

Student number :1812783

Shukrie Ahmet Islyam

DIGITAL SKILLS AND RESEARCH METHODS

Table of Content

1. Introduction	3
2. Evaluating Modern Technologies	3
2.2 Web Conferences	3
3. Exploring Social Media	5
Face book for Marketing	5
Facebook for Information gathering	7
4. My Online Presence	8
4.1 Facebook (Business)	8
Facebook (Personal)	9
4.2 Twitter	10
4.3 LinkedIn	10
5. Conclusion	11
Reference List	11

1. Introduction

This study focuses on analysing two modern technologies in business; namely social media and web conferences. The analysis will reveal how these technologies can be implemented within business processes to deliver benefits; while, also identifying limitations or disadvantages of using them. There is a constant development race occurring in contemporary business, with companies pushing to adopt the modern approaches within operations. Those who are able to accommodate change and implement modern practices hold a massive competitive advantage within the market. However, adopting modern technologies is a difficult task as the firm must make several considerations such as budget restrictions, skill availability/capability and infrastructure. That being said, modern technologies can lead to an improvement of service delivery, better design of products, reduced resource use, reduced waste production, reduced environmental impact and higher productivity. Moreover, this report will focus over technologies that facilitate the use, flow and management of information within business processes such as

cloud-based technology, web conferences and social media services. Information is an invaluable resource, a fact that is even truer in the case of health and social care delivery. In Fichman *et al.* (2011) information is described as a tool that aids healthcare organisations in coordination, evaluation, internal/external research and practice development. This makes it vital for healthcare units to implement technologies that allow them to harness and utilise the power of information. Technology has been developed and introduced for communicating, storing and sharing information, and learning brings new opportunities to:

- *run social care businesses more efficiently
- *enable people who need care and support to gain greater control
- *create wholly new and alternative forms of support.

Digital skills are important for organisations, for employees and for people who use care and support services. There are four key digital skills areas or domains that a social care worker will need to have skills and knowledge in:

- 1/managing information
- 2/sharing data
- 3/using digital skills in direct care
- 3/learning and development.

Example for digital skills and knowledge for people working in health care; know how to share safely appropriate data with colleagues or safely store digital client records and use password protection. Digital skills are important for health care.

2. Evaluating Modern Technologies

This section of the analysis will focus over two modern technologies: web conferences and social media.

2.2 Web Conferences

Web conferencing is best described as an online service that allows individuals and business to hold life conferences, meetings, training and presentations over the internet. The main idea behind web conferences is to enable people to meet and communicated without needing to be physically present. This can bring advantages such as save time and money for the firm. **Web conferences** allow information in the form of text messages, high quality video and audio to be sent and received within a group of participants. In healthcare three types of web conferencing is commonly used.

Webinars

In webinars, healthcare practitioners can present information such as disease prevention methods, care tips and care plans to a select audience via the internet. Since, this a real-time event, the two-way communication capabilities of web conferencing enables the audience, which in most cases might be patients or students to ask question or clarify details (Billings and Halstead, 2015).

Webcast

This involves making a broadcast regarding various subjects over the internet either to a specific target group like employees or more generalised audiences such as public to spread awareness. However, unlike webinars, audiences of webcasts cannot interact with the presenters. Healthcare organisations often use webcasts on popular streaming platforms to share information and updates regarding recent diseases outbreaks (Kamel and Wheeler, 2007). Consequently, webcasts can be used to as training material, which trainees may access based on their convenience.

Web meetings

Healthcare firms are known to initiate web meetings with professionals, medical students and field experts to discuss subject matters. This may include discussions over the development of new practices, cures for diseases and controls for managing epidemics. All participants of a web meeting may communicate with each other individually or with the entire group itself through

video, audio and text. The most popular type of web meeting is arguably the video conference, which is a cheap and effective method for communicating with both large groups and individuals when needed (Stantchev *et al.* 2015).

One positive point for web conferences is huge expenses are avoided largely. So, in case of any emergency, the doctor does not need rush to the required hospital at a distant location and can easily guide the other staff about the treatment. Communication is most powerful, when doctors communicate with other doctors, their relationships become stronger. Fact, the video communication of the doctors with hospital staff, patients from the distant location, will build trust on their doctors and it will ultimately result into a stronger relationship with them as well.

