

Certificate in Skills for the Workplace (Health and Social Care): Assignment 1

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Introduction.

Digital technology is used to improve quality, efficiency and patient experience in health and social care. (Omojomolo 2018)

Technology is necessary for any work environment therefore any business that does use technology will probably fail. Technology enables you and your employees to be more profitable and productive. The major reasons of using technology in the workplace are to improve the flow of information, to support innovation, to speed the information process and to support quick decision making. (Karehka 2012)

This report will explain the effectiveness of the use of modern technologies within the workplace. Additionally, the report will compare Dropbox and iCloud with a personal recommendation. Lastly, the report will finalise with how performance can be improved in any workplace by using marketing.

PART 1:

Implementation of data storages for workplaces

Advantages and Disadvantages of using Dropbox

The main benefit of Dropbox is that you can use it free of charge. Once you start using the service you will not be charged at any point. When you register for an account, you get an offer of 2 GB free storage. In any case, there are techniques that you can use to build the space without paying anything. These strategies are sending mails about Dropbox, joining your Dropbox account with your social media accounts and lastly engaging your account with family or friends to join Dropbox. It is simple to easy and anyone can figure out how to work it very quickly.

Furthermore, you can download the application on your smartphone and your PC. By using Dropbox you have the option to access the most recent version of each document. For instance, if you update a file with your smart device, you will also be able to download it the same time to your PC. Another advantage of using Dropbox is that if you place the document in a folder with a person you prefer to share then both of you can access the document and work on it which is helpful for teamwork at any workplace. Lastly, the most important benefit is that the service is perfect for backing up your documents, which is suitable if you have any issues with your devices then you will be safe to have the latest version available in Dropbox.

On the other hand, the disadvantage of using Dropbox is that the directors or designers have the right to edit information from free or unused accounts. This means if you save information on your account and become inactive for some time, you might lose access to your account. Another major disadvantage is the security of Dropbox, as the account can be hacked and your data can be stolen. Generally, Dropbox is a perfect platform to store and share documents on the web. Nonetheless, it is for occasional information and not for sensitive ones and as every application does it has its pros and cons.

Advantages and Disadvantages of using iCloud

The advantage of iCloud is that you can store any applications of an IOS product. Once you have stored your features to iCloud you will be able to access it from your

smart device or MAC laptop from any location, it can be used at any workplace that uses IOS products. The main benefit is that you can restore and back up your data with all Apple products. Nowadays, many workplaces use Apple products which is beneficial for the employees to access their data easily.

The disadvantage of iCloud is security and protection. When using iCloud, majority will not feel confident to transfer information to third party services as it can be accessed by unapproved users. However, the main disadvantage of iCloud is that it can be used only with IOS products; therefore if the workplace does not have IOS products then it cannot be useful. (Acito 2015)

In comparison, I would recommend using Dropbox would be better for any workplace as it is supported with any device. Additionally, with Dropbox you can share data and folders faster with your team which is more convenient for both employers and employees. I also recommend Dropbox instead of iCloud as the information is in sync across different devices rather than only IOS products as iCloud drive does not do the majority of that. Overall, I would suggest that iCloud is better for personal use but Dropbox can be used in every workplace. (Kummer 2019)

PART 2:

Facebook for workplace

Technology has fundamentally changed the way we communicate, and has the power to transform the way we work, manage and organize. Facebook as a company has experienced rapid growth driven by the power of technology, and from the beginning, Facebook employees collaborated and communicated on Facebook itself to get work done. Using Groups for projects and Messenger to chat helped the company adapt, grow and move fast. By using Facebook, teams were able to communicate across offices, teams and projects, on board new employees and find important information such as financial results or product updates.

To share this way of working with other organizations, a new version of Facebook was built for teams and organizations. In October 2016, they launched Workplace by Facebook to share the value of the platform as a work tool. Workplace is easy to use with familiar features like News Feed, Groups and Work Chat. At its core, Workplace is a communications platform that helps teams and organizations collaborate and get work done. However, many companies find Workplace helps them do much more than just simplify communications as it inspires all levels of company to embrace digital and mobile. Workplace is separate from Facebook to keep business and personal communications organized, and the data security is a top priority on the platform. (Facebook 2017)

Each independent project is a web-based networking media, particularly Facebook. From networking its incredible advertisement choices to Facebook gatherings, Facebook has numerous apparatuses private ventures can and should utilise. A strong Facebook project enables you to draw in potential clients and develop your business further. With such a large number of approaches to advance your business on Facebook, it very well may be hard to realise where to begin.

Here are six simple strides to make Facebook work for you:

1. Make a business page.

In the event that you need to have a strong and expert Facebook account, you will have to make a different page for your business as your own Facebook profile won't cut it. A page resembles an ordinary profile, yet it's more effective for brands and business. Additionally, rather than asking to "befriend" somebody, clients must first "like" the page to see its posts.

