

---

---

# Organizational use of social media for employee engagement

---

---

EDUC 1100 (S11)  
Rawan, Rajdeep, Tej, Arshdeep

# Agenda

- Intro - What is Social Media?
- Examples of effective use of social media in the workplace
- Pros of social media engagement
- Cons of social media engagement
- Conclusion

# Definition of Social Media

- Forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)

# Types of Social Media Platforms

- Facebook
- Twitter
- LinkedIn
- Microsoft Teams
- WhatsApp
- Instagram

# Example: Microsoft teams

- Being able to communicate with coworkers regardless of location
- Make a planner to set deadlines for work assignments
- Share files and images
- Have multiples “channels” for different clients or projects
- Video chat with other team members
- Seamless file search, backup, and collaboration

# Adidas

- Adidas understands the importance that social media plays in the workplace
- How social media platforms can change the work environment to benefit all employees
- Not just this generation, but future generations as well
- Knowing how to use social media will be essential for businesses going forward
- Will increase productivity and save time

# Pros



Collaboration



Company Loyalty

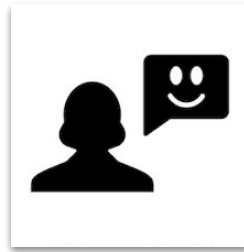


Professional relationships

# Pros



Communication/  
Connection



Impact on client  
Relationships



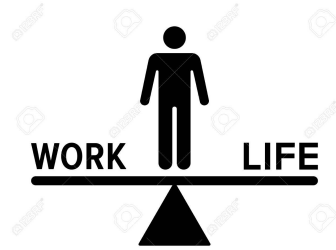
Employer/Employee  
Learning



# Cons



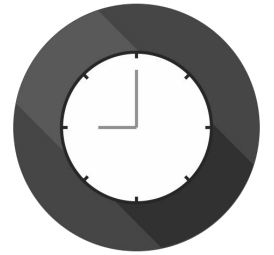
Hacking



Work-life  
Balance



Interruptions



Cyberslacking

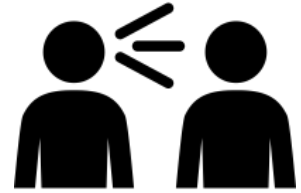
# Cons



Creating new  
guidelines



Privacy  
concerns



Bullying and  
harassment

# Pros vs. Cons

## Pros

- Ability to communicate and collaborate
- Bond with organization outside of the workplace
- Build relationships with coworkers and other organizations
- Connect with the community
- Potential to enhance learning

## Cons

- Leads to lack of effectiveness
- Causing emotional exhaustion
- Used for personal purposes
- Private information theft

Should all organizations use social media?

# Conclusion

- Future of social media in the workplace
  - Outsourcing and International expansion
  - Working from the home
  - Increase security
- Be wary of “cyberslacking”
  - Eliminating entirely is impossible
  - Continue updating usage policies
  - Provide training

# References

- Walden, J. A. (2016). Integrating Social Media Into the Workplace: A Study of Shifting Technology Use Repertoires. *Journal of Broadcasting & Electronic Media* , 60 (2), 347–363. Retrieved from <http://web.b.ebscohost.com.ezproxy.kpu.ca:2080/ehost/pdfviewer/pdfviewer?vid=1&sid=0d5b660b-f47d-45bf-824a-61bc35ad6feb%40sessionmgr103>
- Abubaker Haddud, J. C. (2016). Exploring the Impact of Internal Social Media Usage on Employee Engagement. *Journal of Social Media for Organizations* , 3 (1), 1-23. Retrieved from <http://www2.mitre.org/public/jsmo/pdfs/03-01-internal-on-employee-engagement.pdf>
- Akdere, K. J. (2013). Social Media as Collaborative Media in Workplace Learning. *Human Resource Development Review* , 12 (3), 329-344. Retrieved from <https://journals-sagepub-com.ezproxy.kpu.ca:2443/doi/pdf/10.1177/1534484312472331>
- Ioannis Leftheriotis, M. N. (2014). Using social media for work: Losing your time or improving your work? *Computers in Human Behavior* , 31, 134-142. Retrieved from [https://ac-els-cdn-com.ezproxy.kpu.ca:2443/S074756321300366X/1-s2.0-S074756321300366X-main.pdf?\\_tid=5bb23d45-31b3-4b69-9001-f803162cd825&acdnat=1551818528\\_6e481c95a8f121e657e2a90b726a0ddf](https://ac-els-cdn-com.ezproxy.kpu.ca:2443/S074756321300366X/1-s2.0-S074756321300366X-main.pdf?_tid=5bb23d45-31b3-4b69-9001-f803162cd825&acdnat=1551818528_6e481c95a8f121e657e2a90b726a0ddf)

# References

Hossam Ali-Hassan, D. N. (2015). Linking dimensions of social media use to job performance: The role of

social capital. *Journal of Strategic Information Systems* , 24, 64-89. Retrieved from

[https://ac-els-cdn-com.ezproxy.kpu.ca:2443/S0963868715000190/1-s2.0-S0963868715000190-main.pdf?\\_tid=11d0dfa9-e115-4281-8561-1afd4aeaa5fb&acdnat=1551818505\\_d0eeb552dc48626d129291d3a3c0561c](https://ac-els-cdn-com.ezproxy.kpu.ca:2443/S0963868715000190/1-s2.0-S0963868715000190-main.pdf?_tid=11d0dfa9-e115-4281-8561-1afd4aeaa5fb&acdnat=1551818505_d0eeb552dc48626d129291d3a3c0561c)

Holland, P. C. (2016). Use of social media at work: A new form of employee voice? *The International Journal of Human Resource Management*, 2621-2634.

van Zoonen, W. V. (2016). Social media's dark side: Inducing boundary conflicts. *Journal of Managerial Psychology*, 1297-1311.

van Zoonen, W. V. (2017). Understanding the consequences of public social media use for work. *European Management Journal*, 595-605.