

Leveraging of Social Media and Its Influences on Employees at Workplace

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I. INTRODUCTION

Face to face communication has been replaced with the technology enabled platforms popular well known as social media platforms. These platforms enable users to use the different forms of the social media platforms available in the world such as Facebook, twitter, Social media platforms provide a virtual identity for an individual. Each individual chose the platform considering the need, trend of the platforms, the content which he or she wants to share or the age of the user. Social media bestows opportunities to improve the luminosity on social media. It has become a need for the organization to incorporate social media as a strong pillar in business growth and development. Ongoing communication, with stakeholders to employees, knowledge sharing, collaboration, recruitment and to have lateral communication are the key assets of social media networking. Social Bookmark application, microblogging, Forums, media sharing, social networking are considered as different popular forms of social media [1]

Social Media use for Personal Work:-

Communication is a basic instinct of mankind. Technological advancements and the pace of the era has changed the way of communication. Social Media platforms have become a medium through which everyone is trying to communicate and connect with each other with various purposes. People are using social media for personal and professional purposes. Social media platforms became popular in a short period of time due to advanced interfaces and the features offered. Ease of communication and accessibility to the social media platforms from anywhere has made the life of the people very easy. Communication, learning, getting updates about the surroundings, world news, live discussions on different platforms, purchasing products, keeping touch with relatives & friends, sharing of data. Facebook, Instagram, Twitter, LinkedIn Reddit, Youtube, Myspace, WhatsApp are the popular social media platforms. These platforms are used by people to create and maintain their virtual identity and get new opportunities.

Social Media use at workplace:-

In today's organization the workforce comprises different demographics. Cooperation and communication are the essential aspects of an organizational success. Social networking through social media platforms ensures strong relations at the workplace enhance employee learning and ensures employee engagement.

Organizations who adopt the significance of social media and have well designed policy for Use of social media can gain the advantage in many ways. Business world has shifted many activities through ecommerce and social media plays a pivotal role. It bridges the gaps between the employer and employee as well as between company and client. Employees get advantage to sharpen their skillset, acquiring new skills, widening the business circle, team management, fostering diversity & inclusion, innovation & creativity, fraud, posting wrong content, cyber attacks, virus attacks are the few important threats. Organizations have policies about how to use social media at work and present themselves at the workplace.

II. LITERATURE REVIEW

Significance of use of social media at workplace -

Social Media has changed the perspective of communication. Personal social media and use of social media for organizational purposes are the two broad categories of social media. Social media is used with different purposes like making friends, communicating, maintaining relations etc. Use of social media for work can improve the work efficiency of the employee. To improve the informal communication amongst employees, smooth interaction, networking social purposes social media can be utilized. Various social media provides various options/ services for different uses such as messaging, chatting, photos upload, Instagram, Facebook, Line App are the social media platforms having social orientation. Use of emojis or use of photo images can be varied as per the relations between people and type of communication which they are using [2].

My space, Twitter, facebook, LinkedIn, Youtube are some of the popular social media platforms used by the people. Social media platforms attract users and users try to connect each other through various platforms. Organizations also try to connect more and more employees through social networking sites. Social media helps to improve the connectivity and communication, personal surfing enhances the concentration amongst the employees. Short breaks during work on social media refresh brain activities. It also improves the creativity and problem solving ability of the employee. Social media distracts employees, it increases the security risks, it affects the work concentration. Social media helps to ensure employee engagement, boost innovation, and improve relationships with clients [3].

Shared Vision, trust and network ties are the factors identified for social media. Strong communication channels are a requirement of any organization to have knowledge

sharing and collaborative work. Social media has become significant in the life of an individual at personal and organizational level. Social media platforms used to improve the social network. Employee Performance is a need for any organization. Social Media helps to improve employee performance. Organizational structure, innovation strategy, employee involvement can be improved by organization to implement social media strategy [4].

Millennial Workforce prefer to have online communication through mail or messages rather than face to face communication. Employees spend time on social media for work related activity as well as for non work related activity which affects the performance of the employee in the workforce. Issues related to use of social media at the workplace are challenging. Organizations should take measures to monitor the time of employees on social media and avoid distractions during working hours. Employees use social media with different purposes such as self marketing, communication, interpersonal utility, career development, knowledge transfer. Employee feels that communication between employer- employee, Employee - employee with customers get improved through social media. Facebook and What's Up are the most popular platforms of social media. Women employees use social media more than men [5].

