

The Role of Social Media in Enhancing Employer Branding Through Employee Engagement

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Social media,
Employer Branding,
Dynamic market,
Visibility, Employee
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ABSTRACT

In the current competitive and dynamic market environment, firms are increasingly acknowledging the essential function of social media in improving employer branding via significant employee involvement. Organizations with a robust Employer Brand proficiently convey their identity and values, thereby recruiting elite talent and cultivating a workplace culture that employees take pride in representing. Engaged employees serve as genuine brand ambassadors, disseminating their favorable experiences and the organization's ideals via word of mouth and digital channels. This organic advocacy transforms employees into influential "Talent Magnets," attracting like-minded people who resonate with the company's goals and culture. Social media, as a preeminent influence in contemporary communication, significantly enhances these initiatives. As awareness increases that social networking significantly influences the daily lives of the current generation, firms are use these platforms to enhance their exposure, exhibit their culture, and interact with both existing and prospective personnel. The research on the influence of social media on employer branding underscores a notable transition towards an online brand presence, with organizations now systematically incorporating brand management into their corporate strategies. By emphasizing organizational strengths and connecting their messaging with the expectations of the contemporary workforce, firms may develop a robust employer brand that profoundly resonates. Employee involvement thus serves as a fundamental element in this process, augmenting internal commitment while simultaneously bolstering the company's exterior reputation. Social media serves as a vital conduit linking employee experience with employer perception, enhancing both recruitment and retention initiatives.

1. INTRODUCTION

Employer branding has recently gained significant popularity among HR professionals, branding consultants, and market analysts.

The employer brand represents an organization's standing as an employer. The employer brand is widely recognized as a critical area for strategic development in the global marketplace. Minchin Ton characterizes employer brand as the perception of a firm as an exemplary workplace. The firm endeavors to cultivate a distinct and attractive image as an employer, both internally and externally, to appeal to the workforce.



According to Richard Mosley, the essential factor is to maintain consistency across your internal and external employer brands.

A corporation faces the problem of establishing a coherent external and internal employer brand that persuades both prospective and current employees to engage with a particular organization.

The employer brand is advantageous when engaging with two types of individuals.

- a) The Future employees- Why should I work for this company and not the competitors
- b) The Current employees- Why should I be loyal to this company and feel proud to do so.

To elicit a favorable response to both inquiries, a company must implement an effective brand management plan that aligns with its overarching policies. In the absence of alignment between external and internal policies, the employer brand's voice will be compromised. The definitive metric for an improved employer brand is the ratio of job offers extended to candidates versus the number of individuals who ultimately accepted and joined the organization. Recruitment expenses and duration will decrease as the firm becomes more attractive, requiring less effort to attract candidates. In the long term, the appropriate brand will undoubtedly encourage retention, with motivations extending beyond mere financial factors.

Employee engagement is a crucial component of strategy formulation, including all facets of the employment experience to shape the perceptions of current and prospective employees. In conclusion, a brand encompasses not just its visible appearance but also the entirety of activities that reinforce both its external and internal image.

The essential element of employer branding is recognizing that it transcends just marketing or communication materials; it embodies the actual experiences, both present and future, that employees encounter within the firm

2. EMPLOYER BRAND PROPOSITION

The Employer Brand Proposition is a vital component of good Employer Brand Management, since it delineates the distinctive characteristics that differentiate one firm from another in its role as an employer. This thesis centers on the psychological contract—an unspoken agreement regarding the organization's offerings to its employees and the corresponding expectations in return.

Internal Marketing and Employer Branding

Internal marketing emphasizes conveying the brand promise and the anticipated attitudes and behaviors required from workers to fulfill that promise. It guarantees that personnel comprehend their responsibilities in providing a uniform client experience. Nonetheless, internal marketing frequently becomes ephemeral if the brand values advocated are not manifested by employees in their daily interactions within the firm. Employer branding is crucial in this context. In contrast to internal marketing, employer branding aims to cultivate a genuine and reciprocal job experience by harmonizing employee expectations with company principles.

