**Response to Reviewers**

**Manuscript:** The Influence of Social-Media Sites on Job-Seeker Intentions: Facebook, Linkedin, and Twitter

*Thank you for the acceptance and for the opportunity to submit a revision. We noted three comments from the reviewer that required some attention.*

1. Comments about literature: The literature drawn upon was comprehensive and relevant. The only observation that I would like to make was the authors' point of departure from previous literature. Was there qualitative research undertaken to explore similar phenomenon? If so, such studies would have been a point of departure in examining this phenomenon using quantitative methods.
   * There are some initial studies that have investigated a potential link between an organization’s SNS and job seekers’ attitudes towards the organization. While the studies are limited in what they investigated, taken together, they give some support for the conclusion that SNSs can signal information to job seekers about the organization; and therefore, provide a point of departure for the study described in this manuscript. We incorporated a description of three of these initial studies after the first full paragraph on page two of the document (See Below – addition is underlined).

**First Full Paragraph, Page 2:**

There is also some evidence from previous, non-job-seeker-oriented studies (Cheung, Chiu & Lee, 2011; Krishnan & Hunt, 2015; Ramírez-Correa, Arenas-Gaitan & Rondan-Cataluna, 2015; Sandvig, 2016) that users of social media sites also prefer to use SNSs for the purpose of relationship development and maintenance. Job seekers, in particular, look for signals to help reduce uncertainty they feel early in the process about how they will be treated if they were to accept a position at the company (Walker, et al., 2013). The unique nature of social-media sites offers opportunities for companies to communicate interpersonal and informational signals to job seekers to help reduce uncertainty and therefore to develop a relationship with the job seekers beyond generating initial interest via a traditional website or other form of less personal communication (e.g., job posting).

While there is currently a dearth of SNS research addressing job-seeker reactions to an organization’s SNS, the research that does exist provides some initial evidence that an SNS can play an information-signaling role for job seekers. Carpentier, Van Hoye, Stockman, Schollaert, Van Theemsche, and Jacobs (2017), for example, found that nurses who visited a specific hospital’s social media site reported more positive perceptions of the hospital than nurses who did not view the SNS. In addition, da Motta Veiga, Clark, and Moake (2019) found that organizations that had a job-dedicated SNS had more positive reputations than organizations that did not have a job-dedicated SNS. Further, Carpentier, Van Hoye, and Weng (2019) recently found that subjects in an experiment who were assigned a SNS message that exhibited high informativeness and high social presence (e.g., message used personal pronouns, friendly language) rated a fictitious organization’s attractiveness higher than subjects in other conditions. Taken together, these initial job-seeker-related SNS studies suggest that information on an organization’s SNS can affect job seekers’ attitudes towards the organization; a conclusion that is well grounded in signaling theory (Spence, 1973) and gratification theory (Katz, Blumler & Gurevitc, 1973).

1. Comments about methodology: Generally, the methodology was robust. Of course the sample size could have been bigger. In light of a small sample, were other methods considered (e.g. Partial least Squares) that may have addressed the issue of smaller sample size.
   * We certainly agree that a larger sample size would have been preferred. When thinking about the best way to analyze the data in this study we weighed the different factors regarding the use of covariance-based structural equation modeling (SEM) and partial least squares structural equation modeling (PLS) as an empirical technique. The manuscript presented here is motivated to test and confirm existing theory, which makes SEM the appropriate empirical technique as opposed to PLS. PLS is used when the research objective is to predict or identify key constructs. Furthermore, in the presented study, all the construct measures are reflective in their indicates, meaning no formative measures are included and providing another indication that SEM is the appropriate empirical technique to use. While the sample size in this study is relatively small, providing an argument for the use of PLS, we concluded that the objective to test and confirm theory is of greater importance. Thus, SEM is the appropriate empirical technique to use in this case.

“Rules of Thumb for Choosing Between PLS-SEM and CB-SEM,” by Hair, J.F., Hult, G.T.M., Ringle, C.M., and Sarstedt, M., 2014 in A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). 2nd Edition Thousand Oaks CA: Sage.

1. Comments about clarity, style, writing and organization: Easy to follow. Just a few minor points e.g. spell SNS in full in abstract.
   * Thank you for noticing this error. We made the change to the abstract.