

# An Analysis on Exploring the Role of Social Media in Talent Acquisition Field and its Leverage on Digital Platforms at Caasdi Global, Bangalore

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## ABSTRACT

This study explores the role of social media in the talent acquisition process, focusing on its impact and leverage within digital platforms at CAASDI Global, Bengaluru. With the increasing reliance on digital tools, social media platforms have emerged as powerful channels for recruiting, offering companies an opportunity to reach a diverse and global talent pool. The research examines how CAASDI Global has incorporated social media into its recruitment strategies, assessing the effectiveness of platforms like LinkedIn, Twitter, and Facebook in attracting top talent. By analysing recruitment data, candidate engagement, and brand visibility, the study identifies the benefits and challenges of using these platforms. The findings highlight the significant role social media plays in improving recruitment outcomes, streamlining processes, and enhancing employer branding, while also addressing the potential risks and ethical concerns related to online recruiting.

**Keywords:** Social Media, Talent Acquisition, Digital Platforms, Recruitment Strategy, Employer Branding.

## 1. INTRODUCTION

In the digital age, social media has revolutionized numerous industries, including talent acquisition. Traditional recruitment methods, which relied heavily on offline networking, job fairs, and print advertising, have been increasingly replaced by digital platforms. These platforms, such as LinkedIn, Twitter, Facebook, and Instagram, have become essential tools for companies looking to attract, engage, and hire the best talent. CAASDI Global, Bengaluru, a leading player in the industry, has leveraged these social media channels to optimize its talent acquisition strategies.

The integration of social media into recruitment offers several advantages, including greater reach, the ability to engage with passive candidates, and enhanced employer branding. Social media enables companies to create an online presence that resonates with potential candidates, fostering a more transparent and interactive relationship between employers and job seekers. This research aims to analyze how CAASDI Global uses social media in its talent acquisition processes, exploring the effectiveness of various digital platforms and their impact on hiring outcomes. By understanding these dynamics, the study seeks to highlight the evolving role of social media in shaping the future of recruitment.

## 2. RESEARCH METHODOLOGY

This study uses a mixed-methods approach, combining qualitative and quantitative techniques to analyse the role of social media in talent acquisition field and its leverages on social media at Caasdi Global Bangalore. Initially, qualitative data is collected through surveys and in-depth interviews with the employees and other candidates to explore their perceptions of talent acquisition through digital platforms. The aim is to understand the effectiveness of social media in recruiting and to analyse its influence.

## 3. REVIEW OF LITERATURE

1. **Maduraimuthu and Kavitha (2020) - The Emergence of Social Media in Talent Acquisition:** Maduraimuthu and Kavitha (2020) examined how social media platforms have become critical in the recruitment landscape, allowing organizations to attract a broader and more targeted talent pool. Social media channels, such as LinkedIn, Facebook, and Twitter, are seen as cost-effective tools that help companies not only source candidates but also engage with passive job seekers.
2. **Girard and Fallery (2011) - Employer Branding and Social Media:** Girard and Fallery (2011) explored the growing role of social media in employer branding, highlighting how platforms like LinkedIn, Instagram, and Facebook contribute to creating a positive company image that attracts potential candidates. They argue that social media helps organizations showcase their culture and values, which is crucial for attracting passive candidates who are not actively seeking jobs.
3. **Koch et al. (2018) - Social Media Recruitment and Engagement Challenges:** Koch et al. (2018) addressed the challenges organizations face in maintaining consistent engagement with potential candidates through social media. While social media platforms provide a broad reach, the authors point out that companies need to invest in sustained engagement to ensure an appealing and interactive employer presence.
4. **Parry and Tyson (2008) - E-Recruitment Platforms: Efficiency and Speed:** Parry and Tyson (2008) explored the impact of e-recruitment platforms on the speed and efficiency of hiring processes. The authors demonstrated that digital platforms, such as job boards and company career websites, have significantly shortened the recruitment cycle by automating the initial phases of hiring, such as resume collection and candidate screening.
5. **Holm (2012) - Digital Recruitment Tools and Global Talent Acquisition:** Holm (2012) examined how digital recruitment platforms enable organizations to access global talent pools, thus increasing diversity and innovation. Holm's study highlighted that digital tools like applicant tracking systems (ATS) and online job boards have made it easier for companies to find candidates with specialized skills from different parts of the world.

