

WAJDI BEN SALEM

1714888

Digital skills and research methods

BMSK4003

INTRODUCTION

The purpose of this reports is to evaluate the effectiveness of the use of the modern technologies within the workplace and to explore social media as a tool for marketing, information gathering and *communication within workplace.*

Modern technology is simply an advancement of old technology. The impact of technology in modern life is unmeasurable, we use technology in different ways and sometimes the way we implement various technologies do more damage than good. Its is the way we apply scientific knowledge for practical purposes. It includes machines (like computers) but also techniques and processes (like the way we produce computer chips). ... In fact, a hammer and the wheel are two examples of early human technology.

In modern life, we are surrounded by technology. It's integral to everything we do, big or small. We can find examples of technology in our homes and personal spaces, in industry, in business, and in the medical profession. Most people know technology when they see it, but what exactly is technology?

Technology is the way we apply scientific knowledge for practical purposes. It includes machines (like computers) but also techniques and processes (like the way we produce computer chips). It might seem like all technology is only electronic, but that's just most modern technology. In fact, a hammer and the wheel are two examples of early human technology.

MAIN BODY

1 WEB CONFERENCING

Web Conferencing is an online service by which you can hold live meetings, conferencing, presentations and trainings via the internet particularly on TCP/IP connections. You can connect to the conference either by telephone or using your computer's speakers and microphone through a VoIP connection.

2 Use of web Conferencing

Web conferencing offers the opportunity to host or attend business meetings using a computer and Internet service. ... Web conferencing benefits businesses by saving time, money and company resources for holding meetings, conferences, training sessions and more.

Saves on Travel Cost and Time

Prior to web conferencing in business, if you wanted to bring together a sales team spread out across the country or meet face-to-face with a client who lives out of town, you (or they) had to travel. Not only can travel be expensive but it also takes time. Web conferencing saves businesses time and money. Within a few minutes, meeting attendees can log on to the meeting without wasting time at the airport or spending money on a ticket. Even if the business pays for a web conferencing service, it is typically less expensive than travel expenses.

Increases Work Efficiency

Scheduling meetings typically takes more work than simply inviting or mandating attendees. If you're the host, you must book a conference room, plan the agenda and in some cases order catering and more. Web conferencing eliminates all these booking needs, which means putting together a meeting is faster and easier than face-to-face meetings.

Flexible

It can be difficult to hold an impromptu meeting when the people you need to meet with are not local. Web conferencing provides more flexibility. Typically, you send an email invitation or pick up the phone to alert attendees of the web conference. Within minutes, attendees can log into the web conference system and the meeting starts.

Increases Engagement

Web conferencing allows the host to upload slides and other graphics, too. With the audio and visual components of holding a web conference, the format helps to increase the engagement level of the conference attendees.

Eliminates Geographic Barriers

Since anyone with an Internet connection and computer can attend a web conference, web conferencing eliminates geographic barriers of all kinds. Web conferencing opens possibilities for communication with employees and customers worldwide.

Give Presentations

You can deliver the same presentations over the Internet with web conferencing that you would in person. Whether

it's generating leads with sales presentations, nurturing those leads with case studies or technical presentations, or delivering financial results and forecasts to investors, your audience will see the presentation slides on their computers as you go through them on yours.

Conduct Meetings

Web conferencing is ideal for recurring status or department meetings, especially when the participants are scattered across different work locations. Examples include project development status meetings and sales report meetings. Web conferencing features allow you to grant temporary control of a meeting to another participant to present slides and information on his or her desktop.

Hold On-line Events

With the ability to support hundreds, even thousands of participants, web conferencing is ideal for holding large, on-line events or seminars. Examples include reaching your entire customer base with new product announcements, establishing thought leadership through technical and expert seminars and conducting large-scale marketing events

3 Social media in workplace

Social media are primarily Internet-based tools for sharing and discussing information among human beings.

A category of sites that is based on user participation and user-generated content. They include social networking sites like LinkedIn, Facebook, or My Space, social bookmarking sites like Del.icio.us, social news sites like Digg or Simply, and other sites that are centered on user interaction.

Online technologies and practices that people use to share opinions, insights, experiences, and perspectives with each other.

Social media are works of user-created video, audio, text or multimedia that are published and shared in a social environment, such as a blog, wiki or video hosting site.

