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## **Employees' Perception on Involvement in Social Media and Performance in Workplace: A Study on Banking Professionals in Dhaka City**

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## **Employees' Perception on Involvement in Social Media and Performance in Workplace: A Study on Banking Professionals in Dhaka City**

### **Abstract**

Over the last two decades, the worldwide popularity of social media has been rising at an unprecedented rate. The use of social networking sites in companies allows an effective way of communication among the organizational members, colleagues and customers. Although in recent times, the social media and online networking platforms are being considered among the top agenda for strategic marketing interventions, there appears to be very limited research of employees' social media use for work purposes. This paper analyzes the perception of service professionals about their involvement in social media and its impact on their job performance, considering the banking sector. For this, a questionnaire survey was conducted targeting the bank employees, who were chosen by convenient sampling. Responses were received from forty-three respondents, collected data were coded into SPSS to conduct descriptive and exploratory analysis. Findings of the study suggest that involvement in social media influences the employees to communicate their personal and professional achievements and other relevant information to the broader community. This subsequently helps them to develop professional networks, improve teamwork and enable them to feel good about their job performance. The outcomes of the study will provide empirical evidence on understanding employee engagement in social platforms and thus it also outlines strategic insights to the corporate managers about updating their social networking policy and practices. Additionally, the empirical findings will also add value in the digital marketing interventions to enhance the corporate image.

**Keywords:** Social networking sites, social media, organizational employee, job performance, job satisfaction

## **1. Introduction**

The importance of this study lies on the matter that usage of social media is on the rise these days. A global study in the spread of social media shows that 79% of internet users use Facebook (Global Digital Statshot, 2019). Social media is a platform by which people communicate or connect with one another from various locations (Akar & Topcu, 2011). Social media not only provides communication opportunities through a common stand but also provides very simple and flexible tools to share information. Currently, the available social media applications especially Facebook is playing an important role in human interaction within organizations (Demong et al., 2018). Employees use social media at workplace because it brings improved connectivity in their professional community and thus help them to upgrade their performance with teamwork and knowledge dissemination (Cetinkaya & Rashid, 2015).

Facebook is playing a vital role in communication purpose for example business communication, facilitating communication among friends as well as colleagues. People use a lot of time of the day by remaining active in Facebook. Facebook makes life easy to people such as they can get news of whole world through viewing different contents. They can also keep communication with long distance friends and colleagues and conduct online shopping as well (Ashraf & Javed, 2014). Business organizations are also using social media to promote their market offerings, collect idea to offer new products and services, engage the target customers with their Facebook page and also publicize and offer new collections of their products and services in every festival to customers who are using Facebook (Akar & Topcu, 2011).

Nowadays most of the organizations are opening Facebook page for marketing purposes, providing circular and advertisements for recruiting potential and qualified employees (Gibbs et al., 2015). Employees are also a part of Facebook community and thus their usage of social media can influence their job performance (Bennett et al., 2010). Facebook is influencing employees for communicating their personal, professional and organizational activities, achievements and other relevant information and knowledge to the broader community and helps to keep professional connections (Demong et al., 2018).

Hence, this study has been undertaken to,

- Understand the perception of service employees about their involvement in social networking sites.

- Analyze employees' engagement in social media and their performance the workplace.

This paper attempts to address these issues from the perspective of baking employees in Dhaka city and their involvement in Facebook, as Dhaka is ranked the second amongst the cities with the uppermost number of active users of Facebook with a number of 22 million approximately (Global Digital Statshot, 2019).

## **2. Literature Review**

### **2.1 Social Media**

Social media is, by design, internet-based and provides users rapid electronic content and communication opportunities. This content can include documents, information of personal nature, photos as well as videos (Carr and Hayes, 2015; Kaplan and Haenlein, 2012). In this context, social media can be conceptualized as an important medium in nurturing social connectivity that sustain or enlarge present social linkages (Mohamed et al., 2017; Barratt & Smith, 2018). From 2009 to 2010, the social networking site, like Facebook, got more than 100 million users in the United States, indicating a 145% growth rate within a year (Awolusi, 2012). In recent years the advancement in technology and the amplified internet usage have triggered this uprising of digital communication (Massari, 2010; Moqbel, 2012).

