

Influence of Social Media on HR Practices: Recruitment, Engagement, and Employer Branding

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Abstract

In today's digital age, social media has revolutionized the landscape of human resources practices, drastically influencing recruiting, engagement, and employer branding efforts. Organisations may improve recruiting procedures, enhance employee engagement, and strengthen their employer brand through the unmatched potential offered by social media's influence on HR practices. But to get the most out of social media, you have to master its intricacies, follow best practices, and be flexible to keep up with the ever-changing digital trends. Attracting, engaging, and retaining top personnel in today's dynamic business environment can be challenging, but organisations who successfully utilise social media as a strategic tool in HR management will gain a competitive edge. An organization's ability to succeed and remain competitive in India's dynamic business environment depends on its ability to recruit, engage, and promote itself as an employer to a target audience. The advent of social media and its many useful applications in the realms of recruiting, employee engagement, and employer branding has caused a sea change in HR strategies and procedures. Successful social media marketing helps businesses recruit top people, increase engagement and retention, and establish a positive reputation as an employer. Organisations must, however, establish well-considered policies, procedures, and strategies to deal with the hazards and complications of social media use in HR. The main aim of the study is to investigate social media's influence on employer branding, engagement & recruitment.

Keywords: Recruitment, Engagement, and Employer Branding. HR, Social Media

Introduction

In India, employers employ a range of recruitment tactics, including campus hiring, job fairs, online job portals, and referrals, in order to effectively attract a varied pool of talented individuals. Employee engagement initiatives in Indian organisations encompass a number of strategies aimed at cultivating a healthy work culture and improving productivity. These strategies may involve the implementation of wellness programmes, flexible work arrangements, employee appreciation systems, and regular feedback methods (Sharma, K. K., 2018). Within the Indian context, these notions hold significant relevance due to the ever-changing nature of the country's job market and the growing focus on attracting and retaining talented individuals in a competitive corporate environment. Recruitment, engagement, and employer branding are crucial considerations for driving organisational success in India, as organisations frequently encounter issues associated with workforce shortages, skill gaps, and high turnover rates.

Employer branding strategies in India primarily centre around the presentation of many elements, including career advancement prospects, organisational principles, equilibrium between work and personal life, endeavours towards diversity and inclusion, and engagement in corporate social responsibility, with the aim of attracting and retaining

highly skilled individuals. In addition, as social media and digital platforms become more influential, organisations in India are increasingly utilising digital channels to enhance their employer brand messaging and successfully communicate with potential applicants. The ideas of recruitment, engagement, and employer branding are all interrelated and have significant impacts on an organization's talent acquisition strategy and the overall view of its employer brand.

Below is an analysis of each concept:

Recruitment: Recruitment encompasses the systematic procedure of enticing, recognising, and employing appropriate individuals to occupy vacant positions within an entity. The process encompasses a range of operations, including the dissemination of job advertisements, the acquisition of potential applicants through diverse channels (such as job boards, social media platforms, and referrals), the evaluation of resumes, the facilitation of interviews, and the provision of job offers. The primary objective of effective recruitment strategies is to establish a consistent flow of competent candidates in order to address the present and future talent requirements of the organisation.

Engagement: Employee engagement can be defined as the affective dedication and affiliation that individuals exhibit towards their job, coworkers, and the overall organisation. Employees who are engaged demonstrate high levels of motivation, enthusiasm, and dedication in their endeavours to contribute their utmost efforts towards the attainment of organisational objectives. Engagement initiatives involve a range of actions aimed at cultivating a favourable work environment, promoting transparent communication, acknowledging and incentivizing employees' contributions, offering avenues for professional advancement and personal development, and advocating for a harmonious equilibrium between work and personal life.

Employer Branding: Employer branding encompasses the strategic process of cultivating and advancing an organization's reputation and identity as a preferred employer. Organisational differentiation refers to the combination of perceptions, values, culture, and unique selling qualities that set an organisation apart from its competitors and attract highly skilled individuals. Efficient employer branding strategies prioritise the display of the organization's advantages, principles, and prospects for employees, both within the organisation and to external parties. This may encompass the development of persuasive employer brand communication, the utilisation of employee testimonials and success narratives, the exhibition of workplace culture via social media and other platforms, and the proactive involvement with prospective candidates and the wider talent pool.

