# The Role of Social Media in Modern Recruitment: Pre-Hire and Post-Hire Effectiveness

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**Abstract:**
The Rapid growth of social media has transformed the recruitment landscape, offering organisations new opportunities to attract and engage potential candidates. This study aims to examine the effectiveness of social media recruitment strategies, measure their usefulness through various pre-hire and post-hire outcomes, and analyse the mediating role of credibility and satisfaction in the recruitment process. Cross-sectional survey research was adopted, targeting HR professionals, recruitment managers and digital marketing personnel involved in social media hiring campaigns. A sample of 100 respondents was selected using purposive and random sampling methods. Primary data were collected through structured questionnaires and semi-structured interviews, while secondary data were sourced from academic journals, industry reports and company case studies. Data analysis was conducted using percentage analysis, Friedman ranking analysis, and average score techniques. The study highlights the comparative effectiveness of social media recruitment over conventional methods, the factors influencing candidate perception and satisfaction and the strategic role of social media platforms in attracting quality talent. The findings provide insights for organisations seeking to enhance recruitment outcomes and optimise their social media recruitment strategies.

**Keywords:** Social Media Recruitment, Recruitment Strategies, Employer Branding, Pre-Hire Outcomes**,** Post-Hire Outcomes

**Introduction:**
Social media has grown to be a significant component of daily life and business operations in recent years. Social media sites like Facebook, Instagram, Twitter, and LinkedIn are being used by businesses more frequently for hiring. These platforms enable employers to swiftly and affordably connect with a large number of job seekers. Recruiters can learn more about candidates' abilities, passions, and professional conduct through social media than through traditional resumes. In addition, job seekers use social media to showcase their personal brands, create professional networks, and look for jobs. As a result, social media has profoundly altered the recruitment process, impacting both employers and candidates in the contemporary hiring process. Social media now affects hiring by altering how businesses look for and assess applicants. It is now a crucial component of contemporary HR procedures. With the rise of social media, recruitment strategies have evolved. Online connections between employers and job seekers have increased the effectiveness and reach of recruitment. Recent years have seen a rise in the use of social media for hiring. It enables businesses to swiftly access a greater pool of applicants and lower hiring expenses.

**Review of Literature:**
**Shivani Chaudhary (2025)[1]** In the article examined that the growing role of digital platforms in bringing together employers and job seekers worldwide is highlighted in the literature on social media recruitment. These studies' primary goal is to investigate how social media affects talent acquisition, accessibility, and recruitment effectiveness. Secondary data gathered from books, journals, articles, and published reports is frequently used in the methodology. Results show that platforms like Indeed and LinkedIn improve resume screening, increase applicant reach, and lower

recruitment costs and time. However, there are drawbacks, such as limited internet access and information overload for employers. Studies have concluded that social media has changed hiring procedures by making them quicker, more transparent, and more economical. However, equal access and digital awareness are still crucial issues for inclusive hiring.

**Aishwarya S Katwa et al (2024)[2]**In the article, examined The literature presents social media as a significant and expanding component of contemporary hiring because of its incorporation into everyday life and business correspondence. The study's goal is to comprehend how social media can improve candidate experience and recruitment efficiency. The approach is based on extensive worldwide research projects carried out by HR specialists as well as survey-based literature. The results show that, particularly during the COVID-19 pandemic, social media helps companies engage job seekers more successfully, build employer branding, and draw in quality candidates.According to the conclusion, companies looking to attract and retain top talent in a competitive labour market must now prioritise user experience through social media.

**Zahi K. Yaseen et al (2023)[3]** In the article, social media has a significant impact on hiring and selection procedures in the UAE's small and medium-sized businesses. The study's goal is to investigate how social media platforms help companies in a variety of industries find and hire competent applicants. The methodology uses a mixed-method approach, gathering quantitative and qualitative data from randomly chosen business owners. The results show that most SME employers actively use social media to find highly qualified candidates and think it saves money and time. According to the conclusion, social media greatly increases the efficacy of recruitment when it is accompanied by a methodical and transparent recruitment and selection process.

**Vaishali Lal et al (2023)[4]**In the article examined the addition to traditional online job portals; the literature presents social media as a popular and significant tool in contemporary recruitment. Examining the popularity, efficacy, dependability, and credibility of social networking sites as employment sources is the study's goal. Using primary data gathered through questionnaire surveys and secondary data from publications, websites, and journals, the methodology employs a descriptive research design and is backed by statistical analysis. The results show that job seekers have a high level of awareness of social networking sites, a strong preference for LinkedIn, and a low correlation between age and awareness, suggesting widespread acceptance across groups. According to the conclusion, social media recruitment is beneficial and successful when combined with other methods of hiring.

