The Impact Of Social Media On Workplace Culture

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ABSTRACT

Social media has begun long time ago, and recently has immeasurable popularity across the globe. People tended to use this technology in making new friends, keeping up with their own friends, and most significantly sharing experiences and making life easy with the information gain from this new technology. Certainly, the most common reason for using this technology are communication and collaborations, and surrly, the reason is because it is the most easiest way to build relationships in disperses social communities. Sampling of 81-employees and managers assigned from organizations worldwide. Hence, their impact of social media networking technology on workplace culture were measured. The aim of this research was to assess the impact of media networking on employees behaviour, job satisfaction and performance. Eventually, the result indicated that social media networking technology have great impact on employee behavior, performance, and job satisfaction. This outcome will help employee to managed their work, gain competitive advantage for business organizations, and definitely help them establish and maintain their company's reputation, granting them more confidence, successful, and effectual ways of working.

Indexing terms/Keywords

Social Media Networking, Technology, Workplace Culture

Academic Discipline And Sub-Disciplines

Cultural Studies; social media; sociology

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1. INTRODUCTION

Recently, social media networking become the very effective tool in general life, making more collaboration among people, keeping up friendships across the globe and most importantly, they played a very large role in reshaping the cultural context in general life, especially bridging the cultural gap in the workplace and establishing the reputation of companies and/or organizations in ways can lead to better orientation of working and having culture in workplace help employees to work in better way and improve their performance. Furthermore, increasing productivity, companies and/or organizations started to adopt using all possible tools especially after global recession, and of course they plan to be well equipped in order to face any potential economic hurricane, and reducing all unnecessary costs. On other hand, satisfaction of employees remain the key within company and/or an organization to work harder, faster and longer, So, the challenge to harmonize between increasing productivity in workplace and employee satisfaction remain the central theme on the table at the best of times but when for instance, economic problems within a company and/or an organization started to worsen, the controlling these twin aims may be impossible. Nonetheless, achieving increased levels of workplace's productivity and employee satisfaction, the cultural gap of companies and their way in running business must be built and maintained (Bennett, 2010). One of the best way to match between twin aims is through using social media networking, as it will lead to better result.

With dominance of colloquial language, social media networking has been seen with horror and astonishment (Bennett, 2010). As always, the feelings they come up with are a result of ignorance, bigotry and fear or the combination of the three. But regardless of these opinions, social media networking become one of the most important developments in the business and in shaping theworkplace cultural context especially in today's world as they add new dimension to the way people communicate and catch up around the globe (Madia, 2011).

Social media networking have changed the behavior of people all over the world; they also reduced personal barriers of networking information. Therefore, the overall objective of this paper is to examine the impact of social media networking technology on workplace culture. For the purpose of the study, the words social media networking, organizational culture in workplace will be used interchangeably.

2. LITERATURE REVIEW

Social media has begun long time ago, and recently has immeasurable popularity across the globe. From the people aspect, they inclined to use this technology in making friendships, keeping up with friends and most significantly, they use this social networking to share experience and make their life easy with new technology (Kerosuo, 2007). Wherase, from the organizational aspect, social media technology helped componies interaction and moving forward with many positive changes and more significantly outcome, they easily communicate with their customers and achieve whatever would be a benefit for both. Social media networking are cooperative tools instead of consumptive ones and have as well moved forward the attention of services in organizations (Bowley, 2010). Networks users are increasing in numbers every day and subscribers may be increase more overnight than expected (Solomon, 2011). However, the authors did deep search for some statistics that show approximately how many active subscribers on Facebook and how many Tweets scored just in 2010 and definitely these numbers are just sampling because as mentioned earlier that this number is tremendously increasing every day. For instance, 500 million active Facebookers were scored in 2010, 70% percent outside U.S.A, and more than 10 billion Tweets had been sent in March same year since Tweeter start to work officially in 2006. To confirm what already said that this number is increasing every day, Tweets that had been sent in July 2010 had been doubled to 20 billion. And visitors from the Asia-Pacific region who browsed online in general and visited social media networking sites in particular reached in February 2010 to 240.3 million (Parasnis, 2011). However, there are a very large number of people worldwide believe that the phenomenon of social media networking technology have recently become increasingly a daily routine issue and it can affect on their behavior whether negatively or positively. It also an effective tool for keeping up to date (Henry, 2001).

