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## Roles of Social Media in Selection and Recruitment and Its Simplification

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### Abstract

The integration of social media platforms into recruitment and selection processes has significantly transformed human resource practices in the IT industry. Organizations leverage platforms such as LinkedIn, Facebook, and Twitter to efficiently identify, assess, and engage potential talent by utilizing advanced search algorithms, analytics, and targeted advertising. This approach offers benefits including enhanced diversity, increased access to passive candidates, and improved employer branding. However, challenges such as privacy concerns, potential biases, and ethical dilemmas persist. Studies indicate that while social media can reduce hiring timelines and foster inclusivity, it also necessitates robust policies and a balanced approach that integrates traditional and digital recruitment methods. The evolving landscape underscores the need for organizations to adapt strategies that address emerging challenges and optimize the use of social media responsibly in their recruitment endeavors.

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### Introduction

In the contemporary business landscape, social media has emerged as a powerful tool that transcends traditional communication and networking. Organizations are increasingly leveraging social media platforms to streamline their selection and recruitment processes, enabling them to reach a wider talent pool more efficiently. JUGL Technology Solutions Pvt. Ltd., a prominent player in the tech industry, has embraced social media as a strategic asset in its recruitment framework. This article explores the critical roles of social media in the selection and recruitment process at JUGL Technology Solutions Pvt. Ltd., highlighting how the organization has effectively utilized these platforms to simplify talent acquisition, enhance employer branding, and optimize candidate engagement. By examining specific strategies and real-world examples, this study provides valuable insights into the evolving dynamics of recruitment in the digital age.

### Objectives

- To analyze the role of specific social media platforms (e.g., LinkedIn, Facebook, Twitter) in sourcing and engaging talent.
- To understand the impact of AI-driven tools and automation on reducing recruitment time and improving candidate quality.
- To assess the level of recruiter and candidate interaction through social media and its influence on selection decisions.
- To identify the benefits and challenges associated with using social media for recruitment in comparison to traditional methods.

### Review of Literature

#### 1. Author: Dhanya Pramod (2010)

The source of this work is that there is a need to observe how information technology organizations are leveraging the potential role of social media in recruitment and selection.

This research uncovered some compelling insights into the use of social media in the recruitment process. A total of 125 human resource professionals took part in the research, and by employing principal component analysis, this examined the impact factors in three general categories, i.e., pre recruitment screening, recruitment activities and perceived social media benefits in recruitment and selection. The research led to eight unique latent factors, i.e., social media engagement, experience and competence, achievements and endorsements, quality of the candidate, profile compatibility, effectiveness and reachability, target setting and branding. Organizations' usage of the social media is yet to be studied and this research sets out to gather the practices and the drivers of the adoption of social media.

## 2. Author: Irina Jugl (2022)

Shattering the Bubble: Enhancing critical thinking skills and ambiguity tolerance in deradicalization mentoring. As a reaction to an intricate world, radicalized persons will withdraw into black-and-white reasoning, preference for simple answers to difficult issues, or credulity about conspiracy theories. They are more likely to be low cognitive complexity individuals, deficient in perspective-taking ability, as well as intolerance of ambiguity. Thus, it makes sense that successful deradicalization processes may need to intervene in such thinking patterns, hopefully leading to enhanced critical thinking abilities. With this aim, a state government deradicalization program in the German state of Baden-Württemberg (Competence Centre against Extremism, konex), is pilot testing new cell phone application-based approaches since June 2021. The tool employed is a news aggregator app that offers various angles on contemporary (socio-) political issues based on editorial selection. As deradicalization activities are advised to be customized to individual needs, the app enables context specific conversation and creative interventions (e.g., narrative) depending on the topics in feature. This paper lays out the theoretical framework and underlying change theories of the app's use in day-to-day deradicalization activities, particularly aimed at the development of critical thinking, ambiguity tolerance, and perspective taking. In addition, the instrument is used to counter existential uncertainties, belief in conspiracies, and media literacy deficits.

