

# A Study on Employer Branding Through Social Media

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**Abstract – For businesses who wish to make them recognizable as fascinating employers and to hire prospective workers, utilizing more traditional tactics used by work seekers and relaters is increasingly essential to the attention and influence of the social network. This study seeks to examine the immediate future of branding employers using social networking, as the academic envisages. Employer branding is now as relevant on the market as products or services. In this study we have discussed about the Origin of employer branding and discussing of employer brand, Employer branding in social media Strengthens Your Employer Brand, Employer Branding and Social Networking Sites, Conceptualizing employer branding, Social media used in employer brand communication, Using social media in hiring: Benefits and risks Employer It provides a nice look by using different social networking platforms such as Face book, Twitter, YouTube and Google+ to build a better working experience for people with a good working environment. The branding of Employers helps the organization, since the seekers choose that employer that trust their workforce and provide a greater career prospects the most skilled and retention rate.**

**Keyword – Employer Branding, Social Media, Social Networking**

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## INTRODUCTION

The current global labor market has considerably expanded the competitive role of human capital in an organization. The acquisition and retention of highly skilled staff in several industries has been a major obstacle for managers. Employers take numerous initiatives which demonstrate their competing advantages to attract the best possible employees and scouting talents.

In recent years, the perception that the loyalty of workers or their participation in activities carried out in a given organization, may be enhanced by creating the corporate picture as a decent and equal boss. Empirical experiments demonstrate the association between the employer's good reputation and the strong engagement of employees.

The studies also confirm that emotional factors linked to an employer's pride can have four effects more so than the objective factors of salaries and additional benefits on the actual participation of the employee Enterprises with a good job reputation will attract the most skilled workers while on several times lowering labor costs. These firms have a smaller attrition and absenteeism rates and, at the same time, a stronger and more satisfied team of workers, also reflecting improved financial performance and greater competition. The company's reputation as an

appealing employee may be effectively attracted by attracting the best employees, combining the right personal approach with the right strategy for contact with their environment. One of the main issues here is the usage of social media by employer branding.

## EMPLOYER BRANDING DEFINED

In the course of choosing the appropriate articles the four researchers agreed to identify "employer branding" articles according to each one's number of quotations 10 items for employer branding were widely decided upon after review of their abstracts. The last ten papers were selected on the basis of the abstract material, taking account of the conceptualization of employer branding, employer branding dimensions, and employer branding results. Four further publications during analytical studies were identified in addition to 10 articles from Google Scholar and Scopus. Interesting is the company brand personality. Though Google created some 3000 successes for "employer branding" in 2004, the amount grew to over 6,450,000 in 2012. Firms invest substantial amounts on building an identity inside themselves and outside of their organization, which they aim to bring meaning. Brands have been the most important commodity of the enterprise alongside human resources "It is increasingly evident that

corporate brands represent a range of customers for a multitude of uses, including work or purchasing behavior." Corporate branding also applies to the overall branding approach for a business and often involves employer branding; employees play a key role in conveying the brand's ideals and this renders the branding phase central. Employer branding is more than the staff of an organization, though, it is a whole mechanism intended to represent the company as an employer, workers and prospective applicants. In the 1990s, the term began to be often employed in the field of management. During the years and the production of scholarly material, it endured different meanings. The researcher talks about workplace branding, identifying and providing the employment environment with the creation and engagement of an organization's community as an employer. In his opinion, the fundamental idea is that everybody is a customer who needs to be hired and maintained. A definition given in 1996 by Amber and Barrow which has been taken up by the researcher refers to the rewards paid by branding employers, which is referred to as "the functional, economic and psychological benefit package provided by employment and identified with the employers' businesses." The conclusion in their study is characterized by "employer branding," as an identity-building operation, and by the employer brand as the definition of the company that distinguishes it from its competitors.

We accept both meanings in this analysis but propose the following combination: Employer branding is considered a long-term plan in each business, which seeks to create a distinctive and attractive employer reputation as well as manage future and existing employee's expectations, in order to achieve competitive advantage. Employer branding is a key component of the HR function, helping to recognize employees who better suits their ethos, ideals and vision, through a more strategic emphasis. 'Therefore, a better employer brand allows workers to associate with the organization' 'a good name, branding, credibility.' HR professionals are also responsible for providing an attractive and unique experience to persuade people who want to work that their organization. This reality highlights the principle of the appeal of the boss and leads to the 'imagined advantages of a possible employee working for a particular company' Branding employers is thought to draw better candidates, as it allows them to see themselves as a member of the business. By leveraging logos, businesses reveal how different they are from their rivals and that they chose to work with their best candidates. "Meeting employees and clients with distinguishing organizations, An employer brand should then have a part to play in distinguishing between the employer and the employee. It also gives the current staff commitment, happiness and emotional connection. Employees is committed as long as they get their views respected and are less willing to leave jobs until they face difficult work conditions, workplace unhappiness or a loss of loyalty to the boss. One of