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Social media exerts a significant and ever-changing impact on HR operations, namely in the domains of recruitment, engagement, and employer branding. Social media has a significant influence on each of these domains:

Recruitment:



Figure 1: Influence of Social Media on Recruitment

Social media platforms such as LinkedIn, Facebook, Twitter, and Instagram provide access to vast networks of potential candidates beyond traditional recruitment channels. Recruiters can reach passive candidates who may not actively be seeking new opportunities but are open to exploring them. Social media allows for highly targeted advertising based on demographics, interests, and behaviors, enabling recruiters to reach specific candidate pools more effectively (Veeranki, et.al., 2017),. Organizations can use social media to showcase their culture, values, and employee experiences through content such as employee testimonials, behind-the-scenes videos, and company updates, attracting candidates who align with their employer brand.

Engagement:

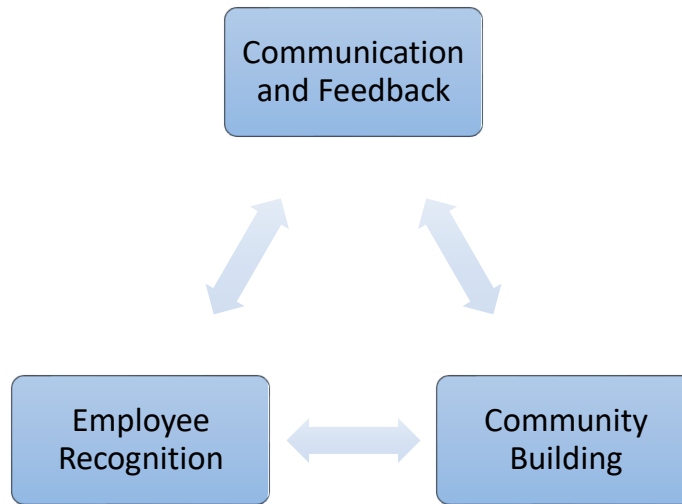


Figure 2: Influence of Social Media on Engagement

Social media enables instantaneous connection between employees and employers, promoting transparent conversation, input, and involvement. Social media platforms such as Yammer, Slack, and Microsoft Teams offer internal networking and collaboration environments that facilitate employee connectivity, idea sharing, and project collaboration. Social media platforms have the potential to serve as a means of publicly acknowledging and commemorating staff accomplishments, significant events, and valuable contributions, so enhancing employee morale and fostering increased involvement ((Khatri, et.al., 2018). Social media facilitates the establishment of employee communities and interest groups, allowing employees to establish connections, exchange information, and provide mutual assistance, so promoting a feeling of inclusion and camaraderie.

Employer Branding:



Figure 3: Influence of Social Media on Employer Branding

The utilisation of social media platforms enhances an organization's employer brand by augmenting its visibility and expanding its reach among prospective applicants and the wider talent pool. Consistently disseminating information that showcases business culture, values, and employee experiences contributes to the establishment of a favourable employer brand reputation. Promoting the active engagement of employees in sharing company content and actively participating in employer branding initiatives on social media platforms can greatly augment the credibility and authenticity of a brand. Employee advocacy programmes confer authority onto employees to assume the role of brand ambassadors, disseminating their favourable encounters across their own networks. Organisations can utilise social media to oversee and control their employer brand reputation through activities such as actively listening to employee feedback, addressing any concerns, and proactively managing online reviews and conversations.

Review Literature

In 2018, a report was issued by the Chartered Institute of Personnel and Development (CIPD) that examined the impact of social media platforms on the recruitment process. The survey underscored the increasing importance of social media in talent acquisition tactics, giving particular emphasis to its capacity to access a broader range of applicants and bolster employer branding endeavours. This paper examines multiple facets of social media recruitment, encompassing applicant sourcing, employer branding, candidate engagement, and the influence of social media on conventional recruitment approaches. Furthermore, the research presented an analysis of the optimal strategies, obstacles, and factors to be taken into account by organisations that utilise social media platforms for the purpose of recruitment.

