

SOCIAL MEDIA PLATFORM AND TERTIARY SCHOOL TARGET ACOMPLISHMENT

Nwanaka, Chigozie
Department of Accounting, Faculty of Business Studies
Ignatius Ajuru University of Education, Rumuolumeni, Port Harcourt, Rivers State,
Nigeria

ABSTRACT

This study investigate the impact of social media and tertiary school target accomplishment. The findings of this study offer scientific explanation of the relationship between digital office infrastructure adoption and administrative effectiveness of state-owned tertiary institutions in Rivers State. The findings of this study also awaken other tertiary institutions and business organizations in Rivers State and beyond on the need to adopt digital office infrastructure to enhance administrative effectiveness. Though often neglected, by adopting the recommendations of this study, tertiary institutions and other organizations stand the chance of solving the problem of administrative ineffectiveness at all point in time.

Keywords: Social Media, Tertiary Institution, Target Accomplishment

INTRODUCTION

An office exist in workplaces, however, offices varies as workplace does. Thus, workplace is the location at which an employee provides work for an employer. The workplace is located in a variety of settings including offices, manufacturing facilities or factories, stores, farms, and in any other location where work is performed. A workplace is a location where someone works for his or her employer, a place of employment. Such a place can range from a home office to a large office building or factory. For industrialized societies, the workplace is one of the most important social spaces other than the home, constituting a central concept for several entities: the worker and his/her family, the employing organization (Paul & Reima, 2014), customers of the organization, and the society as a whole. The development of new communication technologies operationally known in this work as new media and their adoption has led to the development of the virtual workplace, a workplace that is not located in any one physical space.

Office social media adoption could be seen as used in this study as employment of electronic communication through which users interact among people in which they create, freely share, exchange and discuss information, ideas, business and 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 and Narayan (2010) assert that office social media adoption is that means that embraces mobile and web based technology to create highly interactive platforms via which individuals, community and businesses share, co-create, discuss and modifies users generated content (Kietzmannn, 2012). Official social media is a phrase being tossed around a lot. It is a website that does not just give you information but interact with you while giving you information. It is a group of internet based application that allows the creation and exchange of users generated content.

Target accomplishment is some strategic contribution to the higher objectives of an organization that could take the form of revenues generated, costs avoided, revenues recovered and percent improvement in some process, smooth operation etc, something above and beyond the normal day-to-day duties and responsibilities. Now, those daily duties and responsibilities may be tactics that support the strategic contribution (Mattessich, 2015). Conceptually, target accomplishment refers to the extent to which routine office works are started, completed and delivered in time before deadlines.

Employees at all levels including administrators are primarily employed to provide administrative assistance and carry out other office tasks assigned to him/her. Employers and bosses look out for administrator that can accomplish any assignment, task or target given to them promptly or early enough before deadline. In fact, an administrator that is fund of completing tasks at the last minute or deadline can be said to be underperforming. The administrator and other employees are expected to be up and doing in preparation of documents, information dissemination, and carrying out their day to day official duties (Nayyar, 2005).

Adoption of office social media to administrative activities of tertiary institution has really helped administrative officers of state-owned tertiary institution in Rivers State to maximize their ways of strengthen their administrative processes. There are many reasons to actively interact using office social media with customers and other stakeholders. Thus, this is primarily used in offices to communicate with customers and offers a set of highly effective tools for providing customer service and creating positive word of mouth. Meanwhile, office social media is also effective for internal communications to and with employees (Andreas and Michael 2000). The large amount of users who are online in social media brings along enormous amounts of valuable information about habits, preferences, and perceptions of products and brands which companies may use in their communication to and with customers and other stakeholders.

