

# Social Media Altered Life of Organizations

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**Abstract :** Today social media integrated technology has enhance the changes in organizations, relationships and the way we live. As per the report of media it is stated that effect of social media along with the use of internet has brought immense changes in the structure of organizations. Social media has transformed social lives of people that is not end but it also has devised new ways of working for organizations.

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## Introduction

Social media has gained widespread recognition in brand building of organizations where organizations keep in touch with their employees and customers through social media. For example, use of instant messages has been increased and with the help of Skype, twitter, Whatsapp and other social media applications, communication within an organization has become an easier task.

As per various researches it has been proved that average use of mobile per day is around 500 times daily and this is why people are becoming attracted towards this phenomenon too (Globe and Mail, 2016). Social media has not only altered the lives of people, but also it has changed the activities of organizations too. Various articles, blogs and published news, social networking is increasing and with the help of different social media applications, people can easily interact

with one another without any hassle or hurdle.

## Organizational Adaptation

Today numerous organizations are engaged in the social media activities and this is actually meant to enhance the credibility of the organizations in positive manner. According to the e-marketers, companies are investing in the social media as well as marketing based activities in order to link them with the branding and promotional based activities (Dawidczyk, 2016). Around 50% of the internet users focus on the information that is being transmitting to them with the help of social media applications. With the help of joining different Facebook pages, business structure can be enhanced and this is the best possible method with the help of which entire business structure can be enhanced too. This is thus known as one of the best business adaptation method with the help of which organizations today can easily generate potential outcomes.

## Importance of Social Media

Today the use of social media is increasing and it is termed as one of the best way with which organizations can use different marketing mix tools too to enhance the outcomes. Organizations are therefore indulging themselves into the social media departments to promote their brands and to enhance the awareness level too. It is also important for organizations to focus on the main role of the social media and this is the best possible method with which innovation can be linked with the creative leadership activities too. Today executives are also realizing that in order to achieve the business targets, it is important to first focus on the tools and methods with which customers can get best of the products.

## Collaboration Technologies

With the help of mass collaborations, social media is linked with different technologies and this is the only way with which organizations can achieve

their targets too. Organizations are today expanding their practices, innovations and capabilities to further enjoy their opportunities. This is the best as well as an integrated method with which collaboration technologies can help in generating optimal outcomes. To further fulfil the goals of an organization, important is to see how leaders are working and by what ways challenges can be fulfilled (Bradley, 2011). Nevertheless, it is challenging situation for the leaders as well as managers to focus on the social media activities and with the help of collaboration applications, social media based networking can be linked with the potential outcomes of an organization too.

## Improved Employee engagement

Employee engagement is important for every organization and to improve this engagement, it is essential to see by what ways and methods they can get attracted towards the working strategies. This is the

reason why employee engagement and involvement is important in order to resolve any further business based issues. By using different micro blogs and Wikipedia, information can be shared and this is the only possible method with which organizations can work on different set of ideas too. Innovation and productivity can be shared by employees if they are engaged properly and committed towards the work too. Employee loyalty and other areas are therefore important with which optimal outcomes can easily be generated without any further issues. By increasing the employee loyalty, organizations can gain outcomes in bright manner and without any discrepancies.

## Conclusion

Social media is known as an important method with which change management can be enhanced in any organization. This is also known as one of the best method with which delivering the

optimal service is easy. Social media is also known as an important tool with the help of which employees can navigate along with the change programs. This therefore requires proper as well as managed tools with which influential arenas can be highlighted and this can help organizations in meeting their goals too. Achieving goals can be easier if tools and strategies are followed properly without any issues (Ghafoor & Martin, 2012).

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