



Employee Branding Thru Social Media

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Abstract: Developing a distinct Employer brand sets an Employer apart from its rivals and other companies competing for the same talent pool. Most businesses now utilize internet media significantly in the field of brand development. Branding is a marketing term that is applied to organizations, which are seen as goods with distinct characteristics. Jobseekers collect information from organizations' online platforms as well as informal feedback from other stakeholders. The investigation includes not only their online presence and how they are portrayed, but also the degree of engagement of their activities in various social media platforms (e.g. Face book, YouTube, LinkedIn, Twitter). Although the research that mostly focused on The analysis includes not only their online presence and how these businesses are presented, but also the level of interactivity of their activities in various social media (e.g., Facebook, YouTube, LinkedIn, and Twitter), as well as a description of the Measurement Model Assessment, social media factor with all items displayed. Fit Indices for SMM Model (CFI)

Keywords: Social Media, Employer Branding

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INTRODUCTION

The use of social media in the contact with employers, the goal is to provide readers an overview of the social media used internally and how workers operate in the social media. The term "brand" historically came from the word "brandr" in the North, which means "fire" or "burn." It refers to the actions of manufacturers who burn the mark on their goods. The real "brand" that we know was founded by the industrial revolution at the end of the 19th century in today's mass marketing environment. The revolution saw the construction of factories and quicker production of goods. Industrialization broadened the variety of goods now available. As a result, without any changes in customer demand, the number of goods grew. Market growth is thus a necessity for the continued development of company; current events in online communication include social media. Social media. Like "brand," nobody is probably immune to social media. The social networks, for example, are Face Book and Twitter; Wordpress and Tumblr are utilized to share ideas. Instagram and YouTube are the most popular channels when it comes to the posting of pictures and videos. Wikipedia is also an efficient three-part instrument for knowledge exchange. Not only has the social media altered people's way of life but also new business techniques and brands are given

Social media (SM) is a technology that enables information, ideas, career interests and other kinds of expression across virtual communities and networks to be generated and shared. Social networks may be readily accessed on mobile phones, thus exponentially expanding their use, whether by active social networks, companies or even public organizations. It is mainly because of its convenience, and is currently becoming a highly essential tool for EB by most jobseekers and job suppliers. There's a flood of information from a variety of sources, each providing a distinct view on the topic and emphasizing the significance of source trustworthiness. The Source Trustworthiness Theory is a conventional theory that describes how communication's insight into the credibility of the communication sources is impacted.

The current global labor market has significantly enhanced the strategic significance of human resources in a company. In many businesses, the acquisition and retention of highly skilled staff is a significant challenge to management. To attract the finest available employees and scouts, businesses adopt several efforts that demonstrate their competitive advantage. It may be enhanced by developing the company's image as an excellent, fair employer in recent years to believe that employee loyalty or their participation in the activities done by a particular organization has been more popular. Empirical studies have a link between an employer's good image and a high level of employeeship. The research also shows that emotional variables associated with pride in an employee's work may influence the individual participation of employees four times as much as logical considerations like pay and extra benefit amounts. Companies with a positive image on the labor market can recruit the most skilled workers, while on many occasions the costs of employment will be lower. Such firms have reduced employee turnover and absenteeism and, at the same time, a more dedicated and satisfactory team of workers, typically reflecting greater financial performance and increased competitiveness. It is possible to attract the top applicants by establishing an appealing employer for the business and combining the appropriate employee strategy and communication plan with the environment. The branding of employers via the use of social media is a major issue.

Social media

Contemporary businesses work in a very demanding environment. As ICT technology is rapidly developing and accessible, the stakeholders have as never before many possibilities to get information and engage in the life of the businesses. That's why companies start to participate in Web 2.0, a platform that not only enables its users to publish content, but also to take part in projects that require cooperation with other users. This is a technical platform with a number of features, such as animation assistance, interactivity and online streaming, or a web-based feed to publish a wide range of material (Really Simple Syndication). The participants may co-create and change the content and apps via all of these capabilities. The user-generated content is an essential part of a company's website 2.0 presence. The word refers to the many ways in which its users may interact and share information online.

