

Enhancing Administrative Effectiveness Through Office social media

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ABSTRACT

The paper examined how administrative effectiveness is enhanced through office social media. The objective of the study was to examine how dimensions of office social media such as office WhatsApp, e-mailing, and office Zoom influence administrative effectiveness in terms of just-in-time information, targets/tasks accomplishment, and effective records keeping. The method used for the study was a survey of literature. The findings were: the use of office WhatsApp enhances administrative effectiveness; e-mailing enhances administrative effectiveness; and office Zoom boosts administrative effectiveness. The study concluded that the use of office social media in organizations is a great way to optimize administrative effectiveness in terms of just-in-time information, targets/tasks attainment, and effective records keeping. Among other things, the study recommended that heads of the administration in organizations should make available office Whatsapp in order to foster timely spread of information.

INTRODUCTION

Social media encompasses all automated communication platforms that allow users to interact with people as they create, share, and discuss information, ideas, personal messages, and other content about each other and their lives using pictures, audio messages, video clips, and text using internet connection (Cox & Rethnian, 2017). A good number of social media platforms such as facebook, whatsapp, twitter, e-mail, badoo, instagram, wechat, etc, are used in tertiary institutions today for formal communication purposes application of social media platforms in the administrative activities of an organization. For the purpose of this study, adoption of office social media is dimensionalized into office whatsapp, e-mail, and office Zoom.

This study sees administrative effectiveness as the extent to which work flows smoothly in an office system and the extent to which targets are met. An effective administrative system makes sure that tasks and workload are strategically allocated and individual tasks accomplished to the point that institutional targets are achieved. Within the context of this work, administrative effectiveness will be measured in terms of just-in-time information, target/tasks accomplishment, and effective records keeping. Inaccurate and late information sharing is a serious indicator of ineffective administrative system (Flynn, 2017). It is the primary function of every administrative system to collect, classify, store, share and preserve official records. Records are the life-blood of every administrative system and the ability of administrators to effectively manage official documents policies, minutes of meeting, transaction records, etc.

Concept of Office Social Media

Social media can be defined as forms of electronic communication through which users interact among people in which they create, freely share, exchange and discuss information, ideas, personal messages, and other content about each other and their lives using a multimedia mix of personal words, pictures, videos and audio, utilizing online platforms while they are connected to the internet (Kuppuswamy & Narayan, 2010). Office social media refers to the use of online interactive platforms among people in which they create, share, exchange and comment among themselves in different networks in an organization. Andreas and Michael (2000) are of the opinion that social media is a group of internet based application that builds on the ideological foundation and allows the creation and exchange of users - generated content. Social media has become one of the major channel of chatting through platforms such as 2go, BB chat, blogger and wild. There have been an increase in the mobile social media which has created new opportunity for information sharing in an office. It connects people with different types of interest. In social networks, people connect to one another and this principle is used to analyze their position (Musial & Kazienko, 2013).

Dimensions of Office Social Media

For the purpose of this work, the following social networking sites will be discussed as buttressed by Chokri (2015).

Office Whatsapp: Whatsapp as a social networking enables users to share text messages, videos, images, and audio messages via Internet connection (Chokri, 2015). WhatsApp is superior to SMS messaging, which can be very costly when used in foreign countries due to roaming charges; WhatsApp, in contrast, relies on the active Wi-Fi network.

WhatsApp is a social network that allows people to access a great deal of information rapidly (Cohavi, 2013). The simple operation scheme makes the program accessible to a variety of people of different ages and back-grounds. WhatsApp facilitates interaction with anyone who has a smartphone, with active internet connection, and has this application installed in the device (Tzuk. 2013). A special feature of office whatsapp is the option to create group and to communicate within its boundaries by members of an organization in various units and committees.

E-mailing: Electronic mail (e-mail), is a method of exchanging digital messages between people using digital devices such as computers, tablets and mobile phones (Changeie, 2017). The use of electronic mail started in the 1960s and by the mid-1970s become known as e-mail. Electronic mail or e-mail functions via computer network especially the internet. E-mailing is basically about exchanging text files, pictures, audio messages, and audio-visual contents over a computer network. Some of the popular e-mailing service providers include yahoo mail, google mail, hot mail, etc.

