International Journal of Research Publication and Reviews

A Study on Impact of Social Media at Workplace

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ABSTRACT

The Purpose of the study is impact of social media at workplace, Social media is a growing phenomenon and have the biggest impact on organizations' continual communication with customers and the public. It also plays increasingly important role as a marketing platform. Even though social media has been recognized as the most powerful medium in business practice, there is lack of understanding in terms of how social media benefits the organization. Therefore, this study using mixed method techniques such as website analysis, interviews and survey aims to investigate the various factors that influence the social media usage and its subsequent impact on organizations. Based on the qualitative findings and literature review, the Target of Evaluation framework was identified as the appropriate model for this study.

KEYWORDS: - Social Media, Workplace, Employees, Communication, Impact.

INTRODUCTION

The use of social media has developed into a behavioral addiction. It is defined by spending an excessive amount of time on social media and developing an overwhelming drive to use it, which interferes with other crucial aspects of life. Social media as a digital platform has had a tremendous impact on how we communicate and maintain dialogue with friends, family and colleagues. The advent of social media sites like Facebook, Twitter, Instagram and others have presented to us a democratic platform where everyone has an opinion and an equal chance of being heard. Social media, in the way it is structured, allows people to share their life events, their opinions on matters of political or social significance and their feelings. the hallmark of this medium is in the two-way, instant communication that it offers vis-à-vis other traditional media channels like television print, where the communication is only one-way.

How Do Social Media Work?

Social media is the term used to describe interactions between individuals who build, share, and/or exchange knowledge and concepts via online networks and communities. Large Facebook, Twitter, Instagram, LinkedIn, and YouTube accounts are managed by the Office of Communications and Marketing.

Benefits of Social Media

Social media has changed the way we all interact with each other online. It gives us the capability to discover what is passing in the world in real- time, to connect with each other and stay in touch with long- distance musketeers, and in order to have access to endless quantities of information at our fingertips. In numerous senses, social media has helped numerous individualities find common ground with others online, making the world feel more approachable.

REVIEW OF LITERATURE

Impact of Social Media at workplace.

Liang et al., 2020

Social-oriented usage of social media was defined as the use of social media to establish new social relationships like making new friends, to identify individuals with common interests, and to maintain contact with existing friends and customers. Work-oriented usage of social media was defined as using social media to discuss work with colleagues, or to share document and file information within the organization.

Considering social media and its impact at the workplace

Stafford & Mearns, 2009

Considering social media and its impact at the workplace, it is important for employees to have clear policies, and understand them throughout training that prevent waste of time, and productivity reduction for their organizations. The use of social media should be promoted as a working tool, for example employees could exchange information with other members about common interests, policies, services and products. There should be a safe and collaborative work environment where employees have an enriching learning experience; for instance, managers could educate their employees about having a professional online presence, and teach them the risks of posting inappropriate pictures or comments on social media.

RESEARCH METHODOLOGY

MAIN OBJECTIVE

- To study positive or negative impact of social media at workplace.
- To study social media utilization at workplace.
- To study the importance of social media in Organization.
- To study how social media is changing the organization.

RESEARCH DESIGN:

This study used a quantitative technique and an exploratory research design methodology. Structured questionnaires were employed as the survey instrument for this aim. In order to answer a question, quantitative research analyses quantitative data, or information that is presented in numbers and charts. In general, quantitative research allows researchers the chance to engage and collect information directly or through social media from their study subjects in order to comprehend a phenomenon from their viewpoints. The rationale behind this strategy is to retain real-world examples and phenomena regarding impact of social media at workplace. Additionally, the method of choice is renowned for its resource and time efficiency. Last but not least, the use of a quantitative technique is appropriate for the issues and questions raised by the current study and allows for the collection of empirical data from a larger population.

METHODS OF DATA COLLECTION

1. Primary Data Primary data is collected through a survey preparing questionnaire and gathering information from online platforms.

- ➢ Collected Data has been analyzed using Following Tools
- ➢ Excel, Google form analysis

2. Medium: Google forms

3. Secondary Data was gathered from journals, books, and online sources. When referring to the official and reputable websites, the information's authenticity has been guaranteed. A review of the literature and other information is conducted using journal papers, newspaper articles, committee reports, yearly reports, and a collection of journal-based publications on Indian businesses' usage of retention techniques.

UNIVERSE

Here the universe considered for this study is the all level employees of the Vadodara's organization.

SAMPLING SIZE

Here the sampling size for this study is 60 employees of Vadodara's organization.

SAMPLE DESIGN & METHOD

A sample will be drawn from population based on probability sampling researcher used census sampling method.
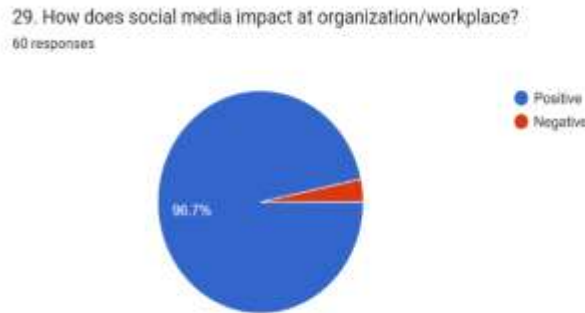
DATA ANALYSIS AND FINDINGS

DATA ANALYSIS

Showing the social media impact at organization/workplace.