2.1 The Role of Social Media in Organizational Building

Social media networking have a key role in workplace and have dramatically changed the game in building and shaping the cultural context within the organization (Drake, 2003). However, there is still doubt whether these new kinds of technologies can get into workplace and add advantages to the enterprise. In July 2009, Scansafe (Provider of Web security-as-a-service (SaaS) for organizations) conducted a research on those companies that blocked using social networking sites, however, the result indicated that those companies who are blocking the technologies from their staff, Facebook and Twitter, are categorized as unproductive companies. It is essential but a strategic importance that if companies want to produce and bring satisfaction to their employees, they need to reconsider their policies and strategies and think carefully and deeply how these technologies can help and benefit them. Therefore, Social media networking become an effective tool and left many windows open.

In the past, face –to-face meetings and exchange of business cards were the tools for networks but this, with social media networking technologies, has moved to digital globe. On the other hand, Twitter is not networking for youths but has attracted high level professionals aged 35-45 as Ofcom's Communications Market reported in 2009. Similarly, LinkedIn which is considered a business networking site in the United states has not only built a community for professionals who share mutual interests but also granted them the opportunity to keep up with people from fields they might otherwise not have been networked. People also can use it to fill positions in their companies and/ or organizations, get work for their business, or find a new job. Communities that involved in online webs have sent a clear message to demonstrate the way customers are glad in adapting this kind of online technology (Cunningham, 2010).

On the organizational context, Social media increasingly become an opportunity for everybody (individuals & groups) to show their high and responsible contributions in building and maintaining organizational culture and to take part in branding the principles and doctrines of a company and/or an organization (Bennett, 2010). Many organizations, after they warned their employees from using Facebook during ofice hours but they tolerated if needed- have come up with idea that using social media can give facilities and provide constructive things such as acceptance and successful application. Consequently, companies that adopted social media have been productive than the ones could not, for instance, New Jersey firm, which is considered a leader in technology industry, relies heavily on information exchanging. For this reason, social media approaches have to be taken into consideration seriously and wisely by these companies (Booth, 2011).

A study conducted by IBM 2010 CEO – to confirm that using social media can be productive- mentioned that having customers motivated and satisfied is the first but urgent issue for CEOs and based on this study, companies and/or organizations have energetically and with dynamism to keep on moving forward to use this technology. In order for companies and/or organizations to use this networking efficiently in building their brand, they have to propose very good plans and strategies that offer touchable significance in exchange for the time and attention of customers (Parasnis, 2011).

2.2   Social Media Networking in Workplace

Social media networking technology plays an important role in redistribution the ways of working, and ofcourse, it become integral part, if not all, of our workplace. It also have recently witnessed another curve of business evolving into shaping and building inter-organizational culture. Conventional distinctions between workplace and organizations have been clarified by these technologies because the revolution information and places we work also are being redistributed and many organizations have increased adopting an effective techniques and approaches to workplaces. Social media networking have not only facilitated redistribution the ways of working but it also did more facilities to human needs that help to distribute ways of working to move forward especially keeping the morale of team up and reshaping the cultural context within a company (Bennett, 2010).

Building a successful management in workplace depends on raising the spirit and team work within the organization in order to keep formulating new insights and bring a success. It is also an opportunity for people to have involvement in establishing the organizational context and contribute in morale and principles of the company (Mills, 2010). Working to the company dosnot require the physical apperance of the employee in some situation, thus if that is the case, it is much more difficult to submerge those workers who are away from offices for long time in building organisational context/ culture. But with using social media networking, there is still a room for cooperation and connection whether formal or informal with in-office workers to share information and knowledge. Members of the same company and/or organization also can stay in touch across geographical boundaries and time zones through social media networking.

Uniqueness of social media networking involves in having power on online materials. Indeed, Companies and/or organizations that adopted social media networking have moved successfully from gathering information to information participation. It also gives workers more ability and more confidence to work harder and contribute effectively through strong societies and develop cooperation (Bennett, 2010).

2.3   The Benefits of Using Social Media Networking in Workplace

The significance of social media networking stems from the daily practical relationship for everybody who has amount of actions which take part in this "networking" actuality where people (individual & groups) and organizations take the chance to communicate and express ideas, objectives, and views that occur in their real world. Moreover, this networking plays a an important role in a number of activities such as financial, market, company's techniques and the state's policies (Baltar, 2012). Therefore, building on this stream and stressing on organizational lost and profit, top management need to consider the effectiveness of social media networking technology on workplace that can be summaries in the following:

- Allowing faster place and accessibility of information.

- Providing more effective way of sharing knowledge, and keeping key managers as well as employees to be motivated and satisfied with their work.

- Time and cross-border restrictions would be elemenated by using this networking technology any time, then increse the interaction between broadly circulated people

- Increase the capability and the cabability of employees to compete with a very cheap way (Timberlake, 2005).

