

Digital Skills and Research Methods

Effective Use of Modern Technologies within the Workplace & Use of Social Media as a Tool of Marketing

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1. INTRODUCTION

This assignment is based on the purpose provide the effective use of modern technology within the workplace and also to use social media as a marketing tool, gathering the information and communication and to illustrate its online presence.

The technology has revolutionized the work environment. Technology is changing day by day so as its use within the workplace.

To define technology in simple term, technology is a tool to achieve a task in a better way in regards to efficiency, affordability and effectively.

Technology is been completely different from time to time within the workplace. There are many purpose and uses of the modern technology at workplace but here are few most significant which are the concerns at workplace.

- a) Improved Communication
- b) Time Efficient
- c) Innovation and Creativity
- d) Human Resource Management

Although technology has changed the world in a better way but it also has cons with it. We will be discussing the benefits of modern technology and its effectiveness.

A) **IMPROVED COMMUNICATION**

The communication was the most desired sector to be changed within a workplace. Back in old days there was a huge space between sender and receiver to communicate. Businesses were restricted with a major reason of communication problem. Organizations were limited to a city or a country because of communication gaps. Below are some technologies which have filled the communication gap.

- i. Smart Phones
- ii. Video Calling
- iii. VOIP Calling
- iv. Email

There are many other technologies which have changed the communication sector these are the major one. A little bit of description of the above mentioned to define how these technologies have revolutionized.

i. **Smart Phones**

Back in old days it was very hard to reach an individual because there was no such thing called mobile device or personal device. And there was nothing to be like **GSM telecommunication**. The only way to approach an individual was to contact when the person is available at workplace or a place where telecommunication is possible. With mobile phones it became

possible to reach an individual whenever it is required. And to make it more advance smart phones helped us not only to make audio communication but visual as well.

ii. Video Calling

Video calling has made long distance live stream calling much easier especially for co-operate sector. With the help of this technology now executives or department heads don't really need to travel from a place to another to have a meeting. They can have a video conferencing to make a meeting and to make the most of it.

iii. VOIP Calling

VOIP (Voice over Internet Protocol) calling is a facility now these days to make a call through internet without paying any cost apart from the cost on the internet. This has changed the way companies use to communicate. This is so cheap and it very efficient that most of the companies are relying on this technology now these day. The most famous apps using this technology are facebook messenger, whatsapp, imo and many others.

iv. Email

Email (Electronic Mail) is the most adapted technology used by almost every other company in the face of the earth. Back in time it was a very slow process of sending a post. The post deliver use to take time depending on the postal service cost sometime an amount which was probably more than the value of the post and risk of being was also there. Now by email there is much more satisfaction. First thing that it will be delivered; if not then it can be resend as many times without rewriting it. There is no cost apart from the internet itself and it is time efficient that it will be delivered within seconds from one end to the other end of the world.

Communication technologies have definitely helped the humanity in many ways but it does comes with some of it disadvantages. But for now we will take it as for our benefit.

B) TIME EFFICIENT

As earlier discussed technology has preformed its role in terms of time efficiency in many sectors and it is continuing to do. Following are the major sector in which technology made things more time efficient.

- Travelling
- Communication
- Freight

- **Travelling**

For travelling it use to be very hard in old times to travel from one place to another and was expensive as well. Probably the travelling was only by road or through sea but with the modern day technology people do travel on daily basis to work not only from city to city but in some cases from country to country. The airplanes have made it much more efficient. And because of the competition this facility has become more reasonable with price.

- **Communication**

As briefed out earlier that communication was one of the major issues of organization of not being able to expand the business in other countries. With the advancement of communication, many organizations have globalized. In fact many organizations are running their business on this technology. Tele Sales business is one of the clear examples of this.

- **Freight**

Freight services have become more efficient and time saving. The advancement of the technology has helped this sector for not just to take massive freight in a cruise but freight can also take place by air as well. So to make things clear, where a parcel use to take months and months to be delivered now it's just the matter of days even though if it is from one end to the other end of the world.

C) INNOVATION AND CREAIVITY

In this day and age people do have a sense of creativity and innovating new things in their respected work. The advancement of the technology has made people more smart and revolutionary to have an urge in them of doing something new every day and every time. Make things more reliable, efficient, affordable and competitive. More over the extra facilities are to track a parcel and almost every other parcel has a barcode to have a unique identity of it.

