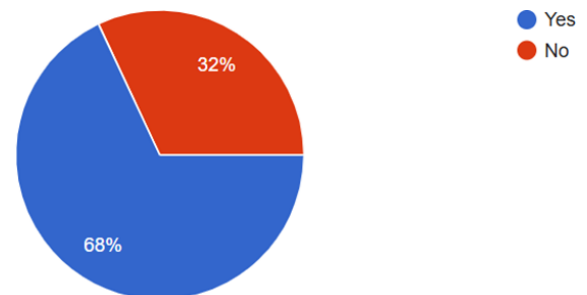
participants selected "Strongly Agree," which adds to the overall agreement trend. Meanwhile, a smaller portion, 14%, expressed disagreement, and only 2% strongly disagreed. Overall, the data suggests that most respondents have a favourable or neutral view, with relatively few expressing strong opposition.

Importance of Company Responses to Social Media Feedback



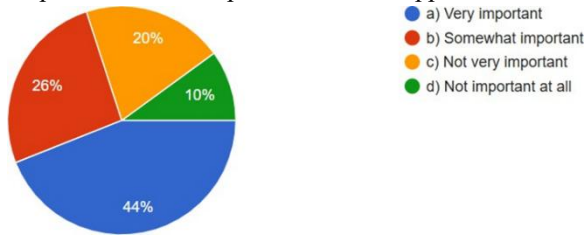
The chart shows that most responses fall in categories 3 (28%) and 4 (32%), indicating a strong preference or trend toward higher values. Category 4 is the most common. Categories 2 (8%) and 5 (14%) have the fewest responses, while category 1 holds a moderate share (18%). Overall, the distribution skews toward the higher end.

Trustworthiness of Employee Testimonials on Social Media



The pie chart shows the proportion of "Yes" and "No" responses. A clear majority, 68%, responded with "Yes," while 32% chose "No." This indicates that more than two-thirds of the participants are in favour of the subject in question. The difference between the two responses is significant, with a 36 percentage point gap. The data suggests strong support or agreement among the respondents. The "No" responses, while present, form a smaller segment of the total. The dominance of "Yes" indicates a positive overall sentiment. It reflects a general consensus leaning toward approval or acceptance. The visual clarity of the chart enhances the understanding of this contrast. Overall, the chart highlights a strong majority position.

Impact of Online Reputation on Job Application

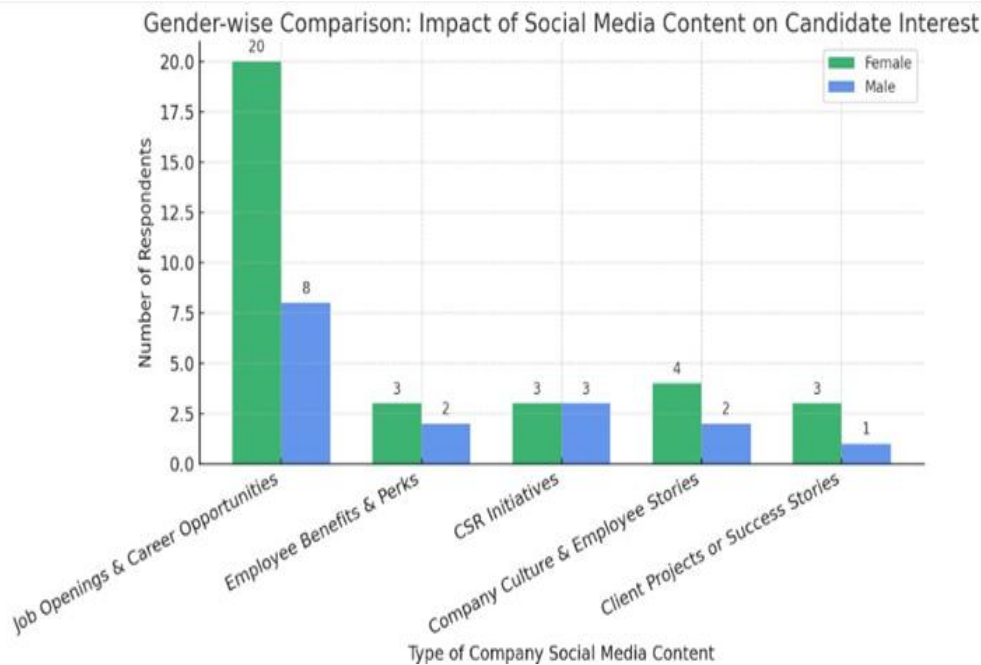


The pie chart illustrates how respondents perceive the importance of a particular issue. A significant portion, 44%, consider it "Very important," indicating strong concern or priority. Another 26% view it as "Somewhat important," bringing the total of those

