

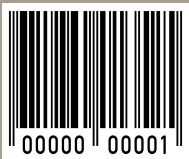
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Editor's Note

First and foremost it is never too late for me to wish everyone a happy and promising new year 2022. Although we are still being surrounded by Covid-19, we are still observing our SOPs and never take this virus for granted.

This chapters in book is mainly focusing on how business records management functions and the applications of social media in organizations. All articles that are included in this e-publication are taken from research papers that have been done from 2011 to 2022. All of these articles are in the scope of "Social Media Engagement: is it a Need or a Want in Business Records Management".

The importance of good review paper is it can refine the state of knowledge, describe clear contradictions, recognize needed research and even create an agreement where none existed before.

The analyses of these articles are done by all of the team members thus I would like to express my gratitude and thank you to all of their support and commitment.



MS SURIANI JACK
Chief Editor

Last but not the least, strike for the best and strive for excellence throughout our most productive year in UiTM.

Have faith!

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SOCIAL MEDIA AS AN EFFECTIVE TOOL FOR PROMOTING AN HR BRAND AMONG YOUTH

**AERY GARNEY ANAK
FRANCIS**
SURIANI JACK

INTRODUCTION

Nowadays, the usage of social media has become an important instrument in managing and promoting the company's HR brand. HR branding is a way to attract qualified employees creating more attractive image of work in the company compared to competitors. The study of the management and promoting of the HR brand has been reviewed by few foreign scientists and also in Russia. However, the problems of managing and promoting an HR brand are not well studied; there is a lack of systematic approach to the concept of an HR brand analysis and building a strategy of an HR brand promotion. This article is devoted to the study of the possibilities of social media to be an instrument for promoting HR brand among generation X, Y and Z. Sociologists distinguish generation X, Y and Z based on their differences of characteristic features.

According to American scientist Neil Hove and William Strauss in 1991, every 20–25 years a new generation of people is born with character traits, habits and characteristics that set them apart from all the rest and then repeat among future generations. Generations X and Y are those who work after year 2000 in the labor market. This generation is able to use their talents for the benefits of business.



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Meanwhile the generation Z are first digital generation. They are grown in the digital environment as they get almost all the information from the internet, YouTube, mobile phones and SMS. They also use all means of the communication on the web and given priority to virtual meeting compared to personal meeting and also discuss the issues via email or instant messaging. According to the generation theory, generation Z develops faster than generation X and Y in term knowledge and skills in social media [1]. This becomes a challenge for the labor market to look for new channels for effective communication with potential employees and the formation of a favourable image of the employing company in the market. The article discusses the features of the perception of information by modern generation of X, Y and Z as well as the strategy for promoting HR brands of Russia companies among modern youth through social media which can help build a reputation and a positive image of the company in the eyes of potential employees.

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OBJECTIVE

The objective of this study is to discuss the possibilities of social media to be an instrument for promoting an HR brand among young people.

METHODOLOGY

For the research methodology, an online survey was conducted to identify the most popular social networks to obtain information about the employer among generations Z and Y. The research also done based on online survey to identify the most popular social networks to obtain information about the employer among generations Z and Y.



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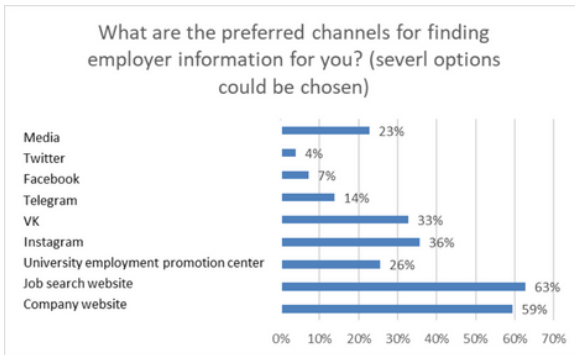
DISCUSSION AND FINDING

The new system approach of the HR brand compared to traditional approach are discussed and presented. The brand formation in marketing, advertising and PR activity are the practical approaches towards recognition of the company in the labor market among the jobseekers. At the same time, attract the qualified employees and the best of the best specialists in their industry. HR branding in becoming a new way of influencing target audience and the labor market. Next approach had been discussed was the identification of the main target audience based on the company's business plan. Once the target audience have been identified, the company need to consider the choice of the social network based on preference of the target audience. Another approach that has been highlighted in the article was the development of golden formula of content for social network.

The golden formula includes the 40% of involving content, 30% of user content, 25% of educational content and 5% of advertising content. To increase the popularity of the account on social media, it is necessary to promote the content by paid purchasing method and free purchasing method. For the purchasing method, the company purchase the targeted advertising, purchase ads with similar target audience. Meanwhile for the free purchasing method, the content was created for the interaction with the target audience in the form of discussion.

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Other ways include viral marketing, contests, encourage employees to subscribes on their social networks also have been discussed in this article.



Preferred channels for obtaining information about employers(%) presented by author.

The bar chart above shows the percentage results of the preferred channels for obtaining information about employers among generates Z and Y. From the survey, it shows that the job search website was the highest percentage of the preferred channels with 63%. Based on the review, the successful promotion HR brand in the labor market is based on long term systematic approaches process. HR branding is a prove for the positive impact in the company financial resources. It also confirms by the Sears study, an increase in employee satisfaction from working in the company by 5% causes increase in profit by 0.5%. According to LinkedIn, companies with a strong brand have a 28% lower employee turnover compared to competitors.

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CONTRIBUTION TO BUSINESS RECORD MANAGEMENT

From this article, there are few contributions towards business record. There are as follows;

- Social media is an important mechanism to manage and promote company's HR brand to the business and develop new method of employment record. In developing this record, the company should consider the business plan of the company, the company needs, the specialty of the target employees and the choice of social media.
- The new golden formula of content is useful formula for social networks accounts which includes the user content, educational content and advertising content. This formula is to facilitate the preparation of company business plan

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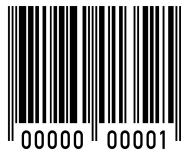
CONCLUSION

In conclusion, building a HR brand which does not require significant additional financial resources, and thus save on external. Therefore, there is a need to develop mechanisms for the interaction of social networks with the organization's website, for a centralized impact on the target audience with one account in each social network. In order to analyze the attitude to the brand of the company and the employer, the third objective service is a tool for monitoring mechanism for the brand reputation. It is also suggested that, by applying a systematic approach through social media to the concept of HR brand and strategy of an HR brand promotion among young people, a long-term basis for its development and successful promotion can be formed



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