When you set up your Facebook page, you'll see there is a great deal of alternatives to tweak it based on your own preferences. You should include however much data about your business as could reasonably be expected, including your location, contact info, website, business hours, items, and so forth depending on the type of business. It's critical to likewise include profile and spread photographs that reflect what your business does in order to reach a wider audience.

2. Post normally.

To utilize Facebook to advance your business, you will have to accomplish more than setting up a page as you will have to utilise it and post consistently. While it's essential to post consistently, it's similarly critical to post quality substance.

In case you're uncertain what your clients need to see, test. You can create a survey highlights to ask what they would want to see or investigate Facebook Page Insights, which helps remove the mystery from sharing.

Facebook Insights is free for each business page and shows significant data, for example, what numbers of individuals connect with each post and what number of individuals it appears to, which is useful to know.

3. Advance your page.

There is no point in sharing and making incredible material if nobody sees it. Luckily, there are approaches to manufacture the reached audience on Facebook. So when you initially make your page, send welcomes through Facebook to your present clients in order to engage with them in a welcoming manner.

Customary showcasing methods can likewise enable you to develop your group of onlookers. You should put a connection to your Facebook page in your email

signature and on your business cards. It's always a good idea to point out your social networking sites on your other promoting sources. Put forward promotional offers and coupons on your Facebook page as a starter, to encourage clients to like your page to get you going.

4. Draw in your devotees.

Facebook also makes calculations based on your posts and interactions that show your line of similar interests with other businesses and clients. Before posting anything on Facebook, you have to make sure it will capture the right attention and interactions. The way to commitment is posting quality substance with constant communication with clients. Attempt to be inviting and conversational for better results. React to client remarks, questions and concerns.

5. Influence companions of fans.

Individuals tend to have a go at something if they are familiar with their family/friends using/doing it. At the point when clients collaborate with your page, their companions will interactions by posting questions and surveys for you clients to take part in/answer.

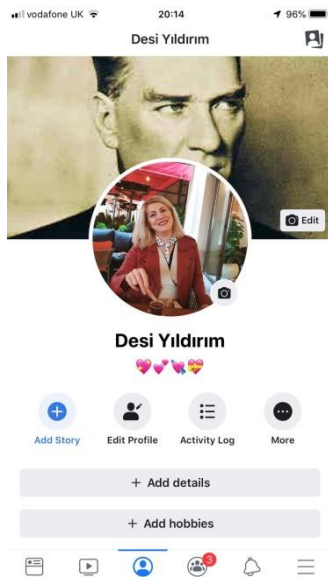
Urge clients to register with your business on Facebook when they visit, by offering a little markdown for any individual who does. Even better to offer invite links to encourage clients to increase audience and gain further promotion. You can also encourage your clients to post about your business by making them aware of future and upcoming news.

6. Attempt Facebook advertisements.

In case you're having issues achieving clients naturally, you can always attempt to use Facebook promotions. Your posts will still look like customary posts yet are exceptionally focused on and contact more individuals by making an appearance as a suggestion.

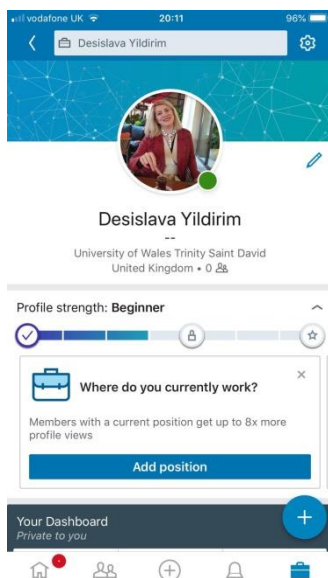
Facebook makes it simple for you to target individuals who like your page by area, age, sex and interests. Since Facebook gathers client information, it can focus on your commercial to the individuals who would be interested or drawn in by your business. (Driver 2018)

Facebook, LinkedIn & Twitter Accounts



Facebook:

<https://m.facebook.com/Desiyildirim?fref=nf>



LinkedIn:

<http://linkedin.com/in/desislava-yildirim-a9a063180>



Twitter:

<https://twitter.com/DesiYildirim>

Conclusion.

In conclusion to this writing, I can say that technology has become an important and beneficial factor to the society as it brings success to businesses by using platforms people spend most of their time on to sell the idea of their business. It is also an easy and modern way to gain further recognition and engage within different environments, as social media being a popular source of advertisement increases the chance of additional public interest. To sum everything up, socials like Facebook, Instagram and Twitter will continue to remain as a strong advertisement area as the popularity of users increase within the world.

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