Arguably, one of the biggest issues related to web conferences is its reliance on the internet. This is critical consideration to make especially when the quality and speed of internet connections may vary across different locations. Therefore, while undertaking the conference it is pivotal that all participants be connected through high speed internet connections. If participants fails to connect to a reliable network it could create major communication problems. Furthermore, some participants might miss out completely if they lose internet connectivity during the conference. Therefore from a reliability standpoint web conferences cannot match regular conferences (Khan and Gouveia, 2017). However, considering the IT and communication technologies continue to develop, web conferences is expected to replace conventional conferencing methods in the near future. Another issues is related to healthcare employees themselves. Many practitioners, nurses, professionals and doctors might not possess knowledge or be adept with using such technologies; therefore preferring conventional and direct conferences. Therefore, healthcare firms might need to facilitate training in order for the approach to gain acceptance (Vice and Manchikanti, 2015).

3. Exploring Social Media

Ashley and Tuten (2015) social media refers to the online platform upon which people create, share and discuss content quickly, efficiently and in real time; connected to multiple devices such as smartphones, laptops and tablets. Social media enabled real-time information sharing and its massive popularity has gained it a spotlight within business operations. According to a report, the total number of social media users is estimated to be around 3.4 billion, which is an increase

by 9% from 2018 (Chaffey, 2019). The report further points out the importance of apps and devices, with nearly 2.958 billion accessing social media from mobile phones. However, the popularity of social media is yet to be fully realised, as many developing countries still report low levels of internet penetration; such as central Africa where only 12% of the population have access to an internet network (Chaffey, 2019). This popularity has made social media a platform for marketing and information gathering in contemporary business. The following discussion will analyse how social media can be used as a tool for achieving these business functions.

Facebook for Marketing

Arguably, one of the biggest use of social media in marketing is the creation of accurate and well-defined **customer profiles**. Conventional customer profiling relied on research data collected from survey and interview mechanisms. These were effective in the past; however, might not lead to effective customer profiling in contemporary business as customer preferences and needs vary vastly across a population. Conventional methods of customer profiling only incorporate views of small subsection, which might or might not represent the entire group's needs (Koumpouros *et al.* 2015). However, companies can easily identify trends and hot topics that interest customers the most. This results in the creation of groups that value or promote specific aspects. *For example*, a group of customers that actively seek high mileage vehicles to save fuel costs (Felix *et al.* 2017). Therefore, social media helps organisations construct customer profiles and target sections of the society with products/services that meet majority needs. In addition, since information is collected in real-time, organisations are better able to adjust their marketing strategies to meet new or emerging needs faster than conventional market research methodologies. With nearly 3.4 billion of the world's 7.7 billion population using a type or form of social media service, it acts as a massive advertising platform, arguably larger than most conventional advertising media platforms. More importantly, social media is a global platform unlike conventional media that is regional in nature. This means organisations could potential target or reach all of the 3.4 billion users.

Social media is a social platform where people talk, communicate and discuss various subjects. Therefore, it greatly aids in marketing through “sharing”. Individuals who like a product or

service are highly likely to recommend it to others. This phenomena even occurs on social media, where a positive impression over a small group of users could result in the brand gaining popularity and reputation without the company even needing to do anything. This can be extremely useful for healthcare brands that operate in restricted budgets with minimal marketing activities (Stephen, 2016).

Using social media as a market tool however brings some challenges as well. *Firstly*, in order for a social media marketing strategy to be truly effective it must have a strong following online. When the company first sets up its profile pages or accounts, it is highly likely that many customers will be unaware of the brands presence on social media. Therefore, conventional advertising might need to make customers aware of the brand's social media pages or profiles. *Secondly*, simply setting up a social media page is not sufficient, an effective strategy relies on posting regular updates and interacting with customer complaints. Therefore the company might need to allocate human resources for managing their social media pages. *Thirdly*, there may already exist many profiles bearing the company name and logo. These pages are fan created profiles who exhibit strong brand loyalty. Since, these pages were created earlier, it is highly likely they would attract customers seeking the brand online. While, it may seem easy to take legal action and close these fan pages, such an approach may actually harm the company's image. Rather, there is a need to differentiate and distinguish the official site from fan created ones (Dahnili *et al.* 2014).

