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Skills for the Workplace

Module Assignment Submission

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What has been the impact of 21st Century Technologies on the modern workplace?

Evaluate the appropriate use of modern technologies and social media in the workplace generally

There has been a large impact on the modern workplace due to improved technology. Computers started becoming common in the workplace during the 1970's and 80's.(Kanell, 2020). The world wide web was introduced globally in 1989 (Berners-Lee, 2020) and the first ever social media platform was introduced in 1997(Hendricks, 2013) this was a website called Six Degrees. A lot of both small and larger businesses rely on social media platforms. Some businesses use it as a form of communication by posting regular updates on the workplace. Social media is a very effective way to spread the word about certain businesses. Having the 'Share' option on social media makes posts go a long way. The 'share' option on social media allows a post to travel through different people from different areas around the world. Computers, phones and WIFI are closely linked to almost every workplace in this day and age. Shops / bars / restaurants are more than likely to use all three types of technology in some shape or form. WIFI is likely to be used for ordering food and drink. A till is a computer system that the majority of workplaces majorly rely on these days. This is because the till works the mathematic equations out quick, and so that everything is recorded on the system.
Due to COVID 19 and the numerous lockdowns, working from home has become a lot more popular. The government guidelines advise everyone who is able to work from home to do so. This prevents the cause of spreading the virus meaning that it's the safest way to work. Call centres are a prime example of an industry that are mainly working from home. The technologies that are needed for the job will be provided by the company so that people can work more remote, meaning that people can work outside of their office.

Explore the use of modern technologies and social media in own workplace

iPads/ till system- used to take food and drink orders. This is a more efficient way to take orders as everything is noted down on the system. If an order goes wrong, we can look back on 'previous orders'…

whereas if an order was to be taken down on pen and paper, there's chances of it getting lost, handwriting error or other similar complications.

Facebook- I am in charge of my work's Facebook page. I personally think this is the most effective way to engage with customers. This is used to update customers about any changes/ updates about the pub. It's also beneficial as customers can reply to statuses in the comments or personally message the page.

WiFi- This is key to run the iPads to take food and drink orders, and also in order to record the amount of beer being poured. We use a system called Vianet which recognises if beer has been poured but not paid for and wastage, so without internet it doesn't work. It's also used so that customers and can browse the internet while visiting the pub. We have WiFi to access the internet, this helps run all the technology in my workplace such as tills, card machines etc.

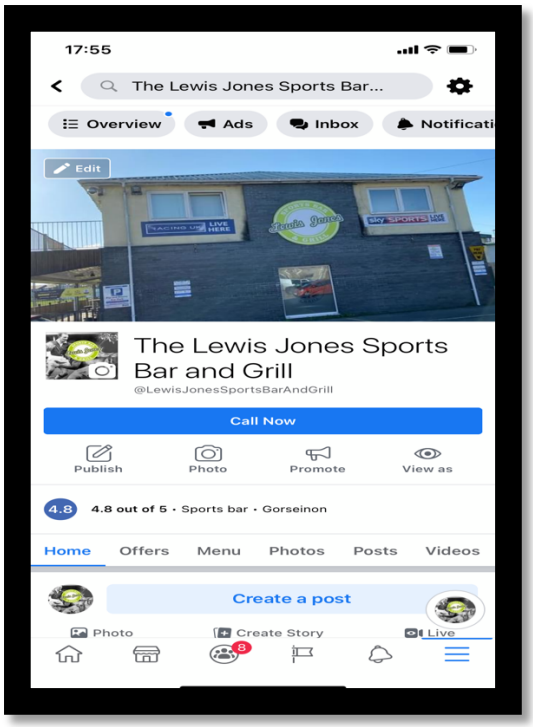
TV/ projector- This is the most popular technology that's used in my workplace, without these my work would notice a massive drop in customers. We have 15 TV's located around the pub and one projector, these are all to show big sporting games like Six Nations and premier league football matches.