No.	Particulars	Frequency	Percentage (100%)
1	Positive	58	96.7
2	Negative	2	3.3

Total		**60**	**100**

Diagram showing the result social media impact at organization/workplace.

29. How does social media impact at organization/workplace?
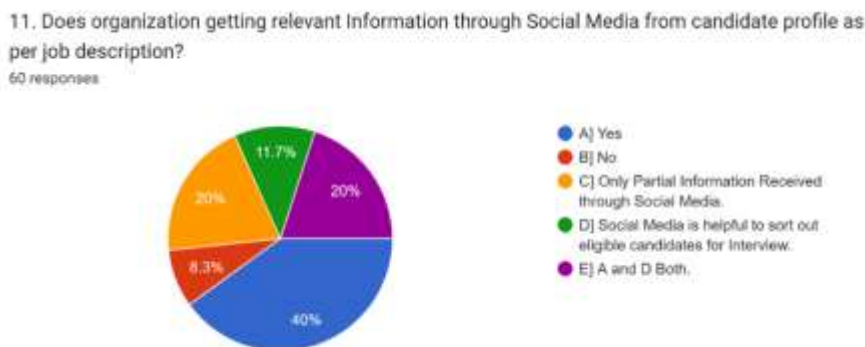60 responses

From the above table it can be seen that 58 (96.7%) respondents are responded that social media impact positively at organization/workplace while 2 (3.3%) respondents are responded that social media impact negatively at organization/workplace.

So, it can be seen that majority of the 58 (96.7%) respondents are responded that social media impact positively at organization/workplace.

Showing organization getting relevant Information through Social Media from candidate profile as per job description.

No.	Particulars	Frequency	Percentage (%)
1	Yes	24	40
2	No	5	8.3
3	Only Partial Information Received through social media.	12	20
4	Social Media is helpful to sort out eligible candidates for Interview.	7	11.7
5	A and D Both.	12	20
Total		60	100

Diagram showing the result organization getting relevant Information through Social Media from candidate profile as per job description.

11. Does organization getting relevant Information through Social Media from candidate profile as per job description?
60 responses

From the above table, it's showing the 24(40%) respondents are response that their organization getting relevant Information through Social Media from candidate profile as per job description while 12 (20%) respondents are response that their organisation get only partial information received through social media while 12(20%) respondents are response that their organisation get relevant Information and social media is helpful to short out eligible candidates for interview while 7(11.7%) respondents are response that social media is helpful to short out eligible candidates for interview while 5(8.3%) respondents are response that their organization getting irrelevant Information through Social Media from candidate profile as per job description.

So, it can be seen that majority 24(40%) respondents are response that their organization getting relevant Information through Social Media from candidate profile as per job description.

FINDINGS

Majority of the respondents are male. Majority of the respondents are between 25 to 35 Years of age. Majority of the respondents are aware about social media being use in organization. Majority of respondents are response that His/hers organization using social media network. Majority of the respondents response that his/hers organization using social media for recruitment. Majority of respondents are response that their organization using LinkedIn networking website for recruitment. Majority of respondents are response that they think social media platform is useful to popularize brand value of organization majority respondents are response that employer/employee improve their knowledge and skill through social media. Majority respondents are response that the organization accept information received through social media acceptable only after verification of genuineness of sender's identity. Majority respondents are response that Yes- it necessary for company to make separate policy guideline for using of social media platform is required to safeguard the company's image and for prevention of misuse of social media to spoil company's good well. Majority of the respondents are responded that social media impact positively at organization/workplace.

CONCLUSION

The rapidity with which social media evolves may be their distinguishing quality. So, it is challenging to forecast the future of any specific tool; in five years, well-known websites can have been replaced by newly developed media. The use of mobile devices like smartphones and tablets to access social media will likely increase, though. Because of this, the Pets at Home employment team is looking into trying to make sure that its careers page is mobile-friendly, which includes using Quick Response (QR) codes1, to make access simpler. Organizations should think about making sure that their SNSs are available on these platforms given the expansion of this type of mobile technology. To make the most of social media in the recruitment process, an effective HR team concentrates on all three types of people: future job seekers, current workers, and organizational alumni. Yet in contrast to the conventional procedure, this one is ongoing and does not begin with the identification of a workforce need. The degree of concentration on the three individual's category may alter throughout the procedure, but it is constant. Keep in touch with them since an HR professional will always regard an employee recommendation or alumni referral to be better for the position. In this case, social networking sites, online forums, blogs, and groups all serve supporting roles to networking. This study also discovered that using social media could briefly escape from a stressful and unhappy job improved their work performance.

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