

## Chapter 13

# Digital Transformation in HRM: Using Social Media for Recruiting and Employer Branding

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### **ABSTRACT**

*The chapter will explore the function of social media in the hiring process and its effects on corporate branding. It offers knowledge about various social media sites and their benefits for hiring and employer branding. Moreover, the chapter explores social media usage tactics and best practices used by different organizations. Additionally, it discusses potential difficulties and dangers connected to hiring through social media and provides suggestions for minimizing them. The chapter also offers a preview of upcoming trends and advancements in social media employer branding and recruiting. Overall, readers receive a thorough understanding of how to use social media to improve employer brand in a competitive job market and recruit top talent.*

### **INTRODUCTION**

Social media has a significant impact on both our personal and professional lives in the current digital age (Hussain et al., 2021). The way we connect, communicate, and share information has changed as a result. Organizations are realizing social media's enormous potential as a formidable tool for hiring and employer branding as the globe becomes more interconnected (Tanwar & Kumar, 2019). Digital platforms and technologies that allow users to produce, share, and exchange content in a virtual community are referred to as social media. These platforms make it easier to share knowledge, concepts, and multimedia assets like text, pictures, videos, and audio. Facebook, Instagram, Twitter, LinkedIn, and YouTube are a few examples of well-known social media platforms. Social media promotes communication, cooperation, and networking by enabling people and organizations to connect, engage, and interact with a large audience. Organizations use these social media channels to find new personnel. Finding, recruiting, and choosing eligible candidates to fill open positions within an organization is the process

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of recruitment (Leighton, Kardong-Edgren, Schneidereith, & Foisy-Doll, 2021). It entails a variety of tasks, including writing job descriptions, promoting job openings, finding candidates, assessing resumes, holding interviews, and eventually selecting the best candidates to join the company. A diverse pool of bright individuals with the requisite abilities, credentials, and cultural fit are what effective recruitment tactics seek to bring in.

Social media has changed how businesses interact with prospects and create their employer brands in the modern world, when connectivity and technology are everywhere (Appel, Grewal, Hadi, & Stephen, 2020). In the minds of consumers, stakeholders, and the general public, branding refers to the act of developing and establishing a distinctive identity and image for a product, service, or organization. Defining the organization's values is necessary. With the growth of social media sites like LinkedIn, Facebook, and Twitter, businesses now have unparalleled access to a talent pool and a chance to highlight their distinctive value proposition. Organizations can use social media to increase the visibility of their employer brands, build a solid web presence, and interact more personally and actively with prospects (Carpentier, Van Hoye, & Weijters, 2019). It enables companies to communicate with potential applicants on a worldwide scale and go beyond conventional recruitment techniques, eradicating distance obstacles and fostering fluid dialogue. In a highly competitive employment market, an organization's ability to attract, recruit, and retain top people can be dramatically improved with this degree of reach and engagement. Additionally, social media has an impact on an organization's employer brand and overall reputation in ways that go beyond recruitment. Before contemplating job prospects, candidates today are more discerning and research-oriented, looking for information about an organization's culture, values, and employee experiences.

Organizations can use social media as a platform to highlight their distinctive qualities, corporate cultures, and employee success stories. Organizations can create a compelling employer brand narrative that connects with prospects, sets them apart from rivals, and ultimately promotes a favorable view of the company by actively maintaining their social media presence. Making the most of social media may help a business draw in top talent, develop long-term employee loyalty, and enhance its reputation as an employer of choice.

Because of these developments, it is now crucial for HR specialists, talent acquisition experts, and organizational leaders to grasp the ins and outs of using social media for employer branding and recruitment. Businesses should use social media platforms to their advantage to engage with the right individuals, build their employer brand, and gain a competitive edge in an increasingly digital and connected world (Benedict, Hahn, Diefenbach, & Ford, 2019). Using social media as a powerful tool for recruiting and employer branding, the tactics, best practices, and insights discussed in this chapter will help organizations fulfil their recruitment goals and navigate the ever-changing talent acquisition landscape.

The chapter discovers the subject of "Digital transformation in HRM - Using Social Media for Recruiting and Employer Branding." The chapter aim to provide a comprehensive understanding about companies who use social media platforms to improve their employer brands and attract top candidates. In the chapter, the importance of developing an influential employer brand is emphasized, and it talks about how social media is a vital tool for presenting an organization's potential, culture, and values and brands. Next, the chapter expresses at a variety of social media platforms and their use to hire people and build a brand in the industry. Furthermore, few popular networks including YouTube, Facebook, Instagram, TikTok, LinkedIn, and Twitter are explained that companies use to interact and establish links with potential consumers (Turnbull, Chugh, & Luck, 2023). The chapter's next segment provides strategies and best practices to use social media in recruiting and employer branding in different dynamics.

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