

Social Media as an Emerging Tool for Employer Branding

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Abstract--*In today's era of new technology and advancement in social media has been playing a great role in each organization. There are different social media tools like Facebook, Twitter, YouTube, etc which are driven vehicles for organization to create a great place to work and has direct impact on the job seekers. Social media is no more a source of leisure rather it helps an organization to increase its business performance and capabilities. This paper provides a conceptual framework--- 'how the social media is playing a crucial role in building employees relationship and in the recruitment process.' The study states that the social media affects the potential applicant's intention to apply for the job. It also explains how social media is effective in brand communication and helps in retaining employees. Employer branding facilitate the organization to get the competitive advantage and building good image, even the HR recruiters are using social media for posting jobs and attracting candidates as majority of people are present on social media.*

Keywords--*Employer Branding, Social Media and Human Resource*

I. INTRODUCTION

Employer branding recently got the attention after the increasing level of competition and to strive the competition companies thrive more to work towards their image. Employer branding is the way of communicating the employees as well as the external audience about the organization working environment and its culture. It is just a way to showcase your organization as a preferred place to work and not only targeting the potential employees but the current employees too. The increasing level of global and competitive market compels organizations to find the ways to retain their talent as well as to attract the prospective employees. The same way in which organization try to stimulate the customers, the Human resource department has to work to pull the best talents and to be superior of its competitor. Employees are the faces of the organization who

work as an ambassador and have a direct impact on clients and customers. "It is a set of attributes and qualities, often intangible that makes an organization distinctive, promises a particular kind of employment experience and appeal to those who will thrive and perform best in its culture" (Chartered Institute for Personnel and Development; 2009).

The new trend of social media branding has replaced the traditional branding practices like the company's website or the brochures, the social media provides a crystal view about the organization as it enables sufficient information that the prospective employees are searching. Social media is no longer used for the leisure but for the business purpose too. Social media has left its effect in each and every aspects whether its business or fun. In the field of HRM, it has been a great way of promoting job opening or to recruit the potential candidates, even the candidates get the information from social media about the organization or its culture or its working environment. The blend of branding and social media plays a potential role in building a constructive and fascinating image as well as a way to stimulate the potential candidates. The same way in which the products are promoted through creating brand ,the employer branding works in the same way to attract the best of talents when there is shortage of talent as also when it is difficult to retain them. The objective of this paper is to show how the social media is playing a great role in building up employer brand and image in the minds of potential candidates and to identify the potential employees' perception and preference to apply for a job in a particular organization.

II. LITERATURE REVIEW

Understanding Employer Branding

The term came into existence in 1990s and till now it is being widely used. Ambler and Barrow (1996) defined employer branding as "package of functional, economic, and psychological benefits provided by employment, and identified with the

employing company". The employer branding helps in shaping the employees behavior in order to attract them, an effective presentation on social media helps the organization to pull best of the talent. As the corporate branding deals with link of stakeholders and business, employer branding affects both the existing as well as the future employees. Sullivan (2004) states that employment branding can be defined as "a targeted, long-term strategy to manage the awareness and perceptions of employees, potential employees, and related stakeholders with regards to a particular firm". Employer branding is how an organization conduct itself in the market through showing itself as a great place to work which in bring effect in recruitment and retention.). Employer branding is a budding way to attract the potential employees, it is human resource theory that focus on building up an image in the mind of prospective employees as the potential employer. (Backhaus and Tikoo, 2004). Image of an organization is an elusive and valuable resource which helps in getting the competitive advantage and building up a corporate reputation. (Barney, 1991, 2002; Dowling, 1994; Hall, 1992; Milgrom and Roberts, 1982; van Riel, 1997, all in Walsh and Beatty, 2007)

Human resource works to provide competitive advantage to the organization, if it can retain its quality talent and combine them in such a way to be better than its competitor, they can achieve its advantage (Boxall, 1996). While applying for the job the job seeker consider several organizations and consider companies reputation and working culture as a source of information (Cable and Turban, 2003). organizations have acknowledged that if the employer branding is carried efficiently it create a better competitive advantage and makes it a simple to attract the candidates. (Backhaus and Tikoo, 2004) A scale was developed by by Berthon (2005) and was derived from the psychological, functional, and economic benefits (Ambler and Barrwo's (1996). It was based on the scale of 25 items with the main five dimensions: interest value, social value, economic value, development value, and application value. Internet has made it easy not only to find the passive candidates but also to attract the candidates (Cappelli, 2001). Social media has lead to the increased interaction between the organizations and the job seekers, companies can get the large number of applicants from it as it helps to screen the best candidates as well as the job seekers can too present themselves before companies prior to their face to face interaction (Brecht, Koroleva and Guenther; 2011). A study by Waters & Jones (2011) stated that the combination of words with some visual elements has a better effect than the text based

conversations. The study stated that organizations are using videos on blogs and social marketing sites and with the new inventions organizations can track the location where it is seen and who all are commenting on it which helps in bringing many new topics and helps the organization in building up its image.

III. OBJECTIVES OF THE STUDY:

- To study the role of social media on employer branding and building corporate image building.
- To analyze how employer branding helps in recruitment and knowledge sharing.
- Understanding the aspect of employer branding image among the prospective employees
- Examining the key attributes for the successful employer branding and attracting the prospective employees

IV. SCOPE OF THE STUDY:

The study analyze the key variables that play a crucial rule in decision making among the prospective employees and it analyze the contribution of social media in building employer branding and recruitment as it effect the decision making among the employees.