### **2.2 Social Media Usage by the Organizational Members**

Business firms and corporate houses have stimulated the practice of social media usage among their members and employees to generate widespread levels of networks within the organization as well as with others (Perry et al., 2018; Mohamed et al., 2017). Social media provides a collaborative networking opportunity where members connect, make friends, explore and share ideas. Social media contain ample information and communication elements, offering manifold communication channels in both social and work settings (Cao et al., 2016; McCorvey, 2010).

Sakthivel and Parasuraman (2018) stated that social networking influence employee's performance by developing their capabilities, knowledge, level of motivation and close linkage with organization. At social networks platforms people connected with organization generate stories about companies, sometimes intentionally or sometimes unintentionally. Thus, social media increases the advertising of products; services with organizational

information and aids to build images and through social media communication, employees stay connected with organizational stakeholders and thereby contributes to strengthening business relationships and corporate goodwill (Demong et al., 2018).

### 2.3 Social Media Enhances the Organizational Performance

A growing number of pertinent literature assert that social media is progressively attaining widespread popularity in workplaces usage and there by business organizations have been gradually utilizing social media platforms, for both internal and external stakeholders (Munene and Nyaribo, 2013). A study by Novak & Hoffinan, (2012) revealed that most organizations spend around 6 hours a week in the social media. Additionally, improved distribution of value-adding content and better communication processes have been realized through the utilization of social media platforms. This further indicates that better level of socialization results in improved organizational performance and cooperation among various departments.

### 2.4 Social Media Usage: Impact on Employees' Job Performance, Satisfaction & Productivity

Moqbel et al., (2013) tried to understand the impact of Facebook use on the workplace productivity, which revealed that the usage of Facebook has a positive effect on the workers' productivity, communication and teamwork. Thus, Social media offers distinctive ways of facilitating social developments along with data management, sharing the flow of information among the stakeholders like the employees and the customers (Ashraf and Javed, 2014; Kaplan and Haenlein 2010). At the workplaces, usage of social media can help to create a cooperative atmosphere to learn within the company's social structure where any difficulties and concerns are resolved mutually and the resolution is exchanged with other stakeholders of the organization (Boshoff and du Plessis, 2008). Thus, such collaborative work environment aids in rising organizational productivity (Demong et al., 2018).

Social media bears an impact on employees' work performance and job satisfaction by facilitating faster information sharing, problem solving and decision making, collaboration among the organizational members and better implementation of customer retention policies (Mahamed et al., 2017; Gibbs et al., 2015). Andrisani (1978) stated that job satisfaction is an employee's assessment about their job-related conditions o relevant tasks that comes

along with their job. Thereby, in general terms, job satisfaction indicates a good valuation of work and affirmative results that comes from doing the job.

Furthermore, King & Lee (2016) identified that at the organizational environment, the usage of social computing strengthens employees' job performance through primarily enriching the employees' social capital. Moreover, Bennett et al. (2010) summarized that improved cooperative understanding, better knowledge, improved productivity, and upgraded morale can be attained by the usage of social networking sites at workplace. In the light of the above discussion, it can be stated that the usage of social networking websites by employees of the organization could lead to the welfares of both the organization and their employee community.

### **3. Methodology**

This study has been conducted on the employees of the banks in Dhaka city, particularly the banks which are located in the Dhanmondi and Savar Thana. By applying purposive sampling, self-administered questionnaire survey was conducted among the bank employees, who gave their consent to participate in the survey.

- **Survey Questionnaire Items and Reliability Analysis:**

The survey questionnaire is designed based on the prevailing literature on the subject matter of the study. It has two sections; the first section includes questions that were related to demographic information of the respondents. The next section includes the items that measured employee's social media usage intensity, job satisfaction, organizational commitment and performance at workplace, adopted from Moqbel et al., (2013); Cao et al., (2016) and Demong et al., (2018). These items were arranged in a five-point Likert scale ranging from strongly Agree (5) to strongly disagree (1).

