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Skills for the Workplace Module Assignment Submission

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Introduction

The acceleration of modern technology, professional life in the workplace has changed. A new professional profile has established, where one explores the capacity to absorb new knowledge and a more significant interest in learning. These needs collaborate to expand creative tasks and develop necessary adaptations, empathic and exceptionally creative skills to propose solutions to problems not yet known within the work environment, bringing more effectiveness, productivity and eliminate routines tasks.

The concernment of this document is to evaluate the effectiveness and advantages of the use of modern technology in the workplace in their definitions. It will also discuss the impact of social media as tool of marketing strategies and evidence of professional online presence at three different social media.

Evaluating the effectiveness of the use of modern technologies

Cloud File Storage

The definition of Cloud storage is "the storage of data online in the cloud," at which point an organisation's data is stored in an available from various accessible and associated resources that contain a cloud.

Cloud storage can give the advantages of better accessibility and consistent quality; quick sending; solid protection for information backup, recorded and breakdown recuperation purposes; and lower, in general, storage costs because of not purchase, managing and keeping the hardware costs. There are numerous advantages to utilising cloud storage, on the hand, cloud storage has the potential for security and consistency concerns not related to traditional storage systems.

There are four different types of cloud storage - personal, public, private and hybrid. [Webopedia \(2018\)](#).

With the speed of technology evolution and the increasing need for greater efficiency on the part of companies, organisations need to upgrade their structures to maintain their competitive edge in the marketplace. Being possible to have greater agility and efficiency in business, resulting in an exciting cost benefit.

In my opinion, Cloud technology has had a positive impact on the work environment and organisations, such as communication and performance. For formerly it required unique physical spaces, many cables and connections, in addition to more complex and expensive structures, not to mention the vulnerability regarding security.

Cloud technology is a solution because it dispenses with this mega structure and allows companies regardless of their size or physical space to have access to modern, low-

cost technology. As a result, making the process more agile, intelligent and providing excellent communication and performance for collaborators, entrepreneurs, managers being carried out directly by the platform offered by the cloud.

Another positive point of this technology is the stability of the system, the contracted system will work correctly, both in large volume and low demands.

Mobility for employees is something incredible. This technology can be accessed anywhere, whether through a computer or a mobile device, as far as have an access to the internet. In the past professionals needed to be in their offices locked in front of their computer desktops and carrying their information through pen drives, memory cards or hard drives. In this case, accidentally damaged does not happen, since there are continuous backups, avoiding the loss of data and system failures.

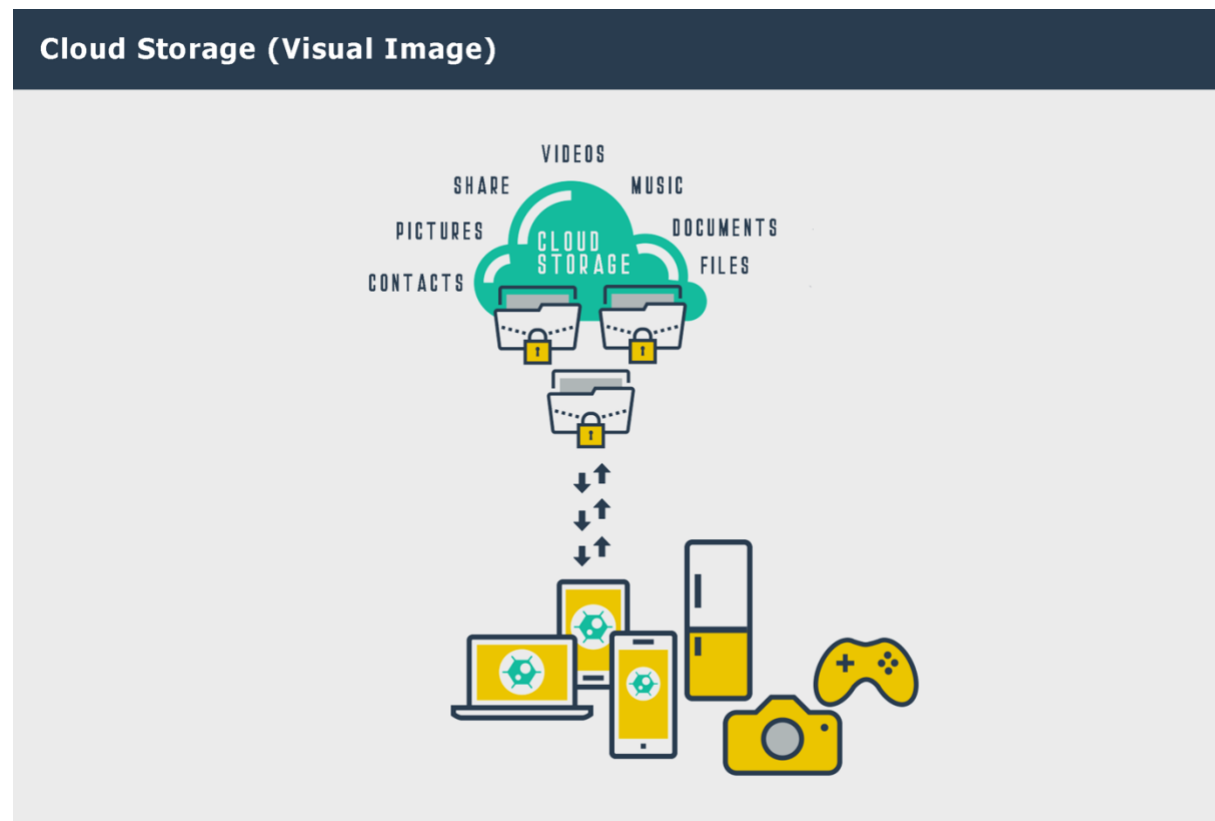
This technology opened up new possibilities for working anywhere, whether at home, at coffee shops, or in creative environments, outdoor settings, opening horizons for the new concept of collaborative work called "coworking space."

