

“The Impact Of Social Media On Employee Engagement With Special Reference To It Industry”, Bangalore

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Abstract

This particular study has been conducted to know how the social media is showing its impact on employee engagement and collaboration, as employee engagement is very important for an organization it is necessary to know whether there is positive or negative impact. This helps to inculcate few networking tools in HR practices to increase the Gen Y employee engagement and collaboration which in turn results in success of organization.

In simplest terms, engaged employees will be motivated, committed and align themselves with their company's culture and business strategy. As Gen Y employees are techno-savvy's in nature this research facilitates to know the impact of networking tools like social media.

Key words: Human Resource, Competency skills, commitment

I INTRODUCTION

Employee engagement is a fundamental concept in the effort to understand and describe both qualitatively and quantitatively the nature of the relationship between an organization and its employees. Employee engagement is the main concern of HR as this generation being too tough to convince and they completely different from the X genres. They are very much into technology and very much attracted to immediate feedback. There are various methods being used in IT sector to engage employees effectively, in recent years' social media have become very effective platform to share ideas, communicate information, views and opinions, content if any to wide range of people in very less time. Companies have to include different methods to engage employees to sustain with the competition in the market.

Gen Y:

in other terms is called as 'millennials', or 'generation Y'. These are the generational demographic cohort following Gen X and proceeding Gen Z. These are sometimes referred to 'Echo Boomers'. Gen Y kids are who born between (1981-2000). In 2008, author Ron Alsop defined the Generation Y as "Trophy Kids", a term that reflects a trend in competitive sports, as well as many other aspects of life, where mere participation is the one which is enough for a reward, it has been reported that this is being an obstacle in corporate environments. Some employees are concerned that millennials expect more from the workplace. There few studies Which says generation Y will not stick one job , holding many more jobs than Gen Xers due to their great expectations.

II Research Objectives:

1. To analyse employee engagement activities in IT industry.
2. To analyse the effectiveness of employee engagement activities.
3. To analyse whether social media is included in HR practices for employee engagement in IT industry in Bangalore.
4. To know the effectiveness of social media on employee engagement.
5. To know whether social media is being a motivational factor to Gen Y employees.

III Data Analysis & Interpretation

Table 1 Preference of Networking sites

Networking sites	Rating (7 being highest)
Facebook	3
Google +	2
WhatsApp	7
LinkedIn	5
Pinterest	1
Twitter	4

Table 2 Usage of Networking sites

Particulars	True in %	False in %
Employee brainstorming	29	5
Increased collaboration	25	9
Knowledge sharing	33	1
Effective communication	28	6
All of the above	23	7

Table 3 Implementation of Activity in Organisation

Activity	Percentage of respondents (%)
Business planning process	24.2
Knowledge sharing	30.3
On- board experience	24.2
TEDx talks	6.1
Team activities	45.5
All of the above	30.3

Figure 1 Implementation of Activity in Organisation

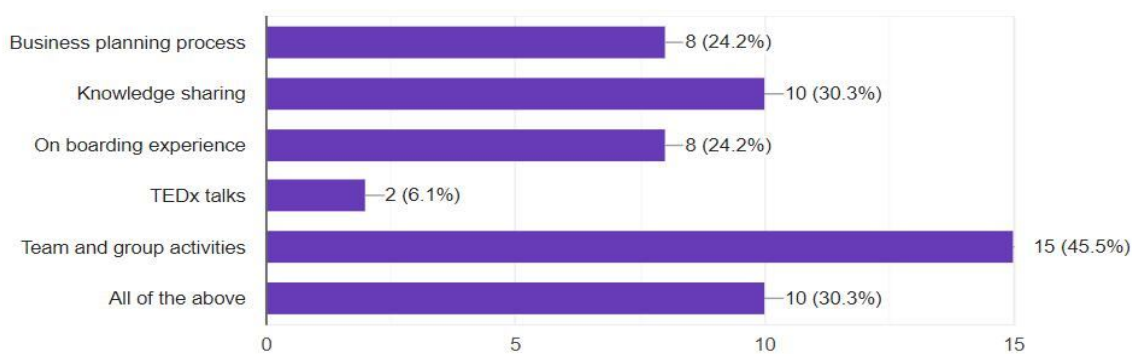


Figure 2: Usage of Networking sites

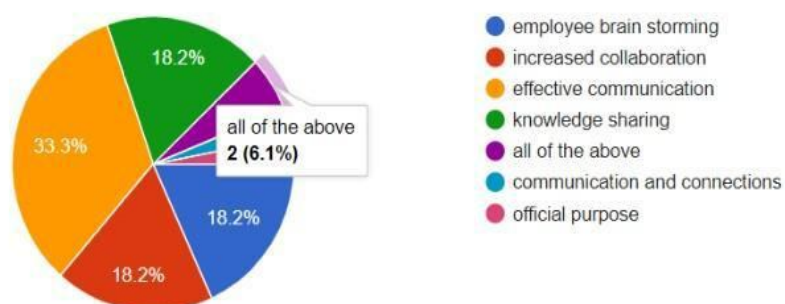
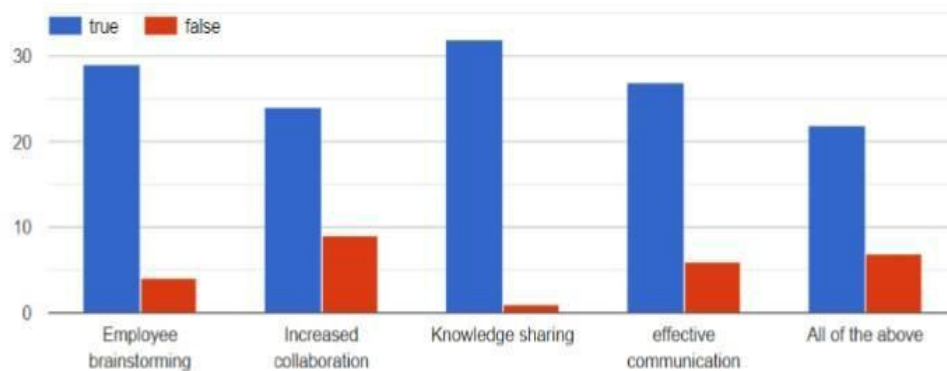


