
A STUDY ON THE ROLE OF SOCIAL MEDIA IN RECRUITMENT AMONG GenZ

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ABSTRACT

In the digital era, social media has emerged as a significant tool transforming the recruitment process. The present study focuses on examining the role of social media in recruitment among GenZ, who are highly active on digital platforms. The study aims to analyze the role of social media in recruitment, identify its benefits and challenges, examine its usage by GenZ for job searching, and evaluate its effectiveness in connecting employers with potential candidates.

A quantitative research approach was adopted for the study, and primary data was collected through a structured questionnaire from respondents belonging to GenZ. The data was analyzed using simple statistical tool such as percentages.

The findings of the study reveal that social media platforms, particularly LinkedIn and Instagram, play a crucial role in job searching and influence the perceptions of candidates regarding organizations. While social media enhances accessibility and employer branding, concerns related to data privacy and authenticity of job posting still exist.

The study concludes that social media is an effective recruitment tool and significantly influences the job search behaviour of GenZ.

Keywords: *Social Media Recruitment, GenZ, Online Job Search, Employer Branding, Digital Recruitment.*

INTRODUCTION

In recent years, the recruitment process has undergone significant transformation due to rapid technological advancements and the widespread use of the internet. Traditional recruitment methods such as newspaper advertisements, job fairs, and employee referrals are gradually being replaced or supplemented by digital platforms. Among these, social media has emerged as one of the most effective tools for recruitment, enabling organizations to reach a wider audience in a cost-effective and time-efficient manner.

Social media platforms such as LinkedIn, Instagram, Facebook, and Twitter have changed the way organizations attract, engage and select potential candidates. These platforms not only allow companies to post job vacancies but also help in building employer branding, maintaining public reactions and evaluating candidates based on their online presence. According to Singh(2023), social media recruitment enables organizations to attract candidates on a larger scale and enhances engagement through digital platforms, making the recruitment process more efficient compared to traditional methods.

The prevalence of social media usage has also affected the way people job hunt, especially the GenZ population. This group, which is born between the mid 90s to early 2010s is highly digital and savvy. Their lives revolve around the internet for daily communication, information, job searching, etc. As said by Karcsony, Izsak & Vasa (2020), “ GenZ tends to choose social media and internet platforms because it gives them access to lots of information and to numerous possibilities”.

Companies, on the other hand, utilize the usage of social media as a way to improve their employer branding and attract younger candidates. With the posts about employees’ stories, company culture, interaction with candidates, organizations may influence how the candidates perceive the company. According to Halov and Miller(2021), “The use of employer branding and social media can also play a great deal in attraction of GenZ candidates, who are looking for communication, understanding and acknowledgement.”

While it offers benefits, social media recruitment is not without challenges. Privacy issues, reliability of information, and possibility of prejudice in candidates assessment have raised questions among employees and job applicants. Based on Tikhonov and Konovalova(2020), social media is a practical recruitment tool but can face disadvantages due to the following reasons such as its lack of uniformity, credibility, and ease in candidate evaluation.

Therefore, it is crucial to investigate the effect of social media on recruitment especially to GenZ. The purpose of this research is to examine the influence of social media in recruitment, explore its advantages and disadvantages as well as the extent of its use in recruitment.

LITERATURE REVIEW

It is evident that social media is a crucial part of the current recruitment system and has a significant role in attracting and engaging potential candidates for any organization. As stated by Singh et al.(2023), social media sites(like LinkedIn, Instagram, Facebook) are frequently used by organizations in order to reach a bigger group of candidates, reinforce employer branding and enhance candidate engagement. The analysis demonstrates that the use of social media for recruitment is effective in terms of cost and time efficiency, yet it generates concerns of issues concerning data protection, false job openings and lack of assurances in verification of profiles which impact the trustworthiness of the recruitment process.

Furthermore, the widespread application of social media in recruitment has brought both new prospects and problems for corporations. Tikhonov and Konovalova et al.(2020) suggest that social media accounts for an important positions, for example , publishing job advertisements, communicating with applicants, marketing for employee value proposition and brand. In addition, their research suggests that although social media has been broadly accepted and recognized as a tool for recruitment, there are some inherent disadvantages for social media which are no unified standards for communication practice, and different acceptance of professional networking depending on region and nation.

This may indicate that social media cannot completely.

The more the GenZ depends on technology and social media, the greater the influence social media gets on recruitment process. “Gen Z predominately depends on social media and online resources for search of jobs, therefore, the importance of advertisement in the newspaper is very low, states Karcsony, Izsk and Vasa et al.(2020).” It has been proved in the study that social media has now turned out not just to be a media for communication and entertainment but also as a place of getting employment opportunities.

In addition to this, social media has also been successful in matching employees and GenZ candidates together, and impact the choice of employer employers. According to Halov and Mller et al.(2021), the concept of employer branding and social media have been considered vital elements in attracting GenZ candidates. It stated that GenZ desires clear communication, acknowledgement and clarity from an organization, all of which can be addressed effectively through social media. Moreover, an organization should coordinate its recruiting strategies with the expectations of GenZ.

