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TABLE OF CONTENT

1. INTRODUCTION
2. DEFINITION
3. TECHNOLOGY IN THE WORKPLACE
4. *IMPORTANCE OF SOCIAL MEDIA IN THE WORKPLACE*
5. *EVALUATING SOCIAL MEDIA IN THE WORKPLACE*
6. *MY SOCIAL MEDIA*
7. *CONCLUSION*
8. *REFERENCES*

INTRODUCTION

This is a report about technology and most importantly, modern technology in the workplace. The effectiveness of technology, especially social media as a tool for marketing, information gathering and communication within the workplace would be discussed. There will be a better understanding of modern technology, how it is used, for what purposes, advantages and disadvantages, and personal experiences with social media.

In addition, this report will look at the use of social media particularly at 'The Royal Bank of Scotland' RBS and how they have been able to use 'Workplace on Facebook' to change the culture for the better. This is summed up in this statement by one of the staff on the platform when he posted a comment saying "2 months on FB at work, I've learned more about what goes on inside RBS than in the 10 years I've worked here. I've networked with colleagues I wouldn't normally run into, learnt what other teams do, found solutions to problems faster and engaged colleagues to help drive down Bank costs without spammy emails. I think this is the best collaboration tools we've had in a long time".(Wright, M. 2017)

DEFINITION

Technology can be defined as a science or knowledge used to practically find answers to questions, resolve problems or create useful tools. The word 'technology' originated from Greek tekhnologia which means the methodical treatment or science of craft, and applying scientific devices, machines and techniques for manufacturing and other productive processes. (Webster's New World Dictionary, 2010).

We can classify technology into traditional and digital (modern) technology. Traditional technology takes the form of diary, telephone, photo, business cards, notepads, letter, noticeboard, and a globe whilst modern technology are Facebook, WhatsApp, Instagram, Youtube, Twitter, Skype, Tumblr, Wordpress, and LinkedIn and that is to name a few.

In the early 1900s, We had telegraph, newspaper and the theatre to keep us amused although some are still performing their functions till today. Going into the 1930s, the movies came to replace the theatre whilst telegraphs were substituted for telephones. By the 1950, movies were replaced by television and these days, digital technology are dominating even in the workplace. Technology is also used in education, medical field, intraining, in marketing, construction and in communication. We can thereby state that the internet has changed the work culture with the birth of social media.

TECHNOLOGY IN THE WORKPLACE

Technology is playing an incredible role in the workplace and the use of social media is becoming widely common and tolerated depending on how and for what purpose it is being used. In fact, a lot of organisations are launching their own Social Media groups where work is mainly discussed and this moves are becoming more useful and successful (an example of my workplace social media platform will be discussed further in this report).

Narrow knowledge of technology by employees are becoming unacceptable at the workplace hence people are brushing up on their digital skills because it is one of the essential criteria that most employees would ask that people possess to get a job. (Rooney, J. 2017).

Rooney also suggested in his article titled 'The growing importance of digital skills in the Workplace' that there is a change in the sweeping force of the consumer's drive for this skills. He also reiterated by this statement that "This shift has placed huge importance on the ability of organisations to market themselves online to ensure they are reaching these new breed of consumers and to do this, your organisation needs to boost a range of digital skills". Knowing how to send and reply an email, being able to attach or access files and other IT skills are some of the essential skills needed to secure a good job in current times.

IMPORTANCE OF SOCIAL MEDIA IN THE WORKPLACE:

Collaboration, sharing of information and input amongst staff is encouraged through the elevation of social media as a platform and here are the reasons (Miller-Merrell, J. 2013).

- Employment branding; Job seekers are targeted through touch points and marketing campaigns. This is an interconnected marketing strategy used to get to know the right people to employ.
- Recruitment and hiring; Most employers now advertise jobs through social media and expect CVs and application forms to be sent or completed via this medium. It is quicker and efficient to shortlist candidates.
- Distribution and communication; Employers are able to reach and communicate with all of their staff no matter how wide and in different locations they might be stationed. Message and information are passed on quickly and efficiently.
- Employee recognition and engagement; Employers find it easier to recognise and engaging staff in the important aspects of their work. This creates motivation amongst staff and increase in productivity.

- Listening and monitoring; Workplace social media platform enables the managers or those at the higher echelon to listen to their staff and grievances so that collective solutions can be reached and also enables monitoring.
- Social learning and collaboration; Staff are able to get to know themselves through networking and collaboration among different departments, locations and regions. Those who are experts in their fields could be available to train and mentor junior staff.
- Research and personal development; Great friendships are formed as a result of this medium. Also it enables personal development and professional growth because employees have access to experts via the networking opportunities and learning opportunities. (Miller-Merrell, J. 2013).

The royal Bank Of Scotland (RBS) was my employer for eight months and during this time experienced social media as part of their work culture. After the credit crunch of 2008 which catapulted them into financial crisis, RBS set up 'Workplace by Facebook' platform. The purpose was to enhance effective communication and also to work at achieving their mission which is to be number one for customer service, trust and advocacy.

Matt James of RBS speaking on 'smileexpo' pointed out that this intranet platform has seen a lot of benefits and most importantly, it has given a voice to staff who are the silent majority "Other channels can tend to give an amplified voice to the negative, but the threads have a self healing nature in that if someone posts a negative comment, others will weigh in with positive views". (Wright, M. 2017). Matt claims that employees have relayed astonishing stories about their mental health and as a follow-up have been connected with other staff members for support and mentoring and this also featured in the '1 in 4 Mental Campaign' week on RBS Workplace platform.