Now with the possibility to work in teams simultaneously and with different tools and solutions that enable the sharing of valuable data, applications for development of a work or project.

In other words, using technology allows teams to work synchronously, for example when a person saves a data or file, the file automatically updated in the Cloud, and everyone has access, which makes development faster and more dynamic.

The Cloud technology arrived to saving time, bring productivity and efficiency in the workplace.

Unfortunately, the disadvantage of cloud storage is that users limited by internet speed. If the Internet connection is slow or unstable, may have trouble accessing or sharing files. The large amount of storage that companies may need also find that costs increase significantly after the first few gigabytes of stored data.



Source: Pixel Privacy (2018)

Comparison of two providers (Google Drive vs iCloud)

	 Google Drive	 iCloud
FREE STORAGE PLAN	15GB	5GB
PRICE MEMBERSHIP	100GB £1.59/month 200GB £2.49/month 2TB £7.99/month 10 TB £79.99/month 20TB £159.99/month 30TB £239.99/month	50GB £0.79/month 200GB £2.49/month 2TB £6.99/month
FILE SIZE LIMITS	10TB	15GB
DESKTOP APP	Windows/Mac	Windows/Mac
MOBILE APP	Android/iOS	iOS
FILE SHARING	Yes	No
RECOMMENDATION	★★★★★	★★★★☆

Recommendations

According to the chart above, the iCloud provider is only functional for Apple users and restricted for personal use through the iOS operating system and only offered a 5gb free storage.

Satisfactorily, Google Drive is the best storage provider, especially for users who work on operating systems like Android and iOS including mobile devices and desktop. This provider is especially useful for users who are looking for an easy way to share files with collaborative teams and customers, even allowing them to make changes when

necessary. Also, the ample free storage offered and the benefits to work in a small to large scale organisation.

Smartphone

Currently, a smartphone is considered an essential component of modern life. The continued evolution of mobile telephony technologies has had a profound global impact. Also, mobile devices have become more introduced in everyday life as they evolved from simple communication tools to portable computers because of their versatility that can be carried in a pocket and easily manipulated in the palm of hands.

Unlike traditional mobile phones, smartphones offer more features, including many internet contents and multimedia players.

Specifically, an innovative aspect of smartphones is that users can download various types of mobile applications, or “Apps,” on their smartphones. The appearance of an application market has transformed the mobile phone industry. For example, website providers may have more visitors through mobile applications that connect users to websites, and individual developers may have new income flows. The most significant change is that users can customise their services and mobile devices by installing the mobile applications they want, which implies that users have more control over the mobile territory ([Verkasalo et al., 2010](#)).

A combined phone and a computer that created the most significant technological revolution since the Internet, a smartphone can do everything a desktop can perform and because of its efficiency. Although the screen size is a limitation, higher resolutions make viewing pleasant, and speech recognition can eliminate part of the typing.

A smartphone combines a mobile phone with email and web, music and movie, camera, camcorder, GPS navigation, voice recorder, alarm clock, flashlight, photo album, address book and much more. It is also a personal assistant who provides information and answers questions about almost everything. Much more personal than a desktop, a smartphone is usually always within reach.

[PCmag \(2018\)](#)

With modern technology, many devices that we never dreamed would exist today are part of our daily lives. Often the involvement with such equipment is so significant that we cannot imagine ourselves living without them.

The need is so strong that when we stay a small period away from the technologies, feelings a considerable lack, this happens mostly with smartphones.