attributing some level of importance to 70%. Meanwhile, 20% say it is "Not very important," and only 10% believe it is "Not important at all." This suggests that while a minority downplay its significance, the majority see it as important to some degree. The data highlights that the issue resonates meaningfully with most participants. The clear dominance of the "Very important" category reflects a strong overall emphasis. The relatively small percentages for the lower importance categories indicate limited dismissal. Overall, the chart shows a general consensus toward the issue being taken seriously.

COMPARATIVE ANALYSIS

GENDER ANALYSIS ON SOCIAL MEDIA INTEREST



The chart above presents a gender-wise comparative analysis of which types of company social media content attract the most candidate interest

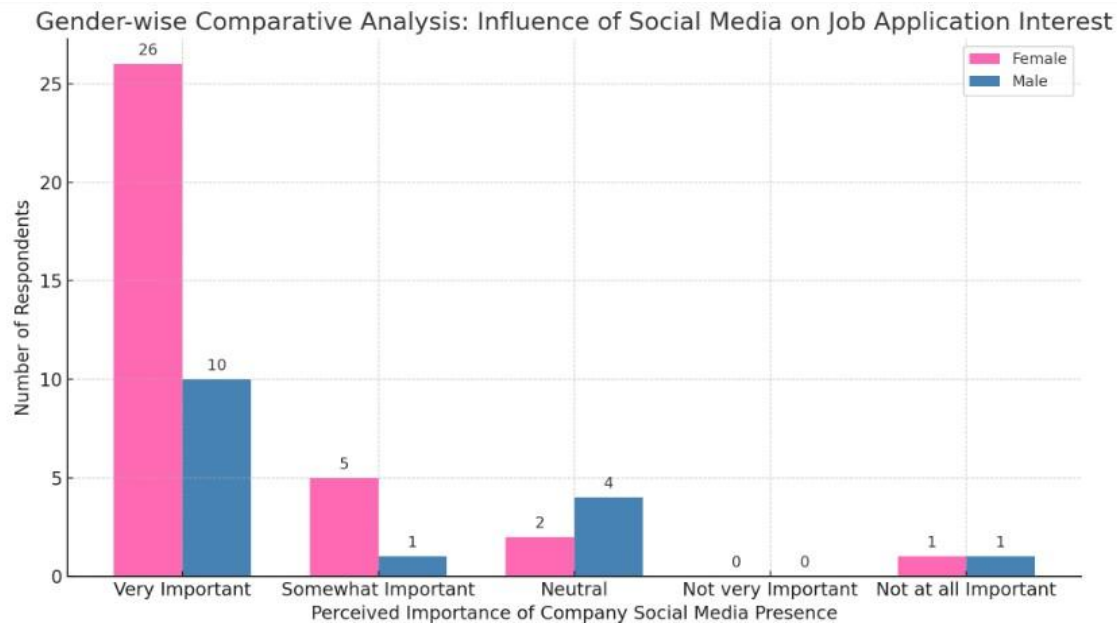
- Job Openings & Career Opportunities dominate interest across both genders, with 20 females and 8 males prioritizing this category—clearly the most influential content type.
- Employee Benefits & Perks and CSR Initiatives have moderate interest, especially among female respondents.
- Company Culture & Employee Stories and Client

Projects or Success Stories show lower overall engagement, particularly among male respondents.

INTERPRETATION

The data emphasizes that career-oriented content is the strongest driver of candidate interest, particularly among women. Organizations should focus their social media strategies on regularly highlighting job opportunities and career paths to enhance recruitment outcomes.

SOCIAL MEDIA ON JOB APPLICATION INTEREST



The chart above provides a gender-wise comparative view of how important candidates perceive a company's social media presence when considering job applications.