Maged et al. (2017) sided the view that office social media is also an opportunity for genuine one-to-one conversations and thus makes the company able to get closer to its customers and benefit from the vast amounts of information that users share. With social media based interactivity the way people communicate has changed, and organizations' traditional use of one way communication has changed towards involving the customers through two-way communication. However, an outcome of this for companies is an increasing loss of control over corporate messages as many customers perceive the messages as untrustworthy and because people increasingly are communicating and discussing with others online about the companies which affect their opinions. Instead, customers prefer receiving information from and sharing experiences and thoughts with people they know, have a relationship with, and share a bond with through trust (Assaad & Gómez, 2011). This means that customers are gaining more influence on and control of organizations' brands and corporate messages through their use of social media and online interaction with peers (Cox & Rethman, 2011). Therefore, organizations should engage in social media as it has much influence on their reputations and brands through the conversations that take place online about the companies, their products, and brands. It is necessary for companies to be aware of these conversations, participate in them, and actively work with encouraging good behaviour to receive positive publicity while preventing negative.

Socio-Technical Theory

The Socio-Technical Theory is attributable to [Eric Trist](#), Ken Bamforth and [Fred Emery](#), during the World War II era, based on their work with workers in English coal mines at the [Tavistock Institute in London](#) ([https://en.wikipedia.org/wiki/Socio technical system, 2017](https://en.wikipedia.org/wiki/Socio_technical_system)). The theory is made up of two main constructs joined together: socio has to do with people and society while 'technical' has to do with machines and technology. The term "socio-technical" refers to the interrelatedness of social and technical aspects of an [organization](#).

The socio-technical theory holds that business organizations are made up of human beings working together in social groups using equipment, tools, methodologies and knowledge to achieve desirable changes in the system and to bring about the achievement of corporate goals as well as outperforming competitors (Walker et al., 2016). This theory holds that changes in organizations and the capacity of organizations to compete favourably in the market are influenced by demands from the external environment which impacts information systems changes in an organization. The socio-technical theory describes how societal changes provoke or necessitates changes in the techniques, procedures, infrastructure and technologies used in organizations (Norris & Moon, 2005). Tertiary institutions more than ever before are facing serious competition from sister

institutions especially in the developed countries and as a way of coping and outperforming their competitors, individual tertiary institution has to adopt office digitalization systems such as digital access, digital infrastructural usage and digital innovation to harness and maximize the organizational communication (content quality, information timeousness, effective collaboration/interaction).

The socio-technical theory is founded on two cardinal assumptions:

- i) "The interaction of social and technical factors create the conditions for successful (or unsuccessful) system performance" (Walker, et al., 2016). These interactions are comprised partly of linear 'cause and effect' relationships, the relationships that are normally 'designed', and partly from 'non-linear', complex, even unpredictable relationships, which are those that are often unexpected.
- ii) The second major principle of socio-technical theory is that "optimization of either socio, or far more commonly the technical, tends to increase not only the quantity of unpredictable, 'un-designed', non-linear relationships, but those relationships that are actually injuriou to the system's performance" (Walker, et al., 2016). Thus, second principle of socotechnical theory hinges on joint optimisation. This second principle holds that improving only one aspect of the organization (e.g. workforce) and abandoning to other element (technical computer systems, and other knowledge management infrastructure) will be detrimental to the system. Both the human and technological resources of an organization must be optimized simultaneously for expected results to be achieved. The implication of the joint optimization principle of socio-technical theory in the education sector is that continuous capacity building to increase workers' awareness of how to use office digitalization tools may not lead to effective communication in the workforce except it is matched with an upgrade of knowledge management systems such as groupware, intranet and decision support systems. In this jet age, where knowledge is the life blood of any organization; a tertiary institution may not be able to outperform its competitors if its digitalized equipped resources are not properly harnessed and shared within the school.

The justification of the socio-technical theory as the theoretical foundation of this study is based on the fact that the theory talks about how the interaction between people and office digital infrastructures as it brings about effectiveness among administrative officers of state own tertiary institution who adopt digital infrastructure such as internet connection facilities, google drive and office social media. It is therefore reasonable to adopt a theory such as this since the work is aimed at getting empirical evidence on how digital office infrastructure adoption interacts with administrative effectiveness within the context of state owned tertiary institutions in Rivers State, Nigeria.

Empirical Review

Nmehielle (2020) investigated the influence of office digitalization on organizational communication success of tertiary institutions in Rivers State, Nigeria. The objective of the study was to examine the extent to which dimensions of Office digitalization such as digital access, digital infrastructure usage, and digital innovation influence measures of organizational communication success such as content quality, information timeousness, and effective collaboration/interaction. The study also sought to determine the moderating role of employees' technological level in the relationship between Office digitalization and organizational communication success. The study adopted the cross sectional explanatory research design, using multiple stage sampling techniques, a sample size of 5 prominent tertiary institutions in Rivers State (University of Port Harcourt, Captain Elechi Amadi, Federal College of Education, Rivers State University, and Ignatius Ajuru University of Education) with 162 administrative heads as respondents. After validation by the

supervisors , 162 copies of structured questionnaire were administered while 150 copies were retrieved. The reliability of the instrument was ascertained using Cronbach alpha. Mean and standard deviation were used for the univariate analysis while multiple regression was used for the bivariate analysis. Partial correlation was used for the multivariate analysis. The results showed that dimensions of office digitalization such as digital access, digital infrastructure usage, and digital innovation significantly and positively influence measures of organizational communication success such as content quality, information timeousness, and effective collaboration/interaction. The study concluded that office digitalization enhances organizational communication success. Consequently, the study recommended among other things that tertiary institutions should invest heavily in digital technologies and as well provide hands-on ICT training to promote digital access and digital literacy in order to enhance organizational communication success. It should be noted that Nmehielle (2020) investigated the influence of office digitalization on organizational communication success of tertiary institutions in Rivers State, Nigeria. This does not fully represent the variables under the current study. Thus, the current study focuses on digital office infrastructure adoption and administrative effectiveness of state owned tertiary institution in Rivers State, dimensionalizing on internet connection facilities adoption, google drive adoption and office social media adoption; measuring on smooth workflow, information dissemination and target accomplishment.

Confidence (2020) analyzed the relationship between workplace digital resources usage and secretaries' job performance of legal firms in Port Harcourt. The purpose of this study is to examine the influence of workplace digital resources usage on secretaries' job performance in Legal Firms in Port Harcourt. The researcher strengthened this study through the validation of diffusion of innovation theory. The explanatory cross sectional survey research design was adopted for this study. The population of this study will consist of one hundred (100) administrative officers in twenty one (21) Law Firms in Port Harcourt. sample size of the study was One Hundred (100) Secretaries. To establish the validity of the instrument, copies of the questionnaire were submitted to the supervisor and two other experts in Office and Information Management. Crombach alpha via SPSS (Statistical Package for Social Sciences) was used to ascertain the reliability of the instrument. A total of One Hundred (100) copies of the questionnaire were distributed. However, a total of ninety (90) copies was retrieved. The data presentation and analysis of the work was done using Statistical Package for Social Sciences (SPSS) Version 21.0. Descriptive statistical tools such as arithmetic mean and frequency tables were used to conduct univariate analysis (analysis of each of the sub-variables). Bivariate analyses were carried out using Spearman's Rank Order Correlation Coefficient. It was found that dimensions of workplace digital resources usage such internet facilities usage, google drive usage and smart mobile device usage correlates with secretaries' job performance of Legal firms in Port Harcourt. It was concluded that Legal/Law Firms who fall short of the utilization of workplace digital resources will find it really challenging to render administrative functions efficiently and effectively. The study recommends that Legal Firms should train their administrative officers and other employees who offer administrative on skillful utilization of internet facilities to effect efficient and swift tasks accomplishment promptly. It should be noted that Confidence (2020) analyzed the relationship between workplace digital resources usage and secretaries' job performance of legal firms in Port Harcourt. This does not fully represent the variables under the current study. Thus, the current study focuses on digital office infrastructure adoption and administrative effectiveness of state owned tertiary institution in Rivers State, dimensionalizing on internet connection facilities adoption, google drive adoption and office social media adoption; measuring on smooth workflow, information dissemination and target accomplishment.

