



A Study on the Effectiveness of Social Media Recruitment with Reference to Takecare Manpower Service Pvt.Ltd

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ABSTRACT

In the digital era, social media has emerged as a powerful tool in transforming traditional recruitment practices. This study examines the effectiveness of social media recruitment with reference to Takecare Manpower Services Pvt. Ltd., a Chennai-based HR consultancy firm. The research adopts a quantitative approach using a structured questionnaire distributed among 50 respondents, including job seekers, employees, and HR professionals.

The study evaluates key parameters such as hiring speed, cost-effectiveness, candidate reach, and trust in recruitment platforms. Findings reveal that 72% of respondents consider social media an effective recruitment tool, while 64% believe it reduces hiring time. However, only 48% of respondents express trust in job postings, highlighting concerns related to fake advertisements and credibility. The research concludes that while social media recruitment offers significant advantages in terms of accessibility, efficiency, and employer branding, challenges related to trust and transparency remain. The study recommends the integration of Artificial Intelligence (AI), Applicant Tracking Systems (ATS), and verified digital practices to enhance recruitment reliability and candidate satisfaction.

Keywords: Social Media Recruitment, Talent Acquisition, HR Consultancy, Digital Recruitment, Employer Branding, Artificial Intelligence

INTRODUCTION

Background of the Study

Recruitment has undergone a significant transformation with the advancement of digital technologies. Social media platforms such as LinkedIn, Facebook, and Instagram have evolved beyond networking tools to become powerful recruitment channels. Organizations increasingly rely on these platforms to attract, engage, and hire talent in a faster and more efficient manner.



Traditional recruitment methods such as newspaper advertisements, job fairs, and consultancy referrals are gradually being supplemented by digital recruitment strategies. Social media recruitment allows organizations to reach a wider audience, target specific demographics, and interact directly with potential candidates.

Need for the Study

In today's competitive job market, organizations face challenges such as skill shortages, high employee turnover, and the need for quick hiring. HR consultancies like Takecare Manpower Services play a crucial role in bridging the gap between employers and job seekers.

This study aims to evaluate how effectively social media platforms are utilized in recruitment and to identify the benefits and challenges associated with these methods.

Objectives of the Study

Primary Objective:

- To analyze the effectiveness of social media recruitment with reference to Takecare Manpower Services Pvt. Ltd.

Secondary Objectives:

- To evaluate the impact of social media on hiring speed and efficiency
- To examine candidate reach and engagement
- To assess trust and reliability of online recruitment
- To identify challenges and suggest improvements

INDUSTRY AND COMPANY PROFILE

Evolution of Recruitment in HR Consultancy

The recruitment industry has shifted from traditional methods to digital platforms over the past two decades. Initially, HR consultancies relied on:

- Newspaper advertisements
- Job fairs
- Manual resume screening

With technological advancement, platforms such as LinkedIn, Facebook, and job portals like Naukri.com have transformed recruitment into a more data-driven and efficient process.

Social media recruitment offers:

- Faster hiring processes
- Wider candidate reach
- Improved employer branding
- Cost-effective solutions

Company Profile: Takecare Manpower Services Pvt. Ltd.

Takecare Manpower Services Pvt. Ltd. is a Chennai-based HR consultancy firm incorporated in December 2021. The company specializes in providing recruitment and staffing solutions across various industries such as IT, healthcare, retail, and engineering.

Key Features:

- End-to-end recruitment services
- Use of AI-based tools and ATS
- Focus on speed and efficiency
- Client-centric approach



The company aims to connect skilled candidates with suitable job opportunities while maintaining long-term relationships with clients.

REVIEW OF LITERATURE

Previous studies highlight the growing importance of social media in recruitment:

- Research indicates that AI and automation improve hiring accuracy and efficiency.
- Studies emphasize the role of social media in enhancing employer branding and attracting talent.
- It has been found that social media helps in reaching passive candidates who are not actively seeking jobs.
- Reports show that social media reduces hiring time and recruitment costs significantly.

However, literature also identifies challenges such as:

- Lack of trust in job postings
- Data privacy concerns
- Bias in algorithm-based hiring

RESEARCH METHODOLOGY

Research Design

The study adopts a **descriptive research design** to analyze the effectiveness of social media recruitment.

Data Collection

- **Primary Data:** Collected through structured questionnaires
- **Secondary Data:** Collected from journals, reports, and company records

Sample Size

A total of **50 respondents** participated in the study, including:

- HR professionals
- Employees
- Job seekers

Sampling Technique

Convenience sampling method was used due to ease of data collection.

Tools for Analysis

- Percentage analysis
- Tables and charts
- Descriptive interpretation

DATA ANALYSIS AND INTERPRETATION

The analysis of collected data provides key insights into the effectiveness of social media recruitment.

Effectiveness of Social Media Recruitment

A majority (72%) of respondents agreed that social media is an effective recruitment tool. This indicates strong acceptance of digital hiring platforms.

Hiring Speed

Around 64% of respondents believe that social media reduces hiring time. This shows that online recruitment significantly improves efficiency.



Candidate Reach

Approximately 62% of respondents agree that social media helps reach a wider pool of candidates, making it easier for organizations to access diverse talent.

Trust and Reliability

Only 48% of respondents trust job postings on social media. This highlights a major concern regarding fake job advertisements and lack of authenticity.

Cost-Effectiveness

Most respondents believe that social media recruitment is more cost-effective compared to traditional methods.

Overall Satisfaction

Although respondents acknowledge the advantages, overall satisfaction levels are moderate, indicating areas for improvement.

CHALLENGES AND RESEARCH GAPS

The study identifies several challenges:

- Presence of fake job postings
- Lack of trust among candidates
- Limited long-term performance evaluation
- Absence of platform-specific analysis
- Ethical concerns related to data privacy

These gaps indicate the need for more advanced and reliable recruitment systems.

RESULTS AND DISCUSSION

The findings suggest that social media recruitment is highly effective in terms of speed, reach, and cost. However, trust remains a significant issue.

The study highlights that:

- Social media is suitable for quick hiring
- It enhances employer branding
- It improves accessibility for job seekers

At the same time:

- Fake job postings reduce credibility
- Lack of transparency affects candidate confidence

SUGGESTIONS

Based on the findings, the following recommendations are made:

1. **Improve Credibility**
Use verified accounts and official communication channels
2. **Adopt Advanced Technology**
Implement AI-based screening and ATS systems
3. **Enhance Engagement**
Share interactive content such as career tips and job updates
4. **Strengthen Employer Branding**
Promote company culture and values on social media
5. **Targeted Recruitment Strategy**
Use platform-specific hiring approaches



CONCLUSION

The study concludes that social media recruitment has become an essential component of modern talent acquisition. It offers advantages such as speed, cost-effectiveness, and wider reach.

However, challenges such as trust issues and fake job postings limit its full potential. Organizations must adopt advanced technologies and transparent practices to improve recruitment quality.

With continuous improvement and digital innovation, social media recruitment can become the most efficient and reliable hiring method in the future.

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