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Task: Students will write a report of 2,000 words , which evaluates the effectiveness of the use of modern technologies within the workplace and explore social media as a tool for marketing, information gathering and communication within the workplace, creating their own professional online presence to illustrate and evidence this research

Technology has changed the world. It has a huge impact on people everyday in and out of the workplace. In this assessment I will discuss the effectiveness of modern technologies in the workplace and also delve into how social media is used for marketing, information gathering and communication within the workplace.

The use of technology is very essential in running a successful business in the 21st century. Firstly, the main benefit of technology in the workplace is communication. In this day and age we can communicate with each other at the touch of a button. This makes running the business far more efficient as if there is a problem it can be sorted out much more quickly. Employers can contact employees in an instance making the business far easier to manage.

Business technology helps small businesses improve their communication processes. Emails, texting, websites and apps, for example, facilitate improved communication with consumers. Using several types of information technology communication methods enable companies to saturate the economic market with their message. Companies may also receive more consumer feedback through these electronic communication methods. Technology also improves inter-office communication as well. For example, social intranet software gives employees a centralised portal to access and update internal documents and contracts and relay relevant data to other departments instantly. These methods also help companies reach consumers through mobile devices in a real-time format.

Technology also supports innovation in the workplace. employees can use technology to suggest and create new ideas which can help grow a business. With tools like the internet, employees can research to find ways to help their business gain a competitive advantage and also reach out to more customers.

Technology also speeds up information processing and supports quick decision making. Tasks ranging from computing, creating presentations and setting up websites where customers can order products all help in processing required information in a business. Decision making is improved as workers can process and relay information much quicker thanks to technology.

Labour cost are being cut across many businesses thanks to automation. This replaces workers with machines that can do the same job for much cheaper. This is great for businesses as they can save money in the long run on labour however this will lead to huge unemployment in the years to come. Machines also are likely to make less errors and do the work faster which in turn will lead to more efficiency in the running of the business.

Technology is also used to broaden customer bases in todays businesses. Technology allows small businesses to reach new economic markets. Rather than just selling consumer goods or services in the local market, small businesses can reach regional, national and international markets. Retail websites are the most common way small businesses sell products in several different economic markets. Websites represent a low-cost option that consumers can access 24/7 when needing to purchase goods or services. Small business owners can also use internet advertising to reach new markets and customers through carefully placed web banners or ads.

Many people are working now when not even in the workplace. This is good and bad as it allows employees to catch up on work when not in the office thanks to technologies such as the cloud. however, this can lead to overworking and more stress for employees.

All of these things mentioned above would not be possible without technology. Technology has improved how we communicate in the workplace and has also streamlined tasks making it much more efficient to run a business. It has also helped to cut costs as less money is being spent on labour.

Social media has also changed the workplace and the way we do business. It is used as a tool for marketing, information gathering and communicating within the workplace.

By using social media, brands have the chance to create a strong media presence by interacting with customers online. Social tools can also help to strengthen brand perception by communicating core values to a wider audience. This, in turn, opens up the opportunity to start conversations, grow business partnerships and expand the online community to win new followers and potential customers.

Actively using social media is one of the easiest ways to reach a large audience and get the company or brand name in the heads of existing or potential customers. Not only does an already established network help to create new contacts, it will also help to deepen connections that have been formed. Even though this sounds very familiar to traditional marketing techniques, social media has given them a new twist. Companies that fail to adopt to a new more connected and interactive market, will inevitably fall behind.

Many businesses are using social media to gather information. For example businesses can look at your Facebook account to see what you like and dislike and come up with ways to entice you to buy their products. They can directly target their main audience and reach people who they know will be interested in their products and services. This allows businesses to be one step ahead of the customers and helps them plan for the future depending on how the market is feeling.

There are many ways that social media is helping employees in the workplace. Social media allows employees to make and support professional connections. More and better connections may result in sales leads, interest in employment, business opportunities, and new ideas. LinkedIn is specifically geared towards these types of connections and has a plethora of obvious business uses.

Employees can also ask questions and solve a work problem. Posing a question on social media is a simple and quick way to get several possible solutions. Even if none of the answers are used to solve the problem, the information they provide may spark to a new solution. Sometimes an outside perspective is needed, and social media is a means to gain multiple new perspectives, quickly, easily, and for free.

Finally it can be used to strengthen and build personal relationships with coworkers. Coworkers can use social media to interact with one another and build better relationships. A stronger relationship among employees leads to more cohesive and productive work teams. Social media is an easy way to encourage communication between employees and help to share ideas and increase engagement both while at work and at home.

In conclusion technology and social media has changed the workplace for the better and it will only get better with time. It has allowed businesses to cut costs and help them manage the business more easily. Also, employees jobs are easier as technology can be used to solve many problems in the workplace. Social media has changed the way businesses market the business and communicate with customers in a way we have not seen before and this is helping to grow many businesses. Within the business it is used among employees to build relations with each other leading to a more interconnected workplace. All in all I believe that without technology and social media many business will fail in this day and age and they are essential in ensuring an efficient and successful business.

References: