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A EMPIRICAL STUDY ON THE IMPACT OF SOCIAL MEDIA ON TALENT ACQUISITIONIN HUMAN RESOURCE MANAGEMENT AT EFS FACILITIES SERVICES INDIA PVT LTD, CHENNAI

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ABSTRACT

Social media has become an important tool in modern Human Resource Management, transforming traditional talent acquisition practices. Platforms such as LinkedIn, Face book, Instagram, and Twitter help organizations reach a wider pool of candidates, improve recruitment efficiency, and strengthen employer branding. This study titled "An Empirical Study on the Impact of Social Media on Talent Acquisition in Human Resource Management at EFS Facilities Services India Pvt. Ltd., Chennai" examines the role of social media in recruitment and its influence on hiring out comes and employer branding.

The study is based on primary data collected from 100 respondents using a structured questionnaire. Statistical tools such as percentage analysis, weighted average, and correlation analysis were used for data interpretation. The findings show that social media improves recruitment efficiency, expands candidate reach, and supports employer branding. However, challenges such as privacy concerns, bias, and difficulty in verifying candidate information remain. The study concludes that the strategic use of social media can enhance talent acquisition practices in organizations.

Keywords : *Social Media* [1], *Talent Acquisition* [2], *Recruitment* [3], *Employer Branding* [4], *Candidate Engagement* [5], *Human Resource Management* [6].