Facebook for Information gathering

Social media as an information gathering tool is pivotal within organisations operating in changing and demanding environments, such as healthcare. Patient needs continually change along with changes in attitudes, social trends, lifestyle choices, demographics. In addition, disease incidences also fluctuate creating varying demands for different healthcare needs. People talk about these matters and generate data that could be useful for predicting healthcare requirements within target populations. The information gathered from social media from patients or past customers can also help the healthcare unit identify problem areas (Fernandez-Luque and Bau, 2015). *For example*, if many patients complain about the staff's

poor behaviour and attitude online then it might serve as a red flag for the involved organisation. Consequently, it can help identify areas of strength by gathering information from through positive patient reviews on social media sites.

Social media can also generate information vital to service design within healthcare units. This data might not specifically point out areas of concerns or strengths, but potential improvements in service. When this information is assimilated within the organisation and manifest in practice, it could lead to higher levels of patient satisfaction. In turn, this would raise patient-provider relationships as patients would feel that the organisation listens to their needs. Consequently, patients would also communicate more openly as a result of a higher level of trust (Smailhodzic *et al.* 2016).

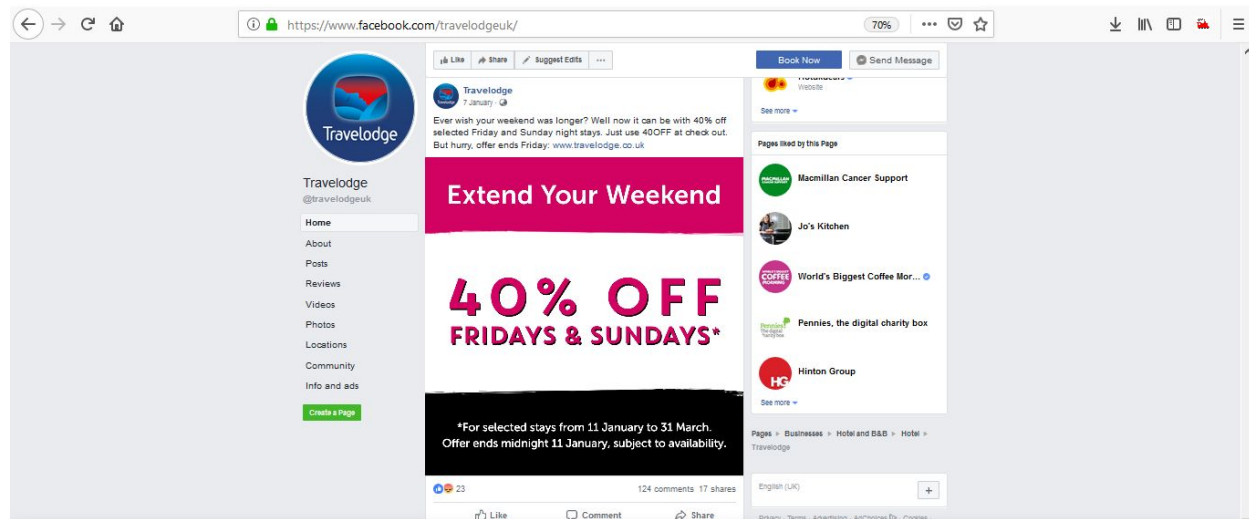
Social media allows both individuals and organisations to create online entities. These online profiles gather data related to the firm's popularity over the platform. Data such as page hits, user demographics, trending topics etc. might be revealed through data analytics. Social media also provides a platform for patient-provider interaction. When individuals post comments or reply to organisation posts, marketers can use the platform to reassure and support customers. Thus it can be argued that social media can act both as a tool for collecting and disseminating information (Panahi *et al.* 2016). While social media is a great tool for gathering data, the company must make sure it adheres to privacy standards. Modern social media tools are able to gather all types of consumer data such as behaviour, attitudes and personal information. Companies must ensure confidentiality and appropriate use of consumer data; and must confirm with local laws if such information may be used for marketing purposes or not (Tsai *et al.* 2011).

