



# EFFECT OF SOCIAL MEDIA ON EMPLOYER BRANDING AND RECRUITMENT PROCESS

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## ABSTRACT

*The manpower market is particularly competitive environment. The human resources managers have found out that hiring high quality staff is not as easy as it was in the past. The companies want to differentiate themselves and be more interesting for their staff. Human resources marketing can help them gain a competitive advantage and be different. The paper describes the essence and meaning of the human resources marketing. The employer branding helps companies to differentiate themselves from other companies in the field. The paper provides a perspective on the application of employer branding used for recruiting the staff. The substantial part of the paper deals with the social media tools and their usage by human resources managers and employees in the selected company.*

**Keywords:** Employer Branding, Social Media Tools, Human Resources Marketing (HR marketing), Recruitment.

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## 1. INTRODUCTION

The manpower market is especially competitive environment. Nowadays, in the era of globalization, the companies deal with so called hyper-competition – increased competition that has appeared in some of the fields. It crucially affects the field of services, the markets which are characterized by an easy entrance, the high-profitable spheres or the fields where high-qualified human resources are required. The HR officers have found out that it is not as easy as it was in the past to recruit quality personnel. The aim of modern management is to achieve excellence in every activity. That is the reason why companies in an effort to differentiate themselves and make an interesting impression, can receive a competitive advantage exactly with the use of the Employer Branding. Recruitment is a struggle in which the company that is able to make the best first impression by using social media tools and to introduce itself as a unique and a reliable employer wins. It is not easy to step out of the line of the rivals and show the dissimilarity, however, it is for the recruiting communication the most essential.

## 2. THE SUBSTANCE AND SIGNIFICANCE OF HR MARKETING

HR marketing has become a new phenomenon both in the field of marketing and HR management, which is gaining in greater importance with many companies. It includes the combination of the classical marketing and the HR management and we can define it as a company's personal policy orientation on needs of the present and future employees, setting its target to keep and motivate the present ones and also to get new ones. We are talking about the usage of a marketing access in the personal field in order to form and keep the needed company work force and create the company a good name considering the employer's field. HR marketing then serves the company to find and recruit a quality human capital and make it stable.

**HR Marketing & Employer Branding:** HR Marketing and Employer Branding go hand in hand when it comes to the recruiting process. A company's employer brand is a key aspect of HR marketing. Employer Brand is the way that candidates and employees view on company, the experiences and interactions they've had, and ultimately how they would describe about company to another person.

**Important Employer Branding Components:** There are multiple aspects of employer branding that should be considered in terms of HR marketing. For example, it's important to think about how employer brand is being represented on Website, Career page, Talent pool, Social media, Job advertisements, Application process, Interview process, Employee reviews

**Employer Branding and Social Media:** Social media plays a large role in employer branding in today's digital world. From creating a Facebook job board to sharing visual content on Pinterest, there are almost an unlimited number of ways to use social media to promote your company online.

**Analysis of The Application HR Marketing Tools in The Selected Company:** The aim of the analysis was to assess the effectiveness of HR marketing activities of the personnel department in the company Muthoot Finance. The first thematic field of the analysis was focused on the company's HR department – the HR officers, as an important part of the organization which deals with questions of human resources, who were representing the respondents of the given research. By means of primary quantitative research and its evaluation, we tried to determine the position of the HR department within the company, the position of the HR officers within the HR department and a set of questions also referred to the activities of the company in the field of the HR marketing: searching and recruiting employees, building up the brand of the company and using the HR marketing tools in the company.

The second thematic field of the analysis was focused on the specification of the candidates', i.e. present employees, decision-making criteria which influenced their choice of the future employer at the time they were job candidates. We were gathering the information by means of a primary quantitative research, by electronic interviewing, via questionnaire and the employees of the company represented our respondents.

In order to do this research, we had to address at least 8 respondents - the HR officers and at least 63 respondents – the employees. Gathering the primary data was done by the electronic form i.e. Google forms in July 2021. We addressed employees from the personal department who work in the central office in the Muthoot Finance Ltd., located in Hyderabad, and the employees from the individual subsidiaries.