The use of e-mail as a social networking platform is not limited to business use or personal use; the usefulness of electronic mail has also extended to administrative systems in tertiary institutions. Today, e-mailing is one of the medium by- which lecturers and students or administrative heads and staff stay in touch on administrative matters, academic projects, assignment, and work schedules. For instance, project supervision allocation lists and other administrative documents can be emailed and replied using Google mail (Gmail), yahoo mail, hot mail, and other emailing service providers.

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Office Zoom: Zoom is a collaborative, cloud-based video conferencing service offering features including online meetings, group messaging services, and secure recording of sessions (Zoom Video Communications Inc., 2016). As with comparable platforms like Skype, Zoom offers the ability to communicate in real time with geographically dispersed individuals via computer, tablet, or mobile device. However, unlike many other VoIP technologies, Zoom possesses a number of additional advantages that enhance its potential research utility. A key advantage of Zoom is its ability to securely record and store sessions without recourse to third-party software. Other important security features include user-specific authentication, real-time encryption of meetings, and the ability to backup recordings to online remote server networks (the cloud) or local drives, which can then be shared securely for the purpose of collaboration (Zoom Video Communications Inc., 2016).

Concept of Administrative Effectiveness

The concept of administrative effectiveness has been defined differently by different authors due to its complex nature (Bao, 2009). It is defined as the product of a series of complex nested relations and an interaction pattern (Cammock et al., 2015). Effectiveness in administration is equivalent to achievement muted by incumbent administrator. It implies that, it is an antecedent of function or role's achievement of the manager or administrator. It could be identified as a plan proposed in advance and accomplished later but within a stipulated time or duration. Ipaye in Besong (2001) noted in his study of effectiveness, that effectiveness is a part of function assumed by someone, a set" of "Specific responsibilities, assumed by a professional in a setting. The implication is that when a manager or administrator maintains high morale discipline and decorum among his staff, he exhibits a personality of effectiveness worthy of emulation. There are different measures of administrative effectiveness, but for the purpose of this work just-in-time information, targets/task accomplishment and effectiveness in record keeping has been adopted. The measures of administrative effectiveness as occasioned by this study are just-in-time information, targets/tasks accomplishment, and effective records keeping, and they are discussed from Okonu's (2017) work.

Just-in-time Information: Just-in-time information also known as early or timely information dissemination, as a measure of administrative effectiveness is closely associated with communicative skills of an administrator (Okonu, 2017) Just-in-time information refers to the flow of information at the right time, to the right audience, commanding the right feedback, to boost effectiveness and efficiency (Yusuf and Lawal, 2017). The chief aim of communication is to effect change in someone, that is, to shape action or to secure inactiveness in the total interest of a business enterprise. It is a cord that binds people together in an organization. In organizational communication such as, information dissemination is said to be effective when it is timely sent, received and well-understood by both parties (sender and receiver) (Otamiri, 2018).

Targets/Task Accomplishment: An accomplishment is some strategic contribution to the higher objectives of an organization that could take the form of revenues generated, costs avoided, revenues recovered, percent improvement in some process, something above and beyond your normal day-to-day duties and responsibilities. Conceptually, target/task accomplishment is defined as the ability of employees at all levels to effectively carry out assigned targets/tasks within record time or before deadline. Employees at all levels are primarily employed to provide 'administrative assistance and carry out other office

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tasks assigned to him/her. Employers and bosses look out for employees that can accomplish any assignment, task or target given to them promptly or early enough before deadline.

Effective Record Keeping: Records are the evidence of what the organization does. They capture its business activities and transactions such as contract negotiations, business correspondence, personnel files, and financial statements, just to mention a few: Records come in many forms or formats: physical papers in files such as mcraos, contracts, marketing materials, and reports. Electronic messages such as e-mail content and their attachments and instant messages are also another format in which record comes in. Effective records keeping also known as records management "is about controlling records within a comprehensive regime made up of policies, procedures, systems, processes and behaviours. Together they ensure that reliable evidence of actions and decisions is kept and remains available for reference and use when needed, and that the organization benefits from effective management of one of its key assets and its records.