4. My Online Presence

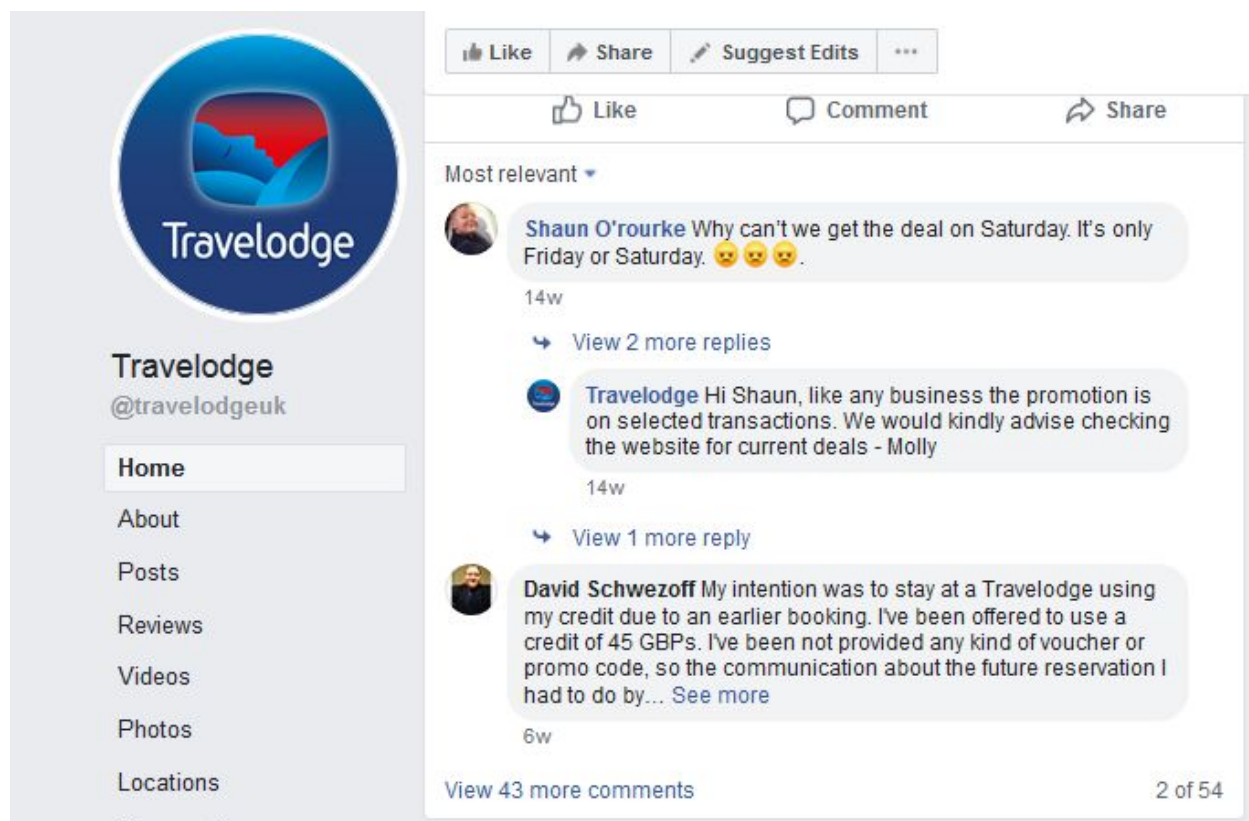
4.1 Facebook (Business)

Facebook is a great tool for promoting special events, discounts and interact with customers. While working at **Travel Lodge**, a hotel located in Barnsley I was able to inform customers regarding the 40% discount the company was offering for weekend stays; specifically Fridays and Saturdays. I was also able to link back to the brand's official website for customers avail

further details. The post captured comments from many customers regarding what they felt about the promotion. Consequently, I could reply on behalf of the company to help clarify doubts.