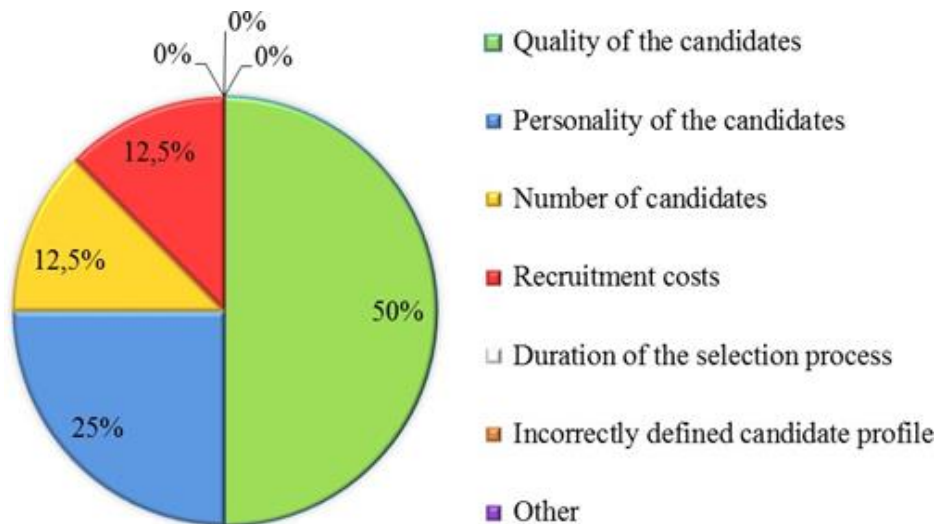
## 3. OBJECTIVES OF THE STUDY

- To find out which tool for recruiting employees is the most effective one from the HR officers' point of view.
- To find out what the biggest contribution to the HR marketing activities consist of.

- To find out if the research of the decision-making criteria for the job candidates has been done.
- To find out which factor, influencing the choice of the employer, was the most important when looking for a job.
- To find out where the employee finds out about the job vacancy.
- To find out which factor the employee considers the most important connected to his current working post.

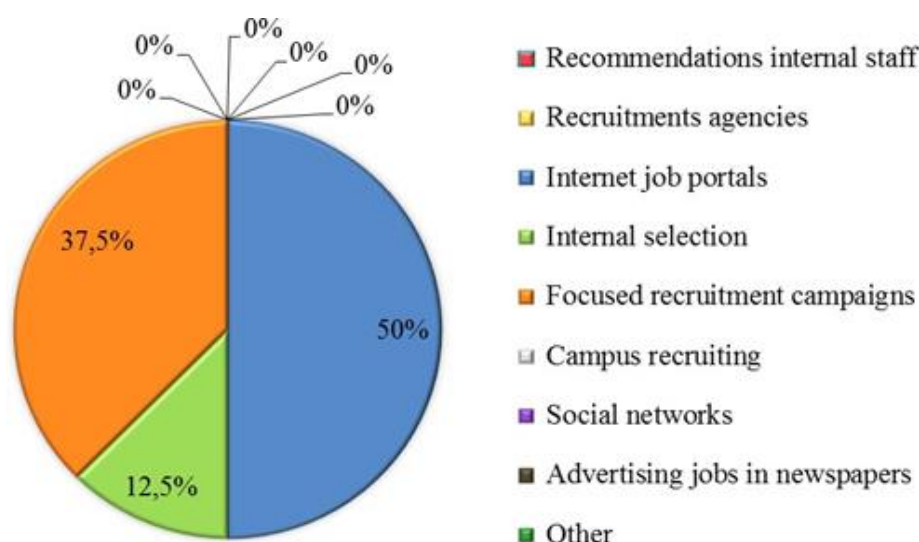
#### 4. EVALUATION OF A QUESTIONNAIRE FOCUSED ON THE HR DEPARTMENT OF THE COMPANY

The identification questions of the questionnaire referred to the gender, the age group, the respondent's post within the HR department, the character of the performed job, the position of the HR department in the company from the HR officers' point of view. 4 respondents (50%) work as HR directors, 1 respondent (12.5%) works as an HR manager and 3 respondents (37.5%) as recruiters. The first thematic field of the questionnaire was referring to the searching and recruiting employees. The aim was to identify the biggest problems connected with it (Chart 1) and the efficiency of individual tools/methods for recruiting employees (Chart 2).



**Chart 1** Problems with searching or recruiting new employees

The HR officers (50% of respondents) see the biggest problem in the quality of candidates, as well as in the importance of their personality and the costs associated with the searching and recruiting employees. 50% of respondents consider internet job portals the most effective tool for recruiting employees. However, targeted recruitment campaigns and internal selection are also important.



**Chart 2** Evaluation of the efficiency of the tools for recruiting employees

The second thematic field referred to the activities of the HR marketing: their support provided by the company management, responsibility for these activities, co-operation with other departments, evaluation of their efficiency and of the benefit from these activities by using the tools of the HR marketing. As reflected from the results, the company management supports the activities of the HR marketing, and the HR department has the full responsibility for their development. However, it greatly cooperates with the procurement department which is the one they search for the new employees the most often for. The respondents disposed with a range of values in order to identify evaluating parameters of the HR marketing activities. Their importance from the HR officers' point of view is represented in the Table 1.