Brand-Led Culture Change

Brand-driven cultural transformation is often referenced as an objective in organizational development initiatives. Nevertheless, numerous efforts depend significantly on communication-driven, marketing-oriented techniques, which frequently encounter the same constraints as conventional internal marketing. Amazon founder Jeff Bezos eloquently remarked, "Once a culture is established within a company, it requires extraordinary measures to alter it." Transforming organizational culture involves more than just campaigns; it demands authentic experiences that resonate with the employer brand. Consequently, firms consistently endeavor to convey to both existing and potential employees why their organization is the superior workplace relative to competitors.

Employer Branding and Its Relationship with HR

Employer branding significantly intersects with Human Resource Management. It tackles two essential difficulties delineated by Dave Ulrich in Human Resource Champions:

1. The dual role of HR as both a strategic business partner and an advocate for employees.
2. The need to balance change with stability within the organization.

Brand management tools are exceptionally proficient in achieving this equilibrium. They assist in delineating and mediating the worth of the employer brand for both employees and the organization. As clients pursue enhanced value at reduced costs, employees anticipate significant remuneration and experiences. Concurrently, enterprises strive to enhance efficiency while reducing expenditures. A deliberate, strategic method for managing this psychological contract can result in enhanced alignment and happiness for both parties.

Moreover, HR must manage the conflict between innovation and efficiency, as well as tradition and revolution. Employer branding offers a strategic framework for reconciling these apparently contradictory objectives. When employer branding is meticulously synchronized with external brand messaging, it facilitates a more coherent and effective integration of internal employee experiences and external company strategies.



Strategic Benefits of Employer Branding

Every organizational action influences the perceptions of current and prospective employees on the company brand. Effective employer branding not only strengthens an organization's standing in the labor market but also bolsters client loyalty through a robust corporate culture. Research conducted by Hewitt Associates, The Conference Board, and The Economist identifies the three primary advantages of a robust employer brand as follows:

- **Enhanced Attraction:** The ability to draw top talent by projecting an appealing workplace culture and values.
- **Retention:** Keeping high-performing employees engaged and committed to the organization.
- **Employee Engagement:** Fostering a workforce that is emotionally invested in the company's success.



Figure 1: Employer Brand - The total Journey

3. RESEARCH MODEL

At a fundamental level, Employee Engagement Factors are essential. These encompass Empowerment, Performance Recognition, Achievement Sense, Work Significance, and Respect from Superiors and Peers. These qualities collectively satisfy the psychological contract between the firm and its personnel, fostering a sense of belonging and loyalty. When employees perceive themselves as respected and recognized, they are more inclined to become proponents of their firm.

The research model of this study is designed to explore the relationships among social media usage, employee engagement, and employer branding perception among working professionals. Grounded in a quantitative, descriptive, and correlational research design, the model posits that employees' frequency of social media usage positively influences their level of engagement within the organization, which in turn impacts their perception of employer branding. The model assumes that higher social media engagement by employees fosters stronger emotional and cognitive connections with their employer, enhancing both their engagement levels and their likelihood to view the employer brand favorably. The structured questionnaire developed for the study captured key constructs—social media usage, employee engagement, and employer branding perception—using 5-point Likert scale items. Data from 150 employees across IT, marketing, and HR sectors were collected through convenience sampling and analyzed using SPSS 25.0. Statistical tools such as descriptive statistics, reliability analysis, Pearson correlation, and regression analysis were employed to validate the model. The positive correlations identified between social media usage, employee engagement, and employer branding support the underlying assumptions of the model, emphasizing the critical role of digital engagement strategies in strengthening internal brand perceptions.