the aims of branding employers is to improve employee loyalty. Workers happy and often build stronger client connections eventually lead to the emotional loyalty of employees to the firm. a strong workplace branding strategy. Instead of logical realistic parameters, they regard their work and organization dependent on their affective analysis. "As brands performance aims at encouraging and reacting emotionally from the target, branding by the employer can encourage successful employee reaction.

## ORIGIN OF EMPLOYER BRANDING

First openly to the management public in 1990, the word employer brand was defined in the Journal of Brand Management in December 1996 by Simon Barrow, Chairman of People in Business, and Tim Ambler, Senior Fellow of the London Business School. The first published study "testing the application of brand identity technology to management of human resources" was this research article. The brand employer described Simon Barrow and Tim Ambler as "the workplace's functional, economic and psychological advantages package and was identifiable with the employer company." By 2001, of 138 leading businesses in North America surveyed by the Conference Board, 40% appeared to be involved in any kind of branding. In 2003, an Economist's employer brand study of a global reading group found 61% of HR professionals and 41% of non-HR professionals to know the word "employer brand." The first book was released in 2005, while the second was published in 2006. In 2008, in her opening address to the CIPD annual meeting, the scholar, Director-General of the UK Chartered Institute of Human Resources Directors stated the discipline's increasing status "Nobody spoke of employer branding when I began to work. It now forms an important part of the policy — and is well above the HR offices "There was a mistake. The latest publishing of several books on the issue in the United States, Australia, Asia and Europe has also shown similar awareness of the growing relevance of workplace brand thought and practice.

## EMPLOYER BRANDING IN SOCIAL MEDIA

Social networking enables users to create public accounts and render their social links available. It's a perfect way to communicate with others and their extensive friendship network. For an employer, access to a variety of future employees who are active and inactive is needed. Social networking sites will help to support and bind the current and future staff as a suitable cyberspace. Many firms therefore use their digital accounts on the SNS as a means to advertise online openings which, as many research suggest, have a favourable impact on the organization's perception. The social network platforms give employers and job seekers greater comfort and usability, which make them an

extremely common channel for access to the knowledge needed for job searches. In order to provide a more cohesive view of a business, the candidates should encounter the company in a more diverse, vibrant and practical manner. In cases where the absence of highly skilled work seekers is one of the phenomena on the labor market in highly advanced economies, it could become a successful means to recruit talented applicants. The Society für Human Resource Management (SHRM Study Findings: Use of Social Networking to Skill Acquisition - Recruiting and Screening, 2016) performs research about the use of social media to acquire talents. In 2015, 399 companies were challenged to explain their activities in the recruiting phase with the usage of social media. The findings reveal that 84% of businesses used SM to hunt for jobseekers. The key explanations for this are the possibilities for hiring passive applicants who would otherwise not apply or be approached by the organisation; increased employer brand and award; and a very unique range of skills targeted at work seekers. The social networking topics of this article include LinkedIn (96%), Facebook (66%), Twitter (53%) and YouTube, one of the most commonly utilized businesses (11 percent). LinkedIn was still the website with 73 percent of the efficiencies. The main purpose of companies is to publishing employment ads (89 percent), message applicants or prospective candidates (75 percent) and to browse via the social networking website for passive and active job candidates (accordingly 73 and 67 percent). Nevertheless, businesses have saw some downsides in the recruitment process when leveraging social media. You were concerned about the legal possibility that details on protected identifiers such as age, ethnicity, gender or religion might be discovered. Adapting innovative procedures calls for time and money to be spent and employers hesitated to delegate more time in the new process of additional recruiting for HR personnel. In addition, the authenticity of knowledge released by candidates in their profiles was challenged by certain members of the companies.

