

The Role Of Social Media In Modern Recruitment In It Industry With Reference To Coimbatore City

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Abstract

In recent years, social media has revolutionized the recruitment landscape, particularly in the Information Technology (IT) sector. This study examines the role of social media platforms such as LinkedIn, Facebook, Twitter, and Instagram in modern recruitment practices within IT companies located in Coimbatore, a rapidly growing tech hub in Tamil Nadu. The research highlights how social media aids in employer branding, candidate sourcing, engagement, and selection processes. It also investigates the perception of HR professionals and job seekers towards social media recruitment, the tools and strategies used, and the associated benefits and challenges. The findings suggest that social media significantly enhances the reach and efficiency of recruitment, reduces hiring costs, and enables better talent targeting. However, concerns such as data privacy, candidate authenticity, and dependency on digital platforms are also acknowledged. The study concludes by recommending best practices for leveraging social media in recruitment while addressing potential pitfalls.

Keywords: Social Media Recruitment, IT Industry, Coimbatore, LinkedIn, Talent Acquisition, Digital Hiring, Employer Branding, HR Technology

INTRODUCTION

In the era of digital transformation, recruitment processes have undergone a significant shift from traditional methods to more dynamic and technology-driven approaches. Social media has emerged as a powerful tool in modern recruitment, playing a vital role in connecting employers with potential candidates across geographic boundaries. The IT industry, known for its rapid technological advancements and evolving workforce demands, has been at the forefront of adopting innovative recruitment strategies, including the integration of social media platforms into talent acquisition practices.

Social media platforms such as LinkedIn, Facebook, Twitter, and Instagram are not only used for networking and marketing but also serve as strategic channels for sourcing, engaging, and hiring top talent. These platforms provide IT companies with direct access to a wide talent pool, enabling them to identify qualified candidates, build employer branding, and promote job openings in real-time. Unlike traditional job portals, social media allows recruiters to assess candidate profiles more holistically through professional activity, shared content, and endorsements.

Coimbatore, often referred to as the "Manchester of South India," has seen significant growth in the IT sector over the past decade. With the presence of numerous IT companies, start-ups, and software development firms, the city has become a prominent hub for skilled professionals in Tamil Nadu. As competition for talent intensifies, IT firms in Coimbatore are increasingly leveraging social media to enhance recruitment efficiency and attract the right candidates.

This study aims to explore the role of social media in the recruitment process within the IT industry in Coimbatore. It seeks to understand the extent of its usage, the strategies employed by HR professionals, the advantages it offers, and the challenges it presents. By focusing on a city-level context, the research provides insights into localized recruitment practices and contributes to the broader understanding of digital hiring trends in the Indian IT sector.

REVIEW OF LITERATURE

Kaplan & Haenlein (2010) emphasized the growing influence of social media as a communication and engagement tool, which has reshaped corporate strategies including recruitment. They

highlighted that platforms like LinkedIn and Facebook allow recruiters to directly connect with passive candidates, reducing dependency on traditional hiring channels.

Nikolaou (2014) analyzed the effectiveness of social networking sites in e-recruitment and found that LinkedIn is the most reliable platform for professional recruitment, especially in technical sectors like IT. The study also pointed out that candidates recruited through social media tend to be more tech-savvy and adaptable.

Sivertzen et al. (2013) explored employer branding through social media and concluded that organizations using social media strategically for recruitment are more successful in attracting millennial talent, who prefer digital interactions and openness.

Broughton et al. (2013) investigated the opportunities and risks of social media in recruitment across industries, including IT. They found that while social media enables cost-effective candidate screening and engagement, it also raises ethical concerns regarding privacy and bias..

Gusain & Singh (2020) conducted a study on Indian IT companies and reported that over 70% of recruiters use social media to assess candidate personality, communication skills, and professional alignment beyond what resumes can offer.

Anand & Monika (2019) focused on the role of social media recruitment in tier-II cities in India. Their research found that in cities like Coimbatore, social media recruitment has seen substantial growth due to increased internet penetration and digital literacy, making it a preferred method for both employers and job seekers.

STATEMENT OF THE PROBLEM

In today's digital era, social media has become an essential tool for recruitment, especially in the IT industry where the demand for skilled professionals is high. Traditional recruitment methods are often time-consuming and limited in reach, prompting many organizations to adopt social media platforms for hiring. However, there is limited research on how effectively these platforms are being used by IT companies in tier-II cities like Coimbatore. Despite the growing popularity of digital hiring, challenges such as candidate authenticity, data privacy, and the effectiveness of social media strategies remain unclear. This study seeks to explore how IT firms in Coimbatore are leveraging social media for recruitment, the benefits they experience, and the challenges they face.