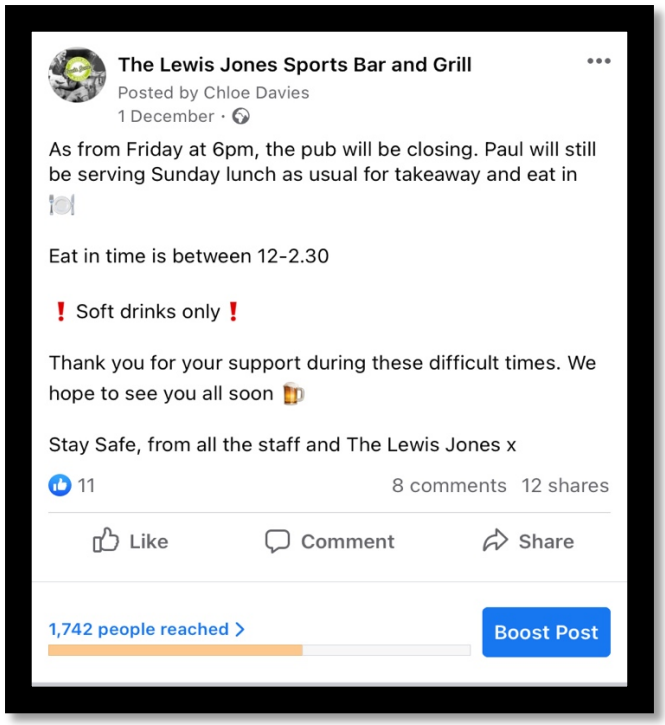
Card machines- paying by card is becoming more popular than using cash. The younger generations tend to use card/ contactless whereas the older generation tend to pay by cash. We rely on card machines a lot more these days due to the current circumstances of COVID. Paying by card/ contactless means that there's less risk of spreading the virus.

CCTV- Cameras are an absolute essential in my workplace as we can refer back to footage if something goes wrong. Things are likely to go wrong in this type of environment as alcohol is involved. There are 12 cameras located around the pub meaning that everywhere is covered.

Cloud- based software is a system that stores data that's accessed through the internet.
My workplace doesn't use many cloud databases and it's a sports bar and restaurant. It's also a small business so the cloud isn't needed. We use Facebook Messenger for our work group chat which involves the latest weekly rota's and any updates for staff to know.

We don't use the cloud storage as we don't have anything to file and backup.





'WhatsApp is a free, multiplatform messaging app that lets you make video and voice calls, send text messages, and more- all with just Wi-Fi connection', Goodwin, G. E. (2020)

There are positives and negatives of WhatsApp, it's an easy way to stay connected to friends and family and sharing files and images etc has never been easier. A negative of WhatsApp is that it can be addictive and time consuming, which means you're reducing your productivity throughout your day.

My workplace doesn't use WhatsApp, we use Facebook messenger as an alternative app. We use messenger to have staff discussions and to receive our weekly rota's. I think it is effective as everyone I work with has access to a smartphone and knows how to use Facebook messenger. Facebook messenger allows us to do everything that's needed in order to meet the requirements of our workplace online. We can share files, pictures and can call each other. It's a beneficial way to communicate when out of the workplace as it's an 'instant messenger'. Meaning that messages get delivered straight away. This job is more of a hands-on type of job, meaning that we don't need to use web conferencing at any time.

Due to COVID-19, some jobs require web conferencing sites, which is a way of communicating online. By the term 'web conferencing', it means you can hold live meetings/ training on the internet.

Examples of web conferencing sites are;

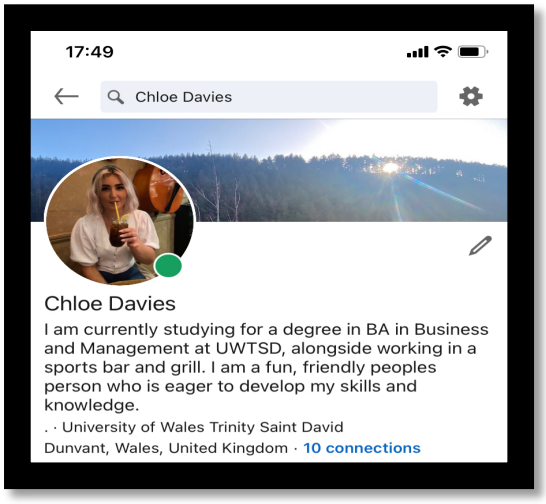
- Microsoft Teams
- Skype
- Messenger
- Ring Central

My workplace has now introduced a new app system to order food and drinks. Customers are able to order their food and drink online, which will send a notification to the bartenders/ chef. Once the customers meal/ drinks are ready, a waiter will serve it to their table and its table service only. This was introduced due to the COVID-19 guidelines.

How can Personal branding help YOU?

Your **LinkedIn Profile** to promote your Personal Brand

This is my LinkedIn profile. I added some general details such as my job, what I'm studying and the type of person I am in general. When creating my own personal brand, I tried to promote myself by adding the key bits of information that stand out about myself. I also included a profile picture and header photo to show myself and my background a bit.