The many kinds of social media may take different shapes. Social media (SM) may be described as a collection of Internet apps that build on Web 2.0 ideology and technology and enable user-generated content to be created and exchanged." Facebook, Twitter, YouTube and, in an industrial environment, LinkedIn are among them the most prominent. Annual growth in the number of social media users. At the end of 2017, there were 2.46 billion participants worldwide and the expectation is that this would increase to 3.02 billion by 2021.

The major benefit of social communication with regard to conventional communication channels of the business is that the user is both the information creator and the information consumer. This implies that every user has information to produce, modify, and distribute. Contact through social media is more personal, realistic, engaging, cost-efficient, and varied, but less controlled. Social media may be split into four major activity categories for businesses who progressively have less control over their content in the internet:

- Social networking sites (SNS) – Facebook, Myspace
- Content sharing sites – YouTube, Flickr,
- Blogs and microblogs – Twitter,
- Collaborative projects – wikis.

Employer branding in social media

Social media allow users to create public profiles and make their social links apparent. This is a fantastic chance to connect with other people and their extensive friends network. That implies access to a large number of prospective active and passive job-seekers for a business. Social media platforms may be used to advertise and interact with existing and prospective workers in a suitable manner. Many businesses utilize public profiles on the SNS to promote openings on the web, which affect the image of the company favorably, as many studies indicate.

Social network sites offer both employers and job seekers increased comfort and accessibility. These features enable them to access the information necessary in job searches on an extremely frequent basis. In order to create a more comprehensive image of the business, a candidate may experience company in a more diverse, dynamic, realistic manner. In situations when a shortage of highly skilled employees becomes one of the labour market trends particularly in highly developed countries, it may become a useful strategy for recruiting outstanding applicants.

"Using social media to acquire talents" ("SHRM Survey Findings: Using social media for talent acquisition - recruiting and screening"), the Human Resource Management Society conducts surveys. In 2015, 399 businesses were asked to explain their procedures in the recruiting process to utilize social media. Research findings indicate that 84% of businesses have utilized SM to look for job seekers. These were mainly the reasons why passive job prospects could not be recruited or engaged by the company, increased employer brands and awareness, and job applicants with highly specialized talents should be recruited elsewhere.

Social media coverage in this article is among the company's most often utilized medium: LinkedIn (96%), Face book (66%), Twitter (53%) and YouTube (11 percent). LinkedIn was likewise the most effective site of all identified by 73%. Companies are mainly utilizing social media to publish (89%), contact candidates or prospective candidates (75%) and look for passive and active applicants using the website search function (accordingly 73 and 67 percent). The businesses, however, recognized some disadvantages in the hiring process in the use of social media. They were concerned about the legal danger of finding information on protected features, such as age, ethnicity, sex or religion. Adapting new methods would take more time and resources, and HR professionals have rejected delegating more of their time to the new, extra way of recruiting. In addition, the reliability of the information the applicants provided on their profiles was questioned by several company representatives.

LITERATURE REVIEW

Ms. Manisha, Ms. Sonali Gaur(2020) Social media is now the leading and most used marketing tool.

Marketing of Social Media for their products and services used by different companies. It's the fastest and most effective marketing compared to traditional marketing. Marketing sites of the social media are: facebook, linkedin, instagram and twitter. By utilising new brands and goods social media people are more aware of them. The aim of social networks understands the interest and need of the consumer who decides to buy. Marketing of social media is extremely helpful to start-ups and small companies. The research's primary goal is to determine the impact on the business that social media marketing is most popular on its website. And compare marketing on social media with traditional marketing. The main and secondary techniques of collecting the data are utilized in this research. A sample of 77 individuals were gathered via an online survey and filled out by respondents, friends, family and families.

