SOCIAL MEDIA AT WORKPLACE

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Even before the COVID 19 pandemic strikes, social media has been widely used as an unofficial platform to disperse information and interact with colleagues. Now that pandemic posits limited interaction and physical reporting on workstation, the assistance and demands for social media platforms heightens and is extensively sought.

It is common knowledge nowadays that social media performs a very pivotal role in every one’s life, especially those who are part of the academe. Banking on a staff perspective, with social media’s assistance, offering and gathering myriads of information, communicating with colleagues and superiors have become an easy-fit choice. Tasks, at this restricted time, are easily executed.

Utilizing social media, school personnel can improve technological aptitude and it also maximizes a good sense of cooperation in the workstation while cementing improved communication skills with colleagues. Besides, details sharing becomes easier. And with the advancement of innovation and technology, it is eyed that as time goes by, more and more social media platforms will emerge that are significant in the workplace. Such avenues can be utilized to convey and to communicate school news, scholastic info, make pronouncements, and offer school personnel with more significant data. This generates association between faculty and non-faculty members, which aid in carrying out several issues through the group linkages.

Moreover, social media is an exceptional and cost-efficient vehicle for the end-user. Since, majority of working personnel have android or smart mobile phones, information
dissemination is just one click away. Even without personal Wi-Fi, a few pennies for data connection does not hurt that much.

In the end, I posit that social media platforms made the operation of academic institutions to resume despite the alarming hazard in the community. It made our job execution easier even in the limited physical interaction. However, bear in mind the responsibility of utilizing such platforms maturely and professionally.

References: