

# Impact of Social Media on Recruitment in IT Companies in Coimbatore City

<sup>1</sup>Dr..D.Malarvizhi, Associate Professor, Department of Computer Science, Dr.N.G.P. Arts and Science College

<sup>2</sup>Mr.G.Sanjai Raam III.B. Com IT, Department of Commerce with Information Technology, Dr.N.G.P. Arts and Science College

## ABSTRACT

Social media has become an important tool in modern recruitment, especially in the Information Technology (IT) sector. This study examines the impact of social media on recruitment practices in IT companies located in Coimbatore city. Platforms such as LinkedIn, Facebook, Twitter, and Instagram enable organizations to attract, communicate with, and evaluate potential candidates more efficiently than traditional recruitment methods. Social media helps companies reach a larger and more diverse talent pool, improve employer branding, and reduce recruitment time and cost. Studies show that a large percentage of recruiters use social media to identify and engage with potential candidates, including passive job seekers who may not actively apply for jobs.

The research focuses on how IT companies in Coimbatore utilize social media for posting job opportunities, screening candidates, and building professional networks. It also highlights the advantages and challenges associated with social media recruitment, such as faster hiring processes, better candidate engagement, and concerns related to privacy and authenticity of information. Overall, the study aims to analyze the effectiveness of social media as a recruitment tool and its influence on the hiring strategies of IT companies in Coimbatore.

**Keywords:** Social Media Recruitment, IT Companies, Recruitment Process, Talent Acquisition, Employer Branding, LinkedIn, Digital Recruitment, Coimbatore City.

## INTRODUCTION

Recruitment is a crucial function of Human Resource Management, as it determines the quality of talent entering an organization. Traditionally, recruitment methods included newspaper advertisements, employee referrals, placement agencies, campus recruitment, and job portals. However, with rapid technological advancements and increased internet penetration, recruitment practices have undergone a significant transformation.

Social media platforms such as LinkedIn, Facebook, Twitter, and Instagram have become powerful tools for talent acquisition. These platforms allow companies to reach a wider pool of candidates, promote employer branding, and communicate directly with potential applicants. Social media recruitment enables organizations to identify passive candidates, evaluate candidate profiles, and speed up the hiring process.

The Information Technology (IT) sector is one of the fastest-growing industries in India. Coimbatore city has emerged as a developing IT hub in Tamil Nadu, with numerous software development firms, startups, and IT service companies. Due to intense competition for skilled professionals, IT companies in Coimbatore increasingly rely on social media platforms for sourcing and selecting candidates.

## RESEARCH OBJECTIVES

1. To study the role of social media in the recruitment process of IT companies in Coimbatore city.
2. To identify the most commonly used social media platforms for recruitment in IT companies.
3. To analyze the effectiveness of social media in attracting qualified candidates.
4. To examine the impact of social media on recruitment time and cost.
5. To understand the perception of employees and recruiters towards social media recruitment.

## LIMITATIONS OF THE STUDY

- 1.The study is limited only to selected IT companies in Coimbatore city.
- 2.The sample size of respondents is limited, which may not represent the entire IT sector.

3. The study is based on the responses of employees and recruiters, which may include personal bias.
4. Time constraints may limit the depth of data collection and analysis.
5. The study focuses only on the impact of social media on recruitment and does not cover other recruitment methods in detail.

### **SCOPE OF THE PROBLEM**

The study focuses on analyzing the impact of social media on the recruitment process in IT companies located in Coimbatore city. It examines how various social media platforms are used by organizations to attract, identify, and select potential candidates for job opportunities. The study also aims to understand the effectiveness of social media in improving recruitment efficiency, communication with job seekers, and employer branding. In addition, it analyzes the perception of employees and HR professionals regarding the use of social media for recruitment purposes. The findings of this study will help provide insights into how IT companies can enhance their recruitment strategies by effectively utilizing social media platforms.

### **STATEMENT OF PROBLEM**

In recent years, social media has become an important platform for communication and information sharing. Many organizations, especially in the IT sector, have started using social media platforms such as LinkedIn, Facebook, and Twitter for recruitment purposes. These platforms help companies reach a large number of job seekers quickly and promote their employer brand. However, the increasing use of social media in recruitment also creates challenges such as verifying candidate information, maintaining professionalism, and ensuring fair recruitment practices. In cities like Coimbatore, where the IT industry is growing rapidly, companies are increasingly depending on digital platforms to attract skilled candidates. Therefore, it is important to study how social media influences the recruitment process in IT companies and to understand its effectiveness and challenges. This study aims to analyze the impact of social media on recruitment in IT companies in Coimbatore city.

### **REVIEW OF LITERATURE**

#### **1. Boyd and Ellison (2007)**

Boyd and Ellison (2007) defined social networking sites as web-based services that allow individuals to construct public or semi-public profiles and connect with others. Their study highlighted how social networking platforms create opportunities for professional networking and recruitment activities.

#### **2. Kaplan and Haenlein (2010)**

Kaplan and Haenlein (2010) explained social media as a group of internet-based applications built on Web 2.0 technologies. They emphasized that businesses use social media not only for marketing but also for recruitment and talent acquisition.

#### **3. Davison, Maraist and Bing (2011)**

Davison et al. (2011) examined the use of social networking websites in employee selection. Their study found that employers increasingly review candidates' online profiles during recruitment and screening processes.

#### **4. Nikolaou (2014)**

Nikolaou (2014) analyzed the role of social networking websites in recruitment and selection. The study concluded that platforms such as LinkedIn are widely used for sourcing candidates and employer branding.

#### **5. Melanthiou, Pavlou and Constantinou (2015)**

Melanthiou et al. (2015) studied the effectiveness of social media as a recruitment tool. They found that organizations benefit from reduced recruitment costs and faster hiring processes through social media platforms.

### **RESEARCH METHODOLOGY**

Research methodology refers to the systematic process used to collect, analyze, and interpret data for the study. This study on the impact of social media on recruitment in IT companies in Coimbatore city is based on both primary data. Primary data is collected through a structured questionnaire distributed to employees and HR professionals working in selected IT companies in Coimbatore

**ANALYSIS AND INTERPRETATIONS**

TABLE 1: SHOWING EMPLOYMENT STATUS

<b>EMPLOYMENT STATUS</b>	<b>NO OF RESPONDENTS</b>	<b>PERCENTAGE</b>
Student/Job seeker	56	34.4 %
Entry-level IT employee	32	19.6 %
Mid-level IT employee	44	27.0 %
HR/Recruitment professional	31	19.0 %
<b>Total</b>	<b>163</b>	<b>100%</b>

**INTERPRETATION:**

The above table shows the employment status of the respondents. It is observed that 56 respondents (34.4%) are students or job seekers, which forms the majority of the sample. 44 respondents (27.0%) are mid-level IT employees, while 32 respondents (19.6%) are entry-level IT employees. In addition, 31 respondents (19.0%) are HR or recruitment professionals. From the analysis, it can be understood that most of the respondents are students or job seekers, indicating that social media recruitment has a significant influence on individuals who are actively searching for job opportunities in the IT sector.

TABLE 2: YEARS OF EXPERIENCE IN IT FIELD

<b>YEARS OF EXPERIENCE IN IT FIELD</b>	<b>NO OF RESPONDENTS</b>	<b>PERCENTAGE</b>
Less than 1 year	57	35.0 %
1-3 years	35	21.5 %
3-5 years	37	22.7 %
More than 5 years	34	20.9 %
<b>Total</b>	<b>163</b>	<b>100.0 %</b>

**INTERPRETATION:**

Presents the years of experience of the respondents in the IT field. Out of 163 respondents, 57 respondents (35.0%) have less than one year of experience, 37 respondents (22.7%) have 3–5 years of experience, 35 respondents (21.5%) have 1–3 years of experience, and 34 respondents (20.9%) have more than five years of experience.

TABLE 3: AWARENESS ON SOCIAL MEDIA RECRUITMENT

<b>AWARENESS ON SOCIAL MEDIA RECRUITMENT</b>	<b>NO OF RESPONDENTS</b>	<b>PERCENTAGE</b>
Yes	95	58.3 %
No	33	20.2 %
Not sure	35	21.5 %
<b>Total</b>	<b>163</b>	<b>100.0%</b>

**INTERPRETATION**

shows the level of awareness among respondents regarding social media recruitment. Out of 163 respondents, 95 respondents (58.3%) stated that they are aware of social media recruitment, 35 respondents (21.5%) reported that they are not sure, and 33 respondents (20.2%) indicated that they are not aware of it.

**TABLE 4: SOCIAL MEDIA PLATFORM USED FOR RECRUITMENT**

<b>SOCIAL MEDIA PLATFORM USED FOR RECRUITMENT</b>	<b>NO OF RESPONDENTS</b>	<b>PERCENTAGE</b>
LinkedIn	31	19.0 %
Instagram	33	20.2 %
Facebook	26	16.0 %
Twitter(X)	18	11.0 %
All of the above	55	33.7 %
<b>Total</b>	<b>163</b>	<b>100.0%</b>

**INTERPRETATION**

Illustrates the social media platforms used for recruitment by the respondents. Out of 163 respondents, 55 respondents (33.7%) indicated that all the listed platforms are used for recruitment purposes. Among individual platforms, Instagram accounts for 33 respondents (20.2%), LinkedIn for 31 respondents (19.0%), Facebook for 26 respondents (16.0%), and Twitter (X) for 18 respondents (11.0%).

