



## Pros Of Social Media in Organization

- ✚ Improves customer relationships
- ✚ Strengthens employee relationship and engagement
- ✚ Enhances brand image
- ✚ Improves employee development and initiatives
- ✚ Speeds up recruitment efforts at a lower cost
- ✚ Increases organizational communication

## Cons Of Social Media in Organizations

- ✚ May reduce Productivity
- ✚ Potentially lowers focus
- ✚ Presents some security and privacy concerns
- ✚ Potential circulation of incorrect information
- ✚ Technical risks

## Social Media Tools For Organizations

1. Facebook
2. Twitter
3. LinkedIn
4. Slack
5. YouTube
6. WhatsApp
7. CoSchedule
8. Post Planner
9. Microsoft Teams
10. Hootsuite

## Social Media Application



<https://mk0buildfireqbf86ll2.kinstacdn.com/wp-content/uploads/2016/08/image27-3.jpg>

Platforms such as Instagram, Twitter, and WhatsApp, have presented the world with a democratic platform where everyone has a voice, as well as equal chances of being heard.

In light of this, social media has quickly become the choice communication tool for businesses. It allows organizations to quickly build brand awareness and provides an instant, easy to follow, stream of communication. When making sure a business runs efficiently, communication is vital and as such, social media communication tools can be of high value to businesses when it comes to interacting with their customers.

### Is Social Media Relevant to Organizations?

The relevance of social media to organizations cannot be overemphasized. Social media has had an enormous impact on businesses, so much so that these platforms are used to not only promote brands and advertise new products but to provide customer service and resolve disputes. Collaborative technologies are invaluable in the workplace because of their effectiveness in improving understanding and teamwork, building relationships, and developing lateral communication.

It is clear that any organisation aiming for recognition cannot survive without leveraging social media. The relevance of social media is not limited only to the benefits listed below;

- Improved brand awareness
- Increased Customer Engagement
- Improved customer Satisfaction
- Cost Effectiveness
- Brand Loyalty
- Further Product Education

### How Can Human Resources (HR) leverage Social Media as a Tool?

Social media is a powerful business tool that assists organizations' Human Resource Personnel with the management of Staff, customers, and the organization in general.

Below are some of the ways HR can leverage social media for maximum organizational benefit;

**Recruitment:** In the not-so-distant past, recruiters and staffing managers pored over resumes, posted vacancies on job boards, and hosted expensive job fairs to find suitable candidates. Now, the use of social media sites is pervasive in the recruitment function, with 84 percent or more of surveyed organizations using social media for recruitment.

**Employee engagement:** Social media is an excellent tool for quickly disseminating information on the state of the organization and have all employees feel involved, making them feel more connected and more a part of the organization and its mission.

**External Communications:** HR can use social media to promote their brand. Many organizations have a digital presence on sites such as Twitter or LinkedIn or other industry-related sites to broadcast important developments within the organization.

**Learning Application:** Social media is radically changing the way learning happens in organizations. Social media provides HR with an opportunity to introduce new learning platforms and training with the snap of a finger by uploading to the company social media pages.

*TriVersa Solutions Limited is a Nigerian Based Technology integration company, with vast experience in delivering enterprise IT solutions. In line with underpinning business with the right-fit solutions, our areas of focus are:*

- ✚ Performance improvement
- ✚ Increase profitability
- ✚ Operation efficiency



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