**Statement of Problem:**

With the rapid growth of social media platforms, organisations are increasingly adopting social media-based recruitment strategies to attract and engage potential candidates. While these platforms offer wide reach, cost efficiency and faster communication, there is limited empirical evidence on their actual effectiveness in improving recruitment outcomes when compared to traditional hiring methods. Many organisations face challenges in identifying suitable candidates, ensuring the credibility of information and maintaining candidate satisfaction throughout the recruitment process. Additionally, the extent to which social media recruitment strategies influence candidate attraction, engagement and hiring success remains unclear. Therefore, this study seeks to examine the effectiveness of social media as a recruitment tool, assess the awareness and practices adopted by organisations and analyse the role of credibility and satisfaction in influencing recruitment outcomes.

**Objectives of Study:**

- ➢ To understand the recruitment process using social media.
- ➢ To measure the usefulness of social media recruitment through various pre-hire and post-hire recruitment outcomes.
- ➢ To examine the mediating role of credibility and satisfaction in social media-based recruitment.

**Research Methodology:**

**Research Design**

This study adopts a **cross-sectional survey research design** to evaluate the effectiveness of social media recruitment strategies in attracting suitable candidates. The design facilitates the analysis of the relationship between different recruitment strategies and their influences on candidate attraction, engagement and hiring outcomes at a single point in time.

**Sampling:**

**Target Population**

The target population for the study comprises HR professionals, talent acquisition specialists, recruitment managers and digital marketing personnel who are actively involved in employer branding and recruitment activities through social media platforms.

**Sampling Method**

A combination of purposive sampling and random sampling is employed. Purposive sampling is used to select respondents with direct experience in social media-based recruitment, while random sampling ensures the inclusion of unbiased perspectives from different departments and organisational levels.

**Sample Size**

The study includes a sample of approximately 100 respondents, consisting of HR and recruitment professionals, members of digital marketing or employer branding teams involved in social media hiring campaigns and job seekers or interns recruited through social media channels.

**Data Collection**

**Primary Data:**

➢ **Surveys and Questionaries:** Structured questionnaires are administered to HR professionals, recruiters and digital marketing staff together quantitative data on social media usage, recruitment strategies, candidate engagement, and hiring outcomes.

➢ **Interviews:** Semi-structured interviews are conducted with selected HR managers and social media strategists to obtain qualitative insights into challenges, benefits and the strategic role of social media in recruitment.

**Secondary Data:**

Secondary data are collected from academic journals, industry reports, company case studies and existing **literature** related to social media recruitment, employer branding and digital hiring practices. These sources provide contextual support for **analysing** and interpreting primary data.

The Data Collection Period, **November 2025 to January 2026, Data Analysis & Interpretation:**

**TABLE NO:1**
**PERSONAL OUTLINE OF THE RESPONDENT**

| Personal Profile | Particular | No of Respondents | Percent |
|---|---|---|---|
| Gender | Male | 62 | 62 |
| | Female | 38 | 38 |
| | 19-22 | 51 | 51 |
| | 22-30 | 19 | 19 |
| Age | 31-35 | 12 | 12 |

| | | | |
|---|---|---|---|
| | 36-40 | 13 | 13 |
| | 40 above | 05 | 05 |
| Educational Qualification | Undergraduate | 65 | 65 |
| | Postgraduate | 15 | 15 |
| | Professional qualification | 06 | 06 |
| | Others | 14 | 14 |
| Experience: | Less than 1 year | 56 | 56 |
| | 2-5 years | 18 | 18 |
| | 6-10 years | 11 | 11 |
| | More than 10 years | 15 | 15 |
| Monthly Income of the family | Upto Rs. 50,000 | 66 | 66 |
| | Rs. 50,001 to Rs.1.00,000 | 11 | 10 |
| | Rs. 1.00,001 to Rs.1.50,000 | 15 | 15 |
| | Above Rs. 1.50,000 | 08 | 08 |
| Effectively social media recruitment | Social Media Platforms Used | 56 | 56 |
| | Cost Savings from Social Media Recruitment | 18 | 18 |
| | Ease and Level of Engagement through social media | 10 | 10 |
| | Employer Brand Representation on social media | 11 | 11 |

Source: Primary Data

**INTERPRETATION:**

From the above table, no.1, the majority of the respondents are male (62%). Most of the respondents are aged between 19 and 22(51%). The majority of the respondents have completed undergraduate studies (65%), their major experience was less than one year (56%), and their earnings as monthly income up to RS.50,000(66%) and the majority of them effectively use social media recruitment (56%).