Role of Social media or leveraging social media and its influences on employee -

Organizational performance depends upon the employee performance and most importantly the mental health of the employee. Creativity, Innovation performance of employees is dependent upon the psychological mindset of the employee. wider network of employees, online resources, online learning and development opportunities employees are using online platforms to ensure self development and performance. It has also increased in stress, anxiety and burnout and depression. Use of social media has improved the employee connect and it's helpful in ensuring psychological and social needs. Study has been conducted with the use of Delphi method for experts from different fields and representation across all generations. This result shows employee performance gets improved through employee connect, interpersonal connections, psychological wellbeing enhance the employee growth and development [6].

Social media comprises different applications based on the technology where people can exchange knowledge, thoughts, and content. People can use these platforms for private or public networking. Some study shows that use of social media can create addiction amongst employees and which affects job efficiency. Few of the studies show that use of social media at the workplace enhances the capabilities of the individual. Use of social media during the work time is affecting employee efficiency, it develops an addiction to use social media during important work [7].

Organization is facing challenges about employee performance and security concerns about the IT infrastructure. Employees are using social media platforms for personal communication and professional communication during working hours. Social media platforms allow users to share

their knowledge, improve communication, getting knowledge, dating, connecting to old friends, finding new friends, discussing common topics and so on. Employees are using two or more social media platforms. It has been observed through studies that Use of social media can be effectively done by the employees [8].

Employees are using social media during work hours which has its own advantages such as Improved communication, networking and disadvantages such as distraction from work, reduced work efficiency etc. researchers have studied media synchronicity and social capital theories to address the questions such as effect of social media on productivity of the employee. Use of social media at the workplace in the right direction can be beneficial for the employees and organization. It will enhance the social capital of the employees. Shared vision, trust and knowledge will be beneficial both to the employees and organization [9].

We chat, Weibo, Twitter, Facebook are the social media applications used by the users for exchange of knowledge for social networking for communication, sharing of the content. Employees who are working in the organization are using social media platforms for the work as well as for personal communication. Social media can improve the communication amongst the employees. Managers training on use of social media uses can improve employee engagement. Social media usage also impacts on employee attitude and behaviour. Organization policy on usage of social media can reduce the distractions, improve the work contribution of the employee, ensure the use of social media platforms for work purposes [10].

Leveraging social Media

In the technological era it has become a need for the organization to have a digital presence. Due to highly competitive word and technological advancement organization

Communication and collaborations are the basic instincts behind the use of Social media platforms. Overall networking has grown amongst the people due to the technological advancement and concepts of social media platforms.

Face to face communication has been replaced with communication on social media platforms. Social media networking allows the organization to ensure the well connectivity amongst the employee, to enhance the skills of the employee, improve the skills, to ensure teamwork. Communication through social media platforms is useful for internal as well as external communication. Social media networking ensures job satisfaction amongst the employees. Social media networking also fulfills the psychological needs of the employee such as communicating, sharing content, improving knowledge and collaborating with other people. Social media networking can ensure satisfaction, productivity and company reputation [11].

In a dynamic world it has become a need for the organization to concentrate more on employee retention especially generation Y. It's time for organizations to have the technology oriented strategy to retain this force who are quite techno savvy. Management support, good salary package, flexi work arrangements are not going to suffice the needs of

the generation Y. Strong aspirations, not doing a job at one place for life long, engagement with social media tools used on different platforms are the key highlights of the workforce. It's the role of HR to interact with this generation to understand them, their psychological needs, fulfilling their needs by giving them feedback, connecting and communicating with them, engaging & retaining them in your organization [12].

Concept of social media comprises many factors such as photo sharing, knowledge sharing, communication, blogging, exposure to the virtual world, Professional and social networks, platforms used for sharing different content. There are certain organizations who have their own social media platforms for their internal communications on their own server. Nowadays it is expected from employees to do the work aligned to their job that may be formally not mentioned in the job description. Use of social media helps organizations to improve communication and relations inside and outside the organization. Employee Psychological wellbeing plays a significant role in improving productivity of the employee. During stress and with a reluctant environment, employees prefer to use social media to have a change in daily work. Use of social media for work can improve the efficiency, creativity and contribution of the employees. Use of social media for personal use i.e connect with friends and family releases the stress of the employee and gives relaxation. Extra role behaviour of the employees improves the performance of the employees and social media presence. Well Defined policy regarding usage of social media at the workplace can certainly ensure the productivity of employees [13].

Social media platforms have brought changes in the overall system in the business world. Employees have used platforms for personal & professional purposes. positive and negative impact due to use of social media platforms have been analysed by several researchers. Technology used for the platforms enables the user to use the platform for learning opportunities, for self engagement, entertainment, maintaining the relations at personal & professional level. Job performance of the employee is associated with various factors i.e organizational facilities, technology, skills of the individual, contribution of the individual and innovative practices. Organizational strategies on use of social media can reduce the risk of social media usage, increase the positive aspects of use for personal professional work [14].

