

A STUDY ON THE IMPACT OF SOCIAL MEDIA PLATFORMS ON TALENT
ACQUISITION IN ORGANIZATIONS

SAMEERA SAFRIN M¹
*Student,
Department of Management,
Annai College of Arts And
Science, Kovilacheri.*

Dr. R. RAJKUMAR²
*Director & Professor,
Department of
Management,
Annai College of Arts and
science kovilacheri,India*

Dr. K. SENTHILKUMAR³
*Associate Professor,
Department of Management,
Annai College of Arts and
science kovilacheri,India*

T . KAMATCHI⁴
*Assistant Professor,
Department of
Management, Annai
College of Arts and science
kovilacheri ,India*

Abstract:

This study examines the impact of social media platforms on talent acquisition in organizations and how they influence modern recruitment practices. The research analyzes how platforms such as Facebook, Instagram, X (Twitter), and LinkedIn help organizations attract, engage, and communicate with potential candidates. The study highlights the benefits of social media recruitment, including wider reach, faster hiring processes, and stronger employer branding. It also identifies challenges such as trust issues, privacy concerns, and reliability of job information. The findings suggest that integrating social media with traditional recruitment methods can improve the overall effectiveness of talent acquisition strategies.

Keywords: *Social Media Recruitment¹, Talent Acquisition², Employer Branding³, E-Recruitment.⁴*