

Employer Branding Through LinkedIn and Its Influence on Job Seeker Attraction: A Study of Private Sector Organizations

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Peer Review Information	Abstract
Type: Article Received: 11 July 2026 Revised: 13 Aug2026 Accepted: 07 Sept 2026 Published: 06 Oct 2026	In today's highly competitive job market, organizations increasingly use social media platforms to strengthen employer brands and attract talented candidates. LinkedIn has emerged as an influential professional networking platform through which organizations communicate culture, values, achievements, employee experiences, and career opportunities. This study examines the influence of LinkedIn-based employer branding on job seeker attraction in private sector organizations, with emphasis on organizational reputation, employee engagement, career-related content, and company visibility. A descriptive research design was adopted using primary and secondary data. Primary data were collected through a structured questionnaire from 100 LinkedIn users, job seekers, MBA students, and working professionals selected through convenience sampling. Percentage analysis, mean score analysis, correlation analysis, and the chi-square test were identified as analytical tools in the study design. The reported descriptive results show that 75% of respondents agree or strongly agree that LinkedIn employer branding influences employer perception, while 75% report that a strong LinkedIn presence increases job-application intention. Mean scores for the measured employer-branding statements range from 4.05 to 4.30. Overall, the findings indicate a positive association between active LinkedIn employer branding and job seeker attraction, while emphasizing authentic employee content, organizational visibility, and transparent career communication. Keywords: Employer Branding; LinkedIn; Job Seeker Attraction; Talent Acquisition; Social Media Recruitment; Human Resource Management.

How to Cite This Article

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Introduction

Digital technology has transformed recruitment by supplementing traditional hiring methods with platforms that allow organizations to communicate directly with potential candidates. LinkedIn connects employers, employees, recruiters, and job seekers and provides organizations with a professional channel for presenting their identity as employers. Employer branding refers to the process through which an organization establishes and communicates its reputation as a place to work. A strong employer brand can support attraction, engagement, and retention by shaping how prospective employees interpret organizational values, work environment, and career opportunities.

LinkedIn allows organizations to showcase corporate culture, employee experiences, workplace achievements, career development opportunities, and vacancies through company pages, employee testimonials, recruitment campaigns, and professional content. Job seekers increasingly use such information when evaluating prospective employers. Company reputation, employee experiences, workplace culture, organizational values, and the quality of career-related communication can therefore affect employer attractiveness and application intention.

Although employer branding and social media recruitment have received considerable attention, the synopsis identifies a narrower gap concerning LinkedIn-based employer branding in private sector organizations. In particular, there is limited evidence in the study context on how company posts, employee testimonials, organizational achievements, and career-related content influence job seeker perceptions and application intentions. Accordingly, this study examines LinkedIn as an employer-branding channel and its relationship with job seeker attraction.

Objectives And Hypotheses

Objectives of the Study

1. To study the role of LinkedIn in employer branding.
2. To examine the influence of LinkedIn employer branding on job seeker attraction.
3. To identify factors affecting job seekers' perception of employers on LinkedIn.
4. To evaluate the effectiveness of LinkedIn-based employer branding strategies.
5. To provide recommendations for improving employer branding practices through LinkedIn.

Hypotheses of the Study

- Null Hypothesis (H_0): LinkedIn-based employer branding has no significant influence on job seeker attraction.
- Alternative Hypothesis (H_1): LinkedIn-based employer branding has a significant positive influence on job seeker attraction.

Review Of Literature

Backhaus and Tikoo (2004) conceptualized employer branding as a strategic process through which organizations create a distinctive employment identity to attract and retain talent. Berthon, Ewing, and Hah (2005) developed the Employer Attractiveness Scale and highlighted dimensions such as organizational reputation, work environment, and career growth opportunities. Van Hove and Lievens (2007) further demonstrated that social influences can shape organizational attractiveness, reinforcing the importance of information sources used by potential applicants.