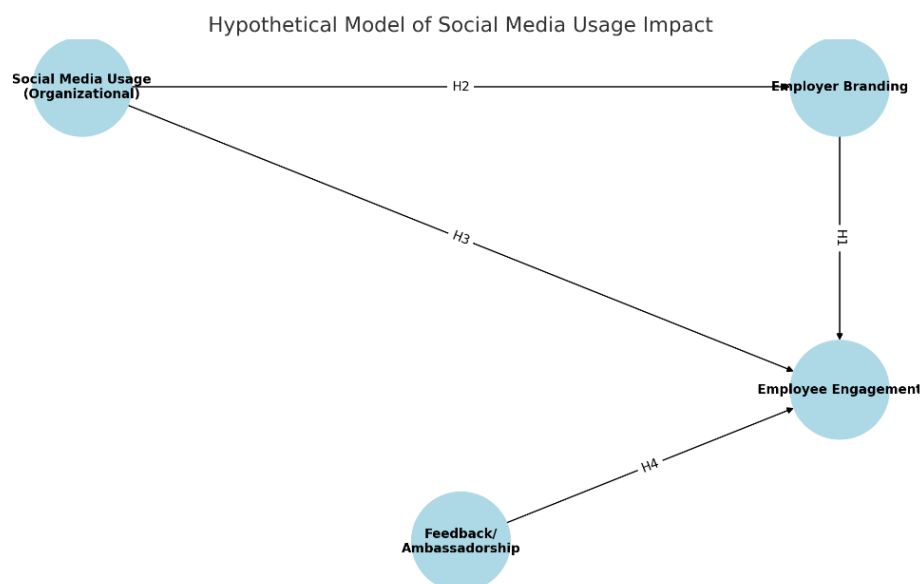


Figure 2: Research Model

OBJECTIVES

- To examine the impact of employee engagement on social media platforms on the perception of employer branding.
- To analyze the relationship between frequency of employee social media activity and their role in promoting organizational culture and values.

Hypothesis

(H1) Employer Branding > Employee Engagement: A strong positive employer brand hypothesized to directly increase employee engagement. Employers who perceive their organization favourably as an employer are more likely to feel proud, committed, and engaged.

(H2) Social Media Usage (Organizational) > Employer Branding: The use of social media by the organization is hypothesized to positively influence its employer brand perception.

(H3) Social Media Usage (Organizational) > Employee Engagement: Organizational use of social media for internal communication, recognition, and community building is hypothesized to directly increase employee engagement.

4. REVIEW OF LITERATURE

Sullivan (2021) examines the increasing significance of social media in employer branding, emphasizing that platforms like LinkedIn and Glassdoor enable firms to cultivate brand reputation via direct employee feedback and interaction. Social media enhances transparency, allowing prospective employees to obtain genuine brand experiences conveyed by existing employees.

Jain and Kaur (2020) examined the influence of social media on employer brand equity and discovered that employee-generated information, such as reviews and posts regarding workplace culture, substantially improves the employer brand image. Their research determined that social media platforms enhance favorable word-of-mouth, hence augmenting the company's exposure and reputation among prospective employees.

Sharma and Sharma (2020) examined the influence of social media on enhancing employee engagement via company branding strategies. Engaging employees in the development of content that reflects organizational values enhances the bond between the brand and its workforce. Employee engagement on sites such as Instagram and Twitter was found to enhance corporate loyalty and employee happiness.

Pereira, Albuquerque, and Batista (2022) investigated the influence of social media communication on employer brand perception and discovered that interactive involvement with employees through platforms such as Facebook and Twitter increases employer appeal. The research highlighted that sustained employee participation via social media enhances a favorable employer brand image, particularly in competitive sectors.

Kothari and Kapoor (2021) investigated the influence of social media interactions between employees and prospective applicants on recruitment results. They emphasized that social media serves as a potent instrument for employer branding when employees disseminate their favorable experiences and synchronize their posts with the organizational culture. The



research indicated that social media enhances the dissemination of employer brand communications, considerably impacting recruitment choices.

Sengupta and Bhattacharya (2022) examined the role of social media in fostering an employee-centric corporate brand through improved communication and visibility. They determined that employee-generated content disseminated on social media platforms can personalize the brand and cultivate a sense of belonging, which is crucial for attracting premier talent.

Bhatnagar and Arora (2022) examined the role of social media platforms in augmenting employee engagement and employer branding by fostering an atmosphere conducive to content sharing that reflects organizational values. The research demonstrated that employees perceive greater value when involved in the brand-building process, resulting in increased retention rates and an enhanced brand reputation.

Rajput and Garg (2021) highlighted that social media has emerged as a crucial instrument for employer branding by showcasing genuine employee experiences. Their research revealed that employee engagement via social media enhances the employer's brand image and encourages employees to serve as ambassadors, thereby attracting additional talented individuals.