<https://www.facebook.com/travelodgeuk/>



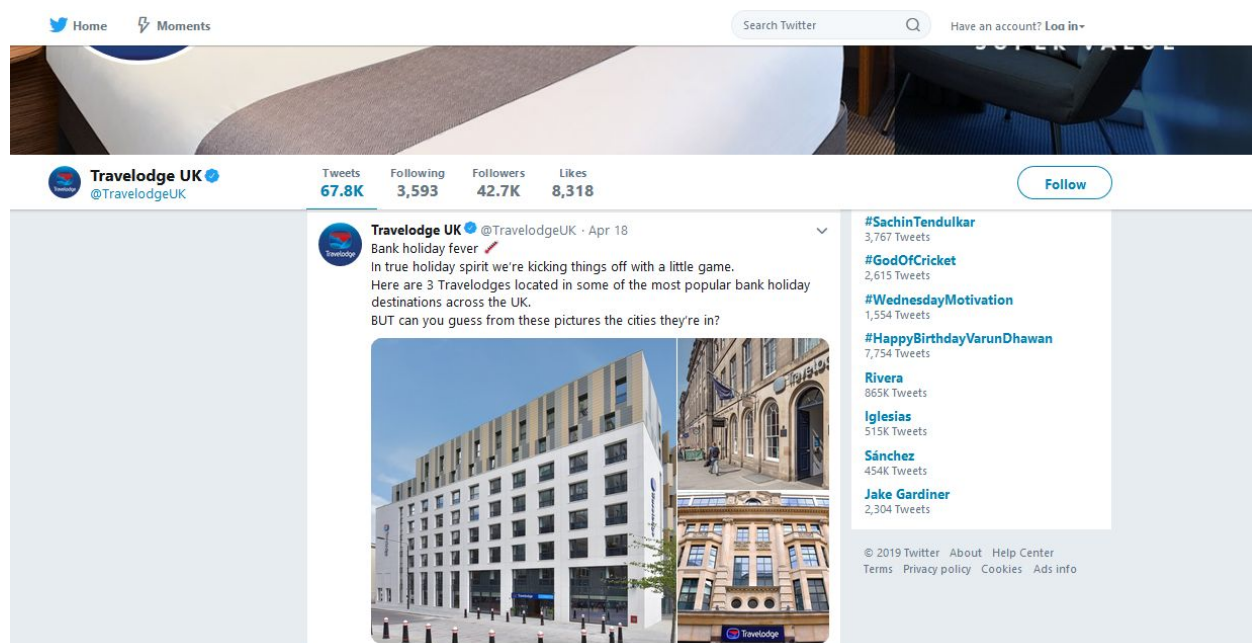
<https://www.facebook.com/travelodgeuk/>

Facebook (Personal)

It is recommended that personal profiles on **Facebook** be closed to public viewing. This is how I manage my personal profile, by restricting access to personal photos and posts. However, I leave some posts open for public viewing such as those related to achievements in the field, awards and certifications. This will ensure that companies viewing my personal profile will have access to my professional life but not my personal one. According to a report by Heathfield (2018) 76% of firms either already use or plan to use the help of social media for recruitment purposes such as screening. More importantly, companies are known to fire employees after they judged certain posts inappropriate and harming the brand image. An article by **Workopolis** outlines six circumstances how employees have lost their jobs as a result of posts made on their Facebook accounts (Workopolis.com, 2017).

4.2 Twitter

This is a similar social media service like **Facebook** but with limited functionality and customisability. However, with 560 million users online, **Twitter's** importance in promotion and advertising cannot be ignored.



<https://twitter.com/TravelodgeUK>

4.3 LinkedIn

LinkedIn is platform where recruiters, HR professionals and job seekers meet. Candidates can create professional profiles outlining their skills, abilities, experience, job specialisation, education and certifications. Recruiters can in search candidates and find potential matches for job openings. Moreover, the ability to send messages directly to candidates aids in the communication process. I have used **LinkedIn** to build a profile that has many connections with other professionals, as a result I often receive job recommendations from those whom I am linked to. I also use the platform to keep my resume current and updated. More importantly, I have joined professional groups, which is often the focus of attention for mass recruiters, potentially raising my chances of finding a job.