Sivertzen, Nilsen, and Olafsen (2013) examined employer attractiveness and social media use, reporting that social networking can contribute to employer-brand perceptions. Kaur et al. (2015) similarly discussed social media as a mechanism for employer branding and talent management. Dabirian, Kietzmann, and Diba (2017) emphasized the value of employee-generated content and authentic employee experiences in shaping employer reputation. Later work cited in the synopsis, including Tumasjan et al. (2020) and Yildiz and Jain (2021), further connects employer-branding orientation and social-media communication with recruitment-related outcomes. Collectively, this literature supports examining LinkedIn-specific communication as a factor in employer attractiveness and application intention.

Conceptual Framework And Methodology

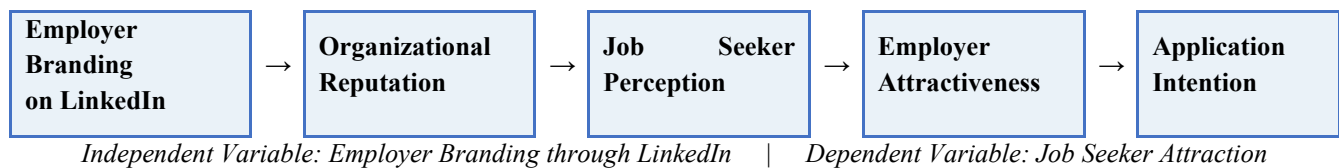


Fig. 1. Conceptual Framework of LinkedIn Employer Branding and Job Seeker Attraction

The study adopts a descriptive research design. Primary data were collected through a structured questionnaire administered to LinkedIn users, job seekers, MBA students, and working professionals. Secondary information was drawn from research journals, books, LinkedIn

reports, HR publications, company career pages, industry reports, websites, and academic databases. Convenience sampling was used, with a sample size of 100 respondents.

The questionnaire covered demographic characteristics, LinkedIn usage, employer-branding perception, and job seeker attraction. Perception statements used a five-point scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The study design lists percentage analysis, mean score analysis, correlation analysis, and the chi-square test as statistical tools. The synopsis, however, reports detailed outputs primarily for percentages and mean scores; therefore, the results below do not introduce unreported correlation coefficients, chi-square statistics, or p-values.

Data Analysis and Interpretation

Table 1. Age-wise Distribution of Respondents

Age Group	Number of Respondents	Percentage
18–25 Years	45	45%
26–35 Years	35	35%
36–45 Years	15	15%
Above 45 Years	5	5%
Total	100	100%

The majority of respondents (45%) belong to the 18-25 year age group, followed by 35% in the 26-35 year group. Thus, 80% of the sample is below 36 years of age, indicating strong representation of younger professionals and students among the LinkedIn users included in the study.

Table 2. Frequency of LinkedIn Usage

Usage Frequency	Respondents	Percentage
Daily	50	50%
Weekly	30	30%
Monthly	15	15%
Rarely	5	5%
Total	100	100%

Half of the respondents access LinkedIn daily and a further 30% use it weekly. This pattern indicates frequent exposure to professional networking and career-related information among most respondents.

Table 3. Influence of LinkedIn Employer Branding

Response	Respondents	Percentage
Strongly Agree	35	35%
Agree	40	40%
Neutral	15	15%
Disagree	7	7%
Strongly Disagree	3	3%
Total	100	100%

A combined 75% of respondents agree or strongly agree that LinkedIn employer branding influences their perception of employers, while 15% are neutral and 10% disagree or strongly disagree. The distribution indicates a predominantly positive perception of LinkedIn-based employer-branding activity.

Table 4. Impact on Job Application Intention

Response	Respondents	Percentage
Strongly Agree	30	30%
Agree	45	45%

Neutral	15	15%
Disagree	7	7%
Strongly Disagree	3	3%
Total	100	100%

A combined 75% of respondents agree or strongly agree that a strong LinkedIn presence increases their likelihood of applying for jobs within an organization. Neutral responses account for 15%, while 10% disagree or strongly disagree, indicating that employer visibility on LinkedIn is associated with application interest for most respondents in the sample.

