

Impact of Social Networking Content on Perception of Employee Branding: A Study of Managerial Level Employees in Insurance Industry

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The purpose of this research was to identify the impact of social networking content on perception of employee branding. In addition to that, this study intends to contribute to fill the knowledge gap by investigating impacts of entertaining content, informative content, and interactive content on employee branding. Even though the employee branding practices are growing, academic research on this topic is limited. There is no any considerable research in the areas of relevance of impact of social networking content on perception of employee branding in Sri Lanka. This study chosen managerial level employees who work in an insurance industry as the population of the study. This research was conducted using survey research strategy. Simple sampling technique was used to select the sample and sample size was 130. Data collection was done through a self-administered questionnaire. Statistical Package for Social Science (SPSS), version 25.0 was used as tool for data analysis and both descriptive and inferential statistics, namely correlation and regression were used to analyzed data. The results indicate entertaining content and informative content moderately impact on employee branding and interactive content has the highest impact on employee branding.

Keywords: *Social Networking Content, Entertaining Content, Informative Content, Interactive Content, Employee Branding*

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