

Social Media and Employee Engagement in the Workplace

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Introduction and Research Statement

With an increasing dependency on technology many companies have started adopting and utilizing social media/networking to increase employee engagement and work productivity rather than negatively impacting it. One of the articles looks at “cyberslacking”, which is using the internet for personal purposes while clocked in at work. Cyberslacking can occur at work and in instances in which an employee can work from their home. The second article looks at the impact of social media on an employee engagement and how the leaders of business’ varying levels of involvement in social media impact employee engagement.

Pros

- Team leaders, managers and directors of American Fortune 500 companies participated in this study. “Data were collected through structured surveys delivered through LinkedIn, professional online networking platform to randomly selected users with leadership roles” (Korzynski, 2015, pg. 582).
- The article is sufficient, relevant, and representative and as per the findings it addresses, the impact social media can have a positive impact in workplace if use correctly.
- The one downside of this article is that it mainly focuses on the leaders of a business but the fact that the study shows that the leaders directly impact their coworkers and increase employee engagement by being active on social media addresses the research question on hand.

Cons

- This study focuses more on what is known as cyberslacking. This article gives another perspective into employee engagement as more companies are allowing their employees

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to work from home and to reap any benefit from this the employees need to stay engaged and continue being productive.

- The conclusion of this article was that the attitude and tendencies of an employee play a major role into whether an employee uses social media for personal purposes.

Conclusion

Both articles provide a unique perspective on how social media impacts employee engagement and also looks at the impacts on work productivity. Based on the articles I believe that social media can play a positive role in the workplace but things like training and setting guidelines plays a vital role on whether or not it positively or negatively impacts employee engagement.

Thesis Statement: Social media should not be frowned upon by organizations and the potential impact on work engagement and productivity should be considered.

References

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