Table 5. Mean Score Analysis

Statement	Mean Score
Company LinkedIn pages influence my perception of employers	4.20
Employee posts increase trust in organizations	4.05
LinkedIn helps evaluate company culture	4.15
Positive employer branding influences application decisions	4.30
Strong LinkedIn presence increases employer attractiveness	4.25

All reported mean scores exceed 4.0. Positive employer branding influencing application decisions records the highest mean score (4.30), followed by strong LinkedIn presence increasing employer attractiveness (4.25), company LinkedIn pages influencing employer perception (4.20), LinkedIn helping evaluate company culture (4.15), and employee posts increasing trust (4.05). These values show consistently favorable perceptions across the measured statements.

Findings And Discussion

The study indicates that LinkedIn is widely used by the sampled job seekers and professionals and that employer-branding activities are associated with organizational perception and application intention. Employee-generated content is viewed as a contributor to trust and credibility, while company achievements, culture-related communication, and career content support employer attractiveness. The percentage distributions in Tables 3 and 4 are particularly consistent: in each case, 75% of respondents selected Agree or Strongly Agree. The mean-score results reinforce this pattern, with all five statements scoring above 4.0.

These findings are consistent with the literature reviewed in the synopsis. Employer branding is intended to create a distinctive employment identity (Backhaus & Tikoo, 2004), while employer attractiveness reflects the value prospective employees associate with an organization (Berthon et al., 2005). Social media adds a communication channel through which this identity can be made visible to prospective applicants (Sivertzen et al., 2013). The importance of employee posts in the present study also corresponds with Dabirian et al. (2017), who emphasized employee-generated content in employer-brand formation.

LinkedIn therefore appears to function not only as a networking and vacancy platform but also as a space where potential applicants evaluate organizational reputation, culture, credibility, and career prospects. For private sector organizations, the results suggest practical value in maintaining active company pages, communicating achievements and development opportunities, and encouraging authentic employee participation. At the same time, the evidence should be interpreted within the study design: the sample is limited to 100 respondents selected through convenience sampling, and the reported synopsis does not provide inferential test outputs needed to establish statistical significance. The descriptive evidence supports a positive relationship, but a formal hypothesis decision would require the stated correlation and chi-square results or equivalent inferential statistics.

Conclusion And Recommendations

Employer branding has become an important component of digital talent acquisition, and LinkedIn provides private sector organizations with a direct channel for communicating values, culture, employee experiences, achievements, and career opportunities. In this study, the descriptive findings show favorable perceptions of LinkedIn-based employer branding: 75% of respondents report that such branding influences employer perception, 75% indicate that a strong LinkedIn presence increases application intention, and all reported mean scores are above 4.0. These results support the study's central proposition that LinkedIn activity is positively associated with job seeker attraction within the surveyed sample.

Organizations should maintain an active LinkedIn presence; regularly share employee success stories and testimonials; highlight organizational culture and workplace environment; use LinkedIn systematically for employer-branding campaigns; encourage employee

participation in content creation; communicate career development opportunities and achievements; and continuously monitor online employer reputation. These practices should emphasize authenticity and consistency so that the employer image presented online corresponds with the actual employee experience.

Limitations And Scope for Future Research

The study is limited to LinkedIn users and a sample of 100 respondents selected through convenience sampling; consequently, the results may not represent all job seekers. Responses reflect individual perceptions, and the study focuses only on private sector organizations. Future research may compare LinkedIn with other recruitment platforms, examine employer branding in relation to employee retention, investigate the role of artificial intelligence in employer branding, study multinational corporations, and conduct industry-wise analyses. Larger and more diverse samples, together with complete inferential statistics, would strengthen generalizability and hypothesis testing.

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