Vignesh Yoganathan (2020) Although social media have a major and growing impact on the working life of employees, their social media skills from a branding or internal marketing viewpoint are limited. This study, based on theories of social identity and social exchange, connects employee's social media skill to increased brand citizenship and reduced emotions of a psychological violation of the employer's brand. We also examine the separate mediation effects of two forms of social capital online — bonding mediates the influence of social media skills in online brand citizenship and feelings of violation of psychological contracts, while bridging mediates only the effect that competence in social media has on feelings of breach of psychological contracts. This brings us to existing literacy on two lines: (1) Addressing the need for social media research in the context of branding employers; and (2) stressing the significance of establishing virtual employer-to-employer connections. The study thus answers to research requests for more responsible approaches to the branding of employers and internal marketing;

Michal Mičík (2018) It enables organizations to recruit the most qualified workers with the appealing employer image. In order for businesses to win this "battle for talent," their employer brand has to be established. Branding should ideally be seen as an extensive recruitment campaign, which attracts a business and maintains it high on prospective prospects. Potential candidates, Millennials in this instance, represent a significant proportion of the world's workforce by 2020. Due to many distinct features and expectations from past generations, millennials are a certain social group, which implies that businesses may not use the same tactics as before. Given that Generation Y has grown up on the Internet, businesses should likewise improve their web-based communications. The objective of this study was to determine if businesses create an image of an appealing workplace for possible generation Y workers and to what degree they can recruit millennials.

Kalina Grzesiuk, Monika Wawer (2018) The primary purposes of this article are to assess the present status of network communication channels in an organization, and to provide a sampling example of chosen Polish companies for their development as part of the strategy for external employers. This study looks at the tools for social networks used to date in Forbes magazine 2017 by the 100 largest Polish private enterprises. The study includes not only their existence on the Internet and their presentation, but also their degree of engagement in chosen social media (e.g. Facebook, YouTube, LinkedIn, Twitter). The findings indicate that a systemic approach to the branding practice of the employer is not implemented for the majority of businesses studied. Therefore, while these companies are active in social networks, and utilize different external communication channels to reach their stakeholders, they still fail to grow their operations with a strategic focus.

Christine S. Pitt , Elsamari Botha et al, (2018) This article examines how staff interact with B2B companies about social media, a subject often neglected in the existing research on brand involvement. We find two main drivers of employee brand involvement using the DICTION content analysis tool—namely optimism and communality—who derive from a large-scale research of employee brand participation on social media. The high-ranking and high-quality employees of companies are more optimistic and less common than their counterparties in low-ranking and high-quality companies when they evaluate their employers on social media. This enables managers to identify methods for growing or enhancing employee brand involvement by building a 2 2 matrix. This provides four distinct types of brand involvement, providing various methods for human resources and marketing professionals. We show how practitioners and academics may offer fresh insight on how people interact with brands.

Erol Eren (2013) This study seeks to assess the strategies for keeping trained employees within the business by taking into account the need and desire to maintain the business by using social media, a new medium of communication formed through the eyes of the employees as a way of communicating electronic technology today. In this research we examined the degree of interaction between social media and the employees and their impact on corporate engagement. We have incorporated the findings of the polls with the workers in order to assess this impact. Thus, we attempted to demonstrate that social media play a strategic role in companies and attract people to suit their requirements.

OBJECTIVES OF THE STUDY

- To examine organizations' social media presence and their attractiveness on social media platforms
- To examine the effect of Social Media Marketing activities on employer-based brand equity
- To examine the impact of Employer-based brand equity on the Intention to Apply
- To assess moderating role of Source Credibility between Social Media Marketing activities and Employer-based brand equity
- To evaluate the moderating role of Online Engagement between Social Media Marketing activities and Employer-based brand equity

RESEARCH METHODOLOGY

Sampling Method

Samples from university students have been collected. Two schools in the various courses (diploma and postgraduate schools), in which not all the population get campus positions, were targeted, and the group of notable job seekers were searching for alternative ways of obtaining the job wanted. In the poll too, to guarantee that these interviewees were from the community of students seeking jobs who had finished their diploma or were about to graduate from schools abroad.