In conclusion, understanding the way today's social media networking technology work and operate is the easiest way to find jobs and handle the development of career professionally. Keeping a personal brand is the single way to distinguish between the practical and unpractical networked society. Consequently, that can be considered as a benefit, using LinkedIn for instance, one of social media networking which is used widely and professionally in the United States in search for jobs, has grouped people together to best work as one team by exchanging information and profiles. It also offers a service for sharing information and keeping up to date with this effective networking technology in a lucid manner (Harris, 2011).

3. METHODOLOGY

This paper emphasized primary on the data obtained from questionnaires that set up by Google Docs and then the data from journal articles. On these, researchers tended to examine the impact of social media on workplace culture, the role of social media networking in establishing organizational brand, and finally the impact of social media on organizational productivity, employee behaviour, and employee satisfaction. The population of the study includes employees and managers (male & female) from different business industries worldwide which include but (not limited to) governmental and non-governmental bodies, NGOs, journalism, hotel and legislative bodies. A total of 81 employees and managers (50 male and 31 female) were invited cordially via email and Facebook to optionally participate in this study. The selection of the sample is based on simple Random Sampling.

The author sent the questionnaire by Google Docs to the respondents via email and Facebook. The questionnaire were close-ended questions- which revealed at different kinds of data for research include Yes/No questions, Variable Likert scale rated in 5-point scale ranging from strongly agree (1) to strongly disagree (5) and finally Listing/Choice questions.

On this research, there were two different types of participants, in the first group, they were those members of journalistic, who were involved in reporting local and foreign news. It is worth to mention that those members are always quiet and busy with reporting news (24 hour, 7 days a week). Their time is very critical, and their participations were the key to examine the sudy variables. Furthermore, in the second group, they were those members of companies and/or organizations, who were involved in the planning, conducting, and maintain the performance and the sustainability of their business.

The distribution of the questionnaire stared in 24 April 2012 and continued till 10 May 2012, daily followed up were implemented to encourage respondents and/ or participants to answer the survey due to – as mentioned earlier- their busy and critical time. A total of seventeen (17) days were allocated to receive and check the results. Eventually, there were no misplaced of surveys or surveys that were answered wrongly, because respondents were highly acknowledge with the survey puposes.

4. FINDINGS AND RESULTS

The author analysis the primary data that was obtained from the questionnaires distributed through Google Docs, emails, and Facebooks. And then used the secondary data from journals and articles to strengthen the researcher result outcomes. The findings and the results were as follow:

4.1 The Impact of Social Media Networking on Company's Reputation

Social media affect the way organizations do business and communicate externally and internally. With this overview, researchers would like to highlight that the scale used on this part concerned on the impact of social media on company's reputation, and the results were highlighted as followed:
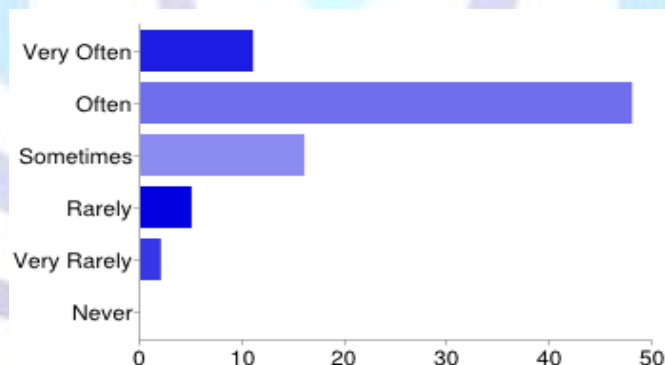

Figure 1: Social Media Networking and Company's Reputation

The above result indicated that 11 participants with 14% were strongly agreed with the importance of using social media networking in rebuild the reputation of their companies, and 48 participants with 59% were agreed, while 16 participants with 20% feel that using social media networking sites "sometimes" important in rebuild the reputation of their companies. While 5 and 2 participants with 6% and 2% chose, "Rarely", and "very Rarely" respectively. However, no one of them said that using social media networking sites "never" in rebuild the reputation of their organizations. Similarly provedby Vargas (2012) that social media can provide insight and impact to all aspects of business, including brand reputation, product development and customer experiences.