Singh and Reddy (2021) examined the influence of social media on employer branding and discovered that organizations with robust social media interaction see enhancements in employee engagement and employer appeal. They contended that firms ought to utilize social media to construct a transparent and genuine story regarding their organizational culture and ideals.

Nair and Kumar (2021) investigated the influence of social media on talent acquisition and employer branding. Their findings indicate that social media, especially LinkedIn and Glassdoor, enables firms to display their values, vision, and employee-focused policies, which substantially affect potential employees' decision-making processes.

Backhaus and Tikoo (2004) highlighted that employer branding is an essential strategic instrument for firms seeking to attract and retain premier talent. Their research contends that a robust employer brand facilitates the alignment of individuals' personal objectives with the organization's culture, hence enhancing employee engagement and commitment. Their employer branding model served as a foundation for numerous subsequent research examining the internal and external aspects of brand development.

Edwards (2010) conducted a critical analysis of employer branding, concluding that although external marketing holds significance, internal employee impressions are equally vital. He proposed that an organization's social media presence should authentically mirror its internal culture to effectively strengthen its employer brand, thus aligning employee expectations with brand commitments.

Sivertzen, Nilsen, and Olafsen (2013) proved in their study published in *Procedia - Social and Behavioral Sciences* that social media strongly affects potential employees' perceptions of employer brands. Research indicates that honesty, openness, and active interaction on social media platforms enhance job desirability, hence elevating the caliber of applications.

Moroko and Uncles (2008) contended that employer brands must possess both attractiveness and credibility. They emphasized that whereas branding efforts typically prioritize appeal, the credibility established via ongoing employee engagement initiatives is what fosters enduring commitment and employee-driven advocacy, particularly on social media platforms.

Berthon, Ewing, and Hah (2005) created a measure for employer attractiveness that demonstrated how functional, economic, and psychological advantages provided by the organization affect its perception among potential employees. Their findings corroborated the notion that social media may be utilized to emphasize these particular traits in employer branding initiatives.

Kaur and Dubey (2014) asserted that social media platforms, particularly LinkedIn and Facebook, have transformed employer branding efforts. Their research indicated that employees who are actively involved online can serve as the most authentic advocates of an organization's brand by sharing their true experiences, hence improving recruitment efforts.

Tanwar and Prasad (2016) posited that employer branding is directly correlated with organizational commitment, with social media acting as a crucial intermediary between the internal brand experience and external perception. Their research also demonstrated that involving employees in content production and dissemination substantially enhances employer branding effectiveness.

Collins and Stevens (2002) provided empirical evidence that initial recruitment advertising and favorable word-of-mouth from current employees, particularly through social media, enhance the employer brand image among prospective job candidates. They demonstrated that human narratives disseminated online frequently exerted greater influence than corporate advertising.

Dabirian, Kietzmann, and Diba (2017) emphasized that digital employer branding initiatives should prioritize co-creation with employees instead of top-down marketing approaches. They suggested that permitting employees to openly share their job experiences on sites such as Instagram, Twitter, and Glassdoor enhances business credibility and draws high-caliber talent.



Pate and Malone (2000) underscored the significance of honoring the psychological contract between employers and employees. Their research indicates that organizations that articulate mutual expectations clearly and demonstrate fulfillment through employee narratives on social media achieve elevated employee satisfaction and enhanced employer brand loyalty.

Table 1: Thematic Analysis of Literature Review Based on the Influence of Social Media on Employer Branding and Employee Engagement