The ease of accessing the various social networks we use on a day-to-day basis makes people create a specific dependence on these devices. Also, it is challenging to spend the day without surfing the internet or checking out friends' posts on Facebook, Instagram or messages on WhatsApp.

However, this dependence has bothered many companies. At present, these devices are like villains within the corporate environment. Often, internal policies of organisations also prohibit the use of mobile phones at work.

Several companies have already left this prejudice aside and are investing in the use of smartphones and tablets at work.

Within companies, smartphones have also become allies in the relationship between employees and customers.

Corporate devices are increasingly present in the day-to-day of workers and are used to exchange messages between the two parties on matters involving the services provided or projects that are in progress.

We have the use of calendars, notifications that remind us of appointments and deadlines, among several "apps" that smartphones offer that allows us to increase productivity and efficiency.

As well as the exchange of quick messages between professionals from the same sectors and between employer and employees when distant, replacing the email and being much more agile and practical in the resolution of the needs, this helps to separate the personal use of the professional, also, streamline the communication process.

Formerly it required a scanner to make photocopies of necessary books or data, today with the smartphone technology through the camera; streamline work by having it digitally in own hands. It was necessary to carry heavy books that took up space in the backpack. Today we have access to these same books inside of our pockets.

Finally, the smartphone becomes a working tool, and over time due to its advantages in the employee's productivity and results, the usage behaviour of the same one changes, prioritising the professional use to the personal.

Comparison of two devices (iPhone Xs Max and Galaxy Note 9)

	Iphone XS Max	Galaxy Note 9
DEVICES		
OPERATIONAL SYSTEM	iOS v12.0	Android v8.1 (Oreo)
BRAND	Apple	Samsung
DISPLAY	6.5" (16.51 cm)	6.4" (16.26 cm)
STORAGE	512GB	512GB
CAMERA + SPECIAL FEATURES	12 MP + 12 MP Light sensor, Proximity sensor, Accelerometer, Barometer, Compass, Gyroscope	12 MP + 12 MP Light sensor, Proximity sensor, Accelerometer, Barometer, Gyroscope
PROCESSOR	Hexa Core (2.49GHz, Dual Core, Vortex + 1.52 GHz, Quad core, Tempest)	Octa Core (2.7GHz, Quad Core, Mongoose + 1.7 GHz, Quad core, Cortex A55)
BATTERY	3174 mAh	4000 mAh
RAM	4GB	8GB
HEIGHT X WIDTH THICKNESS	h157.5.6mm x w77.4mm thickness 7.7 mm 208 grams	h161.9mm x w76.4mm thickness 8.8 mm 201 grams
SCREEN SIZE SCREEN RESOLUTION	6.5 inches (16.51 cm) 2436x1125 pixels	6.4 inches (16.26cm) 1440x2960 pixels
PRICE	£1,099	£1,099
RECOMMENDATION	★★★★★	★★★★★

Recommendations

Every brand is going to the extreme to produce high-quality smartphones, which means that it becomes harder than ever to leave with a clear winner. However, according to the chart above the two brands have super advanced operating systems, with huge displays and very spacious storage.

Being Apple's user, indeed between the two devices, the Galaxy Note 9 is the best option due to the high, fast performance and battery life.

The recommendation is a result of the Galaxy Note 9 surprises concerning battery life. Also, another component is the S Pen which is more than just a pen for designers or uses the device without leaving finger marks on the screen. This feature works as a kind of remote control, with the possibility to program up to two functions per compatible application and finally the 8Gb memory RAM gaining in its performance than iPhone Xs Max with only 4Gb.

Exploring social medias as a tool

Marketing on Facebook

Facebook is a social media that offers various options of actions that can use in marketing, such as the creation of groups, promotional pages, Tag friends and invite them to like the Page, share it or be part of the Community with same interests.