		N	%
Cases	Valid	43	100.0
	Excluded <sup>a</sup>	0	.0
	Total	43	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.769	36

As the questionnaire used for data collection was adopted from relevant scholarly studies related to the research topic, a reliability test was conducted. The Cronbach Alpha testing was applied as it is regarded a widely used reliability test tool by the social researchers (Sekaran & Bougie, 2016). The questionnaire used in this study is considered accepted in this context as its Cronbach Alpha value is 0.769 (shown in Table 1).

#### 4. Data Analysis

##### 4.1 Demographic information and profile of the respondents

Gender	Frequency	Percentage
Male	26	60.5
Female	17	39.5
<b>Marital Status</b>		
Single	26	60.5
Married	17	39.5
<b>Age</b>		
20 -25 years	14	32.6
26 -30 years	19	44.2
31- 36	2	4.7
36 - 40	5	11.6
40 years & above	3	7.0
<b>Education</b>		
Graduate	9	20
Masters	5	11
Masters & other Cert. Course	29	67
<b>Professional experience</b>		
5 years & below	28	65.1
6 -10 years	10	23.3
11 -15 years	4	9.3
21 years & above	1	2.3
<b>Monthly Income in BDT</b>		
Below 20000	7	16.3
20000< 40000	18	41.9
40000< 60000	8	18.6
60000< 80000	5	11.6
80000< 100000	3	7.0
100000 & above	2	4.7
<b>Employer organization has Facebook page</b>		
Yes	34	79.1
No	9	20.9
<b>Employer organization has social networking policy</b>		
Yes	29	67.4
No	14	32.6



As evident from the table 2, shown above, majority of the respondents are male (around 60%) and the rest are female. 44.2% of the respondents are within the 26 years to 30 years of age, and around 32% are having the age range of 20 years to 25 years, which means most of the respondents are from the youth community. 67% of the respondents have completed Masters and other certified courses, which is also evident among the banking professionals of the country who pursue relevant professional courses from Bangladesh Institute of Bank Management and other such professional training institutes.

Around 65.1% of the respondents have a working experience of less than 5 years and 23.3% of them have working experience within 6 years to 10 years. As the survey reveals, majority of the respondents (41.9%) have a monthly income of 20,000 taka to 40,000 taka and 18.6% earn a monthly income of 40,000 taka to 60,000 taka. Around 79.1% participants in the survey revealed that their organization has an official Facebook page, whereas 20.9% mentioned that their companies do not have any such page in social media platforms. Also, in 67.4% cases, the professionals stated that their employer organization has a social media policy, on the other hand, 32.6% of them mentioned that there is no such policy in their company.

**Table 3: Descriptive analysis on the employees’ perception on social media usage and their performance in the workplace**

Involvement in social media & employees' performance in the workplace (responses in percentage)	Strongly Agree	Agree	Neither Agree nor disagree	Disagree	Strongly Disagree
I am proud to tell people I'm on social networking sites such as Facebook	9.3	14.0	30.2	27.9	18.6
My social networking sites' account/s are/is a part of my everyday activity.	53.5	25.6	11.6	9.3	-
Social networking sites have become part of my daily routine	41.9	39.5	9.3	7.0	2.3
I feel out of touch when I haven't logged onto social networking sites	23.3	41.9	14.0	18.6	2.3
I feel I am part of the social networking site community	16.3	60.5	16.3	7.0	
I would be sorry if access to social networking sites is not allowed	32.6	41.9	18.6	4.7	2.3

