

## **Social Media as A Catalyst to Attract the Best Talent: A Case Study of Start-up XYZ**

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**Abstract.** The digitalization era has penetrated the world of employment, especially human resource management. Marked by many strategies to carry out HR functions that have entered the digital pattern. One of the strategies for attracting talent and the most ideal talents for a company is employer branding. Through social media, companies are often creative in sharing content such as company promotions, job vacancies, and displaying company conditions. This is a strategic branding of the company that can attract prospective workers.

Along with the development of the digitalization era, based on recent research shows that more than 90% of companies use social media to identify talent through the talent acquisition process and that three out of HR empathetic managers use social media as a catalyst in attracting, searching, and reviewing potential talents. The social media that is currently used quite often is Instagram. Through Instagram, the company created an official account that can build company branding and attract talent.

This research aims to analyze the company's Instagram account as media for employer branding in attracting talent to join the company through a survey filled out by talent. The final part makes conclusions linking theoretical consideration and research results addressed to employer branding as a recommended strategy for attracting the best talent.

Keywords: employer branding, attract talent, Instagram

### **INTRODUCTION**

The digitalization era has had a very good impact on HR functions. The existence of technological advances provides room for the effectiveness of the strategies used. Digitalization patterns that are increasingly adopted will help organizations to grow. One of the digitalization patterns that organizations have used is to attract job seekers and the most ideal talents for a company through employer branding. Employer branding is a strategy for providing an overview of the company's culture. According to Garibaldi (2014), the existence of employer branding will provide job seekers with a real preview

of the conditions and corporate culture. Through social media, companies are often creative to share content such as company promotions, job vacancies, and displaying company conditions. This is the company's branding strategy that can attract prospective workers.

As competition for digitalization talented employees becomes almost as fierce as competition for customers (Berthon, Ewing and Hah, 2005), companies want to be seen as attractive employers for both potential applicants and current employees (Lievens and HInstagramhhouse, 2003). Merari and Suyasa (2016) stated that the Indonesian workforce is starting to shift from the millennial generation to the Z generation workforce. Previous research predicts that in 2025 Indonesia has a generation Z workforce, amounting to 148 million people or 77% of the workforce. the entire population of Indonesia. Generation Z has characteristics, namely: individualistic, unconcerned, unwilling to be restrained, like instant processes, and egocentric.

Thus, the characteristics possessed by Generation Z can be an obstacle for companies in finding workers and after becoming employees. Currently, many startups are taking full advantage of the digitalization world in carrying out HR functions. Many startups are looking for the best talent by utilizing their social media accounts, namely Instagram. Through the Instagram account, companies have their respective strategies in sharing content related to company overview and work culture, introducing team members, and actively providing job vacancy information. The increasingly widespread digitalization ecosystem in the HR world is certainly used to form a brand for every company. Some examples of company accounts used as branding are lifeatgojek, lifeatakulaku, lifeatruangguru, etc.

Employer branding through Instagram will certainly produce attributes, namely: attractiveness to existing employees and the best talent. In addition, employer branding can be one of the factors of excellence because employees who work in the company will feel their needs are more cared for in treading their careers which has an impact on the growth of comfort and loyalty. Thus, researchers are interested in analyzing the company's social media as a catalyst in attracting the best talent.

## **LITERATURE REVIEW**

### **1. The Essence of Employer Branding on Company**

Employee branding comes from marketing before being used in human resource management, which is most often known as employer branding (Franca, 2012). In marketing, the term "brand" is associated with a product or service while in human resource management, a brand is an experience that an organization offers to prospective employees (Edwards, 2009). Employee branding is a strategy for how an organization as an employer can communicate and interact with prospective employees, employees, and external parties both past, present, and future.

Employer branding means creating a strategy that aligns with your organization's culture (Garibaldi, 2014). It means giving job seekers a realistic preview of working for your company. And it means engaging with both current and future employees anywhere, at any time. Employer branding is the foundation of an effective acquisition talent strategy that can make a significant difference in winning the war for talent. Smart companies think about their employer brands all the time, not just when the labor market is tough.

Alniacik (2012) found that there are five dimensions of employee branding, namely: (1) Interest Value: with a good brand, the job seeker's interest in the company's brand will increase because of satisfaction and the desire to work in the perceived environment of the brand (2) Social Value: talent will have the perception that the work environment or coworkers are a quality team and have a good atmosphere. (3) Economic Value: there is interest in the benefits obtained from the income side of salaries, bonuses, and others. (4) Development Value: There is hope that a company that has a good brand will certainly be known and recognized for its work and opportunities for career development. (5) Applicant Value: This interest can be obtained for job seekers who want to learn more knowledge and apply it to teach others and interact with their customers.

### **2. Employer Branding in social media**

Social media enable the creation of public profiles of the members and make their social connections visible. It is a great opportunity to get connected to other users and

their extended network of friends. For an employer that means getting access to a wide range

of potentially active and passive job seekers. Social media platforms can serve as appropriate cyberspace to promote and connect themselves with actual and prospective employees.

The Society for Human Resource Management conducts surveys concerning “Using the social media for talent acquisition” (“SHRM Survey Findings: Using Social Media for Talent Acquisition – recruitment and Screening”, 2016). In 2015 this organization asked 399 firms to describe their practices for making use of social media during the recruitment process. The results of the research show that 84% of the companies use SM in seeking job candidates. The main reasons for doing that were opportunities for recruiting passive job candidates who did not otherwise apply or be contacted by the organization; increasing employer brand and recognition, and targeting job candidates with a very specific set of skills. One of the social media that companies usually use to create a brand is Instagram.