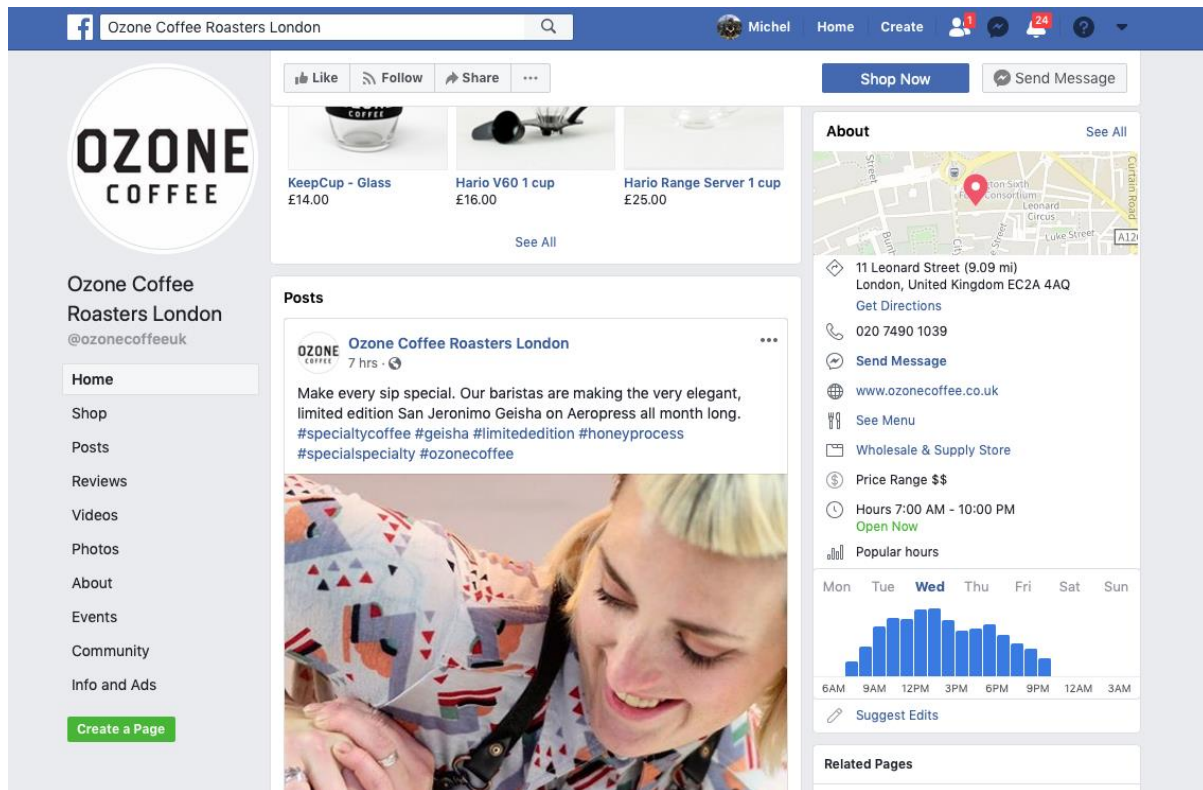
Also Check in with the location, sharing Instagram posts, share YouTube videos and make live videos. Talking about marketing tools, Facebook has become one of the most widely online tools by companies.



Using these tools companies can monitoring conversations, identifying trends, customer needs and corporate image on social networks, also share their missions, contacts and locations.

Information gathering via Facebook

One of the benefits that this tool produces is to know the customers and to know what they think and talk about the company. With the use of the tool creates interaction and approximation with the clients, generating credibility and satisfaction.



Customers share their experiences with reviews and recommendations, also the business shares popular hours given more engagement with their clients.

Communicating via Facebook

Credibility is not measured by the number of posts, followers or followers of a business profile, but by the quality and agility in the use of messages and feedbacks to meet the informational needs of customers. The communication now became more real, closer and quicker than before with the consumers and organisations interaction.

Evidence of own professional online presence

My Facebook page

The screenshot shows the Facebook profile of Michel Knochenhauer. The top navigation bar includes the Facebook logo, a search bar with the name "Michel Knochenhauer", and links for "Michel", "Home", "Create", and notifications. Below this, the profile section features a cover photo of Michel on stage, a profile picture of him sitting, and his name "Michel Knochenhauer" with the handle "@knochenhauer84". Navigation tabs for "Home", "About", "Inbox", "Notifications", "Insights", "Publishing To...", and "Ad Center" are visible. At the bottom of the profile section are buttons for "Like", "Follow", "Share", and a "Call Now" button.

My Twitter page

The screenshot shows the Twitter profile of Michel Knochenhauer. The top navigation bar includes links for "Home", "Moments", "Notifications", "Messages", and a search bar. The profile section features a cover photo of Michel on stage, a circular profile picture of him sitting, and his name "Michel Knochenhauer" with the handle "@mknochenhauer". Below the name, it shows "England, United Kingdom" and "Joined January 2014". A statistics bar displays: Tweets (4), Following (1), Followers (22), Likes (12), Lists (0), and Moments (0). The "Tweets" tab is selected, showing a tweet from 4 Dec 2015: "Fomos chamados a ser pontes e não cavadores de abismo!". To the right, a "Who to follow" section suggests "Jason Stockwood @jstoc..." with a "Follow" button.

My LinkedIn page



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Michel, get set up to advance your career in 3 steps: [Keep connecting](#) [Follow hashtags](#) [✓ Profile started](#)



Michel Knochenhauer
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 Cathedral International

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 [See connections \(8\)](#)

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