In 2020, a report was published by the Society for Human Resource Management (SHRM) that investigated the impact of social media platforms on employee engagement in organisational settings. This statement underscores the role of social media in enabling instantaneous contact, feedback, and collaboration among employees, hence cultivating a favourable work atmosphere. Furthermore, the survey examined the use of social media for the purpose of acknowledging employees, fostering a sense of community, and cultivating a feeling of inclusion within the workforce. Organisations may enhance employee engagement and foster a more connected and engaged workforce by successfully utilising social media.

The 2019 report by Gartner conducted a thorough investigation of the convergence of corporate branding and social media, specifically emphasising the empowerment of employees to act as brand ambassadors. The article commences by providing an introduction to the notion of employer branding and its importance in the recruitment and retention of highly skilled individuals. This statement underscores the significance of a robust employer brand in distinguishing an organisation within a highly competitive recruitment market and shaping candidates' opinion of the company as a preferred employer. Gartner conducted an investigation into the growing significance of social media in influencing employer branding efforts. Organisations can leverage social media platforms as effective instruments to enhance their employer brand messaging, interact with prospective recruits, and exhibit their distinctive employer value proposition (EVP). The paper prominently explores the concept of enabling employees to assume the role of brand ambassadors on social media platforms. According to Gartner, employee advocacy programmes offer advantages by motivating employees to disseminate company-related content, employment prospects, and favourable encounters through their personal social media platforms.

The 2019 research by Gartner emphasised the many advantages of employee advocacy programmes in enhancing corporate branding endeavours. By utilising employees' own networks and connections, these programmes have the potential to augment brand trust, authenticity, and reach. Employee advocacy plays a crucial role in humanising the employer brand, so enhancing its relatability and appeal to prospective recruits. Gartner recognised that the successful implementation of employee advocacy programmes needs meticulous preparation, effective communication, and endorsement from leadership. The report examines several challenges and considerations, including the need to ensure congruence with organisational principles, the provision of employee training and guidelines, and the resolution of privacy and security issues. According to Gartner, organisations seeking to utilise social media for employer branding through employee advocacy programmes can benefit from the provision of best practices and advice. The strategies encompassed the establishment of well-defined objectives and measurements, the cultivation of a transparent and trusting organisational culture, the acknowledgment and incentivization of employee advocates, and the provision of continuous support and resources. Inclusion of case studies and success stories from organisations that have effectively employed employee advocacy programmes to augment their employer branding endeavours was a notable aspect of the report. These concrete instances demonstrate the possible influence of

employee advocacy driven by social media on the attraction and retention of highly skilled individuals. The research published by Gartner in 2019 offered significant insights and practical recommendations for organisations aiming to leverage social media and employee advocacy in order to enhance their employer branding endeavours. Organisations may enhance their employer brand messaging, interact with potential applicants, and establish a more genuine and captivating online employer brand presence by enabling employees to serve as brand ambassadors on social media.

The 2021 LinkedIn report provided a thorough examination of the impact of social media platforms, with a specific focus on LinkedIn, on employer branding efforts. The analysis underscored the growing trend among applicants in the contemporary digital era to utilise social media platforms as a means of conducting research on prospective employers and assessing their employer brand. The present study investigated the significant impact of social media on the formation of employer brand perceptions. The article examines the utilisation of social media platforms, specifically LinkedIn, as a means for organisations to effectively present their culture, values, and employer brand messaging to a broad range of prospective applicants. The 2021 LinkedIn report primarily examined the influence of LinkedIn on endeavours related to employer branding. LinkedIn's distinctive attributes and functionalities are emphasised, allowing organisations to efficiently establish and advertise their employer brand. These include corporate pages, employee testimonials, job posts, and sponsored content. The 2021 LinkedIn report presented a robust employer brand on the platform. This encompassed the process of enhancing company profiles by incorporating captivating content, actively interacting with followers through frequent updates and engagements, highlighting employee experiences and achievements, and utilising LinkedIn's advertising capabilities to effectively reach certain target demographics.