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Social media helps me to build & maintain professional connections	25.6	32.6	25.6	14.0	2.3
Social media helps me to keep in touch with friends & colleagues	55.8	41.9	2.3	-	-
Using social media helps in my career improvement	11.6	37.2	27.9	11.6	11.6
Using social media helps me to share professional knowledge	23.3	46.5	25.6	4.7	
Using social media helps me to position myself in job market	11.6	34.9	27.9	14.0	11.6
Using social media helps me to share information	27.9	69.8	2.3	-	-
Using social media helps me to collaborate with colleagues	16.3	46.5	27.9	9.3	-
I am very satisfied with my current job	23.3	30.2	23.3	18.6	4.7
My job gives me a sense of fulfillment	14.0	41.9	23.3	16.3	4.7
I will recommend this job to a friend if it is advertised/announced	16.3	44.2	14.0	18.6	7.0
I would be very happy to spend the rest of my career with this organization	9.3	39.5	18.6	25.6	7.0
I feel a strong sense of belonging to my organization	9.3	58.1	7.0	16.3	9.3
I feel "emotionally attached" to this organization	11.6	44.2	18.6	18.6	7.0
I have knowledge about the company's goals	37.2	53.5	4.7	2.3	2.3
I do perform my work with accuracy	41.9	53.5	4.7	-	-
I complete my work in a timely manner	55.8	44.2	-	-	-
I do work well with others	46.5	51.2	-	-	2.3
I am very happy with my performance in current job	41.9	41.9	16.3	-	-

As evident from the above-mentioned table that almost all the employees have positive feeling regarding their engagement in the social media. As such, they feel to maintain regular interaction with their social networking communities. The employees also feel proud of being a part of social platforms where they can represent themselves both socially and professionally. Gradually, the

employees adapt themselves to have their online presence in the digitally connected world.

As evident in the later part of the table 3, In the social networking platforms, employees are exposed to various information and from the relevant industry facts and trends, they acquire knowledge on professional fields which help them to expand their social network and career enhancement skills. Also, as they improve their professional expertise and they try to perform well in their tasks. In this way, the employees feel good about their respective jobs and feel a sense of attachment with the organization and also recommend others about the company and its brands.

## **5. Findings and Discussion**

Given the vital importance of social media connectivity to endow the professionals for building and enriching their knowledge management practices, this study aimed to describe the perception and opinion of organizational members on the usage of social media and their performance at workplace. Based on the data analysis, this study reveals that:

- Majority of the employees and service professionals perceive that their social media accounts, such as Facebook pages, have become an integral part of their daily life. Thus, they have a strong connectivity with the social networking community which enables them to have the opportunity for career development, sharing knowledge and building online collaboration with colleagues.
- Most of the employees stated that, they also feel more attached with their current organization when they can have access to social media to share knowledge and professional information with the virtual community, which is also suggested by Cao et al., (2016) in their study from the perspective of Chinese professionals. This helps them to uphold the organizational image to the broader community, making the employees feel contentment about their job and become more attached with the organization.
- Above all, with the growing usage of social media in the workplace, employees feel that such kind of online social platform benefits them to conduct their activities more effectively. It is also benefitting them to complete their tasks in time by sharing the those with the respective supervisors and team members. Thus, improved job performances of the employees help them to uplift their job satisfaction Prior study by

Demong et al., (2018) also highlighted similar findings from the context of manufacturing sector in Malaysia.

## **6. Conclusion**

The present study made an attempt to focus on the perceptions of service professionals about their engagement in social networking sites from the context of banking sector. As highlighted above, the paper tried to provide two key theoretical contributions related to the domain of social media usage. In order to ensure employees' productive engagement with the organization, it is important to understand the communication need of the employees who are working in the company. Without employee engagement, both in online and offline social as well as professional platforms, organizational goals are implausible to be recognized. From a practical perspective, consideration should be given to maximize the effect of an organization's internal and external communication in various social media sites so that such initiatives would add value in employee productivity as well as improve the organizational goodwill among its stakeholders.

With the rapid advancement of technology tools along with the ever-changing way in which people interact with these technology, advanced and continuous research studies is essential to have better understanding on the drivers and implications of employee engagement in virtual platforms. In this regard, further research endeavors can be undertaken to analyze employees' engagement in social media in diversified socio-demographic, cultural and behavioral contexts since these variables might also affect employees' perceptions and attitudes towards using social networking sites and thus plays an influential role on shaping employees' organizational performance and productivity.

At social media sites, employees are the ambassadors or representatives of their respective organizations. Therefore, banks should take the advantage of social media platforms to develop and enhance employee's performance which will consequently add value to the corporate image.

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