## 4. OBJECTIVES OF THE STUDY

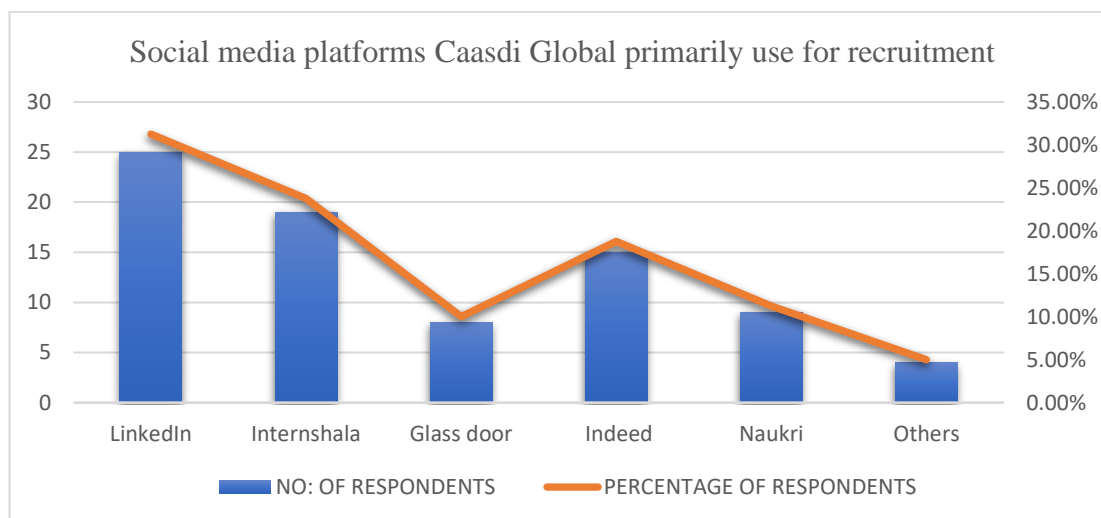
1. To assess the effectiveness of social media in attracting and engaging candidates.
2. To identify key strategies for leveraging digital platforms in recruitment.
3. To analyze the influence of employer branding on social media recruitment success.

## 5. DATA METHODOLOGY

### 5.1 SOCIAL MEDIA PLATFORMS CAASDI GLOBAL PRIMARILY USE FOR RECRUITMENT

Options	No: of Respondents	Percentage Of Respondents
LinkedIn	25	31.25%
Internshala	19	23.75%
Glass door	8	10%
Indeed	15	18.75%
Naukri	9	11.25%
Others	4	5%

Table No: 5.1



Graph No: 5.1

## ANALYSIS

Caasdi Global primarily uses LinkedIn for recruitment (31.25%), reflecting its effectiveness in targeting skilled professionals and supporting employer branding. Internshala follows (23.75%), highlighting its focus on entry-level talent and internships. Indeed (18.75%) and Naukri (11.25%) cater to diverse candidate pools, while Glassdoor (10%) and other platforms (5%) see limited usage. This diversified approach ensures efficient targeting of various candidate demographics.