Sample Size

Only 560 pupils got full answers. Some observations were rejected since the activities of reading websites were very lengthy because of problems of connection. Furthermore, some 47 observations at

outliers were identified using the Z-scores of 4.0 for sample size greater than 80. The outliers found were removed from the sample in general. Consequently, 500 observations were made of the effective sample size of the study utilized for this whole analyses. A proper sample size is an essential factor for accurate assessments in a research. The sample size of this study (N= 500) in the research proposal phase is far above the authorized sample size (N= 300) and has also been regarded as realistic in the light of job searchers who are looking for online employment.

Pilot Study

Internal consistency of items for each of the components of entertainment, informativeness, instructiveness, vividness, source credibility, organizational awareness, organizational attractiveness, organizational image and online engagement was studied using Cronbach alpha, which depict acceptable levels of reliability (internal consistency). After going through social media pages of the company, respondents were asked a number of questions (all on 5-point scales, totally disagree –totally agree, unless indicated otherwise) about their perceptions of entertainment (4 items; $\alpha = .740$), Informativeness (4 items; $\alpha = .772$), interactivity (3 items; $\alpha = .733$), and vividness (5 items; $\alpha = .725$). The next question measured the perception of credibility of information source (4 items; $\alpha = .778$). The next three questions captured respondents organizational awareness (5 items; $\alpha = .780$), organizational attractiveness (3 items; $\alpha = .872$ and organizational image (12 items; $\alpha = .942$). Online engagement was captured with affective engagement (6 items; $\alpha = 0.880$), cognitive engagement (7 items; $\alpha = 0.869$) and behavioral engagement (6 items; $\alpha = 0.832$). The next items include potential descriptive statements about the company offering the job (3 items; $\alpha = 0.893$).

Data Collection

Both primary & secondary data were collected for this study. This research considers a global aspect; hence it was felt important that for the secondary research, the social media websites are the ones equally used throughout the world. Therefore, the social media websites were chosen based on worldwide rankings including (1) Face book, (2) Twitter and (3) LinkedIn. All viewable elements of these social media sites were investigated, including text, videos and photos with regard to their career pages, social values and social presence for content analysis further selection of companies for stimuli development. Primary data for the study was collected through structured questionnaires administered to respondents. Questionnaires were administered in classroom lab sessions, through online data collection link. Participation in this study was purely voluntary and their privacy, confidentiality and anonymity were guaranteed

DATA ANALYSIS

Results of Content Analysis

Career Section of Face book Twitter and LinkedIn

It was found that 48% of companies on Face book and 11% of companies on LinkedIn did not have a separate career page; 29% don't have any information about dates for campus recruiting visits or when the company will be at job fairs; 80% of companies on Face book, 54% on Twitter and 21% on LinkedIn

did not have information about current or past employees and 66% did not provide information on how to apply for jobs, or what were the standard processes or protocols for job application. 95% of companies have a Twitter handle: the content appears to be written by professionals; however, 33% of these companies did not have updated information.

Values Section of Face book Twitter and LinkedIn

According to results, 23% of companies on Facebook do not provide information about the achievements of the company, and 69% do not have a section for 'Reasons to Join Us.' On Twitter, 40% of companies and on LinkedIn 31% do not talk about their core values; 27% of these companies do not know their right target audience, do not publish content around their target audience tastes and preferences, has no fun content, or digital story telling about them.

Social Section of Face book Twitter and LinkedIn

Social interaction: 20 % of companies on Face book, and 8% on Twitter have no dialogue with their customers. 60% of companies on Face book have no engagement with their stakeholders in any form, be it in terms of online contests, quizzes, competitions , giving free gift hampers/vouchers etc. 65% of them on Face book do not have 'reasons for join us' section. 87% of companies have tweets linked to articles, picture, and videos. 37% of companies' pages on LinkedIn do not give any possibility to contact employees directly and 64% do not provide link to Twitter or Face book account of their company.