## **EMPLOYER BRANDING AND SOCIAL NETWORKING SITES**

The digital innovations and development of social networking networks have transformed the method of communication and have switched beyond old technologies to a new medium. The same developments have taken place in the work and administration of human resources. According to the Wikipedia there are 30 websites of over a million users each. The main social networking platforms that affected any industry were Face book, Twitter and You Tube. Social media provide several outlets that contribute positively to the economy and raise the frequency of engagement from the technical point of view. The most trusted knowledge source is the information available on social media about goods, services or jobs. Companies concentrate and

manage consumer confidence and loyalty social networking networks. The most critical instrument in the creation of an employer's brand is the multinational study carried out in Universe .The social networking platforms provide users an online forum for free discussions. Companies can seek to include social networking parties to create a brand and picture .Social networking is the most cost-effective and widely available means of communication. Most companies rely in communications and advertising activities on advanced social networking. There are still some negative issues about any positive feature as certain negative comments may influence the credibility of the company, which prevents certain organizations from adopting it.

## **CONCEPTUALIZING EMPLOYER BRANDING**

The branding of employers was first aligned with the administration of communications and human resources. In many fields, the definition is explored and emphasizes the significance of the topic. Employer branding is being debated inside business administration in the areas of publicity, interpersonal behavior and management of human resources, while researchers address the subject of corporate identification, branding and social responsibility. Likewise, an individual or community of employer branding professionals is assigned in the company to various divisions, including communications, human resources and communication.

Although these disciplines and sub disciplines have varying basic values and views about what an enterprise is, and on the partnerships between organizations, they both see employer branding as a "creation of value" benefit. In this project, I design employer brandings that concentrate on partners, identity, identity and prestige in the Corporate Communication model. In its very early stage, employer branding was designed for a more mechanical vision of contact and both meanings and characteristics would clearly identify this feature. Specialist in the branding of employers, he described as "a method of establishing the distinctive and exclusive employer identity, and the employer image as a business philosophy that distinguishes it from its competitors," highlighted the notion of a built-in brand and identity which would be identified and distinguished from its competitors by workers and prospects. In 2010, in a study of employer branding and the philosophy of organizational compliance, employer branding is defined as an entity represented by the "branding goals" of current and future employees;

The branding idea often draws on personality and credibility, and an organization requires a rather



simplified and linear identity which is designed for external stakeholders (prospective employees). The "snapshot" conceptions of external players reflect the photos of the company, while the cumulative images represent the prestige of the employer from a time-based perspective. In the meanwhile, the reputation of the employer is the mutual assessment of the corporation as an employer. Researchers characterize his reliance on linear models as one big drawback in the framework of company communication. As a result, customers also build company goods and statements differently from their initial purposes. More recently though, the researchers speak about the "actual situation" in corporate contact, which is "the gap in the clear disregard of the view that parties concerned may be administered and monitored in their opinions," and "including the larger audiences or whole stakeholder classes, corporations need to include specific stakeholders through various platforms" Interaction with stakeholders is often explored by other contact scientists who define and re-conceptualize the static and linear facets of employer branding, focusing on "the ontological turn of the organization's overall perception and of its participants." Think branding as the "communication, establishing partnerships and a cross-disciplinary (...) mechanism that builds long-term relationships with a company and its future and current staff."

## SOCIAL MEDIA

Some previous articles used interchangeably "social media" and "social networking platforms," each of which has its own significance. Social networking networks, social shopping, social plays and social placement, all of these are features of social media. Web 2.0 is driven to link individuals via industrial devices. On the other side, the SNS are online forums where people mechanically create an account, accumulate friends and exchange knowledge. These social networking pages are also not only common to people, but also to many companies as an advertisement outlet and other uses such as employment ads, online sales channels, etc. U.S. businesses are expected to pay more than 5 billion dollars for social network advertising by 2013 and the figure is expected to rise up to 15 billion dollars by 2018. In 1997, Sixdegrees.com was created to allow people to create their own online profiles and list of contacts, and was introduced. Later in 2004, various forms of social networking sites started to operate and, until now, Face book, Twitter and LinkedIn are among the most common in terms of recruitment instruments.

## SOCIAL MEDIA STRENGTHENS YOUR EMPLOYER BRAND

Without ads, the boss name is nothing. If you don't consciously encourage such qualities, which render the business a wonderful workplace, they are only theories, and nobody knows them. If you don't

consciously encourage such qualities, which render the business a wonderful workplace, they are only theories, and nobody knows them. If you wish to showcase your efforts in the field of learning and growth or explain how enjoyable and comfortable your business is, social networking can pay attention to aspects that make your organization stand out (and show candidates why it might be the right fit for them). If 59 % of applicants have been using social media to study businesses with whom they choose to operate, it is a way to strengthen your brand name, share your tale and spread your community. (And in the case of all those items you may make use of material such as images, videos, blog posts, staff testimonies and news ads.

## SOCIAL MEDIA USED IN EMPLOYER BRAND COMMUNICATION

This segment describes the mechanism of employer brand contact in social networking. Personalization concepts are examined as techniques used in communication with employers.

### • Employer brand communication process on social media

Social networking is undeniable, being a daily enterprise and a modern means of internal contact. Social networking is now becoming a modern search engine, especially in the field of recruiting and management of human resources. There is also a new concern in many businesses today to use social media in the form of contact with employers. Social network branding involves three major stages, seen employer brand contact It is obvious, as long as the company will want to create brand trust on social media, this process will be replicated as 31. Internal inputs are the first move. At this stage, the contents are proposed by internal stakeholders by internal contact. Text, photography, video or other interesting material can be included. Internal contact can take place in a variety of media, such as the message board, the intranet, the meeting or class, and can either be regarded as mouth word or electronic mouth words (eWOM). The second stage is the choice of some social networking sites to post job material. Different social networking technologies, such as blogs, social media and micro blogs can be included in the employer brand. Jobs results are the final stage in this procedure. These are the achievements of employers by internal social networking efforts. In this point, social networking may have several opportunities, such as a digital recruiting search engine or a new way to learn and share inside the company. Feedback from the public is part of the job result, which helps employers decide on social network growth.

## **USING SOCIAL MEDIA IN HIRING: BENEFITS AND RISKS**

For many causes, social media is common with employers and jobseekers. In the following paragraphs separating the workers and employers the reasons of those popularities have been determined:

### **• Benefits and challenges for the employers**

It must be said that the use of SNS in recruiting has certain advantages. It has already been integrated to some degree by numerous organizations, especially in advanced technical countries. This provide cheaper and lower hiring times, the capacity to target a younger age demographic and a larger group of candidates, attract passive workers and provide businesses with a diverse ability to forecast the success of tentative hires. Some of the important considerations are: However, the use of social networking knowledge for recruitment is more than a few challenges which HR professionals engaged in the recruitments phase should also consider. The major challenges/risqué includes the lack of authenticity and credibility of these platforms, the absence of a mixed group of applicants (regarding their age, gender and race). As an alternative to recruiting, social networking has further benefits during training, without damage when the fee is negligible. If used during screening and selection, the usage of social media can cause more problems.

### **• Benefits and challenges for the job applicants**

A remarkable advantage of utilizing social networking platforms for career hunters is that social media is a low-cost tool for work searches. Jobseekers can link to the company's social platforms and easily have access to postal vacancies. The candidates might also do something anonymously, which may be a benefit for those who are now working to help the jobseekers more responsively. In order to train them much more for work screening, they will now quickly access key referees and important business documents. Social networking and social media, on the other side

In particular, networking platforms may provide opportunities for the connection and exchange of knowledge between employers and job seekers face to face. Employees and recruiters will more effectively maintain, mobilize and expand their social partnership through social networking to flush out related knowledge and use it to create new possibilities of cooperation. The first thing that emerges when there is a disadvantage for jobseekers is that users (also candidates) seldom know what details should be openly communicated or if a potential prospective employer could misjudge

a typical post or statement. The social networking website of an applicant does not only include personal data shared by him online, but also images/shares/comments loaded by other people such as acquaintances, the family or organizations. Such knowledge may be inaccurate and may also harm them as a person Social networking knowledge can still be unreliable because a lack of confidence may often be transmitted as used in the recruitment phase because there is real evidence in one party (candidate) relative to other party (employer) who only interprets it. Persons become victims of identity fraud or where false details about them are shared on the website of someone else. A research analysis by the scientist found that workers refuse job-seekers on the basis of their social network findings. He discovered that 35% of employers indicated that because of material they found on social media they would dismiss a jobseeker.

## **CONCLUSION**

The research helped to recognize that social networking is an important part of the identity of employers. Via numerous social networking tools, including Face Book, Twitter, YouTube and Google+, employers build a positive reputation and create an excellent working experience for their workers. Employer branding has helped the company achieve the most skilled and retention rates, since employment applicants prefer managers that appreciate their jobs and provide a healthier workplace. In order to get the competitive edge and recruit the best talent, companies can rely more on their name. The research is based on an analysis of studies on the use of social networking in employer branding to recognize the impact of the social media on the development of employer branding and the questionnaire survey may be supported in order to obtain the successful results from employer branding using social media. This thesis addresses a topic not previously addressed in the literature and provides a new opportunity for exploration and appreciation of how social networks function for employers. We advocate continuing study with more people by using various features of employer branding, whether internal or external.

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