Enhancing Administrative Effectiveness Through Office Social Media Enhancing Administrative Effectiveness Through Office Whatsapp

The positive results of Office Whatsapp as a new way of maintaining close contact with colleagues in the workplace cannot be overemphasized in the 21st century. Supporting the above point, an empirical study conducted by Johnson and. George (2014) revealed that whatsapp usage enhances administrative functions in tertiary institutions in Ghana.. Documents, pictures, voice notes, and messages in various formats are shared in such platforms and this helps to keep staff together even when they are geographically dispersed. Whatsapp groups also make it easier for members of an organization to express their views on administrative more than they could have done when they meet face to face. It also closes administrative gaps and makes the sharing of information very easy. The use of whatsapp is also a secure way of achieving information security especially when members of a whatsapp group are set up their double protection code.

Enhancing Administrative Effectiveness Through E-mailing

A study conducted by Oakley, Horvath, Weinberg, Bhatt, and Spallek (2013) found that emailing does not only provide cloud back up for administrative documents, it also makes information dissemination very easy and reliable. Administrative messages sent via email gets to designated civil servants on time und this makes it a lot easier to coordinate administrative activities in the system. The smooth communication process provides emailing effectiveness and makes it easier for administrative heads to achieve operational goals. It equally enhances time completion of tasks in an administrative system. For the committees and various units in an organization to receive assignments, project reports and feedback on time without coming together physically. The relevance of emailing in achieving administrative effectiveness is even more amplified by the Covid-19 Pandemic induced experience where civil servants had to work from their homes. Via email administrative heads in various Government Parastatals could collaborative!}' work and achieve work results.

Enhancing Administrative Effectiveness Through Office Zoom

Office Zoom serves organizations of all industries and sizes including tertiary institutions when it comes to administrative communication. Thy capacity of office zoom lo enhance

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administrative effectiveness of tertiary institutions can be seen in the real time video meetings that the platform provides. Particularly during the covid-19 lockdown. Senate Meetings, Faculty Meetings, Departmental Meetings and even project defense meetings were predominantly done via zoom platform. Office zoom smartens the process of administrative communication to the point that it makes it possible and more convenient for meetings to be held virtually and the meeting proceedings recorded and retrieval from the cloud in the future. The use of zoom platform in an office system equally promotes timely completion of administrative tasks (Amadike, 2019). Zoom application also has chatting features which makes instant messaging possible among workers in an organization. The smooth flow of information enhances decision making which in turn brings about administrative effectiveness. It saves tertiary institutions a whole lot of time, financial resources, and other inconveniences associated with face-to-face meeting.

Justification of the Theory

This extensively justifies the theoretical foundation of this work with the supportive evidence that the relevance of the study rests on the comfort of the independent variable "Office Social Media" as an innovation in tertiary institutions in Bayelsa State. The theory explains that the adoption of web-mediated communication applications will not evenly diffuse into organizations and that organizations (tertiary institutions) that add them will perform better administratively in the 21st century. Enhancement of administrative effectiveness through office social media therefore remains inevitable in the operational practice of modern office system. We live in a digital world where every human activity especially communication revolves around computer and the internet. The theory makes us to understand that full application and usage of social media as a channel of communication can result to effectiveness in an administrative system.

CONCLUSION

The use of social media now cuts across all spheres of life with its usage spreading like wildfire. The man in the beach, the farmer, the executive, the employee, etc. all need it to handle their daily engagements. Social media is manifesting in diverse ways, especially for administrative purposes. Some of which are office WhatsApp, e-mailing, and office Zoom, and they all in one way or the other enhance administrative processes in terms of just-in-time information, targets/tasks accomplishment, and effective records keeping. Conclusively, the use of office social media in organizations is a great way to optimize administrative effectiveness in terms of just-in-time information, targets attainment, and effective records keeping.

RECOMMENDATIONS

Based on the discussion of findings, data presentation and analysis, the following recommendations were made:

1. Heads of the administration in organizations should make available office WhatsApp in order to foster timely spread of information.
2. E-mailing platform should be made available for administrative purposes in terms of target/task accomplishment.
3. Heads of the administration should ensure the adoption of the office zoom application so as to enhance effective records keeping.

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