Measurement Model Assessment

Confirmatory Factor Analysis (CFA)

AMOS 20 was used for testing measures based on statistical estimation (Bollen, 1989; Kline, 2005). CFA was carried out on each dimension of social media marketing, employer-based brand equity and online engagement. The aim was to ascertain whether the measurement items of each of the dimensions were suitable representation of it. The dimensions were reexamined and validated using confirmatory factor analysis. The overall model fit was measured by using four indices of the model goodness-of-fit: (1) the chi-square statistics; (2) the minimum value of the discrepancy between the observed data and the hypothesized model divided by degrees of freedom (CMIN/DF) or normed chi-square. Marsh & Hocevar, (1985), described that the minimum fit function for (CMIN/DF) of an acceptable fit is less than 5; (3) the comparative fit index (CFI) greater than (0.90) (McDonald & Marsh, 1990) ;(4) in addition (RMSEA) less than (0.08) (Mac Callum et al, 1996). The results from confirmatory factor analysis also provide modification indices, which identify aspects of the model that do not fit the data well (Brown, 2006). These values indicate the decrease in the overall model χ^2 if a fixed or constrained parameter (i.e., factor loading) was freed (Brown, 2006). In the present study, the modification indices were examined to discover aspects of the model that does not fit the data well.

Confirmatory Factor Analysis on SMM Dimensions Confirmatory factor analysis was performed on sixteen social media marketing items extracted through exploratory factor analysis. Appendix J shows model fit Indices and factor loadings of SMM dimensions of Model 1, and Model 2. Table shows the fit indices of Model 1.

Table 1: Fit Indices of SMM Model 1

	CFI	RMSEA	CMindF	P	GFI	AGFI	PCFI	PClose	CHlsq	Df
All items	0.854	0.039	1.742	0.000	0.957	0.941	0.688	0.967	170.715	99

The social media factor with all items showed CFI was 0.854 and the RMSEA was 0.039.

Model 2

Four items were removed due to low factor loadings below .70

(Ent4) It is easy to kill time on Organization's social media. (0.53), (Vivid3) The site included sound (0.50), (Vivid4) The site name offered many places to click on for more information (0.49), (Vivid5) The site had an image that I could click on to go to other screens (0.56), Confirmatory factor analysis revealed that removing the above four items resulted in an improvement in the fit indices (CFI, RMESA) as shown in Table

Table 2: Fit Indices for SMM Model 2

	CFI	RMSEA	CMindF	P	GFI	AGFI	PCFI	PClose	CHlsq	Df
All items	0.908	0.042	1.889	0.000	0.970	0.941	0.660	0.826	90.649	48

All items were retained as their factor loadings were above .70

The CFA results for Social media marketing measurement model and final items retained are exhibited in Table

Table 3: Confirmatory Factor Analysis Results of Final SMM Items

Social Media Marketing	Factor Loading	CR	Construct Reliability
Entertainment			
ENT 1	0.77	13.781	
ENT2	0.74		
Informative			
NFOR1	0.70	11.597	

INFOR2	0.70	11.589	
Interactive			
INTERAC1	0.65	11.017	
INTERAC2	0.76	11.783	
Vividness			
VIVID1	0.76		
VIVID2	0.83	9.708	0.753

High construct reliability indicates that there is internal consistency and all the measures represent the same construct.

CONCLUSION

The study's was to role played by the credibility of sources and the online commitment to build employers' brand equity with social media markets, the main goal of the study being to understand the social media marketing structures and their impact on employee brand equity through an empirically tested and extensive model. The second aim was to assess the effect on the intention of job seekers of employer-based brand equity characteristics. A further analysis was performed in order to examine the unexpected outcomes of a neglected OA between SMM's causal relationships and EBB, the moderating impact of source trustworthiness and online engagement between social media marketing activities and employer-based brand equality. Employer Branding is one of the main methods for establishing good connections to the parties concerned and human resource management via the visibility of the business on different websites.

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