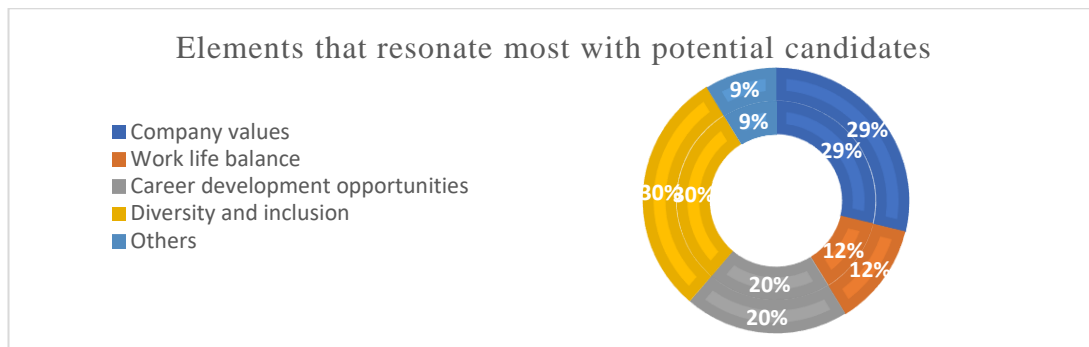
## INTERPRETATION

The data reveals that majority of employees saying LinkedIn is the predominant recruitment platform at Caasdi Global, highlighting its importance in attracting talent, particularly for professional roles. Meanwhile, Internshala's popularity emphasizes the company's commitment to sourcing internships and entry-level candidates, while traditional job boards like Indeed and Naukri still play a role, albeit to a lesser extent.

## 5.2 ELEMENTS OF CAASDI GLOBAL'S EMPLOYER BRAND RESONATE MOST WITH POTENTIAL CANDIDATE

Options	No: of Respondents	Percentage of Respondents
Company values	23	28.75%
Work life balance	10	12.5%
Career development opportunities	16	20%
Diversity and inclusion	24	30%
Others	7	8.75%

Table No: 5.2



Graph No: 5.2

## ANALYSIS

Diversity and inclusion resonate most with potential candidates, with 24 respondents, followed closely by company values, with 23 respondents. Career development opportunities attract 16 respondents, while work-life balance appeals to 10 respondents. Other factors are cited by 7 respondents. This highlights Caasdi Global's strengths in inclusivity, values, and growth opportunities.

## INTERPRETATION

The data shows that diversity and inclusion, along with company values, are the most appealing aspects of Caasdi Global's employer brand, while work-life balance and other factors are less critical to potential candidates. 30% of employees agreed with diversity and inclusion.

## 5.3 SOCIAL MEDIA EFFECTIVENESS IN ATTRACTING CANDIDATES FOR CAASDI GLOBAL

Options	No: of Respondents	Percentage Of Respondents
Very effective	22	27.5%
Effective	30	37.5%
Neutral	26	32.5%
Ineffective	2	2.5%
Very ineffective	0	0%

Table No: 5.3

## INTERPRETATION

Overall, the data highlights a 37.5% perception of social media as an effective recruitment tool at Caasdi Global, with a significant majority of respondents recognizing its value. However, addressing the neutral responses could further enhance its impact on talent acquisition strategies.

## TESTING THROUGH T-TEST: EFFECTIVENESS OF SOCIAL MEDIA IN ATTRACTING CANDIDATES

Data from Table no 5.3:

Option	Response	Numerical Value	Total Score
Very effective	22	5	110
Effective	30	4	120
Neutral	26	3	78
Ineffective	2	2	4
Very ineffective	0	1	0
Total	80		312

### One-Sample T-Test Calculation

#### 1. State the Hypotheses

- $H_0$ : The mean effectiveness score is equal to 3 (neutral).
- $H_1$ : The mean effectiveness score is not equal to 3.

#### 2. Steps

Sample Size (n): 80

Sample Mean ( $\bar{x}$ ):

$$\bar{x} = \text{Total score} / \text{Total responses} = 312 / 80 = 3.90$$

Hypothesized Mean ( $\mu$ ): 3

Variance and deviation: Variance =  $s^2 = \sum (x_i - \bar{x})^2 / n - 1$

Standard deviation:  $s = \sqrt{s^2}$

T- Static formula:  $t = \bar{x} - \mu / (8 / \sqrt{n})$

### 3. Calculation of standard deviation and T-Statistic

Statistic	Value
Sample Size (n)	80
Sample Mean ( $\bar{x}$ )	3.90
Hypothesized Mean ( $\mu$ )	3
Standard Deviation (s)	0.84
T-Statistic (t)	9.63
Degrees of Freedom (df)	79
P - Value	$5.75 \times 10^{-15}$

#### Interpretation of the T-Test

1. **T-Statistic:** The calculated t-value (9.63) indicates a significant deviation from the neutral mean ( $H_0: \mu=3$ ).
2. **P-Value:** The extremely low p-value ( $<0.001$ ) provides strong evidence against the null hypothesis.

#### Conclusion

Since the p-value is less than 0.05, we reject the null hypothesis. This means that the mean effectiveness score of 3.90 is significantly different from the neutral level of 3. In conclusion, social media is perceived as more effective than neutral in attracting candidates to Caasdi Global.