LinkedIn placed significant emphasis on the significance of assessing the influence of social media endeavours on employer branding endeavours. This paper examines the essential metrics and analytics tools offered by LinkedIn for monitoring engagement, reach, and efficacy of employer branding endeavours. These resources enable organisations to make informed decisions based on data and enhance their campaigns accordingly. LinkedIn incorporated success stories and case studies of organisations that have successfully utilised LinkedIn for employer branding objectives in the report. These empirical instances exemplify how organisations spanning diverse sectors have leveraged LinkedIn as a means to augment their employer brand, allure highly skilled individuals, and achieve favourable commercial outcomes.

The 2021 LinkedIn study provided advice for organisations seeking to utilise social media, including LinkedIn, as a means of enhancing their employer branding efforts. The significance of maintaining a robust and genuine employer brand presence on LinkedIn, actively interacting with followers and potential candidates, and consistently assessing and improving employer branding tactics to remain competitive in the talent market was emphasised. The LinkedIn research offers noteworthy insights and pragmatic suggestions for organisations aiming to utilise social media platforms, particularly LinkedIn, in order to augment their employer branding endeavours. This statement underscores the significance of employing social media as a strategic instrument for attracting and engaging high-caliber individuals and establishing a robust employer brand presence within the contemporary digital environment.

(Veeranki, et.al., 2017), observed the internet is undeniably transforming the global landscape across various domains. The process of a new employee joining an organisation has undergone total modernization through the utilisation of the Internet, commonly referred to as E-Recruitment. The objective of this study is to identify the characteristics that impact students' impressions of social media recruitment. The data has been gathered from various sources, including the internet, research papers, and textbooks. Age, gender, awareness, and relevance are among the elements that influence students' view of social media recruitment. The significance of social media recruitment is a prominent component among these.

(Khatri, et.al., 2018) examined that any organization's success or failure is directly related to its human resources department. For the association's longevity and efficient operation in this age of globalisation and industrialization, when there is enormous scope competition and that too is unrelenting, the organisation really should have associated with labour force. Finding out what "employee engagement" is and what factors have the most impact on it in the workplace is the primary purpose of this survey research. The goal of the audit cycle is to make the existing text stronger. After carefully reviewing all of the components of each exam paper, the author has included their findings. The findings of this study can be applied by any organisation, regardless of industry, to develop a comprehensive plan for employee engagement that takes into account all of these elements. For a deeper understanding

of employee engagement and the variables that influence it, this article is a great resource. This practical article has looked at a few engagement-related aspects, both at the organisational and personal levels. Differences in gender, race, ethnicity, and other defining characteristics of individuals and their jobs may give rise to these variation patterns. Solid enrollment programmes, comprehensive training and advancement, a confirmation programme, a solid and appropriate connection between revealing chief and employee at the miniature level, and career improvement opportunities are some of the ideas presented in this paper that encompass diverse employee engagement approaches for new hires. Future research into the employee engagement area may make use of the findings of this particular study. Reduced staff turnover and increased productivity might result from properly implementing the various engagement elements mentioned below. Finding out what "employee engagement" is and what factors have the most impact on it in the workplace is the goal of this review study.

Research Methodology

The research design utilised in this study is descriptive in nature. The acquisition of secondary data was accomplished through the utilisation of pertinent online sources and website access. Data collection was conducted using a closed-ended structured questionnaire with a sample size of 95. Private institutions have initiated the endeavour in order to obtain a sample. The data for the current study were analysed using SPSS. Determinants were identified through the application of Anova, descriptive statistics, and reliability tests.

Objective of the study

- To study the influence of employer branding, engagement & recruitment.
- To investigate social media's influence on employer branding, engagement & recruitment.
- To provide recommendations for HR professionals

Data Analysis & Interpretation

Hypothesis of the study

- **H01:** There is no significant influence of social media among employer branding, engagement & recruitment.
- **Ha1:** There is significant influence of social media among employer branding, engagement & recruitment.

Results & Discussion

Table 1: Reliability Test

Cronbach's Alpha	No. of Items
0.869	08

Cronbach's alpha is a measure of internal consistency or reliability of a set of scale or test items. It ranges from 0 to 1, where higher values indicate higher internal consistency. A value of 0.869 suggests a relatively high level of internal consistency among the items in scale. This indicates that the items in scale are moderately to highly correlated with each other, suggesting that they measure the same underlying construct or dimension with a good degree of reliability. The Cronbach alpha coefficient of 0.869 exceeds the minimum permissible standard value of 0.70 by a wide margin.

