

**Assignment 2A: Business communication (BIZ101)**

**Using Social Media in the workplace to communicate internally with staff**



“To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others.”

Anthony Robbins

“Teamwork begins by building trust. And the only way to do that is to overcome our need for invulnerability.”

Patrick Lencioni

“A lot of problems in the world would be solved if we talked to each other instead of about each other.”

Nickey Gumbel

## **Introduction:**

The use of social media in the workplace allows a better communication with staff where ideas, problems and collaboration can be told. Furthermore, more and more companies are seeking to develop the communication within the workplace by using social media as a tool.

Obviously, the use of social media has advantages and risks; implementing those strategies for each company are different depending on the needs. To be used efficiently for each company, the tools need to be known and used in a proper way through the different board approvals.

The discussion will be through the following resources that will be used to prove the efficiency of Using Social Media in the workplace to communicate internally with staff in the way to complete the assessment 2B report.

## **Resource 1:**

1. Discovering the different audience demographics using social media.
2. Academic article
3. This academic article refers to the different audience that can be approached using the different standard demographic.
4. This are the five-reliability test point

**Authority:** The author from this article BCcampus

**Audience:** It would be specifically for markets use which correspond to professionals in every aspect of the management.

**Transparency:** The resource has been proven to be from a book by Kathleen A. Hansen and Nora Paul. As much as using data from Pew Research Center.

**Objectivity:** The importance of the audience for the needs of the company.

**Currency:** This article has been published in 2018 by Melissa Ashman.

## Resource 2:

1. Discovering the effectiveness of social media into the workplace performance
2. Book: Information Systems Journal, volume 28.
3. This book summarizes the influence that social media can be put into the workplace and how it could use as a tool and give more value on the work. Furthermore, it describes the benefit for the organizations to apply them specifically for managers and owners.
4. This are the five reliability test points:

**Authority:** The author of this book is Forsgren Emma, who is a professor in Leeds University

**Audience:** This article is specifically designed for professionals such as managers, owners to address them the importance and the efficiency of social media in the workplace

**Transparency:** In this articles, different reliable sources has been shown, using data and statistics to prove the facts from a general point of view.

**Objectivity:** The primarily goal is to demonstrate the social media as an improvement for their employee's knowledge and social capital. It allows for the managers and owners to advertise this method to employees.

**Currency:** This article has been published in May 2018 from the "Information Systems Journal"

## Resource 3:

1. Discovering the top social media used in the world.
2. Online article
3. This article shows data on the number of social media's user worldwide. It shows how important is important to be connected to the world for companies and to share their latest news through this portal.
4. This are the five reliability points:

**Authority:** The author of this article is Priit Kallas, CEO and founder of where he published it: DreamGrow digital.

**Audience:** This article is designed for professional in the digital marketing which will help the company to put their feed on it.

**Transparency:** In this article, as fantastic sources and a lot of statistics. The point of view is pretty neutral and based only results and not on speculation.

**Objectivity:** Facts are to put the use of social media into nowadays market. Take historically the number of users.

**Currency:** This article has been published on September 2<sup>nd</sup> 2019 on dreamgrow.com.

## Resource 4:

1. Discovering the difference between the digital skills and the digital literacies
2. Online article
3. This article is best of what teaching the digital skills and digital literacies are important in the way to use them at their best performance.
4. This are the five-reliability point used:

**Authority:** The author is Maha Bali, professor at the American University in Cairo.

**Audience:** This article is designed for general public and for the education specialized in use of new technology.

**Transparency:** The use of different data is from different reliable source. Exposing a logical reasoning of the statement to have a better understanding of our awareness using the social media.

**Objectivity:** State a fact that the digital skills and digital literacy are two things way beyond our learning. It talks about the use of our social media and how it used with or against us.

**Currency:** This article has been published February 3<sup>rd</sup>, 2016 by International Literacy Association (ILA)

## **Conclusion:**

This report is to demonstrate the importance of the variety of social media, by establishing the implantation of a new digital communication such as strengths or weaknesses. The report is based on analysing the data and different sources to determine the use of those technology.

## **Recommendation:**

First of all, it needs to be aware of the use of social media and different advice offer to know the potential risks. Secondly, is to give the knowledge to all the personal to perform at a better rate and be able to change their routine. Thirdly, the understanding of the networking and get better communication with the social media as tools, in order to success at the salvation of problems.

## References :

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