

Analysis of the Impact of Talent Acquisition Through Social Media Channel Across it and Marketing Sector

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ABSTRACT

This thesis will investigate the changing landscape of talent acquisition strategies in the context of social media acquisition, with a particular emphasis on the role and impact of these platforms. Today's businesses are increasingly incorporating social media platforms as a vital component of their talent acquisition and hiring initiatives. This analysis focuses on the ways in which social media can be utilized to attract, assess and secure talent.

Using mixed methods, the study applies both qualitative and quantitative research techniques to gain an in-depth understanding of the subject matter. Additionally, a quantitative analysis of recruitment data, including application success rates, time to fill metrics, and cost effectiveness, will be conducted.

Among the primary areas of focus are the identification of social media platforms that promote talent acquisition, the effectiveness of employer branding through social networking sites and other channels, how targeted advertising impacts candidate recruitment, diversity, and inclusion, among others, as well as the influence of relevant social networks on the talent pool. The study seeks to gauge how well the candidate experience aligns with their employer brand and the organization's ability to attract and retain top talent.

This research is anticipated to offer valuable information to both academics and practitioners in human resource management. Realizing the implications of social media in talent acquisition and recruitment can help companies optimize their efforts to attract and retain high-caliber workers in a highly competitive job market.

I. INTRODUCTION

The process of locating, luring, assessing, and employing qualified people to fulfil the present and future demands of an organization is known as talent acquisition. It is a strategic approach to workforce planning and management that emphasizes hiring top personnel to further the development and success of an organization. Employers and groups can find the best candidates by using a strategic approach in IT sector, talent acquisition that is based on the notion of creating high-performing teams. A methodical technique is used to find, screen, interview, and choose top talent in order to hire workers who will ultimately benefit the business. Finding and hiring the right individuals in a highly competitive market requires careful consideration of several aspects, which in turn improves work satisfaction and retention. Social media platforms have greatly enhanced the effectiveness of traditional talent acquisition strategies in today's recruitment scene. Social media platforms have developed into vibrant ecosystems where professionals network with peers in the field, market their abilities, and look for job openings. This change has forced businesses, especially those in the marketing and information technology (IT) industries, to reevaluate their hiring practices and take advantage of social media's ability to attract talent.

II. LITRATURE REVIEW

The advent of social networking platforms has brought about a change in a number of corporate activities, one of which is talent acquisition. Using social media for recruitment has grown in popularity, especially in the Information Technology (IT) and Marketing industries where qualified workers are in great demand. In order to better understand the effects of talent acquisition through social media platforms in the IT and marketing sectors, this literature review will look at previous studies and findings. It will also highlight important themes, trends, and organizational implications.

- Trends in Social Media Recruitment:
- Recruitment Through Social Media: Is It Effective?
- Engagement with Candidates and Employer Branding:
- Problems and Restrictions:
- Prospective Routes and Consequences:

In conclusion, research on the effects of social media channels on talent acquisition in the IT and marketing domains highlights the increasing importance of social media recruitment tactics in the current digital environment. Even if social media presents previously unheard-of chances for reaching and interacting with talent, businesses still need to overcome issues with data security, privacy, and algorithmic biases in order to get the most out of their hiring processes. IT and marketing organizations can obtain a competitive edge in attracting, hiring, and retaining top personnel in their respective industries by strategically and ethically utilizing social media platforms.

III. CASE STUDY

A Comparative Analysis of Talent Acquisition through Social Media: IT vs Marketing Sector Background Social media has become a critical channel for recruitment across industries. Companies in both the IT sector and the Marketing sector are leveraging platforms like LinkedIn, Instagram, and Facebook to attract, engage, and hire top talent. However, their strategies, results, and challenges differ significantly based on the nature of roles, talent expectations, and branding approaches.

This case study compares two companies from these sectors over the period 2020 to 2024, examining their talent acquisition performance through social media. It focuses on platform usage, hiring effectiveness, employer branding, and candidate engagement, highlighting how each sector approaches digital recruitment.

Comparison:

Parameter	TechNova Solutions (IT Sector)	BrandSphere Media (Marketing Sector)
Industry Type	Information Technology	Marketing & Creative Services
Recruitment Focus	Developers, Engineers, Analysts	Designers, Content Creators, Brand Strategists
Main Social Media Platforms Used	LinkedIn, GitHub, Twitter (X)	Instagram, LinkedIn, Facebook
Social Media Hires (2023)	38% of total hires	62% of total hires
Time to Hire (Average)	32 days	25 days
Cost per Hire (via Social Media)	₹14,000	₹9,500
Diversity Hiring Increase	+12% (compared to 2020)	+26% (compared to 2020)
Employer Branding Tools Used	Technical blogs, LinkedIn articles, developer forums	Instagram reels, culture stories, influencer tie-ins

Lessons Learned:

✳ Platform Choice Depends on Role Type:

IT roles benefit most from platforms like LinkedIn and GitHub, which cater to professional and technical audiences. Creative roles thrive on visual platforms like Instagram and Facebook.

🚀 **Employer Branding Drives Perception:**

BrandSphere's emphasis on visual storytelling and cultural content attracts a younger, more diverse audience.

TechNova's more technical branding appeals to specialists but lacks broad appeal.

⌚ **Faster Hiring in Creative Sector:**

Marketing firms tend to fill positions faster due to informal communication styles, faster interview loops, and higher candidate availability.

💰 **Cost Efficiency through Social Hiring:**

Both companies report lower cost-per-hire via social media than traditional channels, but Marketing sector shows better ROI due to content virality and organic reach.

🌐 **Social Media Enhances Inclusion:**

Targeted campaigns on platforms like Instagram have significantly boosted diversity recruitment, especially in gender and regional representation.

IV. CONCLUSION

The data study concludes that social media plays a critical role in talent acquisition, with LinkedIn emerging as the most popular site. Although social networking platforms are thought to be reasonably successful at drawing in eligible applicants, success rates vary significantly throughout employment roles. The importance of social media in recruiting strategies is highlighted by metrics like a decrease in hiring time, an increase in applications, and the sourcing of applicants of higher calibre.

Nonetheless, issues including audience targeting, privacy worries, and rivalry with other companies still exist. With the integration of AI, virtual reality, and a greater emphasis on diversity and inclusion initiatives, the future of social media recruitment in the IT and marketing industries seems good. These results highlight how organizations must modify and reinvent their hiring practices to fully utilize social media for talent acquisition, while also addressing new issues and embracing evolving trends.

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