#### Inference

The result strongly suggests that respondents generally find social media to be effective or very effective in the recruitment process at Caasdi Global. The data supports the idea that social media plays a crucial role in attracting candidates for the organization.

### 6. FINDINGS

- The findings reveal that Caasdi Global has a diverse workforce with a strong emphasis on talent acquisition, employee development, and strategic planning, reflecting a holistic approach to its human resource functions.
- Caasdi Global's use of social media in recruitment is viewed positively, addressing the neutral perceptions could further strengthen its effectiveness in attracting top talent.
- LinkedIn is the predominant recruitment platform at Caasdi Global, highlighting its importance in attracting talent, particularly for professional roles
- Caasdi Global's employer brand is perceived positively on social media, though the notable presence of average ratings suggests room for enhancing brand perception. And also strong employer brand on social media significantly influences candidate interest

## 7. CONCLUSIONS

The study provides valuable insights into how Caasdi Global leverages social media and digital platforms for talent acquisition. As a dynamic leader in business solutions, Caasdi Global has integrated social media into its recruitment strategies to improve efficiency and reach. LinkedIn, as the primary platform for professional recruitment, plays a central role in attracting top talent, especially for specialized roles. Content that showcases the company's culture, coupled with strategic employee advocacy and content marketing, has proven to be effective in attracting the right candidates.

However, the study also reveals that there are areas for improvement, particularly in terms of enhancing the employer brand. Negative or neutral perceptions about the company's reputation on social media need to be addressed by engaging with potential candidates more directly. Integrating digital tools such as ATS and chatbots further optimizes the recruitment process, making it more seamless for both candidates and recruiters. Ultimately, by addressing these areas, Caasdi Global can strengthen its talent acquisition strategy and align with its goals of growth and innovation.

## 8. SUGGESTIONS

- To capitalize on the strong candidate engagement, Caasdi Global should increase the frequency of job postings on social media platforms, especially LinkedIn. Incorporating a mix of job roles and highlighting diverse departments will help attract a wider talent pool.
- Integrating more visual elements such as infographics, videos, and employee testimonials into social media posts can increase engagement. Showcasing real employee stories, work environments, and company events through visually appealing content will strengthen the employer brand and attract top talent.
- Since there are notable average ratings on social media, Caasdi Global should focus on improving its employer branding by showcasing its unique value propositions, such as its employee development programs, inclusive work culture, and strategic focus on innovation. This can be achieved through targeted content marketing and employee advocacy programs.

## 9. BIBLIOGRAPHY

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LinkedIn Talent Solutions offers insights on social media recruitment strategies.  
URL: <https://www.linkedin.com/talent-solutions>
2. Indeed Hiring Insights  
Provides data-driven articles on how employers use social media for recruitment.  
URL: <https://www.indeed.com/hiring-insights>

### Journals:

1. Journal of Human Resource Management  
A peer-reviewed journal that publishes research on HR practices, including digital Recruitment.  
URL: <https://www.jhrm.com>

## 2. International Journal of Selection and Assessment

This journal focuses on recruitment methods, including digital tools and social media.

URL: <https://www.wiley.com/ijsa>

### Articles:

#### 1. How Social Media is Changing the Recruitment Landscape; by Peter S. White

An article discussing the evolution of recruitment practices due to the rise of social media.

URL: <https://www.hbr.org/social-media-recruitment>

#### 2. The Impact of Social Media on Recruitment; by Sarah L. Bassi

An academic article exploring the impact of social media on modern talent acquisition.

URL: <https://www.researchgate.net/publication/33782021>

### Books:

#### 1. Social Media Recruitment: How to Successfully Integrate Social Media into Recruitment Strategy; by Andy Headworth

This book explores how companies can use social media for recruitment effectively.

URL: <https://www.amazon.com/social-media-recruitment-andy-headworth>

#### 2. Hiring for Attitude: A Revolutionary Approach to Recruiting and Selecting People with High Emotional Intelligence; by Mark Murphy

Offers a new approach to hiring using modern tools like social media.

URL: <https://www.amazon.com/hiring-for-attitude-mark-murphy>