

## **‘Meme-gamification’ as a tool to promote HR brand using Telegram**

**Научный руководитель – Митрошин Антон Алексеевич**

***Веремьева Алиса Андреевна***

*Выпускник (бакалавр)*

Российский государственный гуманитарный университет, Институт массмедиа, Москва,  
Россия

*E-mail: miray\_lisa@mail.ru*

In an era of rapid digitalisation and increased competition for talent, HR branding is becoming a strategic priority to attract and retain employees.

However, traditional HR communication methods such as static corporate websites and formal job adverts are becoming less and less effective for generations Z (born between 1997 and 2012) and Alpha (born after 2010). These digitally savvy cohorts demand interactivity, emotional resonance and content that fits their hyper-connected lifestyles. The main challenge is the low level of engagement in HR communications and the lack of tools adapted to the dynamics of a specific platform, especially on social networks such as Telegram, where younger audiences spend a significant amount of time.

Relevance of ‘meme-gamification’ in modern HR strategies

Recent data highlights the relevance of HR practices adapting to digital trends. More than 87% of Telegram users are 18–35-year-olds who use this social network on a daily basis, browsing news, memes, blogs and simply communicating via messenger. And using Telegram to implement HR strategy will attract and retain potential employees, as well as give newcomers a chance to get acquainted with a new company.

76% of Generation Z employees associate gamified work processes with increased motivation, indicating a mismatch between traditional HR practices and the expectations of young professionals.

These trends confirm that humour and interactivity are no longer optional - they are critical to resonate with a generation raised on TikTok, Discord and viral content.

The object of the research is the Strategy of HR brands promotion in Telegram.

The subject of the research is “meme-gamification’ as a tool to increase audience engagement and loyalty.

The study analysed the activity and data collection for a year on the Telegram channel and a subgroup with a focus on employee communication through the exchange of messages with jokes and memes, aimed at advertising professionals aged 18-37 years, and compared the indicators before and after the introduction of Telegram channel

Key findings and impact

At the start of the project, there was a common telegram channel where colleagues exchanged simple messages such as: kitchen equipment (tea, coffee, milk), helping colleagues with work/non-work tasks or requests and sharing courses for professional development.

In this context, an innovative approach is proposed, ‘meme-gamification’, which is defined as the integration of memes into the internal communication system. This method allows transforming routine processes such as training, onboarding new employees or collecting feedback into engaging and emotionally charged activities.

\*Data collected with the help of TGStat analytics.

- Dramatic increase in engagement. a 40% increase in CTR (click-through rate) and a 25% increase in average session duration on the channel.
- There was a 35% increase in views of viral meme templates incorporating company values.

- Weekly meme retrospectives (work situations analyzing through humour) reduced team stress levels by 20%.

#### Conclusion

'Meme-gamification' bridges the gap between employer and talent with digital origins, and helps in team building across ages by offering the following:

Emotional connection: Memes foster a rapport between employees that is absent in traditional corporate communications.

Data-rich feedback: Real-time engagement metrics allow for rapid refinement of strategy.

'Meme-gamification' is not just a trend, but a strategic tool for transforming internal communications. It allows you to:

- Make routine processes memorable and motivating.
- Strengthen employees' emotional connection to company values.
- Create an environment where communications become interactive, understandable and people-centred.

Introducing 'meme-gamification' into corporate practice opens up new opportunities for building a strong HR brand, increasing employee loyalty and creating a culture of continuous development. This proves that modern communications require not only technology, but also a creative approach that speaks to the audience in their language.

#### Источники и литература

- 1) Drozdov N.I. Intra Corporate media: the practice of implementation //Corporate Systems. - 2022. - № 1. - С. 12-18.
- 2) Zaytseva N.A. 'Management of internal communications in the era of digitalization'. SPb.: Peter, 2020.
- 3) Korneychuk A.V. 'Digital tools in corporate communications'. Moscow: Infra-M, 2021.
- 4) Petrovskaya, I.V. 'Gamification in the corporate environment'. // Collection 'HR-Tech 2023', 2023.
- 5) Popova L.K. 'Telegram as a platform for business: opportunities and risks'. // Journal 'Corporate Systems', No. 4, 2022.