

**Employer Branding Using Social Media:  
Moderating Effect of Source Credibility, and Online Engagement on Job  
Pursuit Intentions.**

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## ABSTRACT

Creating a unique employer brand differentiates an employer from its competitors as well as from other businesses vying for the same talent pool. Currently online media is extensively used by most of the organisations in the area of brand building. Branding is concept derived from marketing and extended to organisations treating them as products with unique attributes. Jobseekers seek information from online platforms of organisations, and also from informal inputs given by other stakeholders. This research investigates the moderating effect of source credibility & online engagement on employer brand equity, by integrating all dimensions of social media marketing activities for process of employer branding. In order to shortlist organisations for quantitative survey an extensive selection method was used. Content Analysis of social media pages of top India's Employers was carried out. Based on engagement metrics provided by Hoffman & Fodor and using Crimson Hexagon Social Media Analytics top six organisations were selected as units of survey.

Exploratory Factor analysis, confirmatory factor analysis, moderation and mediation tests were carried out using SPSS, Amos and Smart PLS. Quantitative data collected and analysed based on a survey of five hundred graduate/post graduate Indian job seekers, reveals the significant effect of social media marketing on employer brand equity. However, source credibility and online engagement do not necessarily moderate the relationship between social media marketing-employer brand equity. Findings conclude that employer brand equity fully mediates between social media marketing and intention to apply. In addition, results of content analysis show that social media page(s) were missing attractiveness criteria and that improvements can be made. Organisations who are already on their way forward to apply online employer branding strategy can use the results to understand that the role of online engagement and source credibility is different in case of employer branding *visa vis* product branding.

***Keywords: Employer Branding, Social Media Marketing, Entertaining, Informative, Interactive, Vividness, Employer Brand Equity, Organisational Image, Source Credibility, Online Engagement, Intention to Apply.***