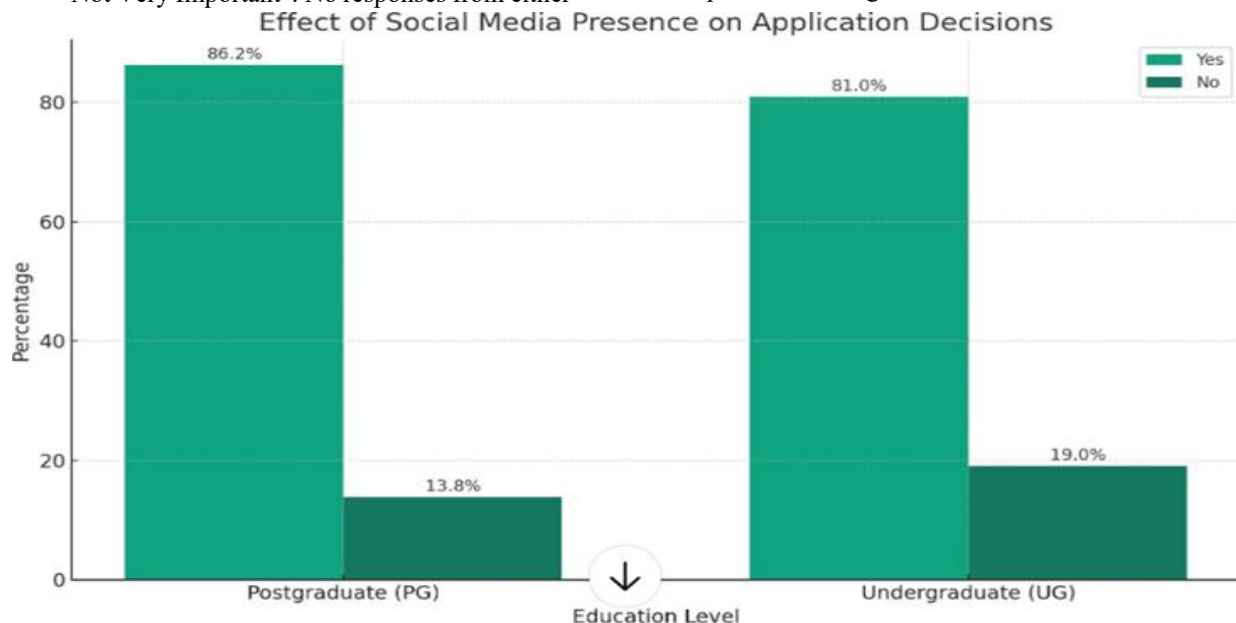
- "Very Important": A strong majority of females (26) and males (10) agree on the high importance of a company's social media activity.
- "Somewhat Important": Moderate interest from females (5) but very low from males (1).
- "Neutral": Slightly higher neutrality among males (4) compared to females (2).
- "Not Very Important": No responses from either

gender, suggesting general agreement on its relevance.

- "Not at All Important": Minimal responses from both (1 each).

INTERPRETATION

The data clearly supports the notion that both male and female candidates value social media visibility especially females. This trend highlights the need for companies to maintain a dynamic, professional, and engaging social media presence to effectively attract top talent across gender lines.

