



# A STUDY ON EFFECT OF VISUALIZATION IN SOCIAL MEDIA MARKETING FOR HUMAN RESOURCES

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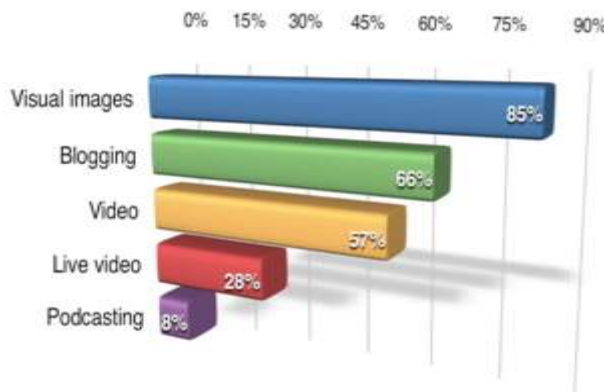
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## ABSTRACT

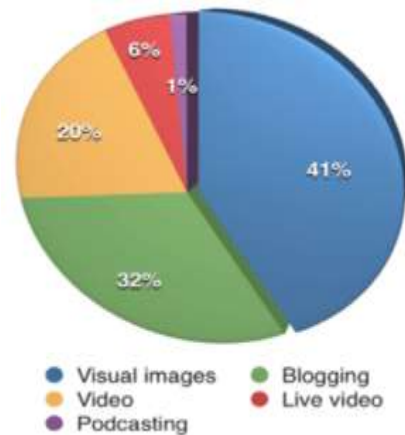
*We all think we have great taste[1]. It's the classic argument of "data wins." Practitioners and analysts alike know social media by its many websites and channels: Facebook, YouTube, Instagram, Twitter, LinkedIn, Reddit and many others. The power of social media marketing (SMM) is driven by the unparalleled capacity of social media in three core marketing areas: connection, interaction, and customer data, extracted from investopedia[2]. In this paper after study on visualization effect in social media marketing, we conclude that the more targeted your social media marketing (SMM) strategy is, the more effective it will be for human resources.*

## 1. INTRODUCTION

Social Media Examiner's own 2017 Social Media Marketing Industry Report found that 85% of the 5,000 online marketers surveyed use visuals, up from 74% in 2016 [3].



The report also revealed that 41% of respondents said that visuals are the most important type of content, beating out blogging for the top spot [3].



Visuals summarize content into smaller, and easier to process chunks, and when you select the right visuals, they offer more comprehensibility than text-based explanations or only audios.

## 2. LITERATURE REVIEW

### Visuals Stick in Long Term Memory

According to Dr. Lynell Burmark, education consultant who writes and speaks about visual literacy: "...unless our words, concepts, ideas are hooked onto an image, they will go in one ear, sail through the brain, and go out the other ear. Words are processed by our short-term memory where we can only retain about seven bits of information (plus or minus 2) [...]. Images, on the other hand, go directly into long-term memory where they are indelibly etched."

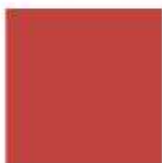


### Transmit Messages are Faster

According to the Visual Teaching Alliance: The brain can see images that last for just 13 milliseconds. Our eyes can register 36,000 visual messages per hour. We can get the sense of a visual scene in less than 1/10 of a second. 90% of information transmitted to the brain is visual.

Visuals are processed 60,000X faster in the brain than text. 40 percent of nerve fibers are linked to the retina. All this indicates human beings process visual information more efficiently than text.

#### Graphic Description



#### Textual Description

A plane figure with four equal straight sides and four right angles.

### Improve Comprehension

Stanford University's **Robert E. Horn**, explained this relationship clearly "When words and visual elements are closely entwined, we create something new and we augment our communal intelligence ... visual language has the potential for increasing 'human bandwidth'—the capacity to take in, comprehend, and more efficiently synthesize large amounts of new information."

### Incorrect use of visuals

When off-topic graphics appear on the screen, such as those used for purely decorative purposes, learners will subconsciously try to figure out the message and reason for the image.

## 3. MATERIALS AND METHODS

Four ways you can leverage social media to enhance your HR activities



### 3.1 Boost recruitment efforts

More and more organizations are now adopting social recruiting to reach passive candidates, reduce time to hire and make quality placements. With the right set of strategies for social media recruitment, nothing can stop you from recruiting your next best

employee[4]. For believers in social recruiting, the method offers a more-efficient and cost-effective alternative to conventional online recruiting, like Indeed.com. Discover the top Applicant Tracking Systems (ATS) for CEOs, including GoHire, Lever, Workday, Greenhouse, Bullhorn, Cezanne HR, and SmartRecruiters, to streamline hiring and attract top talent [6].

### 3.2 Improve employer branding

Highlighting your company culture on your social media accounts is a surefire way to improve employer branding. For instance, if your organization is all for diversity and inclusion, reflect that in your job openings and the content that you create[4].

### 3.3 Strengthen training programs

Employee training and development programs are now being tightly integrated with social media to make learning more fun and increase participation. Social media polls and surveys can be used to understand what employees expect from training programs[4]. If you're looking for a career and not just any old job, set your sights on a company that invests in its employees by offering training and development programs. Research shows both companies and employees reap the benefits, including increased job satisfaction levels, internal promotion opportunities and better retention. According to a report by Training Magazine, companies in the U.S. spend an average \$4.5 billion on training and development programs for employees—so make sure you cash in on this opportunity[7]. As the costs of the Great Resignation continue to grow, companies need more ways to attract and retain employees. One clear approach is to offer more training and development — according to a 2019 LinkedIn study, 94% of employees said they would stay with their employer if it invested in their development [11].

### 3.4 Improve employee recognition

With the continuing trend of remote work, many organizations are now using social media to keep up their employee recognition game. Because employees and managers don't get to meet face-to-face more often due to remote work, it's easy to slack on employee recognition and appreciation[4]. Valuable employee recognition is vital in keeping your workers motivated towards being more productive and achieving your business objectives. However, creating robust employee recognition programs can be challenging for most employers and HR professionals, especially if they have many employees to manage [9].

## 4. DISCUSSIONS

Social recruiting refers to the process of recruiting candidates through social media platforms, like LinkedIn, Facebook, and Twitter, and other websites, including online forums, job boards, and blogs. Due to today's talent shortage, job-seekers have the freedom to be more selective when choosing their employers. As a result, candidates have started to do extensive research about organizations before attending interviews[5].



## 5. CONCLUSION

In today's digital age, social media recruiting has become a popular tool to attract and find the best candidates and engage them in a more personalized and informed way. Employer branding is crucial for attracting talented candidates. As a member, you'll get career advice and industry insights sent directly to your inbox so you can keep up with which companies are doing the most for their employees. And then you can go join them. Appreciating your workers is one of the best things you can do to keep them motivated and remain loyal. As a result, they may even turn out to be your brand ambassadors, which results in attracting top talent [8].

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