SCOPE OF THE STUDY

This study focuses on understanding the role and impact of social media in the recruitment process within the IT industry in Coimbatore city. It covers various social media platforms such as LinkedIn, Facebook, Twitter, and Instagram, and examines how HR professionals and recruiters use them for sourcing, engaging, and hiring candidates. The study is limited to IT companies operating in Coimbatore and includes inputs from both employers and job seekers. It aims to highlight the advantages, effectiveness, and challenges of using social media for recruitment, providing insights that can help improve digital hiring strategies in the local IT sector.

OBJECTIVES OF THE STUDY

1. To examine how IT companies in Coimbatore use social media platforms for recruitment purposes.
2. To identify the most commonly used social media tools for hiring in the local IT industry.
3. To analyze the benefits and challenges faced by recruiters while using social media for recruitment.
4. To assess the perception of job seekers towards social media-based recruitment in the IT sector.

RESEARCH METHODOLOGY

The present study is **descriptive in nature**, aiming to explore the role of social media in modern recruitment practices in the IT industry, with a specific focus on Coimbatore city.

Source of Data Collection:

- **Primary Data:** Collected through a structured **questionnaire** administered to HR professionals and job seekers in the IT sector.
- **Secondary Data:** Gathered from **websites, journals, research articles, and industry reports** related to recruitment and social media usage.

Sampling Technique:

The study uses **Simple Random Sampling** to ensure every participant in the target population has an equal chance of being selected.

Sample Size:

A total of **150 respondents** from various IT companies in Coimbatore were selected for the study.

Tools Used for the Study:

- **Percentage Analysis**
- **Descriptive Statistics**
- **One-Way ANOVA**

These tools were used to interpret the data, understand trends, and examine the significance of differences among groups.

LIMITATIONS OF THE STUDY

1. The study is limited to IT companies located only in **Coimbatore**, and the findings may not be generalized to other cities or industries.
2. The responses are based on **self-reported data**, which may involve personal bias or inaccuracy.
3. The study primarily focuses on **popular social media platforms**; lesser-known or emerging platforms are not deeply explored.
4. The sample size of **150 respondents** may not fully represent the entire population of HR professionals and job seekers in Coimbatore's IT sector.

DATA ANALYSIS AND INTERPRETATION

Percentage analysis

Demographic variables	Particulars	Frequency	Percent
Age	Below 25 Years	28	18.7
	26-35 Years	50	33.3
	36-45 Years	46	30.7
	Above 45 Years	26	17.3
Educational Qualification	UG	69	46.0
	PG	49	32.7
	Other	32	21.3
Current Position	HR/Recruiter	33	22.0
	IT Professional	41	27.3
	Job Seeker	36	24.0
	Others	40	26.7
Work Experience	Less than 1 year	38	25.3
	1-3 years	57	38.0
	3-5 years	38	25.3
	More than 5 years	17	11.3
Total		150	100.0

Age: The majority of respondents (33.3%) fall within the 26-35 years age group, indicating that mid-level professionals are the most actively involved in social media recruitment or job seeking. This is followed closely by the 36-45 years group (30.7%), suggesting strong participation from experienced professionals. Respondents aged below 25 years (18.7%) and above 45 years (17.3%) form the smaller portions, indicating relatively lower engagement with social media in the recruitment context from younger and older age groups. Educational Qualification: Most respondents (46.0%) hold an undergraduate (UG) degree, while 32.7% have completed postgraduate (PG) education. A notable 21.3% fall under the "Other" category, which could include diploma holders or industry-certified professionals. Current Position: Among the respondents, IT professionals form the largest group (27.3%), followed by others (26.7%) and job seekers (24.0%). HR/recruiters represent 22.0% of the sample. This diverse distribution shows that the study captures perspectives from both sides of the

recruitment process – employers and candidates – providing balanced insights. Work Experience: The highest percentage of respondents (38.0%) have 1–3 years of experience, followed by equal representation (25.3% each) from those with less than 1 year and 3–5 years of experience. Only 11.3% have more than 5 years of experience.