Theme	Sub-themes	Key Authors	Key Findings
Role of Social Media	Social Media for Employer Branding	Sullivan (2021); Jain & Kaur (2020); Nair & Kumar (2021); Singh & Reddy (2021)	Social media platforms like LinkedIn, Glassdoor, and Instagram enhance transparency, spread genuine employee experiences, and showcase organizational culture, influencing employer brand perception.
	Social Media for Employee Engagement	Sharma & Sharma (2020); Bhatnagar & Arora (2022); Sengupta & Bhattacharya (2022)	Engaging employees in content creation strengthens their emotional bond with the company, boosts loyalty, and improves organizational satisfaction.
Impact on Employer Branding	Authenticity and Credibility	Moroko & Uncles (2008); Dabirian, Kietzmann & Diba (2017); Edwards (2010)	Genuine, credible content shared by employees boosts brand trust and enhances the attractiveness of the employer brand.
	Employee-Generated Content	Kothari & Kapoor (2021); Rajput & Garg (2021)	Positive employee stories and direct interactions on social media impact how prospective employees view the organization, influencing recruitment outcomes.
Employee Engagement Outcomes	Organizational Commitment and Loyalty	Tanwar & Prasad (2016); Backhaus & Tikoo (2004); Pate & Malone (2000)	Strong employer branding efforts foster higher employee commitment, satisfaction, and organizational loyalty, further reinforced by social media engagement.
	Talent Attraction and Retention	Sivertzen, Nilsen & Olafsen (2013); Berthon, Ewing & Hah (2005); Collins & Stevens (2002)	Transparency and positive branding through social media lead to better talent acquisition, higher application quality, and long-term retention.
Integration of Social Media and Branding	Employee-Centric Branding	Pereira, Albuquerque & Batista (2022); Kaur & Dubey (2014)	Organizations involving employees in employer branding strategies via social media create more personalized brands and attract premier talent.

5. METHODOLOGY

Research Design:

The study adopts a quantitative research approach using a descriptive and correlational research design. A structured questionnaire was administered to a sample of working professionals across different sectors.

Sample:

A total of 150 employees from IT, marketing, and HR sectors participated in the survey. The sampling technique used was convenience sampling.

Instrument:

A structured questionnaire was used with 5-point Likert scale items ranging from Strongly Disagree (1) to Strongly Agree (5), assessing:

- Employee engagement on social media
- Perceived employer branding



- Frequency of social media use
- Intention to recommend employer

Data Collection:

Primary data was collected via Google Forms and later analyzed using SPSS 25.0.

Statistical Tools Used:

- Descriptive Statistics (Mean, SD)
- Reliability Analysis (Cronbach's Alpha)
- Pearson Correlation
- Regression Analysis

DATA ANALYSIS AND INTERPRETATION

Table 1: Reliability Analysis

Variable	Cronbach's Alpha	No. of Items
Employee Engagement Scale	0.842	5
Employer Branding Perception Scale	0.873	5

The Cronbach's Alpha scores in Table 1 evaluate the internal consistency of the scales employed to measure employee engagement and employer branding perception. The alpha coefficient for the Employee Engagement scale is 0.842, but the value for the Employer Branding Perception scale is 0.873. Reliability benchmarks show that an alpha value of 0.7 is deemed acceptable, while values surpassing 0.8 signify good reliability. Consequently, both scales included in this investigation exhibit good reliability, indicating that the items within each scale consistently assess the targeted constructs. This reliability instills confidence in the precision and dependability of responses, guaranteeing that following analyses are founded on solid and genuine data.

Table 2: Descriptive Statistics

Variable	Mean	Std. Deviation
Social Media Usage (hours/day)	2.85	1.14
Employee Engagement Score	3.91	0.77
Employer Branding Perception	4.12	0.69

Table 2 displays the mean and standard deviation for the three principal variables: social media utilization, employee engagement, and employer branding perception. Employees exhibit an average social media usage of 2.85 hours daily, indicative of moderate to high engagement consistent with contemporary digital behavior patterns. The average employee engagement score is 3.91 (SD = 0.67) on a 5-point scale, signifying a predominantly high degree of involvement among the participants. The average score for employer branding perception is 4.12 (SD = 0.58), indicating a favorable view of the organization's branding initiatives from the employees' standpoint. The descriptive statistics indicate that the staff is engaged and views their employer's brand positively, establishing a robust basis for effective internal and external brand marketing.

