

The Impact of Social Media Activity on Employer Reputation

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The popularity and value of social media (or networking) sites has stretched beyond its initial social connection purposes; today, they represent critical tools for individual and firm visibility. Social media sites focus not only on building online communities of people who share interests and activities. More and more, they are also a tool for firms to disseminate and collect information through activities such as brand management and customer service management. Over the last few years, social media sites have also influenced organizations' actions. They have become a central aspect of modern organizations, which create and manage their own pages on these online social networks. Interestingly, though, the processes through which these sites influence applicant attraction and recruitment has received limited attention. In this study, we argue that it is important to understand whether it is worth an organization's time and resources not only to have a job page on social media sites, but also to attract applicants to visit that page by posting job openings and related communications. Specifically, we investigate whether having a Careers/Jobs page on social media (or networking) sites (i.e., Facebook, LinkedIn, and Twitter) can influence an organization's reputation as an employer. We further examine whether it is simply the fact of having a Careers/Jobs page, or actually communicating (i.e., posting, tweeting, etc.) on the website that gives the organization visibility to potential applicants. Finally, we analyze whether using some of these social media sites is more beneficial than using others, with regards to an organization's reputation as an employer.

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