**Table 1** Parameters of evaluation of the success rate of the HR marketing activities

Parameters	Number of respondents	%
quality of new staff	7	87.50
fluctuation of staff	1	12.50
effectiveness of recruitment	5	62.50
length of recruitment	4	50.00
retention of staff	1	12.50
number of candidates for the job position	3	37.50
recruitment costs	6	75.00
awareness of the employer brand	3	37.50

*Source: author*

The HR officers see the main contribution of the HR marketing activities in the higher-quality of new employees (50% of respondents), in higher efficiency of recruiting (37.5% of respondents) and in shortening of time needed for staff selection (12.5% of respondents). From the research results it emerged that the company actively uses the HR marketing tools: career on a website of the company, a welcome package for new employees, a unique recruiting communications coming out from the brand strategy, marked by 8 respondents (100%). The company plans to use a recruitment of students/graduates from universities in the future, as well as analysis of the recruiting communication of the competition and a research of the decision-making criteria for the target group of candidates (Table 2).

**Table-2** Identification of the use of HR marketing tools in the Muthoot Finance Ltd.

HR marketing tools	Actively uses	Plan to use	No plan to use
Career website of the company	8	0	0
Campus recruiting	0	6	2
Welcome package for new employees	8	0	0
Unique recruiting communication, coming out from the brand strategy	8	0	0
Unique recruitment advertisements	4	4	0
Plan for the formation of corporate culture	8	0	0
Profiles on social networks	7	1	0
Video introducing corporate culture and employees	8	0	0
Gamification (game elements) in the recruitment process and communication	0	2	6
Targeted recruitment campaigns to a specific position	8	0	0
Responsive web for mobile phones	8	0	0
Separate career site (Microsites)	0	8	0
Explanation of corporate values into practice	8	0	0
Unique employer brand promise	0	2	5
Analysis of the recruitment strategy competition	0	8	0
Research on decision-making criteria of the target group of candidates	0	8	0
Big data	0	4	4

*Source: author*

The third thematic field referred to the employer branding. We were interested whether the company has a worked out strategy of building the employer branding and how often the company checks out the potential job candidates' awareness of the brand. The research shows that the company has its own worked out strategy for building up the employer branding and the awareness of the brand is being checked out every half a year.

#### 4.2. Evaluation of a Questionnaire Focused on the Employees

Identifying questions of the questionnaire defined the employees' structure of the company in more details while we were interested in the gender, age group, the level of the respondents' achieved education, their working post, in which subsidiary of the company they work and how long they have worked for the Muthoot Finance Ltd. The biggest group of the respondents was represented by the employees with a master education in the post of managers, who have been working for the company for 1-3 years.

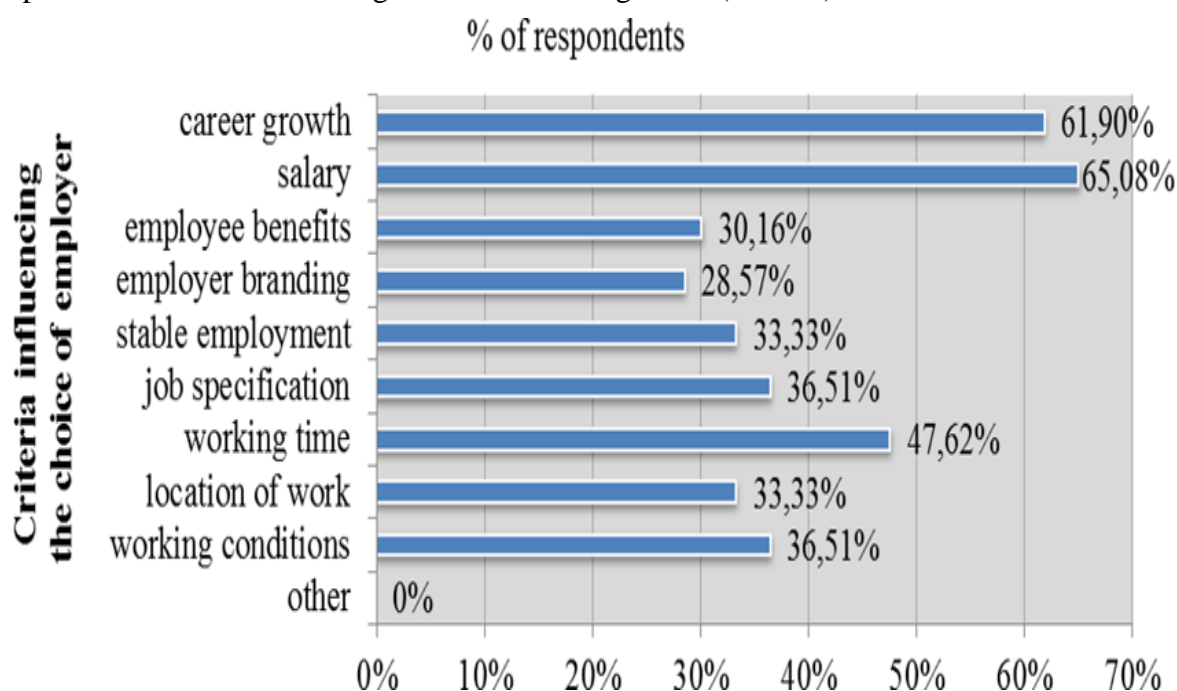
**Table 3** Identification of the tools of searching for job vacancies by the job candidates