The Different Types Of Social Media Platforms

- Social networking (Facebook, LinkedIn, Google+).
- Microblogging (Twitter, Tumblr).
- Photo sharing (Instagram, Snapchat, Pinterest).
- Video sharing (YouTube, Facebook Live, Periscope, Vimeo).

Benefits Of Advertising Through Social Media Include:

- Grow your sales and your fanbase.
- Use customer generated content for ads (which perform better, too!).
- Better target net new and returning customers (so you waste less money).
- A/B test on the fly, using platform analytics to determine winners.

Benefits of Social Media in the Workplace:

1. Strengthen your employees:

Engagement of the employees with the upper management is very important as it increases the free flow of communication from one person to another.

Through social media the top management can hear the views and opinions of the employee which will eradicate the problem of feeling that the voices aren't heard of the employees.

Communication is the key to a successful management and thus social media can help in improving the communication aspect in a company.

2. Increase in Productivity:

The employees who work are in need of compliments and motivation to balance their work effectively. Social media can help them in acquiring a lot of knowledge and can teach them conventional ways of practicing multitasking. For the work they have done, they need to know how much progress they have made in productivity and they also need compliments so that they get motivated to do more.

3. Helps in Analysing the performance of the company:

The data of the company can be analyzed by social media by knowing the new company trends that will increase the employee productivity.

There are many training sessions being conducted to improve the skills and ability of the employees to contribute much better. Through social media, you can find effective leaders that aren't so noticeable in your department.

Social media will help in analyzing and making plans and goals according to that information and the company can work efficiently.

4. Making people known about your existence:

There are so many companies that aren't noticeable and not known in their industry which hampers the growth of the company. In this generation, people are so hooked up on social media that without it they won't know anything about anyone.

If you want to make other people know about your company, then promoting your company on social media is the best and effective way.

5. Work ethics:

Some employees don't have any idea what work ethics even mean. Social media helps all the newcomers in the business world to know all the terms and work ethics of the company.

Social media does at least half the work of the company by just listing necessary information about how the company works and how the employee has to evolve in given conditions.

There are many companies who have shut down due to lack of co-operation between employees. Thus social media can help in spreading awareness about work ethics.

6. Online training to the employees:

Many companies spend a lot of money in training the employees but now there are other ways of training employees which is cost effective. There are many online training sessions that talk about various aspects of the work place. There is also training available on the technical basis.

Social media will help in making cost effective training to the employees where they can learn better and at the same time the company will not have to spend a lot of money.

7. Branding:

A company can establish their own unique identity by connecting with the customers via social media. There are many brands that have been established just because of heavy advertising and social media.

Advertising is the costliest way of connecting with the customers but social media is cheap and at the same time it is very effective. You have to be available on social media almost every day by posting pictures, posts, videos and many more to create your brand.

8. Develops skills:

There are many networks such as LinkedIn that helps employees to connect with different kind of professionals and successful business men or entrepreneurs. When employees follow them they learn a lot of things which would increase their work ethics.

Such apps not only helps people come closer but it also gives training to develop skills and abilities in technical aspects and other aspects of the business. Employees learning new things are an advantage for the company.

9. Recruiting process gets easier:

Traditional modes of hiring an employee takes a lot of time and effort and it isn't an easy thing to do. Social media helps in improving and [making quick decisions](#) while selecting the candidate.

When the employees update their skills and experience on LinkedIn or any other app, it helps the recruiter to know if that employee is the

preferable candidate for the job. So when an employee is on social media it helps in learning a lot about the employee as an individual.

10. Cheap investment:

Investing your time and money on social media is the most cost-effective investment any company makes because it is cheap and very effective. Many companies spend lot of money on costly methods such as advertising and many more. But social media has made it easier for the employees to connect and learn easier methods which increases the productivity and spreads the awareness about their brand. Many companies have chosen social media to increase their customers and at the same time increase the employment engagements.

11. Marketing aspect:

Companies are trying to target customers on social media because it is easier, cheaper and it also increases the productivity. Online marketing has made a lot of things easier and hence company considers social media to target their customers using marketing strategy.

Conclusion

Technology has important effects on business operations. No matter the size of your enterprise, technology has both tangible and intangible benefits that will help you make money and produce the results your customers demand. Technological infrastructure affects the culture, efficiency and relationships of a business.