Use of social media in personal work and professional life is affecting the individual in family, personal and professional life. Work life balance is significant for any individual as the life cycle moves on. It is pertinent for an individual to concentrate on both the aspects. Use of social media has made it pertinent to consume more time on social media platforms to complete the task within deadlines and it has started affecting the individuals in personal / family life. It has been also observed that individuals get engaged with the unproductive activities on social media platforms. Irrespective of generation everyone gets engaged with different forms of social media with numerous purposes [15].

Social media networks have brought reformative changes in the business as well as in the social networking patterns and

tools to be used for communication. Various social media platforms provide opportunity for users to choose the appropriate platforms for their need of communication. Excessive use of social media within a day decreases the work satisfaction and it affects the performance of the employees and organizational commitment as well. Effective steps of company management can manage usage of social media by employees in a moderate way to ensure benefit to both the employees and organization [16].

III. RESEARCH METHODOLOGY

This is descriptive type of research. Questionnaire was circulated to employees working in different sector. Questionnaire was filled by total 105 employees. Sampling method was used for the study is convenient sampling.

To understand the leveraging of social media and perceptions of employees towards the use of social media at workplace 5 point Likert scale was used.

IV. DISCUSSIONS

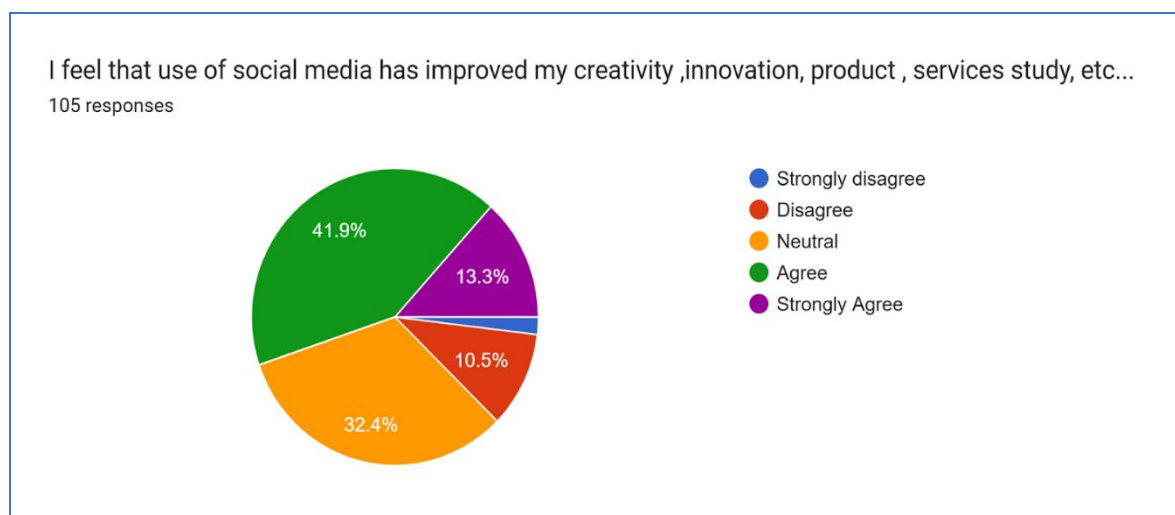
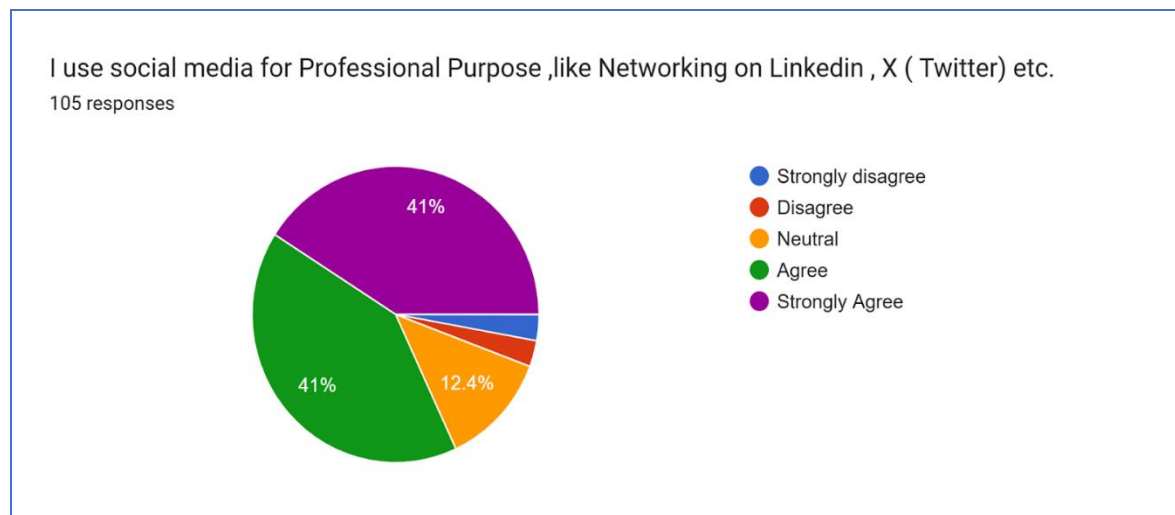
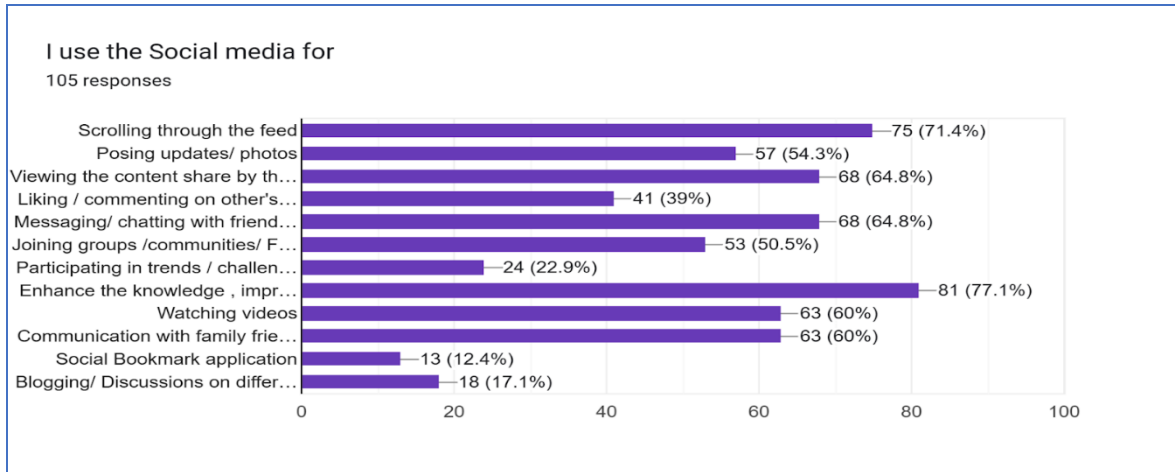
Employees are assets for any organization. Employee productivity can be improved with communication and collaboration amongst employees. Communication amongst employees can be improved with help of social media platform. Research has been conducted amongst the working employee. It has been observed through research that Instagram, What's App, LinkedIn, YouTube, Snapchat, Facebook are the social media platform used by the employees. Employees use social media mainly to enhance the knowledge, communication, improve the skillset. Different feeds get available on different platforms employee prefer to scroll down through the available content. Employees also use social media platforms for viewing content share by the other, watching videos, communication with friends and relatives, posting content and pictures, chatting with friends. Employees are using more than 3 platforms.