Tools of searching	Number of respondents	%
labour office	3	4.76
online job portal	16	25.40
nowhere	5	7.94
recommendations	9	14.29
internet	3	4.76
other broker / financial institution	15	23.81
social network	10	15.87
recruitment agency	4	6.35
newspaper advertising	5	7.4

*Source: author*

In the research we were interested in what kind of tools the employees used while they were looking for a job and where they found out about the job vacancy in the Muthoot Finance Ltd. The most commonly used tool was online job portals (Table 3), where the majority of the respondents found out about the job vacancy, but there were also other sources like their friends or information from Muthoot Finance website.

From the research, focused on the HR officers, has emerged that the personal tool “research of the decision-making criteria for the target group of candidates” is not used in the company but they plan to start using it in the future. We wanted to know which employer’s decisive factor was the most important for the candidates in the process of looking for a job. From the processing of the research results has emerged that the respondents consider the salary valuation as the most important factor. This option was marked by 41 respondents (65.08%). Other important factors were career growth and working hours (Chart 3).



**Chart-3** The most important decision-making criteria of candidates in connection with looking for a job

The last aim of our research was to find out which factor an employee considers as the most important in connection with the working post he currently has. The processing of the research results shows that the 66.67% of respondents consider the career growth as the most important factor. After that follows salary (61.90% of respondents) and job specification (44.44% of respondents). Nowadays career growth is more important for employees than salary.

## 5. DESIGN OF THE SOCIAL MEDIA TOOLS FOR THE MUTHOOT FINANCE LTD.

Social Media represents the use of internet services for implementation and support of marketing activities of businesses. This type of marketing is considered as a very effective tool in the use of mass expansion of internet technologies towards the commercial applications.

### 5.1. Design of the Career Website

One of the proposals referred to the new design of the career website of the company Muthoot Finance. It was based on an enrichment of the structure of the company website with one more



separate, fast accessible and easily controllable section Career (Picture 1). Subsequently a design of a recruitment advertisement on the suggested company career website and a design of a form - reflecting the reaction to a job offer have been planned out.



Source: <https://www.muthootfinance.com/careers>

**Picture-1** Design of a Muthoot Finance company career website

## 5.2. Campus Recruiting

With the aim to recruit new employees and complement their team, the company Muthoot Finance could use the recruitment at colleges or universities by means of the advertisement of the job offers, for graduates with specialization connected with the work performance in the financial sector field.



**Picture 2** Design of a campus recruiting leaflet

## 5.3. Advertisement on a Social Network

There is no doubt that social networks are the latest hit, which is still gaining its popularity. Many companies provide the users – their supporters, information about the products, services or events via their profiles created on the social networks. For this purpose, Muthoot Finance

Ltd. has also created its own account on Facebook. Using advertising campaigns for different purposes represents one of its parts. The system offers relatively easy and comfortable way of monitoring the campaigns' budget and a possibility of their operative adjustment. Furthermore, it provides the possibility of direct aiming at displaying an advertisement to a particular target group according to the geographical or demographical data. Last but not least important it provides the statistics for continuous evaluation of efficiency and effectiveness of the campaigns.

Our last suggestion was based on a proposal of a sponsored contribution where a job advertisement represented its subject. A part of this proposal was an adjustment of the Facebook advertisement campaign audience, and setting of both of the budget (the costs of an advertisement campaign) and the duration of this campaign.



Source: <https://www.facebook.com/TheMuthootGroup/>

**Picture-3** Design of a job offer advertisement from the Muthoot Finance Ltd. on the Facebook

## 6. CONCLUSION

Companies are getting more and more aware of the importance of human resources in a company. Employees – the human resources of an organization – activate other resources, determine their usage; decide about prosperity and competitiveness and therefore they are the core and the most important field of management. The vision of each company is to have the highest-quality specialists in a team whether they work in business or non-business sector.

According to the above mentioned, the HR marketing and Social Media with its particular tools the company purposefully search and afterwards recruit and keep an appropriate work force – its strategic human capital. Such a human capital can after some time represent a competing advantage that allows the company to be one step ahead of its rivals. An important step for the company's future is going to be a complex integration of the HR marketing, incorporation of its principles to the company politics and culture and mainly the integration of the personal and other departments that take patronage over personal activities.

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