Table 3: Correlation Analysis

Variables	1	2	3
1. Social Media Usage	1	.412**	.381**
2. Employee Engagement	.412**	1	.532**
3. Employer Branding	.381**	.532**	1

Table 3 displays the correlation coefficients between the principal study variables. The link between social media usage and employee engagement is $r = .412$, while the association between social media usage and employer branding perception is $r = .381$; both correlations are statistically significant at the 0.01 level. The results demonstrate a modest positive correlation, demonstrating that heightened social media participation correlates with enhanced employee involvement and improved



perception of the company brand. The most significant association is found between employee engagement and the perception of employer branding ($r = .532$), suggesting that engaged employees are more inclined to regard their organization's brand favorably. This underscores the essential importance of internal engagement in influencing the employer's perception both internally and outside.

Table 4: Regression Analysis

Model	B	Std. Error	Beta	t	Sig.
(Constant)	2.011	.342	-	5.88	.000
Employee Engagement	.431	.089	.415	4.84	.000
Social Media Usage	.278	.072	.293	3.86	.000

Table 4 presents the findings of a multiple linear regression analysis aimed at assessing the predictive influence of employee engagement and social media utilization on company branding perception. The regression model has statistical significance ($F = 42.71$, $p < .001$), with an Adjusted R^2 of 0.38, indicating that the two predictor variables collectively account for 38% of the variance in employer branding perception. Employee engagement demonstrates a more significant impact ($\beta = 0.415$, $p < .001$) than social media usage ($\beta = 0.293$, $p < .001$) among the predictors. This conclusion underscores that although both aspects are significant, the degree of an employee's engagement with their organization significantly influences their perception of the employer's brand. The findings indicate that while social media can enhance brand visibility, internal engagement is the fundamental catalyst for a favorable employer brand image.

6. DISCUSSION

In the contemporary digital business landscape, social media has transcended mere communication, emerging as a strategic tool that enhances employer branding, particularly when integrated with robust employee involvement. This study's results provide substantial insights into the relationship among employee social media usage, engagement levels, and perceptions of the company brand. An analysis of descriptive statistics, correlation, and regression outputs reveals the transformative potential of social media and employee participation in shaping and enhancing employer branding.

The reliability analysis demonstrated that the instruments employed to assess employee engagement and employer brand perception had strong reliability, with Cronbach's Alpha values of 0.842 and 0.873, respectively. This indicates that the survey instruments successfully encapsulated the core of both notions and maintained the uniformity of respondents' responses. The elevated dependability reinforces the integrity of the comprehensive data and indicates that the conclusions drawn from these responses are credible.

The descriptive statistics offered significant insight into the behaviors and attitudes of employees. Employees exhibit substantial engagement with social networking platforms, averaging 2.85 hours of social media usage daily. This corroborates existing literature highlighting that the younger workforce, particularly Millennials and Gen Z, is progressively utilizing digital platforms not just for personal purposes but also to interact with work-related content, disseminate professional updates, and monitor company activities. The average score for employee engagement ($M = 3.91$) indicates that people view themselves as actively engaged and emotionally committed to their roles. The employer branding perception score ($M = 4.12$) indicates that employees acknowledge and favorably regard their employer's initiatives in portraying the organization as an attractive workplace. The data suggests that the firms involved in the study have made considerable progress in harmonizing employee experience with brand identity.

The correlation matrix substantiates these observations. The findings indicate statistically significant and moderate positive relationships between social media usage and employee engagement ($r = 0.412$) as well as employer branding perception ($r = 0.381$). This indicates that employees who are more active on social media are often more interested in their work and possess a more favorable impression of their employer's brand. A reasonable explanation for this may be that these employees encounter brand-related information, success narratives, employee-focused posts, and corporate updates with greater frequency, fostering enhanced emotional attachment and loyalty. A notable correlation was identified between employee engagement and the perception of employer branding ($r = 0.532$), indicating a robust direct relationship. This outcome corresponds with the fundamental tenet of employer branding, which posits that the internal experiences of employees directly affect the exterior perception of the organization. When employees perceive themselves as valued, acknowledged, and engaged, they are more inclined to endorse their employer in both human contacts and on social media platforms.