Employees use social media platforms mostly to develop the professional network. Employees use social media platforms for personal work apart from the working hours. Few of the employees are conscious about portraying their image on social media platforms. Some of employees are addicted towards use of social media at workplace.

Use of the social media has enhanced the creativity, innovation of the employees. Employee feels that use of social media for non work related activities decreases the productivity. Training about use of social media at workplace might be helpful for appropriate use of social media at workplace. Employees feel that organization should have the clear policies about the use of the social media at workplace.

Employee presence on social media certainly improves the communication, connection, knowledge, innovation, good relation with client, improved business network, collaboration between employees, enhanced marketing, updation of information on different platforms. Damage to the reputation of the company, malware infection, attacks on social engineering, virus attacks, unreliable content, Bandwidth hogging, negligent acts, and unproductive hours are considered as negative impacts of social media overuse at the

workplace. LinkedIn is a professional network used by employees and Facebook is a platform used by the employees for social networking [17]



V. CONCLUSION

Communication plays a key role for any of the organization i.e. personal communication or organizational communication amongst the employees. Usage of social media at the workplace has positive and negative impacts. Organizations can have constructive policies for controlled use of the social media platform which will certainly be helpful to improve the productivity of the employee. Organizational restrictions on use of social media at work can improve the productivity of the employee. Organizations should develop the policy for use of social media at the workplace which will guide the employee and will fulfill psychological and social needs of employees. Clear policies of accessible sites at the workplace can restrict the use of Social media & will ensure the performance of employees during working time. These policies will reduce the threats regarding the hacking of data and protection of sensitive data. Awareness about responsible behaviour on social media platforms will certainly ensure the productive work by the employees.

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