During my time at RBS, Workplace was encouraged for me to view daily as a platform where staff are celebrated and achievements posted with pictures of staff showing their certificates or prizes which was a form of motivation to excel my employer's expectations and goals.

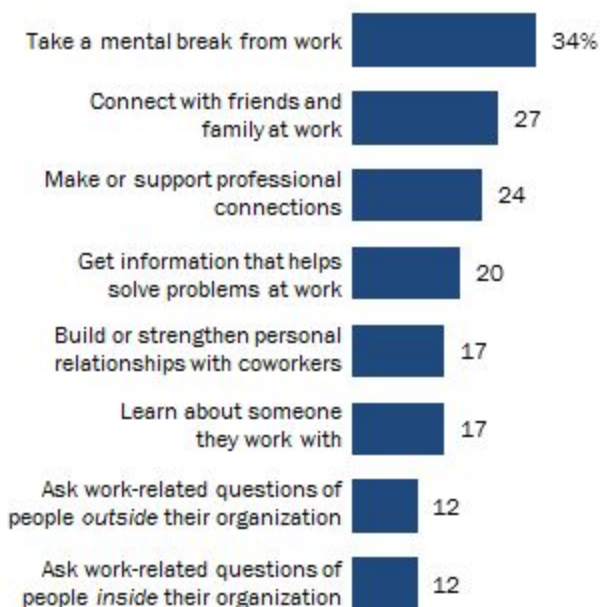
EVALUATING SOCIAL MEDIA IN THE WORKPLACE

Social Media come with advantages and disadvantages in the workplace if used appropriately or inappropriately. As much as businesses try to tighten the ropes on effective use of social media or technology in the broader aspect, some staff would take the liberty to use this medium unprofessionally. Find below a chart showing the percentage of staff and reasons for using social media. (Jeanetta, A 2017).

Fig 1.1

Workers use social media at work for many reasons; taking a mental break is one of the most common

% of workers who ever use social media platforms to ...



Source: Survey conducted Sept. 11-21, 2014.
"Social Media and the Workplace."

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(Jeanetta, A 2017)

What the above chart shows is that the largest percentage, 37% of staff take a mental break from work by going on social media and this could be

personal social platform or workplace social media platform. We can also see that 27% connect with their family and friends which could impact on work productivity. However, if we add together the other percentages and the reasons, they outweigh time wasted on non-work activities. Making or supporting professional connections, seeking information from colleagues to help work challenges and asking colleagues work related questions enhances productivity. Some organisations find it challenging to control the use of personal social media at work and this is an ongoing battle that can never be completely eradicated if the truth be told. It can however be managed successfully if staff are allocated short break times apart from their lunch hour to distress.

MY SOCIAL MEDIA

My experience on social media is being part of Facebook and Instagram. My Facebook page is used for personal postings and connections with friends whilst Instagram is new to me as I have only just signed up. I am more active on Facebook because I have been a member for a couple of years and my plan is to use my Instagram profile as a service provider on changing styles and fashion for women. There will be picture posts to capture people's interest for lifestyles changes where different topics and thoughts are chosen and discussed with contributions from guest experts. The guests would comprise of professional and experts in their different fields. Eventually, my Instagram feed would drive my viewers to YouTube where discussions could be viewed extensively. My mission is to create and build a brand based on mine and other's life experiences.

My motivation to start on Instagram has been greatly facilitated by the social media expert Gary Vaynerchuk popularly known as Gary Vee. Tyra Banks (Fashion expert and model and entrepreneur), invited Gary Vee to teach a class at Stanford Business School about social media and branding. Tyra Banks had become a regular contributor at the business school after she gave an inspiring seminar to women about personal

branding at Stanford. (Hansen, B. 2017). Gary Vee believes that Instagram is the most contemporary and important social media platform of this generation as it is very effective because people see the importance of your product straight away and very easy to set up. He spoke about Facebook being very relevant for personal and business purposes however, setting up a Facebook page as a business page specifically is advisable simply because they work differently.

Furthermore, Twitter is more about listening and reacting rather than pushing content to people. It is about people posting their opinion and having conversations. This platform can be very interesting and it does not cost a lot to set up. LinkedIn on the other hand was created for white collared professionals where through profiles, jobs are created or found but has evolved into a wider platform. (Vaynerchuk, G. 2017).

CONCLUSION

In conclusion, we can see that technology is not a luxury but a necessity in the workplace. It enables businesses to function well and drives effectiveness and productivity. We have been able to see the advantages and disadvantages of technology in the form of social media in the workplace and how some organisations like RBS are using it to reach their goals. Technology has also birthed many entrepreneurs especially amongst the youth because of the freedom and speed to reach a large number of people all over the world.

A report by (Spencer, N. 2018) gave a narration which sums up our digital world and how fast it is moving in this short article. "I was able to conclude on different errands on my phone during a taxi ride from work to my residence within a few minutes. I was able to place an order for a meal to be delivered, transferred money from my account to my sister's, call my mum and also stop briefly to buy milk and payed for it by simply waving my phone over the card reader. All these were possible because of the emergence of apps at our disposal".

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