Evaluate the value of other social media platforms to enhance networking and career prospects

There are a wide variety of social media apps used today for work and business, such as;

Facebook- this is a free website which allows you to post regular statuses and upload photos/ videos / music. It's a beneficial way to keep in contact with friends and family who live a distance away as you can instant chat and video call. You can change your settings on Facebook to restrict your privacy

settings. Owner Mark Zukerburg created it in 2004 and claims that the aim Facebook is to 'give people the power to build community and bring the world closer together'. Facebook also has an 'instant message' icon which allows you to chat to your friends that are online.

Twitter- This is another type of free microblogging system, meaning that you can share short messages online. Twitter allows you to create 'tweets' up to 140 characters long.
Twitter is a 'microblogging' system that allows you to send and receive short posts called tweets. Tweets can be up to 140 characters long and can include links to relevant websites and resources. You can follow friends/ family/ famous people/ organizations on twitter to see their regular updates. You are given the option to like or retweet tweets that interest you (like or share). You are given the option to have your account open to public or private just to people that follow you. If you decide to have a private account, people will have to 'request' to follow you, meaning that you would have to accept their follow request.
'It was founded in 2006 by Jack Dorsey, Noah Glass, Biz Stone and Evan Williams' (Wikipedia, 2021).

Instagram- this is also another free form of social media, Instagram is about photo sharing. It allows you to upload and edit photos and videos. Similarly to Twitter, you're given the option to have a public or private account. Public meaning that anyone can see your profile at any time, and private meaning that people need to request to follow my profile and see your posts. On each post, you're given the option to like, comment and share. Instagram was created in 2012 by founders Kevin Systrom and Mike Krieger (Mullen, 2018). Instagram has become a very powerful app as a lot of celebrities use it and encourage and influence their fans to live a similar lifestyle to them.

Examine the impact of Personal Branding on your own employability

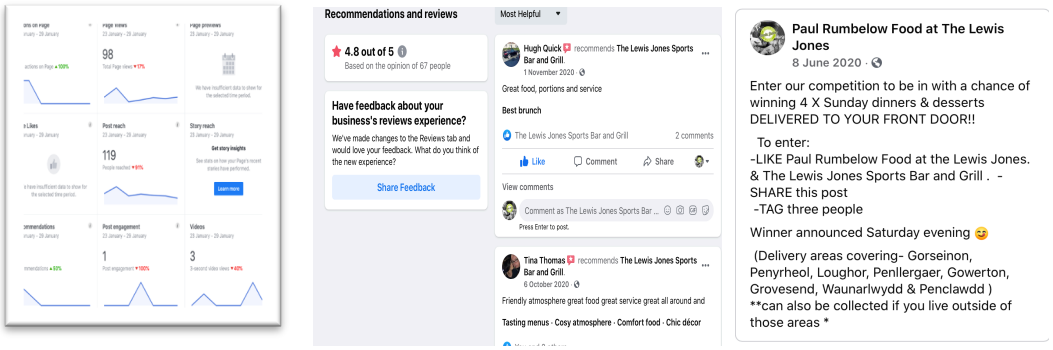
Your personal brand is the unique combination of skills and experiences that make you who you are. It is how you present yourself to the world. Effective personal branding will differentiate you from the competition and allow you to build trust with prospective clients and employers. (Castrillon, 2019)

Your personal brand means how you show yourself to other people online. Below I have added a screen shot of my Instagram, this is the app I use the most frequent. I want to give my followers the impression that I am a friendly and outgoing person, so I did that by uploading photos of my friends, and on the 'story' section I've uploaded a lot of pictures of the Gower. I personally think that the main way to make your personal brand look good, is by being positive about everything, so uploading nice/ positive pictures, posts and videos. By using different social media platforms, it can really show the type of person you are. Some employers rely on looking at people's personal brands to figure out whether they're fit for the job, so by well presenting your personal brand, it could make you more employable.