## 3. Author: David Weisburd (2024)

Agent Based Modelling to Promote Evaluation Research in Radicalization and Recruitment to Terrorism: Challenges and Opportunities our article contends that Agent Based Modelling (ABM) has a significant role to play in the assessment of interventions for counter radicalization and recruitment. Its benefits are a consequence of three facts of research and practice in this field of inquiry. Firstly, field research on recruitment and radicalization presents major ethical and human subjects issues beyond conventional criminological and social research that do not exist to the same extent in ABM experiments. Second, since there are no existing studies and particularly existing evaluation studies, ABMs offer a means of determining which programs or practices should be targeted in field experiments, thereby enabling researchers to home in on interventions with greatest potential for success. Third, ABM permits researchers to investigate extremely large populations of agents, which can overcome the base rate problem of assessing interventions aimed at rare events, for instance on joining terrorism or terrorist attacks. We demonstrate these benefits of ABM

research for program and policy assessment using an ABM model created in Proton (an Horizon 2020 project). We particularly emphasize how ABMs can be constructed so as to yield valid outcome results. To this end, we stress the need for a robust theoretical underpinning of ABM research, building a realistic environment using real data, and examining the ABM model for fit to outcomes in the real world.

## 4. Author: Edgar o Bustos (2022)

The Impact of Organizational Reputation on Retention among Public Employees: How to secure the "War for Talent" in Constitutional Autonomous Agencies in Mexico. Keeping competent employees on board is an essential task for public organizations to be able to project themselves as effective and efficient to their various stakeholders. Nevertheless, even though public organization staff mobility dynamics are crucial, retention has been a topic that has not been explored in human resource management studies in depth. In Mexico, holding on to its best talent is becoming challenging because its government is marred by corruption and nepotism. Reputation holds, the argument is that reputation keeps a reciprocity exchange among workers and bosses, seen in longterm work arrangements. Drawing on a survey of five Mexican Constitutional Autonomous Agencies' employees, the paper demonstrates that a good reputation is an important consideration for public employees in deciding whether or not to remain in their workplaces. The research suggests that constructing and sustaining a good reputation needs to be significant for public managers due to its bearing on HRM.

## 5. Author: Ann de Beck (2018)

Individual differences in political aggression: The role of social integration, perceived grievances and low self-control. A number of models have been proposed for the investigation of (self-reported) aggression. These theories are less often empirically tested to understand political aggression variability between individuals. This study investigates distal, intermediate and proximate mechanisms' role in a net-sample of 6020 young people. Log-linear structural equation modelling is used to examine independent effects of cumulative social integration, perceived personal and group injustice and low self-control. It is postulated that these variables are the causes of the 'crystallization of discontent' through religious authoritarianism, political powerlessness, extremism belief support and internet exposure to extremist content. Extremist content support and internet exposure to extremist content are strong predictors, and serve as different pathways towards political aggression.

## Research Methodology

- **Research Design:** descriptive
- **Sample Size:** 100 respondents
- **Sampling Technique:** convenient sampling

## Data Sources

**Primary:** structured questionnaires

**Secondary:** internal company data, and online sources

## Tools Used

- Percentage analysis
- Descriptive
- One-way ANOVA & regression analysis

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.413 <sup>a</sup>	12	.033
Likelihood Ratio	25.721	12	.012
Linear-by-Linear Association	12.358	1	.000
N of Valid Cases	100		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is 2.72.

### Interpretation

The results of the Chi-Square test indicate a statistically significant association between the two categorical variables examined, as evidenced by a Pearson Chi-Square value of

22.413 with 12 degrees of freedom and a p-value of 0.033. Since the p-value is less than the conventional threshold of 0.05, we can conclude that there is a significant relationship between the variables, suggesting they are not independent.

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Increased engagement enhances job post visibility and outreach	Equal variances assumed	.024	.878	.211	41	.834	.0833	.3953	-.7150	.8817
	Equal variances not assumed			.211	28.774	.834	.0833	.3952	-.7251	.8918

### Interpretation

The independent samples t-test was conducted to compare the perception of whether increased engagement enhances job post visibility and outreach between two groups. Levene's Test for Equality of Variances yielded a significance value of 0.878, which is greater than 0.05, indicating that the assumption of equal variances is met. Based on this, the row for "Equal variances assumed" is used for interpretation. The t-test produced a t-value of 0.211 with 41 degrees of freedom and a p-value of 0.834. Since the p-value is much greater than 0.05, the result is not statistically significant.

### Interpretation

A one-way ANOVA was performed to assess whether there are significant differences among groups in their perception that social media platforms enable access to a wider and more diverse talent pool. The analysis yielded an F-value of 0.491 with a corresponding p-value of 0.689. Since the p-value is substantially greater than the conventional significance level of 0.05, the result is not statistically significant.

### Findings

- **Active Use of Social Media:** Platforms like LinkedIn, Facebook, and Instagram are widely used for candidate sourcing and engagement.
- **Perceived Effectiveness:** Over 60% of participants felt that social media recruitment attracts better candidates than traditional methods.
- **Boost to Employer Branding:** A strong, engaging online presence makes companies more appealing to high-quality talent.
- **ROI Measurement Challenge:** Difficulty persists in measuring social media recruitment ROI, especially regarding long-term outcomes.
- **Platform-Specific Strategies:**
  - LinkedIn-preferred for professional roles
  - Facebook/Instagram-better for creative/youth-centric roles
- **Demographics:** Majority of respondents were aged 25-35, indicating a tech-savvy HR base.
- **Skill Gaps:** Notable lack of analytics interpretation skills hampers full optimization of social recruitment strategies.
- **Candidate Authenticity Concerns:** Recruiters highlighted the challenge of background verification on social platforms.
- **High Candidate Engagement:** Most participants agreed social media boosts interactive communication and speeds up responses.

### Suggestions

1. **Target Young Talent:** Design recruitment programs for early-career professionals (18-24 age group), with onboarding, training, and growth paths.

ANOVA					
We have recruited more toper candidates since adopting social					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	38.283	3	12.761	7.481	.000
Within Groups	163.757	96	1.706		
Total	202.040	99			

### Interpretation

The results show that the between-group variance is statistically significant, with an F-value of 7.481 and a p-value of 0.000. Since the p-value is less than the standard threshold of 0.05, we conclude that there is a statistically significant difference in the responses across the groups being compared (such as age groups, education levels, or industries-depending on the grouping variable used).

ANOVA					
Social n media platforms enable us to access a wider and more dive					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.613	3	.871	.491	.689
Within Groups	170.227	96	1.773		
Total	172.840	99			

2. **Align with Academic Qualifications:** Tailor roles and career progression plans to highly qualified candidates (78.1% had master's degrees).
3. **Enhance Engagement Touchpoints:** Maintain continuous candidate communication and feedback systems during the hiring journey.
4. **Rework Talent Attraction Strategies:** Improve outreach and branding approaches, given TOTATT's negative impact on performance in regression.
5. **Improve Measurement Tools:** Refine survey instruments to strengthen reliability beyond Cronbach's Alpha of 0.756.

## Conclusion

The study confirms the acceptable reliability of social media recruitment factors and identifies moderate correlations among them. It reveals that while employee engagement and customer satisfaction positively impact marketing practices, the strategy for attracting top talent appears to have a negative impact, potentially due to inconsistencies in implementation. The analysis also highlights group-level differences in perceptions of engagement and talent attraction, though age distribution remained uniform across groups. These findings underscore the importance of adopting more strategic, data-driven, and candidate-centric recruitment approaches through social media platforms. Companies like Jugl Technology Solutions exemplify this shift by leveraging AI and analytics to simplify and enhance recruitment practices, thereby aligning with emerging industry trends.

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