V. RESEARCH METHODOLOGY

In order to reach the objectives of the study, to analyze the attributes on variables and the contribution of social media in building employer brand; all social media and employer branding related articles and publications were identified and gathered more information from Google Scholar. To draw the conclusions keywords of social media, employer branding, corporate branding and human resource were used to search the relevant content and other research work done on it. Identified articles were thoroughly studied to understand the conclusions and references mentioned were also gone through.

The research started with understanding the employer branding and relating its impact on employer branding. It was followed by analyzing it in reference to talent attraction. In addition, previous papers conclusions help in establishing connections which facilitated towards framing our conclusions and analysis.

VI. EMPLOYER BRANDING AND SOCIAL NETWORKING SITES

With the advent of new technology and emergence of social media networks the way of communicating has

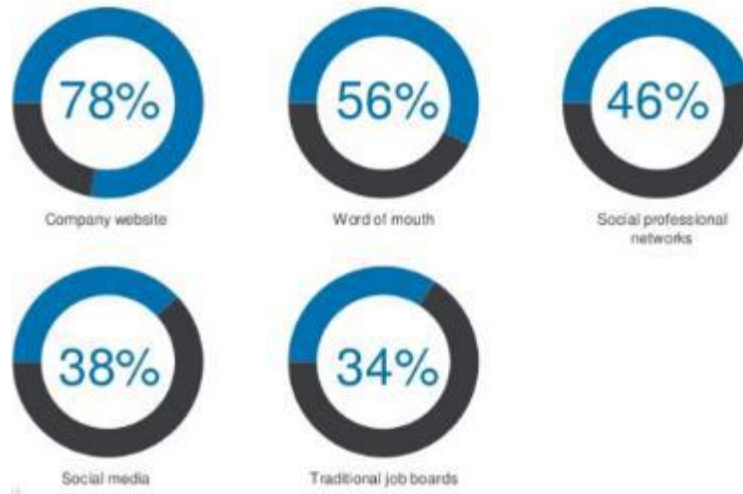
been changed and it has moved from traditional techniques to a new platform. The same changes have been brought in Human resource activities and its management. As per the Wikipedia there are 30 social networking sites each having more than a million users. Facebook, Twitter and You tube are the major social networking sites which has influenced every industry. Social media has different channels which bring some positive effects to business as it is cost effective and increase the communication level on the professional perspective.

Information available on social media about products, service or working is considered to be the most trusted source of information.(Swartz ,2010).Companies are focusing and managing social media channels for building trust and loyalty among customers. As per the international survey of

Universum (2014) social networking sites and web media are the most important tool in creating employer brand. Social networking sites provide an open space for people to come and discuss freely without any boundations.Companies should try to engage stakeholders on social networking sites as it helps in building image and reputation (Jones, 2010).

Social media has been the most cost effective way of communicating and has wide reach. Most of the organizations have been focusing on integrated social media in marketing and promotional practices.

With every positive aspects there comes some negative concerns too as some negative comment shared can affect the reliability of the organization which stops some organization to adopt it(Kaplan and Haenlein, 2010).



Sourced from Universum, (2014)

VII. EMPLOYER BRANDING EFFECT ON RECRUITMENT AND RETENTION

An employer's brand is related to different factors like environment and culture of the organization as well as attitudinal elements (Backhaus & Tikoo, 2004).From the traditional perspective, employer branding is a relationship between employer and employee where employees become loyal in exchange of job security Hendry & Jenkins (1997). As per the CIPD (2008) employers branding constitute different factors which are often intangible which helps the organization and stimulate people who are interested in working in that particular environment. Every organization has its set of its brand whether it is formed or not, it is based on what

is being perceived by others. Creating an employer branding is a structured task which includes the assistance of the top management. Forming employer branding include different attributes to be considered like what is the company's unique characteristic; is it culture or its history or its quality employees. Further company has to identify its targeted candidates and the focus group and to understand an employee perspective to understand their concern while choosing an employer. It will help in proper targeting the prospective employees who are suitable for the organization.

The main intend of employer branding is becoming an employer of choice, where employees are interested to work.(Armstrong 2006). There are different factors which contribute towards making a great place to work, a reputed organization, a

balanced employment conditions, level of security, learning environment, competitive pay scale, appraisals and rewards. All these factors adjoin together to form the employee value proposition which in turn leads to stimulating and retaining the talented personnel's. The Conference Board (2001), proposes that "the employer brand establishes the identity of the firm as an employer. It encompasses the firm's value system, policies and behaviors toward the objectives of attracting, motivating, and retaining the firm's current and potential employees". Human resource too provides an competitive advantage over its competitor apart from plant or capital (Priem& Butler 2001).

VIII. RESULTS AND DISCUSSION

The growing use of technology has developed a platform for the employers through various social networking sites. Social media has provided a way through which the companies can portrait their images to prospective employees through use of social media tools like blogs or videos. From the employees perspective social media has provided an easy way for them to choose a better option after carefully checking the reviews or knowing more about the organization. Employers rely more on these sources rather than some advertisement as it from their personal acquaintance. Social media is an important factor in recruitment and branding the organization.

IX. CONCLUSION

The study has helped in understanding that social media plays an integral role in employer branding. Employer creates its good image through the use of various social media tools like Facebook, Twitter, YouTube and Google +, it helps them in creating a great workplace for employees with good working environment. Employer branding has helped the organization in getting the most talented employees and high retention rate, as the job seekers prefer those employers who value their employees and provide a workplace with better opportunities. Organizations should focus more about their brand in order to get the competitive advantage and to attract the right talent.

The study is based on the review of studies conducted on the usage of social media in employer branding and the role it plays in recruitment and retention. For future research the qualitative tool can be used to understand the effect of social media in creating employer branding, furthermore it can be backed up with the questionnaire survey to get the effective

result of using social media in relation to employer branding.

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