Based on the literature reviewed, social media plays a key role in changing the recruitment practices and is an enabling medium of communication, accessibility, employer branding. However, there is a set of limitations, namely privacy, trust and credibility in regard to information presented and the sources on social media. Although much has been written about social media and recruitment, the literature regarding Gen Y in the context of social media and recruitment is still less extensively studied, and it is to this extent that the current study aims to contribute.

OBJECTIVES OF THE STUDY

1. To study the role of social media platforms in the recruitment process.
2. To identify the benefits and challenges of using social media for recruitment.
3. To examine the usage of social media by GenZ for job searching.
4. To analyze the effectiveness of social media in connecting employers with GenZ candidates.

LIMITATIONS OF THE STUDY

1. This study restricted to GenZ group and results may not apply to other generation.
2. The sample size is too small to represent all the individuals of the whole group.
3. The study is based on the collected primary data via questionnaire survey which has the potential to be bias or inappropriate response.
4. The study was focused on some social media, other digital recruiting media were not being focused.
5. The study is conducted on a short time frame which limited the opportunity for the in depth analysis of the study.

RESEARCH METHODOLOGY

The current research has carried out a system approach in evaluating the extent in which social media plays a role in the recruitment of GenZ. It's a descriptive study which aims to evaluate the behaviour, choices and attitude of people about using social media as a source of recruitment or a search platform to find a job.

Data in the current study were obtained through both primary and secondary means. Primary data was obtained through a set of questionnaire that seeks appropriate information from the samples, which falls within the GenZ cohort. Questions asked covered aspect such as the ways social media platforms are being utilized, the preferences when searching for jobs, as well as attitude towards social media recruitment.

Secondary data were obtained from research papers, journals and available online publications.

Samples is 40-50 respondents. Chosen by method: Convenience Sampling. The sampling is of the young people generation whom are constantly active on social media platforms. This method has been selected because of the ease to reach the respondents, and the availability of time. Methods of analysis: By using simple statistical instruments like percentages, pie charts, tables etc. They enable the interpretation of results in an easy and understandable manner for the readers, so that objectives of the study were met. This study has been carried out in a restricted time frame, as it refers only to the effects of the use of social media on GenZ.

FINDINGS

The analysis of the collected data reveals several important insights regarding the role of social media in recruitment among GenZ. It was observed that a majority of respondents actively use social media platforms for job searching, indicating a strong preference for digital methods over traditional recruitment channels.

Among the various platforms, LinkedIn and Instagram were found to be the most commonly used for exploring job opportunities and gathering information about organizations. Respondents indicated that social media platforms provide easy access to job postings, company profiles, and real-time updates, making the job search process more convenient and efficient.

Another aspect where the survey identified a role of social media was on how candidates perceive potential employers. The candidates (GenZ) seems to have decision processes influenced by employer branding, online presence, and content shared by organizations.

It has also been identified that social media can enhance communications and interactions between employers and job seekers, providing an extended reach to both active and passive candidates.

Although some drawbacks were found with using social media for recruitment within this study: these concerns were around data privacy, authenticity of jobs and reliability of information, according to respondents. All of these issues were a part of the problem found with the use of social media in recruitment practices.

In conclusion social media seems to be a reliable and favoured recruitment tool among the GenZ, with the limitations identified needs to be explored more thoroughly.

FUTURE IMPLICATIONS AND RECOMMENDATIONS

There are some important implications from the current study for both organizations and job candidates when dealing with social media recruitment. Since social media is ever-evolving, it is anticipated to play an even bigger role in recruitment processes in the near future. Therefore, the organizations should pay more attention to their digital recruitment strategy in order to attract GenZ candidates effectively.

For organizations, it is suggested that they strengthen their employer branding and maintain a constant positive social media presence. Real content from employee or information regarding company values could establish trust and increase attraction to potential candidates. The organization should also be honest and transparent with job postings to address concerns regarding fraud and misinformation.

Organizations should adhere to ethical standards when using social media as a recruitment tool: data security and the way candidates are assessed are key in this regard. Appropriate policies and standards should be set up so that bias is minimized. Job candidates in the job market need to utilize social media wisely and protect their online reputation.

For future work, more investigations may need to be completed on a large number of samples and various areas in order to establish the validity of the current findings more firmly. There is also room to research the potential role of new technologies in social media recruitment.

CONCLUSION

This study draws attention towards the increase in relevance of social media as an efficient tool to carry out recruitment process and for this it focuses on GenZ. As the usage of digital media continues to expand, the role and implementation of conventional ways of recruitment is shifting towards more or less of a support role or is being substituted with recruitment practices that utilize the medium of social media. According to the data

obtained in this research, it appears that GenZ uses social media for job search, as they prefer it over other traditional platforms because of ease, convenience and interactivity.

The research has also shown that social media is one of the factors for increasing employer branding and creating a strong employer image among potential employees. Organizations with a positive and proactive social media approach are more probable to attract young candidates and keep them engaged. LinkedIn and Instagram have become a more important place for employers to attract candidates.

On the other hand, the study raises awareness about the risks and difficulties of recruitment via social media, which includes issues of privacy of data, authenticity of information, as well as the biasedness of the recruiters' judgement of candidates.

To conclude, social media has become a vital component in the modern recruitment environment and the job seeking activities of GenZ have been highly affected. Thus, enterprises should take advantage of the usage of social media to stay competitive.

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