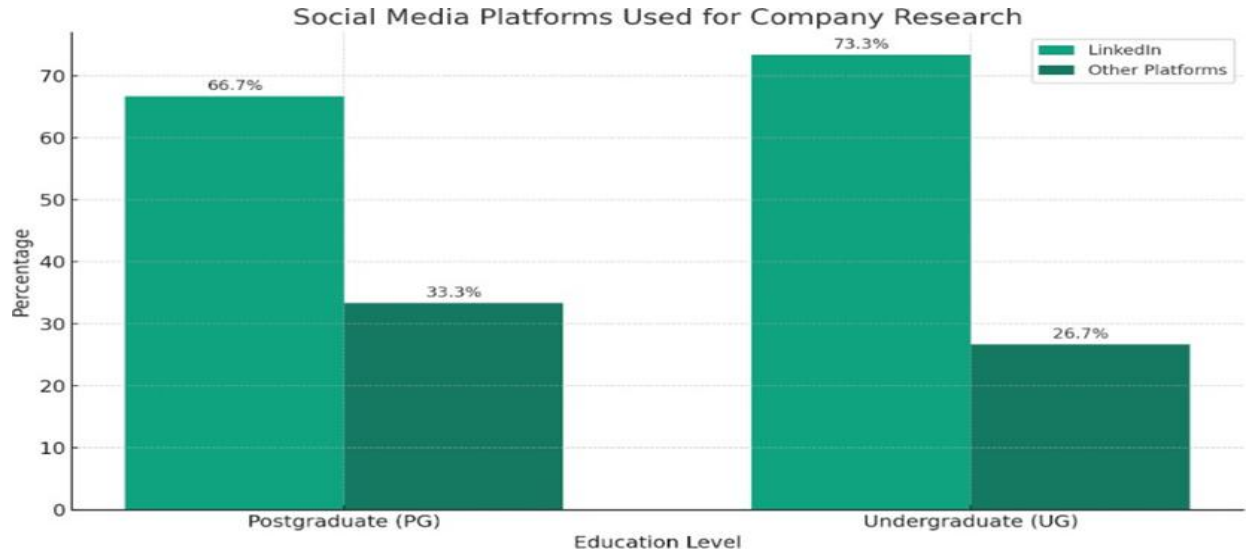


Here's a comparative bar chart showing how postgraduate (PG) and undergraduate (UG) students responded to the impact of a company's social media presence on their application decisions:

- PG students: 86.2% said "Yes", 13.8% said "No"

- UG students: 81.0% said "Yes", 19.0% said "No"
- This suggests that while both groups are influenced by social media, PG students are slightly more inclined to factor in a company's online presence when making decisions.

SOCIAL MEDIA PLATFORM USE THED FOR COMPANY RESEARCH



The bar chart above compares how postgraduate (PG) and undergraduate (UG) students use LinkedIn versus other platforms for company research:

- PG students: 66.7% use LinkedIn, while 33.3% use other platforms.
- UG students: 73.3% use LinkedIn, while 26.7% use other platforms.

This shows that both PG and UG students heavily rely on LinkedIn for researching companies, with UG students showing slightly greater preference for it.

VI.FINDINGS

LinkedIn Dominance: LinkedIn emerged as the most preferred platform for students to research companies, indicating its strong relevance in professional networking and employer branding.

- Influence of Frequent Posting:** A majority of students agreed that frequent and consistent posting by a company positively influences their interest in applying, highlighting the importance of visibility and activity.
- Content Preferences:** Job openings and career opportunities were the most engaging type of content, followed by employee stories and CSR

activities. This suggests that students prioritize actionable opportunities and authentic internal narratives.

- First Impressions Matter:** Most respondents indicated that their first impression of a company is heavily influenced by the quality and tone of its social media content.
- Decision-Making Impact:** Over 50% of students admitted to applying—or deciding not to apply—to a company based on its social media presence, emphasizing its critical role in candidate decision-making.
- Comparative Advantage:** Students reported that social media branding helps them choose between competing job offers, especially when company values and culture are clearly communicated.
- Review Platforms' Influence:** Platforms like Glassdoor and LinkedIn reviews significantly impact perception. A large number of students rely on these to evaluate companies before applying.
- Employee Engagement Builds Trust:** Students trust companies more when they see employees engaging with content (likes, comments, testimonials), demonstrating a transparent and

- open culture.
8. Negative Reviews Are a Red Flag: 82% of students reported avoiding companies due to negative online reviews, underlining the importance of managing online reputation.
9. Responsiveness is Valued: Public responses to feedback and reviews are seen as indicators of an organization's accountability and employee-centric approach.
10. Trust in Testimonials: While employee testimonials were viewed as generally trustworthy, a significant number remained neutral, showing that authenticity in messaging is crucial.
11. Discovery Through social media: Many students discovered companies or job openings directly via social media, proving its utility as a modern job discovery tool.
12. Authenticity & Transparency Matter: Students value companies that portray their culture and values genuinely. Authentic communication builds credibility and interest.
13. Social media is Essential: A company's social media presence is now considered essential not optional when students evaluate potential employers.

VII.CONCLUSION

This study concludes that social media plays a vital role in attracting student talent. Platforms like LinkedIn and Instagram help students assess company culture, values, and opportunities before applying. Frequent, authentic, and engaging content such as job postings and employee stories positively influences their perception. Online reviews and employee interactions also shape trust and decision-making. Students prefer companies that are transparent, responsive, and active online. Therefore, a strong social media presence is essential for organizations aiming to attract and connect with the next generation of professionals.

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