

Social Media in the Workplace: The Relationship between Internal Social Media Use and Employee Communication, Knowledge Sharing, Creativity, Collaboration and Engagement

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Social media is growing in importance in today's technologically driven world that may provide potential benefits if implemented internally in organisations. This study aimed to investigate five particular factors that were identified in academic research and media articles as perceived benefits of social media use: communication, knowledge sharing, collaboration, creativity and engagement. This study also investigated the possible generational differences in the effect of social media on engagement. Surveys responses from 205 employees were analysed to determine the impact of organisational use of social media and its effect on the five identified factors. As hypothesised, internal social media use was positively associated with knowledge donating, knowledge sharing culture, collaboration, creativity and affective commitment. However, contrary to the hypothesis, no association was found between social media use and communication and generational differences had no effect on social media use and organisational commitment levels. The positive effects of social media identified may lead to more organisations embracing the platform.