5. Conclusion

The report highlights key benefits and challenges associated with the use of modern information technologies within the working environment. The author argues that while the use of such technology is associated with some risks, in long term companies can reap much larger rewards. Such technologies was seen to bring benefits like lower cost and flexibility. Web conferences aided in practical meetings without needing to be physically present. In addition, social media was analysed as a marketing tool that could save marketing costs for budget stricken healthcare organisations. However, setting up a social media marketing strategy might require advertising from standard media in order to raise the company's presence online. The quality of internet connectivity also was seen as major factor that influenced such technologies.

Reference List

Ashley, C. and Tuten, T., 2015. Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), pp.15-27.

Billings, D.M. and Halstead, J.A., 2015. *Teaching in nursing-e-book: A guide for faculty*. Elsevier Health Sciences.

Chaffey, D. (2019). *Global social media research summary 2019 | Smart Insights*. [online] Smartinsights.com. Available at: <https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research> [Accessed 17 Apr. 2019].

Dahnil, M.I., Marzuki, K.M., Langgat, J. and Fabeil, N.F., 2014. Factors influencing SMEs adoption of social media marketing. *Procedia-social and behavioral sciences*, 148, pp.119-126.

Felix, R., Rauschnabel, P.A. and Hinsch, C., 2017. Elements of strategic social media marketing: A holistic framework. *Journal of Business Research*, 70, pp.118-126.

Fernandez-Luque, L. and Bau, T., 2015. Health and social media: perfect storm of information. *Healthcare informatics research*, 21(2), pp.67-73.

Fichman, R.G., Kohli, R. and Krishnan, R. eds., 2011. Editorial overview—the role of information systems in healthcare: current research and future trends. *Information Systems Research*, 22(3), pp.419-428.

Heathfield, S. (2018). *Can You Use of Social Media for Recruiting and Background Checks?*. [online] The Balance Careers. Available at: <https://www.thebalancecareers.com/social-media-recruiting-1919153> [Accessed 24 Apr. 2019].

Kamel B.M.N. and Wheeler, S., 2007. The emerging Web 2.0 social software: an enabling suite of sociable technologies in health and health care education 1. *Health Information & Libraries Journal*, 24(1), pp.2-23.

Khan, S. and Gouveia, L.B., 2017. An Empirical Factors that Influences the Adoption and Selection of Internet Service. *Fourth Information Technology Trends (ITT 2017)*.

Koumpouros, Y., Toulas, T.L. and Koumpouros, N., 2015. The importance of patient engagement and the use of social media marketing in healthcare. *Technology and Health Care*, 23(4), pp.495-507.

Panahi, S., Watson, J. and Partridge, H., 2016. Social media and physicians: exploring the benefits and challenges. *Health informatics journal*, 22(2), pp.99-112.

Smailhodzic, E., Hooijsma, W., Boonstra, A. and Langley, D.J., 2016. Social media use in healthcare: a systematic review of effects on patients and on their relationship with healthcare professionals. *BMC health services research*, 16(1), p.442.

Stantchev, V., Barnawi, A., Ghulam, S., Schubert, J. and Tamm, G., 2015. Smart items, fog and cloud computing as enablers of servitization in healthcare. *Sensors & Transducers*, 185(2), p.121.

Stephen, A.T., 2016. The role of digital and social media marketing in consumer behavior. *Current Opinion in Psychology*, 10, pp.17-21.

Tsai, J.Y., Egelman, S., Cranor, L. and Acquisti, A., 2011. The effect of online privacy information on purchasing behavior: An experimental study. *Information Systems Research*, 22(2), pp.254-268.

Vice, H. and Manchikanti, L., 2015. A case for restraint of explosive growth of health information technology: first, do no harm. *Pain Physician*, 18, pp.293-298.

Workopolis.com. (2017). *6 people who were fired for social media posts - Workopolis Blog*. [online] Available at: <https://careers.workopolis.com/advice/6-people-who-were-fired-for-social-media-posts> [Accessed 24 Apr. 2019].