Through Instagram, the account company shares many contents to create a brand and attract talent. The human Resources team should be able to develop strategies to attract talent through Instagram. In this day, so many startups create an account to share and build their brand. This account will engage users or followers, especially the best talent to join their company. The company’s Instagram account has shared various content such as culture and values, work-life balance, workplace, work environment, and career opportunities.

## **METHOD, DATA, AND ANALYSIS**

### **1. Research Framework**

This research was conducted to analyze the function of social media, namely Instagram in attracting the best talents. Instagram is one of the tools in implementing the employer branding strategy, through employer branding, it will certainly attract the best talents. Employer branding needed on Instagram can be in the form of sharing content related to company culture, work-life balance, and sharing career opportunity information.

Employer branding companies can find out the interest value, social value, economic value, development value, and applicant value perceived by talent. This is reinforced by Alniacik's (2012) statement that these five aspects can be taken into consideration for talents to join a company. Through employer branding packages through Instagram accounts, companies can share a lot of content that leads to these aspects. Thus, it will increasingly become an attraction for talents to join as part of the company.

## **2. Case Organization**

The case studies were conducted on a company's Instagram account that has been followed by more than two hundred followers. This company is a tech startup (PT XYZ) that has been active to share their contents and build its brand through Instagram. PT XYZ used to create its account on 2021 and now has been followed by more than two hundred followers in a year. PT XYZ usually shares content by pictures post, guide, videos, reels, and story. All of them are refers to people's culture, work-life balance, work environment, and information about a career opportunity.

## **3. Analysis Method**

This research used in-depth interview with the HR Talent Acquisition and 10 talents that looking for career opportunity through Instagram. In conducting interviews, researchers must have the assumption that the subject is the person who knows best about himself, what is stated by the subject to the researcher is true and reliable, and the subject's interpretation of the questions asked is the same as what was intended by the researcher. The results of the interview become a reference in analyzing the role of Instagram in attracting the best talent and joining the company.

## **RESULT AND DISCUSSION**

Based on the results of an interview with HR Talent Acquisition at PT XYZ, in today's digitalization era, the use of social media can improve the company's good image to help HR attract the best (ideal) candidates to join the company. It can also maximize the company's talent pool. HR plays a role in analyzing the company's work culture so that prospective candidates will find out whether the company is suitable as a place for them (talents) to work.

It was also explained that HR also plays a role in making the employer branding strategy, including in determining the branding target. After determining the branding target, HR will make internal programs such as providing incentives/bonuses for employees who recommend suitable candidates for a vacant position. In an external strategy, HR can use social media such as Instagram to create branding content such as providing job vacancy information, recruiter's tips, employee's journey videos, and so on. Finally, HR needs to review whether the strategy is effective in increasing the engagements of prospective candidates and make improvements and subsequent content innovations.

LifeatXYZ's Instagram account is a medium to attract talent. In this case, HR makes a timeline and content plan and uploads videos in the form of Instagram reels every week. The Instagram reels video discusses job vacancy, ask recruiters, employees' journey, etc. HR plays a role in content planning, determining talent, making scripts, informing the creative team (videographer) of the shooting schedule, conducting talent briefings, overseeing the shooting, waiting for the creative team to edit videos, and finally uploading videos according to the specified schedule. In addition to Instagram reels, HR will upload Instagram feeds content, such as national holiday posters, mandarin dictionaries, etc. to increase engagement on Instagram.

HR Talent Acquisition emphasized that the lifeatXYZ Instagram account had a positive impact, which was seen from the number of talents who applied and said they knew locker info from Instagram. New joiners also said they found it helpful to see the picture and work culture at the company through Instagram. In addition, although this account has only been formed for a year, it has already attracted more than 2000 followers.

So far, the Instagram account function has been right on target, especially in finding talent. Because this is a multinational company, the target of the talent they are looking for is a talent who has good communication skills. Fluent in English, and having the ability to speak Mandarin is a plus. and have creative thinking and am eager to learn.

Based on interviews with job seekers who had followed the LifeatXYZ Instagram account. In this case, they explained that the content of the account was very informative, ranging from content in the form of information about human capital in the form of a career or about the company itself or about how to improve quality or get to know yourself to be equipped in the world of work.

From the aspect of using Instagram as a medium to find career opportunities, the interviewees admitted that they use Instagram very often because it is easier and simpler to find job vacancies. Especially through official accounts which are very informative in providing culture within the company. Several talents admitted that with Instagram content from companies that aim to introduce the work environment, corporate culture, and several jobs at their company, they are increasingly interested in having a career at XYZ company.

Several informants also gave the impression that the first time they saw these Instagram accounts, they realized how important it was to create an account that introduced an organization or company to be known in greater depth due to the continued development of the industrial era and a generation that is proficient and quick to understand the internet and social media. So that job seekers find it easier to recognize a job or find out if there are job vacancies just through their devices.

## **CONCLUSION**

The conclusion obtained from this research is that PT XYZ has entered the digital ecosystem in carrying out HR functions. This is marked by patterns and strategies for finding the best talent for the company. PT XYZ has built employer branding through social media, namely Instagram since one year ago. The LifeatXYZ Instagram account was able to provide a positive direction in attracting talent, so far many followers and talents are interested in joining the company because they know the company overview through Instagram. So far, Instagram, which has been used to attract talent, has been able to attract more than 2000 followers. Thus, social media, namely Instagram, can have a positive impact as a catalyst to attract the best talent.

## **LIMITATIONS**

In addition to the considerations above, certain limitations to the obtained results should be pointed out. First of all, there is more than a startup that has an Instagram account to build employer branding and attract talent. This is certainly an area for future research. Secondly, Second, this research can be strengthened by surveys of employees and more talents who have followed the Instagram account. Taking into account these limitations, it is worth continuing and expanding research in this area. The results may be of significant

importance to many enterprises in the scope of their external attract talent strategy on Instagram.

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