**TABLE NO:2**

**Social Media Platforms for Recruitment**

| S.No | Factors | Number | Percentage |
|------|---------|--------|------------|
| 1 | LinkedIn | 11 | 11 |
| 2 | Facebook | 16 | 16 |
| 3 | Instagram | 21 | 21 |
| 4 | Twitter (X) | 09 | 09 |
| 5 | WhatsApp | 31 | 31 |
| 6 | YouTube | 12 | 12 |

Source: Primary Data

**Interpretation**:

From the above table, No. 2 reveals that WhatsApp (31%) is the most popular platform for hiring. Facebook (16%) and Instagram (21%) are also important, particularly when it comes to candidate outreach and employer branding. Twitter (X) (9%) is the least popular, while YouTube (12%) and LinkedIn (11%) are used less frequently. In general, messaging and visual-based social media platforms are the mainstays of recruitment efforts.

**CHART NO.1**

**SOCIAL MEDIA PLATFORMS FOR RECRUITMENT**
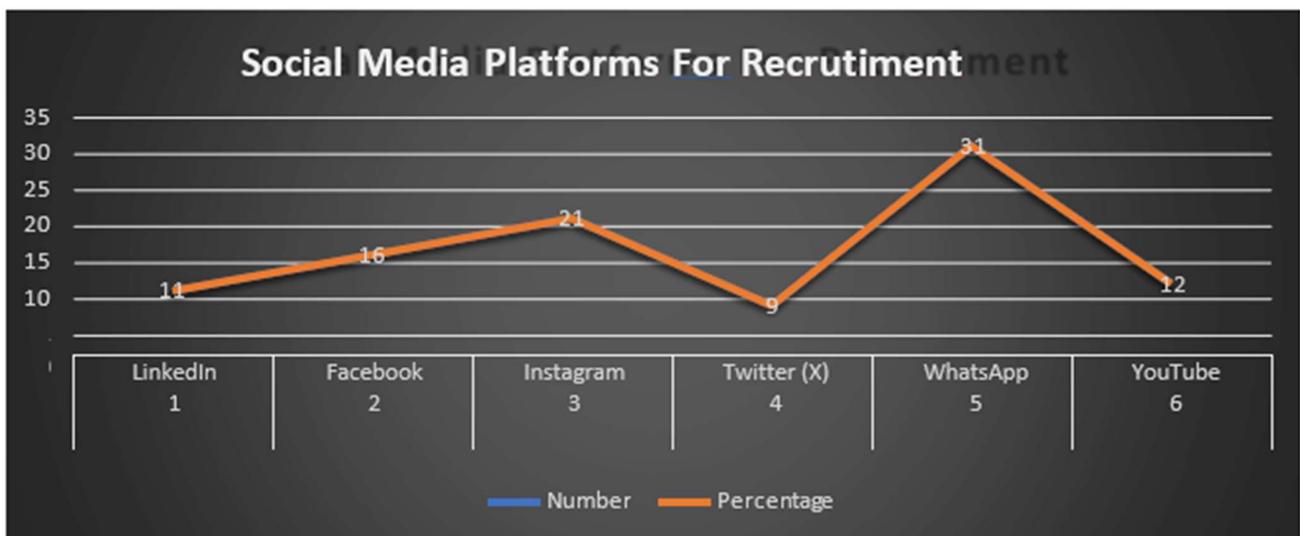
## TABLE NO :3
### The Relationship Between Pre-Hire Recruitment Outcomes and Post-Hire Recruitment Outcomes

| S.no | Factors | SA | A | N | D | SD | Total | Mean |
|---|---|---|---|---|---|---|---|---|
| | Pre-Hire Recruitment Platforms | | | | | | | |
| 1 | Social media platforms help organisations reach a larger pool of potential candidates | 28 | 42 | 14 | 11 | 05 | 377 | 3.77 |
| 2 | Social media recruitment attracts candidates with relevant skills and qualifications | 44 | 32 | 12 | 05 | 07 | 401 | 4.01 |
| 3 | Job-related information shared on social media is clear | 32 | 44 | 12 | 06 | 04 | 388 | 3.88 |
| 4 | Social media recruitment reduces the time required to attract candidates | 38 | 24 | 15 | 12 | 11 | 366 | 3.66 |
| | Post-Hire Recruitment Outcomes | | | | | | | |
| 5 | Candidates recruited through social media meet organizational expectations | 54 | 15 | 13 | 14 | 04 | 401 | 4.01 |
| 6 | Social media recruited employees adopt quickly to the organisations | 49 | 24 | 17 | 07 | 09 | 397 | 3.97 |
| 7 | The quantity of hires obtained through social The media is satisfactory | 35 | 37 | 09 | 13 | 06 | 382 | 3.82 |
| 8 | Social media recruitment contributes to better employee retention | 45 | 15 | 19 | 12 | 09 | 375 | 3.75 |

(SA-Strongly Agree, A-Agree, N-Neutral, D-Disagree, SD-Strongly Disagree)

**Interpretation:**

From the above table 3, shows the positive perception of social media recruitment. Respondents agree that social media effectively attracts skilled candidates, provides clear job information, expands the candidate pool and reduces recruitment time. Post-hire results also indicate that socially recruited employees' organisational expectations adapt quickly, confirming the overall effectiveness of social media recruitment.