The regression study offered essential insights into the predictive efficacy of the independent variables—social media usage and staff engagement—on employer brand impression. The model accounted for 38% of the variance in employer branding, a significant proportion considering the intricate nature of perception and branding. Employee involvement was identified as a more significant predictor ($\beta = 0.415$) compared to social media usage ($\beta = 0.293$). This underscores that although social media offers a platform and visibility, the fundamental nature of the brand is influenced by the level of employee engagement



in their positions and the company culture. Engaged employees exhibit heightened productivity and are more inclined to convey their experiences positively, so serving as authentic ambassadors for the company brand. Their digital narrative and genuine word-of-mouth communication, magnified by social media, bolster the legitimacy and appeal of the employer to prospective candidates.

The interaction of these elements has significant consequences for Human Resource (HR) practices and branding efforts. Organizations frequently allocate substantial resources to external brand marketing; however, this study indicates that internal investments—focusing on employee engagement via inclusive practices, transparent communication, recognition systems, and career development opportunities—may yield a more sustainable and significant return. Moreover, firms that incorporate employee-focused narratives into their social media strategies—such as employee takeovers, behind-the-scenes insights, team narratives, and user-generated content—are likely to cultivate a more relatable and credible employer image.

The results further endorse the strategic coherence of internal and external branding initiatives. A brand that organically resonates with employees is more likely to be authentically conveyed to the external audience. This alignment diminishes the disparity between employee experience and public brand perception, so alleviating reputational issues and enhancing applicant recruitment. In a time when job seekers are progressively investigating company culture through platforms such as LinkedIn, Glassdoor, and Instagram, employee testimonials have greater significance than conventional recruiting marketing.

Furthermore, the results present significant implications for leadership and management. Leaders that actively promote and facilitate social sharing, transparent communication, and open dialogue can substantially enhance staff morale and engagement. Conversely, firms that suppress employee input or disregard social feedback may encounter difficulties in attracting and retaining premier talent. A compelling brand message alone is insufficient; it must be corroborated by the actual experiences of employees, with social media serving as the essential platform for ongoing scrutiny and validation of this alignment.

7. CONCLUSION

This study provides significant insights into individuals' opinions of employer branding and the degree to which social media influences their perceptions. The results unequivocally demonstrate that employee involvement and social media utilization significantly impact an organization's employer brand perception. Among these factors, employee involvement emerged as the most crucial predictor of employees' positive perceptions of their company brand. This emphasizes the essential significance of fostering a workplace culture in which people feel esteemed, acknowledged, and inspired.

The comments and statistical data clearly indicate that employees are profoundly affected by the psychological contract, encompassing aspects like as empowerment, work significance, acknowledgment, achievement, and mutual respect. These internal experiences influence how employees communicate about their firms externally, especially on social media platforms. Recognition of performance and the sense of achievement were recognized as primary motivators. When employees perceive recognition and achievement, they are more inclined to publicly share their favorable experiences, so improving the organization's employer brand and attracting prospective talent.

The descriptive and regression analyses further validated that social media serves as an effective enhancer of the internal employment experience. It serves not merely as a platform for visibility, but as a conduit for amplifying employee voices, thereby generating genuine and relatable material for external audiences. Employees that actively participate on social media and feel connected to their organizations are more likely to share their experiences, therefore acting as authentic brand ambassadors. This conduct is essential in attracting like-minded, prospective employees who are motivated by the ideals conveyed in these posts.

The research indicated that internal branding initiatives—such as highlighting staff accomplishments, cultivating a culture of respect, and ensuring honest communication—result in enhanced external brand perception. Companies that publicly acknowledge employee efforts, such as featuring a "Employee of the Month" on social media or in-store displays, foster internal drive and enhance their external reputation. These ostensibly minor actions foster a culture of gratitude and accountability, so strengthening the employer brand both internally and externally.

Moreover, the age of digital and social connectedness necessitates that firms interact with employees and the general public instantaneously. Social media has evolved into a communal platform where organizations, personnel, and prospective applicants engage, obscuring the distinctions between internal culture and outward brand image. It addresses the "escape vacuum" that individuals pursue during online interactions, providing a perspective through which they evaluate potential employers. It is essential for firms to sustain a consistent, engaging, and honest online presence, ensuring alignment between their external brand promise and the internal employee experience.

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