Table 2: Descriptive Statistics

S.No.	Variables/Statements	Mean Values	St.Dev. Values
1.	Collaborate Across Departments	4.004	.213
2.	Compliance and Risk Management	3.937	.447
3.	Develop a Social Media Strategy	3.225	.428
4.	Leverage Data Analytics	5.678	.121
5.	Monitor Online Reputation	4.237	.187
6.	Continuous Improvement	3.101	.413
7.	Invest in Training and Development	2.986	.569

8.	Engage Employees & Stay Updated	2.371	.678
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Table 2 shows a list of variables/statements along with their mean values and standard deviation values. These variables appear to represent different aspects or components of a certain construct or measurement scale. collaborate across departments having (Mean Value: 4.004 & Standard Deviation: 0.213); compliance and risk management having (Mean Value: 3.937 Standard Deviation: 0.447) ; develop a social media strategy having (Mean Value: 3.225 Standard Deviation: 0.428); leverage data analytics having (Mean Value: 5.678 Standard Deviation: 0.121); monitor online reputation having (Mean Value: 4.237 Standard Deviation: 0.187); continuous improvement having (Mean Value: 3.101 Standard Deviation: 0.413); invest in training and development having (Mean Value: 2.986 Standard Deviation: 0.569) & engage employees & stay updated having (Mean Value: 2.371 Standard Deviation: 0.678). These numbers offer valuable information about the mean replies for each variable/statement, as well as the extent of variation or spread of responses around those mean values. As an example, the feature labelled "Leverage Data Analytics" exhibits the greatest mean value, suggesting a significant level of agreement. Conversely, the component labelled "Engage Employees & Stay Updated" demonstrates the lowest mean value, showing a comparatively lesser level of agreement. A measure of the extent to which individual responses deviate from the mean for each variable is provided by the standard deviation values.

Table 3: ANOVA

ANOVA						
		Sum of Squares	Df (Degree of freedom)	Mean_Square Values	F-Value	Sig.
Collaborate Across Departments	Between_Groups	62.126	3	59.562	65.876	.001
	Within_Groups	384.665	92	.413		
	Total	446.791	95			
Compliance and Risk Management	Between_Groups	49.532	3	30.412	56.612	.001
	Within_Groups	338.921	92	.389		
	Total	388.453	95			
Develop a Social Media Strategy	Between_Groups	40.324	3	28.782	49.443	.001
	Within_Groups	312.563	92	.415		
	Total	352.887	95			
Leverage Data Analytics	Between_Groups	78.489	3	78.823	87.567	.001
	Within_Groups	678.234	92	.543		
	Total	756.723	95			
Monitor Online Reputation	Between_Groups	69.367	3	70.546	69.998	.001
	Within_Groups	611.567	92	.498		
	Total	680.934	95			
Continuous Improvement	Between_Groups	59.234	3	65.671	39.896	.001
	Within_Groups	489.128	92	.345		
	Total	548.362	95			

Invest in Training and Development	Between_Groups	51.569	3	42.867	32.775	.001
	Within_Groups	416.457	92	.412		
	Total	468.026	95			
Engage Employees & Stay Updated	Between_Groups	49.471	3	32.456	28.489	.001
	Within_Groups	398.877	92	.313		
	Total	448.348	95			

For the interpretation of ANOVA results, the F-value and p-value (commonly abbreviated as "Sig.") are indispensable. The F-value is calculated as the ratio of two variances: the intergroup variance and the intragroup variance (Tosendra., et.al., 2023). It quantifies the extent to which the means of groups differ in relation to the variability present within each group. Greater F-values signify more pronounced disparities among group means in comparison to the variability observed within each group. The probability of obtaining an F-value as extreme as the one observed in the data, under the null hypothesis (that there are no differences between group means), is denoted by the p-value associated with the F-value. A p-value that is small, usually below the predetermined significance level of 0.05, indicates that the observed variations in group means are improbable to have arisen due to random variation. Dismiss the null hypothesis and infer that there are statistically significant differences between group means if the p-value is less than the predetermined significance level.