## TABLE NO.4

FRIEDMAN RANKING ANALYSIS-key factors of Social Media Recruitment

| S.No | Factors | Mean Rank | Rank |
|---|---|---|---|
| 1 | Accuracy and transparency of job information | 4.65 | 7 |
| 2 | Professionalism of the company's social media presence | 4.53 | 6 |
| 3 | Frequency and clarity of communication with candidates | 4.75 | 9 |
| 4 | Trustworthiness of the platform used (e.g., LinkedIn vs. Instagram) | 4.39 | 3 |
| 5 | Feedback from current or past employees about recruitment | 4.47 | 5 |
| 6 | Ease of application process via social media | 4.12 | 2 |
| 7 | Responsiveness of recruiters to queries | 4.41 | 4 |
| 8 | Timely updates about application status | 4.10 | 1 |
| 9 | Positive engagement with employer branding content | 4.67 | 8 |

Source: Primary Data

**Interpretation:**

From the above table, no.4, based on mean scores, the factors influencing social media recruitment are ranked in the table. Candidates ranked timely application status updates as their most preferred factor (Mean = 4.10). Easy application via social media came next (Mean = 4.12). Third place went to the platform's trustworthiness (Mean = 4.39), underscoring the significance of trustworthy platforms. Recruiter responsiveness (Mean = 4.41) and employee feedback (Mean = 4.47) ranked fourth and fifth, respectively. Moderate importance was given to elements like the accuracy of job information (Mean = 4.53) and the professionalism of social media presence (Mean = 4.65). Positive engagement (Mean = 4.67) and the frequency of communication with employees (Mean = 4.75). All factors had high mean values overall, indicating that social media has a significant impact on hiring decisions.

**Suggestions:**

Influencers on social media have a big influence on hiring since they change how businesses attract and interact with prospective employees. Influencers assist businesses in reaching a larger and more focused audience, particularly younger job seekers, through platforms like LinkedIn, Instagram, and TikTok. By offering a genuine perspective of workplace culture, values, and employee experiences, they improve employer branding, which fosters trust and draws in passive candidates. But there are drawbacks to using influencers in hiring. Such as the possibility of losing credibility if influencers are not carefully selected, as well as the creation of irrational expectations regarding job roles or work environments. Organisations should work with professional and relevant influencers, maintain open lines of communication, and use social media as an additional recruitment tool rather than a substitute for conventional hiring techniques in order to optimise benefits. Social media influencer marketing can enhance talent acquisition and boost an organisation's reputation when applied morally and

strategically. Organisations can enhance their impact by adopting effective strategies. Companies should ensure timely and transparent communication by providing regular updates on application status and responding promptly to candidate queries, as this builds trust and engagement. Simplifying the application process through social media platforms can encourage more applicants and reduce dropouts. Using credible and professional platforms, along with sharing authentic employee feedback and testimonials, can improve employer credibility. Additionally, consistent employer branding, engaging content, and clear, accurate job information will help attract suitable candidates and strengthen the overall effectiveness of social media–based recruitment.

**Conclusion:**

Influencers on social media have become a potent force in contemporary hiring, changing how businesses find, engage, and employ talent. They are successful middlemen between employers and prospective employees because of their capacity to reach sizable, focused audiences and foster trust via genuine content. By portraying companies as relatable, open, and in line with contemporary social trends, influencer-led recruitment tactics improve employer branding. Influencer marketing raises awareness among passive job seekers who might not actively search conventional job portals. Influencers provide candidates with realistic insights into company culture, values, and career opportunities through employee advocacy, workplace showcases, and storytelling. Higher-quality applications and increased candidate engagement follow from this. However, there are drawbacks to depending too much on social media influencers, such as potential misrepresentation of job roles or organisational realities, as well as risks associated with credibility and bias. Transparency, data privacy, and inclusivity are examples of ethical issues that need to be handled carefully. As a result, organisations need to establish clear policies and make sure that influencer messaging and real workplace procedures are in line. In conclusion, social media influencers can greatly increase recruitment effectiveness when used ethically and strategically. By expanding reach, enhancing employer brand perception, and cultivating deep connections with potential employees in a fiercely competitive talent market, they supplement conventional recruitment techniques.

**References:**

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