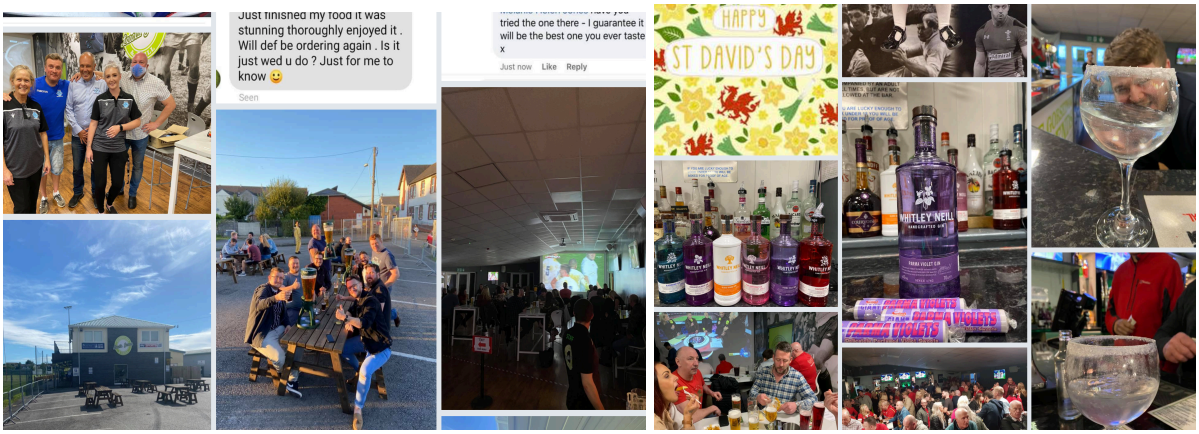
There are many pro's of having your own personal brand, such as;

You become more known online. The internet has become incredibly powerful, meaning that your name could go a long way just by using social media. Another reason to encourage you to have your own personal brand is so that friends and family can see your progress. The best part about online personal branding is that you don't have to show absolutely everything, most people only include the positive aspects of their life.



This is my workplaces Facebook page, they use this religiously to keep customers in the loop. Above I have included the perks of using Facebook as your personal brand. One thing that I rely on is the 'page views' per week. I try keep note on the statistics so I know where to improve. Due to the current COVID-19 situation, it is harder to keep the statistics high, as we don't have much to post/ talk about.

I try to sell my workplaces Facebook page as much as possible by posting frequent posts to keep everyone involved. I think that photos of customers and work-related photos gives my workplace more of a friendly/ welcoming atmosphere. My workplace thinks it's essential to include photos of the things that customers would experience when coming to my workplace, so we try to advertise what we sell, prices etc. In the past, we've done competitions, to win dinners, this is to engage with the customers. The competition was extremely successful as we gained a lot of new likes and shares, meaning that the name was getting around, and the winners enjoyed their food and now buys food from my workplace on a regular basis. The ages that we target on Facebook are roughly 18-65, as they are the ages that mainly use Facebook.



Discuss personal and professional security and safety online.

The Data Protection Act was 'introduced in 1988'. (BBC, 2018) It was introduced to ensure that peoples data and personal information is kept secure and safe. It's essential that its only used 'within the confines of the law' (FSB, 2019). Being safe online means that you're able to use the internet effectively by protecting yourself. You have to beware of certain things online, such as;

- Scams
- Personal Data Leaks
- Bullying

These are all factors that could go wrong if you don't use the internet safely. Schools, Colleges and Universities around the world are trying to promote and encourage online safety to lessen the chances of things going wrong. The best way to keep your business safe online is to make sure your passwords are strong, and make sure your data is backed up. Ways to prevent these things from happening is by being careful what you download, keep your privacy settings on and keep your personal information limited and professional.

On February the 8th 2021, WhatsApp's privacy policy will be changing as Facebook has bought WhatsApp. The policy includes that your data will be shared with Facebook, regardless on whether you have a Facebook account or not, which many people don't agree with. This means that Facebook will be able to access information such as; your phone number, how frequent you use WhatsApp, your time zone and IP address.

'We may use the information we receive from them, and they may use the information we share with them, to help operate, provide, improve, understand, customise, support, and market our Services and their offerings, including the Facebook Company Products.'

'We want to be clear that the policy update does not affect the privacy of your messages with friends or family in any way. Instead, this update includes changes related to messaging a business on WhatsApp, which is optional, and provides further transparency about how we collect and use' (Miller, 2021)

These statements are from WhastApp, claiming that everyone's data will carry on to be protected. WhatsApp have also included that there is an 'opt out' option, but you'll result in losing your account if you proceed to do so. A high percentage of people are deactivating their WhatsApp account and finding alternative apps as they don't agree with the terms and conditions. Some of the alternative apps that people may suggest moving over to are;

-Telegram messenger

- Kik

-Snapchat

- Skype

WhatsApp has been owned by Facebook since 2014, but WhatsApp has always been completely sperate to Facebook. " It comes as no surprise that Facebook is now folding WhatsApp into its general sulprus of user data; this is a process that's been accumulating, slow and steady for years" (Wille, M 2021). After reading numerous articles about WhatsApp being taken over, it is clear that a lot of people don't agree with it, and would agree that it's an ongoing process that's been going on for years.

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Appendix 1

Appendix 2