Descriptive Statistics for various dimensions

		N	Mean	SD
Usage of Social Media Platforms	I regularly use social media platforms for recruitment/job search.	150	2.12	.835
	LinkedIn is my preferred platform for recruitment/job search.	150	2.24	.960
	Social media helps reach a wider pool of candidates/employers.	150	2.41	1.069
Effectiveness of Social Media in Recruitment	Social media saves time in the recruitment process.	150	2.37	1.201
	Social media provides better candidate insights than traditional methods.	150	2.87	1.387
	The quality of candidates from social media is high.	150	2.22	1.231

The mean scores for the statements regarding the usage of social media platforms indicate moderate usage. The statement "I regularly use social media platforms for recruitment/job search" has a mean of 2.12, suggesting that participants use social media occasionally for recruitment. The preference for LinkedIn (mean of 2.24) is similarly moderate, indicating that while LinkedIn is recognized as a popular platform, its use is not yet ubiquitous for all participants. The statement "Social media helps reach a wider pool of candidates/employers" (mean of 2.41) shows a somewhat positive view, but with variability in opinions, as reflected by the standard deviation of 1.069.

In terms of effectiveness of social media in recruitment, the mean values are higher, particularly for the statement "Social media provides better candidate insights than traditional methods" (mean of 2.87), indicating that respondents believe social media offers better insights. However, there is significant variability in the responses, as indicated by the high standard deviation of 1.387, which suggests differing opinions. On the other hand, the statement "Social media saves time in the recruitment process" (mean of 2.37) points to a moderate view on the time-saving benefit of social media recruitment. Lastly, the quality of candidates from social media (mean of 2.22) is seen as somewhat positive but not overwhelmingly so, indicating mixed opinions on the caliber of candidates found through these platforms.

		N	Mean	SD
Challenges in Social Media Recruitment	It is difficult to verify the authenticity of profiles on social media.	150	2.54	1.246
	There are privacy concerns when recruiting through social media.	150	2.69	1.274
	Relying on social media may lead to biased hiring decisions.	150	2.39	1.009
Employer Branding and Engagement	Social media helps in building a positive employer brand.	150	2.21	1.211
	Job seekers are influenced by a company's social media presence.	150	2.68	1.338
	Engaging with candidates on social media improves hiring outcomes.	150	2.30	1.330

For the **challenges in social media recruitment**, the statement "It is difficult to verify the authenticity of profiles on social media" has a mean of 2.54, suggesting that participants acknowledge the difficulty in verifying profiles, with a moderate level of concern. The statement "There are privacy concerns when recruiting through social media" shows a slightly higher mean of 2.69, indicating that privacy issues are a notable concern for many recruiters and job seekers. The statement "Relying on social

media may lead to biased hiring decisions" (mean of 2.39) reflects a somewhat moderate concern, but it appears that the potential for bias is seen as a less significant challenge compared to other issues. In terms of **employer branding and engagement**, the statement "Social media helps in building a positive employer brand" has the lowest mean (2.21), indicating that respondents generally view social media as less effective in shaping a positive employer brand. The statement "Job seekers are influenced by a company's social media presence" (mean of 2.68) suggests that social media presence does have some influence on job seekers, though it is not seen as overwhelmingly strong. Finally, the statement "Engaging with candidates on social media improves hiring outcomes" (mean of 2.30) shows a moderate belief that engagement on social media can enhance recruitment results, but opinions are somewhat divided.

Comparison between demographic variables (work experience) and their various dimension

Ho1: There is no significance difference between demographic variables (work experience) and their various dimension

	Work Experience:	N	Mean	SD	F	Sig
Usage of Social Media Platforms	Less than 1 year	38	2.10	0.519	1.768	.156
	1-3 years	57	2.33	0.585		
	3-5 years	38	2.23	0.644		
	More than 5 years	17	2.45	0.735		
	Total	150	2.26	0.608		
Effectiveness of Social Media in Recruitment	Less than 1 year	38	2.43	0.852	1.027	.382
	1-3 years	57	2.49	0.704		
	3-5 years	38	2.40	0.817		
	More than 5 years	17	2.80	1.107		
	Total	150	2.49	0.823		
Challenges in Social Media Recruitment	Less than 1 year	38	2.21	0.469	15.177	.000
	1-3 years	57	2.56	0.777		
	3-5 years	38	2.39	0.749		
	More than 5 years	17	3.57	0.839		
	Total	150	2.54	0.807		
Employer Branding and Engagement	Less than 1 year	38	2.44	0.690	.476	.699
	1-3 years	57	2.33	0.555		
	3-5 years	38	2.47	0.751		
	More than 5 years	17	2.35	0.594		
	Total	150	2.40	0.645		

Usage of Social Media Platforms: The F-value of 1.768 and Sig. value of 0.156 suggest that there is no significant difference in the usage of social media platforms across different work experience categories. This indicates that the frequency of using social media for recruitment or job search is similar across respondents with varying work experience, and work experience does not significantly influence social media usage patterns.