In this study, rejected the null hypothesis i.e. "there is no significant influence of social media among employer branding, engagement & recruitment" indicating that there is not enough evidence to conclude that there are significant differences between group means & accepted alternate hypothesis i.e. "there is significant influence of social media among employer branding, engagement & recruitment". Collaborate Across Departments having F-value: 65.876 & Sig. (p-value): .001 The F-value of 65.876 indicates that there are significant differences between the means of the groups. The p-value of .001 is less than the commonly used significance level of 0.05, suggesting strong evidence to reject the null hypothesis. Therefore, you conclude that there are statistically significant differences between the means of the groups in terms of collaborating across departments.

Findings of the study

- Platforms for social media provide organisations with access to a massive pool of possible candidates that has never been seen before. This access enables them to conduct targeted recruitment efforts and makes the talent pipeline more extensive.
- When recruiters make use of social media networks like LinkedIn, Facebook, and Twitter, they are able to source applicants, highlight job opportunities, and communicate with talent in real time.
- The plethora of information that is available on social media platforms, on the other hand, creates a number of obstacles, including the need to sort through enormous amounts of data and verify the legitimacy of candidate profiles.
- The seamless communication, collaboration, and information sharing that can be achieved through the use of social media among employees is a significant factor in promoting employee engagement and establishing a sense of belonging inside organisations.
- Internal networking spaces are provided by platforms such as Yammer, Slack, and Microsoft Teams. These spaces allow employees to connect with one another, exchanging ideas, and working together on projects.
- Social media platforms make it possible for businesses to publicly acknowledge and celebrate the accomplishments of their staff members, which in turn boosts morale and helps to reinforce a positive culture in the workplace.
- Both internally and externally, the view that people have of an organization's employer brand is significantly influenced by the channels that are used for social media.
- Organisations have the ability to differentiate themselves as employers of choice and attract top talent by presenting their corporate culture, values, and employee experiences through interactive campaigns and appealing content.
- In order to keep a consistent and genuine employer brand presence across a variety of social media venues, it is necessary to participate in strategic planning, content curation, and active engagement with followers.

Recommendations for HR Professionals

- Make a complete social media plan that fits with the goals and aims of HR. For each HR role (recruitment, engagement, and employer branding), set clear goals, target audiences, messages, and metrics.
- Use tools for data analytics to keep track of and evaluate how well your social media efforts are working. Look at important numbers like engagement, reach, and conversion rates to make sure your tactics and use of resources are the best they can be.
- Stay up to date on new possibilities and challenges by keeping an eye on changes and trends in HR practices and social media platforms.
- Give HR professionals training and development chances to improve their social media skills and abilities. This includes keeping up to date on new platform features, the best ways to make content, and the rules about data privacy.
- Encourage HR and other departments (like marketing, communications, and IT) to work together on social media projects so that they can use the knowledge and skills of people from different departments. Align your branding and marketing efforts to make sure that everyone in the organisation is on the same page.
- Get your workers involved in social media projects by telling them to share company content, take part in advocacy programmes, and help build your workplace brand. Make sure that employee advocacy is in line with the organization's goals and values by giving them instructions and help.
- Manage and keep an eye on the company's online image on social media sites on a regular basis. Deal with any negative comments or concerns right away and honestly to keep partners' trust and respect.
- Try new things and be open to new ideas when making social media plans. Try out different methods, content types, and ways to get people involved to see what works best for your target group and then make changes based on that.
- When you use social media, make sure you follow all the rules, laws, and business policies that apply. Set up strong risk management systems to lower the risks of losing data privacy, having your security broken, and having your image hurt.
- Always look at feedback, insights, and performance data to improve and change your social media strategies. Stay flexible and ready for changes in HR needs and goals as well as changes in social media.

Conclusion

Recruitment, engagement, and employer branding are all important components of talent management strategies in India, aimed at attracting, retaining, and inspiring people to promote organisational success and competitiveness in an ever-changing business context. Social media has transformed human resource practices by providing effective tools and venues for recruiting, engagement, and employer branding. Using social media effectively enables businesses to attract top talent, boost employee engagement and retention, and establish a strong employer brand that connects with current and prospective employees. However, organisations must adopt careful plans, rules, and guidelines to negotiate the intricacies and possible risks connected with social media use in HR settings.

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