4.2 Social Media Networking And Job Satisfaction

The information presented on this section explained the effect of social media networking on employees'job satisfactions, and the result was indicated as follow:
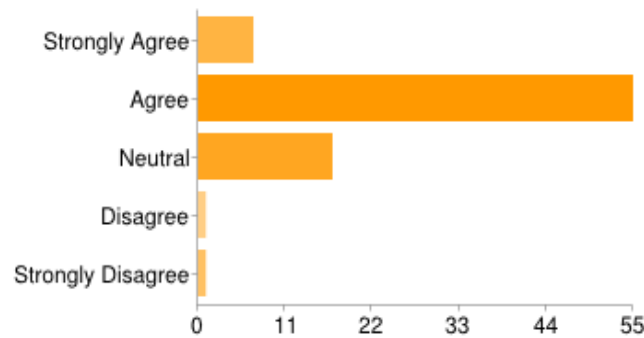
Figure 2: Social Media Networking and Job Satisfaction

In pertaining to job satisfaction element, the author measure the importance of using social media networking on the level of employee's job satisfaction, and the survey showed that majority of participants with 68% were agreed with the imprtance of media networking on employees' job satisfaction, while 17 and 7 participants with 21% and 9% were neutral, and strongly agree" respectively with the effect of social media on job satisfaction. This out come was not different from Akhter et al (2011), who indicated that social network present in organizations are a powerful managerial tool as it affects the satisfaction and performance of employees.

4.3 Social Media Networking And Employee Behaviour

The information presented on this section explained the effect of social media networking on employees' behaviours, and the result was indicated as follow:
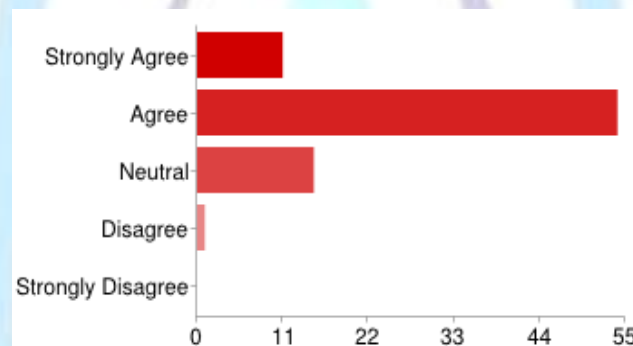

Figure 3: Social Media Networking and employees' behaviours

People all over the world love to use technologies, and media networking is the most popular technology that definitely has great impact on employee's behavior. This assumption proved in this study as the survey showed that 54 participants with 67% were agreeed with the effect of social media networking on employee's behaviour, while 15 and 11 participants with 19% and 14% were neutral, and strongly agreed respectively. Recent study by Golder, Wilkinson and Huberman (2007), concur that social networks are typical characterisations of human behaviour to fulfil the need to communicate and connect with people they know, meet new people who share a common interest, collaborate, participate and share information and knowledge as well as gain new knowledge. Generally, these are also the reasons why individuals engage in social behaviour via the Internet. To many, the Internet provides effective social networking opportunities and the online behaviour includes building individual relationships, expanding personal network of friends, finding people who have had similar experiences, discussing common topics of interest, dating and finding potential life partners, staying connected to old friends or distant family and virtually meeting peers, including work colleagues, to discuss current issues or topics of interest.

5. DISCUSSION AND CONCLUSION:

Although much remains to be learned, the current body of empirical research offers strong support for the view that the effectiveness of social media on workplace culture should be a standard framework for work perfaormance and employee satisfaction. As shown above, the result of this study indicated that with the growth of social media networking technology, and with the right of millions people worldwide to freely use one or more social networks, it is highly recommended from companies and organizations firstly to accept this kind of technology in their workplace and secondly to adopt enthusiastically and wisely all possible tools that can help the organization to increase their productivity and makes their employees motivated and satisfied. The study also indicated that matching between productivity in the workplace and employee satisfaction remain as a big challenge to the organizations, so how to handle, and how to achieve this twin objectives are big issue that needs more studies. The cultural gap of companies and the way they run their business must be built and maintained (Bennett, 2010). One of the best ways to reach this objective is through using social media networking.

It is of crucial importance to highlight that the survey's results showed that the highest number of the participants agreed with using social media as a way of rebuilding company reputation. Similarly was indicated by Bennett (2010), that the social media networking technologies become an opportunity for everybody to show their contributions in building and maintaining organizational culture and taking part in branding the principles and doctrines of a company and organization. Eventually, the result also indicated that large number of the participants agreed that social media networking helps employees satisfaction and increases their productivity. In conclusion, social media networking technology has an impact on employee behavior, job satisfaction and organizational performance. Moreover, this incredible tools can be used effectively and managed wisely to gain competitive advantage for business organizations, and definitely will lead organization to establish and maintain their reputation, granting them more confidence, successful, and satisfaction.

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