**TABLE 5: EFFECTIVE PLATFORM FOR RECRUITMENT**

<b>EFFECTIVE PLATFORM FOR RECRUITMENT</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
LinkedIn	67	41.1 %
Facebook	18	11.0 %
Instagram	46	28.2 %
Company career path	19	11.7 %
Job portals only	13	8.0 %
<b>Total</b>	<b>163</b>	<b>100.0%</b>

**INTERPRETATION**

shows respondents' opinions regarding the most effective platform for recruitment. Out of 163 respondents, 67 respondents (41.1%) consider LinkedIn as the most effective recruitment platform, followed by 46 respondents (28.2%) who prefer Instagram. Facebook is considered effective by 18 respondents (11.0%), while 19 respondents (11.7%) believe company career

pages are effective. Only 13 respondents (8.0%) consider job portals alone as the most effective platform.

## FINDINGS

1. The majority of respondents (54%) are female, indicating higher participation of women in the IT sector and in the study.
2. Most respondents belong to the younger age group, particularly below 20 years (31.9%) and 21–30 years (28.2%), showing that social media recruitment is highly relevant among younger professionals and job seekers.
3. A significant number of respondents are undergraduates (38.7%) and postgraduates (31.3%), reflecting that educational qualifications play an important role in IT recruitment.
4. The highest proportion of respondents (34.4%) are students or job seekers, followed by mid-level IT employees (27%). This indicates that social media recruitment impacts both freshers and experienced professionals.
5. A large percentage of respondents (58.3%) are aware of social media recruitment, demonstrating that digital hiring practices are widely recognized.
6. Most respondents (33.7%) believe that all major social media platforms are used for recruitment, indicating a multi-platform recruitment strategy.
7. Social media is frequently used for job search purposes, with 36.2% using it occasionally and 34.4% using it daily. Only a small percentage (4.9%) never use social media for job searching.
8. LinkedIn is considered the most effective platform for recruitment (41.1%), followed by Instagram (28.2%). Traditional job portals are less preferred (8%).
9. HR professionals (42.3%) are the primary source through which respondents first learned about social media recruitment, highlighting the active role of recruiters in promoting digital hiring.
10. A majority of respondents moderately (40.5%) or completely (30.7%) trust job information shared on social media, though some level of skepticism.

## SUGGESTIONS

1. IT companies should strengthen their presence on professional platforms like LinkedIn, as it is considered the most effective recruitment platform.
2. Organizations should ensure authenticity and transparency in job postings to increase trust among job seekers.
3. Verified badges, official company pages, and secure application links should be used to reduce the risk of fraudulent job advertisements.
4. HR professionals should conduct awareness programs in colleges and universities to educate students about safe and effective use of social media for job search.
5. Companies should adopt a multi-platform recruitment strategy by using LinkedIn, Instagram, Facebook, and other platforms simultaneously to reach diverse candidate groups.
6. Regular monitoring and updating of job posts can improve candidate engagement and satisfaction.
7. IT companies should invest in employer branding activities on social media to attract high-quality candidates.
8. Training programs can be provided to HR professionals to enhance digital recruitment skills and analytics-based hiring strategies.
9. Companies should encourage candidates to verify job information through official websites to avoid misinformation.

10. Feedback mechanisms can be introduced to continuously improve social media recruitment processes.

## CONCLUSION

The rapid advancement of digital technology has significantly transformed recruitment practices across industries, particularly in the IT sector. Social media has emerged as a powerful recruitment tool that enables organizations to connect with a wider and more diverse talent pool.

The present study examined the impact of social media on recruitment in IT companies in Coimbatore city. The findings clearly indicate that social media plays a crucial role in modern recruitment practices. A majority of respondents are aware of social media recruitment, actively use social media for job search, and express satisfaction with digital hiring methods.

LinkedIn is identified as the most effective platform for recruitment, while Instagram also shows growing importance. Although respondents generally trust social media job information, many adopt a cautious approach by cross-checking postings before applying. This reflects both acceptance and awareness among job seekers.

The statistical analysis further confirms that demographic factors such as gender and age do not significantly influence perceptions of social media recruitment, indicating its widespread acceptance across different groups.

In conclusion, social media recruitment has become an essential component of talent acquisition strategies in IT companies in Coimbatore city. While it offers advantages such as cost efficiency, wider reach, and faster hiring, organizations must focus on authenticity, transparency, and strategic implementation to maximize its benefits.

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