Figure 3: Purpose of networking sites



IV summary of findings

- ☐ The respondents of my study included all the employees working in the IT firms in the city Bangalore. Among them most of them are between 22 and 25 who responded to my research and least were the age group between 31 and 33.
- ☐ The activities being organised in the companies for more times as per my research are group and team activities and then knowledge sharing in second place then business planning process and on board experience have been next then final one was TEDx talks which is barely implemented in the organisations.
- ☐ The employee engagement activities have been being implemented in the organisations mostly once in a month and once in week and very less companies organise them one in 3 months.
- ☐ The generation Y are very excited in taking part in this kind of employee engagement activities so 80 % of the employees are participating in the activities very effectively.

- From the activities being conducted in the organisations more than 70% of the employees took part in this activities very satisfied but 10 percentage employees were not satisfied with the activities.
- More than 50 percentage of respondents said that the activities being organised in their organisations are highly effective and 9 percent of the said not highly effective.
- The activities being organised in the organisations by HR managers have been shown impact on the performance of the employees, 45 % of them agree that there is impact of such engagement activities on gen Y.
- In the research conducted most of the employees working in IT industry strongly agree that there is need of such engaging activities in the firm to increase the performance.
- In this generation there are 95 % of the youngsters using social media in their daily life. They use social media every day for their personal and official purposes.
- All these social networking platforms are being used by the employees mostly for effective communication and then for knowledge sharing and collaboration.
- More than 70 % of the respondents say they are using social media very effectively in the organisation. And 9% of the employees said that they are not using social media effectively.

- When it is about comfort and security 57.6% of the respondents are extremely comfortable in using social media for communication and all.
- Social media being the part of the organisations employees' strongly agree that using social media is increasing employee engagement but 9% of the employees feel social media is not increasing any employee engagement.
- Corporate social networking platforms are offering knowledge sharing very highly and then brain storming and then collaboration in next place.
- Social media is being more user friendly in communication and then with knowledge sharing and then brain storming and collaboration is not so easy to be done through social media.
- This generation being techno-savvy are very much comfortable to share their opinions, views, knowledge feedback, thoughts and ideas on social media.
- There are various social media applications which can be used in the organisations and whatsapp is the most used application for communication, collaboration, knowledge sharing and motivation, and then comes LinkedIn and Twitter.

V SUGGESTIONS

- In the IT firms in Bangalore city many companies are using social media in their organisations and included in the HR practices of the firm and also using effectively for employee engagement, but companies have to adopt innovative ideas to improve employee engagement as all the employees are not satisfied with effectiveness of this method.

- HR management have to take appropriate measures to find out the reasons behind non satisfaction of the employees in the organisations.
- There have to be few training sessions on utilising social media for increased performance of the employees and the effective results in the performance of organisations.
- In this generation using social media for communication have been more in use by this generation Y, but it can create any negative impact on the employees who are soft hearted it can create any kind of psychological harm so companies should be prompt in such cases and included few polices in their organisations to avoid such circumstances.
- Knowledge sharing is the biggest asset of the employee and not all employees are free to share the knowledge with the other employees, so HR should have a look at it and take primitive measures.
- Using social media in engaging gen Y employees might not be derived with activities which are in use but companies have to adopt new trends to retain the employees and to be competitive in the industry.
- Effective communication, knowledge sharing, motivation can be done through social media but collaboration is not highly being done so other methods must be adopted to increase collaboration online.
- There are also few employees who are not secured and comfortable sharing their ideas, thoughts, information, knowledge, opinions on social media so HR have to take some training sessions explaining them the benefits of utilising social media.

- On whole of 100 % some 80 % percent of the companies have adopted social media but still few companies are not using so to sustain with competition they also must start including social media for employee engagement in their organisations.
- Social media being the fastest method of communication we all are using it in our day to day life but companies have to consider the disadvantages as well and train their employees to be able to handle such kind of circumstances.

VI CONCLUSIONS:

In any organisation human resources play a vital role and their engagement makes huge impact on the performance of the organisation. Companies adopt diverse strategies to improve employee's engagement pertaining to Gen Y. The main of this study was to evaluate whether social media based strategies' are influencing the engagement and collaboration of

Gen Y employees. Social media is being a motivational factor for generation Y employee engagement in knowledge sharing, communication, collaboration, etc., which are taking place in the organisation. This helps organisations to adopt innovative strategies to engage their employees.

This generation employees are more into technology and this social media is also helping the organisations to engage their employees. As this is also showing positive impact as per the findings of the research conducted companies can use this method effectively. There also new methods in utilising social media where employees also will be very much satisfied with this kind of activities. In recent days

everything is being done online and in this era of Industrialisation 4.0 companies are flexible and adaptable to new technologies.

With the findings and data of my research I conclude that there is positive impact of social media on generation Y employee engagement and there is a qualitative relationship between the HR practices and employee engagement. This research will help organisations in knowing the value of social media on employee engagement of the generation Y.

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