Effectiveness of Social Media in Recruitment: The F-value of 1.027 and Sig. value of 0.382 suggest that there is no significant difference in the perceived effectiveness of social media in recruitment across the different work experience categories. Although individuals with more than 5 years of experience rated the effectiveness higher (mean of 2.80), the difference is not statistically significant, indicating that experience does not strongly influence the perception of social media's effectiveness in recruitment.

Challenges in Social Media Recruitment: The F-value of 15.177 and Sig. value of 0.000 indicate a significant difference in the perceived challenges of social media recruitment based on work experience. Respondents with more than 5 years of experience reported significantly higher

challenges (mean of 3.57) compared to those in the other work experience categories. This suggests that experienced professionals face more challenges in social media recruitment, possibly due to concerns about authenticity, privacy, or bias that are more pronounced for those with extensive work experience.

Employer Branding and Engagement: The F-value of 0.476 and Sig. value of 0.699 suggest that there is no significant difference in how work experience influences the perception of employer branding and engagement on social media. The ratings for employer branding are relatively consistent across all work experience categories, indicating that work experience does not strongly impact views on how social media influences employer branding or candidate engagement.

FINDINGS

➤ The majority of respondents (33.3%) belong to the 26–35 years age group. Most participants (46.0%) are undergraduates (UG). The largest group of respondents (27.3%) are IT professionals, highlighting that employees within the industry play a crucial role in or have strong exposure to digital recruitment methods. The highest number of respondents (38.0%) have 1–3 years of work experience, indicating that early-career professionals are the most engaged demographic when it comes to recruitment via social media platforms.

➤ The majority of respondents in this study have 1–3 years of work experience (N=57), and their responses provide valuable insight into the role of social media in recruitment. For usage of social media platforms, this group reported a moderate level of usage (mean = 2.33), indicating they engage with social media fairly regularly for recruitment or job search. In terms of the effectiveness of social media, the majority group gave a mean score of 2.49, showing they view social media as reasonably effective in recruitment processes. Regarding challenges in social media recruitment, their mean score of 2.56 reflects moderate concern, especially around profile authenticity and privacy. Finally, for employer branding and engagement, the majority group reported a mean of 2.33, suggesting they somewhat agree that social media presence and engagement can positively influence hiring outcomes and employer image. Overall, early-career professionals acknowledge the usefulness of social media in recruitment while also being aware of certain limitations.

SUGGESTIONS

Enhance Social Media Training for Recruiters and Job Seekers: Companies and educational institutions should provide targeted training to both recruiters and early-career job seekers on how to effectively use platforms like LinkedIn, ensuring better utilization of social media for recruitment.

Strengthen Profile Verification Mechanisms: Given the concerns around authenticity, social media platforms and recruiting firms should implement or advocate for stronger profile verification systems to reduce the risk of fake profiles and misleading information.

Leverage Social Media for Employer Branding: Organizations, especially in the IT sector, should invest in maintaining an active and positive social media presence, as job seekers are influenced by how a company portrays itself online.

Address Privacy and Bias Issues in Digital Hiring: Employers should adopt ethical social media recruitment policies that protect user privacy and minimize bias. Transparent practices and fair evaluation criteria should be promoted when using digital platforms for hiring.

CONCLUSION

The study highlights the growing importance of social media in the recruitment process within the IT industry in Coimbatore. The findings indicate that the majority of respondents, particularly those aged 26–35 with 1–3 years of experience, actively engage with social media platforms for job search and recruitment-related activities. Platforms like LinkedIn are increasingly seen as effective tools for reaching a broader talent pool, saving time, and enhancing employer branding. However, respondents also expressed moderate concerns regarding challenges such as profile authenticity, privacy issues, and potential hiring biases. Despite these limitations, social media continues to be a valuable and evolving component of modern recruitment strategies. Organizations and job seekers alike must adopt responsible and informed practices to maximize the potential of digital hiring tools in an increasingly competitive job market.

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