D) HUMAN RECOURCE MANAGEMENT

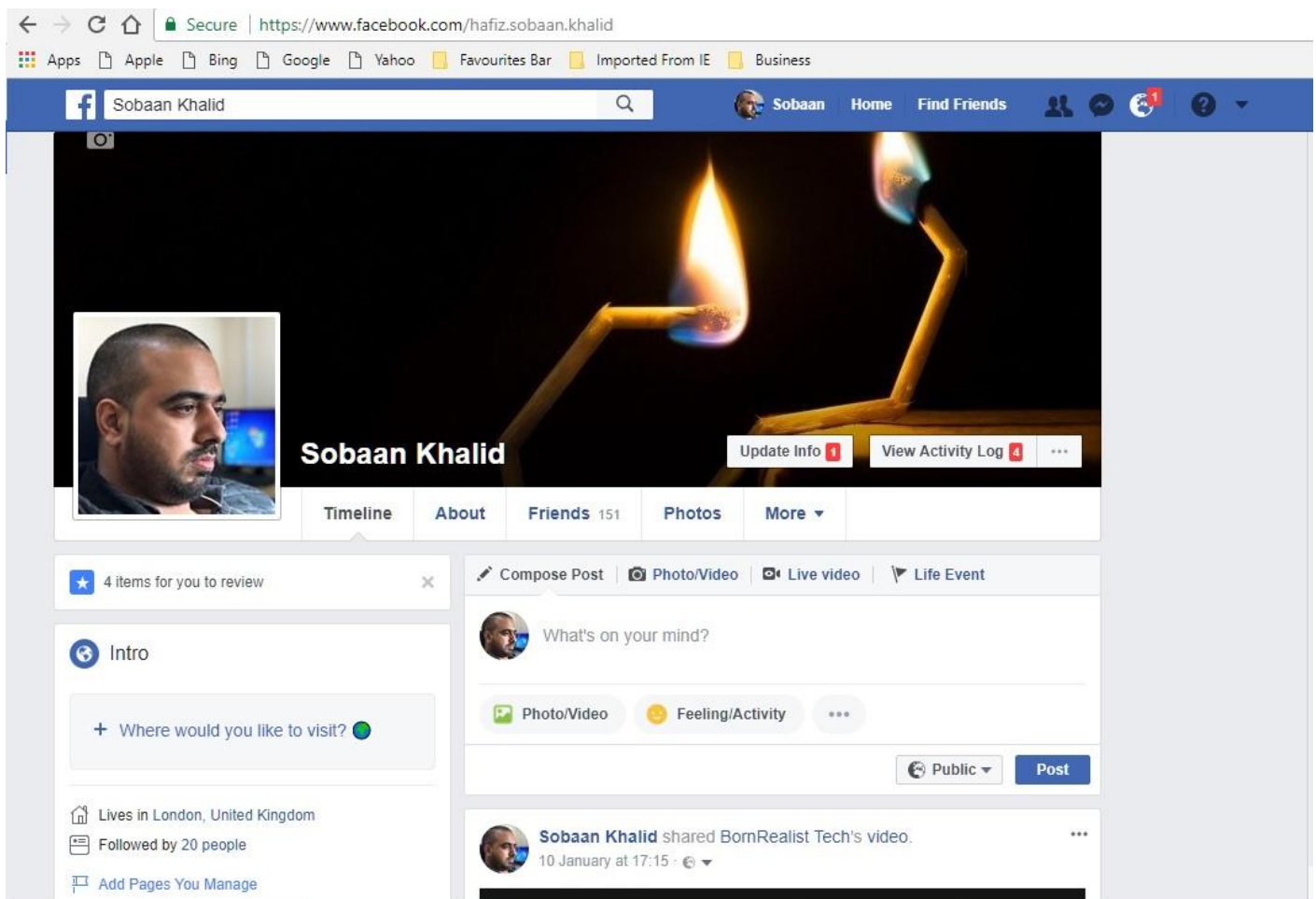
Mentioning this sector particularly has a reason. Back in old has to identify a person was very difficult and was almost untraceable. More over it was very easy to mislead with providing the document which can be fake. Technology has made things easier for the HR for not only identifying a person online but also to verify the person's academic career. More over it helps to keep a check and balance of attendance record of an employee by providing them an ID with a unique code so whenever they enter or exit the building the system keeps a record.

Time has changed this world a lot with the advancement of the technology. Hopefully it will keep changing and will make things more revolutionary.

2. USE OF SOCIAL MEDIA

Following are the examples of the modern day technology of social media as using it the tool of marketing.

Facebook



Twitter

Twitter, Inc. [US] | <https://twitter.com/following>

Apps Apple Bing Google Yahoo Favourites Bar Imported From IE Business Other bookmarks

Home Moments Notifications Messages Search Twitter Tweet





SOBAAN KHALID 
@sobaan_khalid
London, England
Joined November 2015
Born on 6 December 1986

Who to follow · Refresh · View all

Following 32 Followers 7 Likes 1 Lists 0 Moments 0 [Edit profile](#)


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Contact and Messaging
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