Ewesor (2020) examined the relationship between e-records management strategies and administrative effectiveness in Tertiary institutions in Rivers State. The objective of the study was

to determine the extent to which dimensions of e-records management strategies such as cloud storage, e-file sharing practice and electronic data processing interact with measures of administrative effectiveness such as timeous information circulation, timeous tasks accomplishment and effective coordination in tertiary institutions in Rivers State. The study adopted the explanatory cross sectional survey research design. Using a combination of Krejcie and Morgan Sample Size Determination of Table and Bowley's Population Appropriation Formula, a sample size of 214 respondents was obtained from a population of 480 administrative heads in six (6) tertiary institutions in Rivers State. After validation, 214 copies of structured questionnaire were administered while 156 copies were retrieved. Cronbach alpha was used to ascertain the reliability of the instrument at 0.708. Mean and standard deviation were used for the univariate analysis while Spearman Rank Order Correlation was employed in the bivariate analysis. The results showed that there is a significant positive relationship between use of cloud storage and administrative effectiveness; there is a significant positive relationship between e-file sharing practice and administrative effectiveness; and that there is a significant positive relationship between electronic data processing and administrative effectiveness. The study concluded that tertiary institutions that fail to adopt E-records management practices are likely to experience sluggishness and inefficiency in their administrative system. Consequently, the study recommended that heads of various departments should open Google drive accounts for the uploading and updating of their administrative files. It should be noted that Ewesor (2020) examined the relationship between e-records management strategies and administrative effectiveness in tertiary institutions in Rivers State. This does not fully represent the variables under the current study. Thus, the current study focuses on digital office infrastructure adoption and administrative effectiveness of state owned tertiary institution in Rivers State, dimensionalizing on internet connection facilities adoption, google drive adoption and office social media adoption; measuring on smooth workflow, information dissemination and target accomplishment.

CONCLUSIONS

Social media and administrative effectiveness of state-owned tertiary institutions in Rivers State and there is a moderating role of staff computer skill in the relationship between digital office infrastructure adoption and administrative effectiveness of state-owned tertiary institutions in Rivers State. This implies that consequent usage of digital office infrastructure brings about a corresponding improvement in administrative effectiveness of state-owned tertiary institutions in Rivers State in terms of smooth workflow, information dissemination and target accomplishment. State-owned tertiary institution who fails to adopt digital office infrastructure, might face risk of attaining poor administrative efficiency and effectiveness.

RECOMMENDATIONS

Based on the findings, the following recommendations were made:

1. Departmental heads of state-owned tertiary institution could ensure to open a whatsapp platform for their respective department.
2. Management of state-owned tertiary institution could ensure that they instagram to advertise their business which will necessitate customer base improvement.
3. Management of state-owned tertiary institution could endeavour to send their administrative staff for off-the-job training to acquire basic computer skill.

REFERENCES

Andreas N. & Michael, J. (2000). New media analytics: Tracking, modelling and predicting the flow of information through networks. *Proceedings of the 20th international conference companion on World Wide Web*. 277-278.

- Assaad, W. & Gómez J.M. (2011). Social network in marketing (social media marketing) opportunities and risks. *International Journal of Managing Public Sector Information and Communication Technologies (IJMP ICT)*, 2(1), 13-22.
- Confidence, N. (2020). Workplace digital resources usage and secretaries' job performance of legal firms in Port Harcourt. *Unpublished PGD Project*. Department of Office and Information Management, Ignatius Ajuru University of Education.
- Cox, S. & Rethman, L. (2011). Facebook and academic performance. *Computers in Human Behavior*, 26, 1237-1245.
- Ewesor, E. (2020). E-records management strategies and administrative effectiveness in tertiary institutions in Rivers State. *Unpublished M.Sc Dissertation*. Department of Office and Information Management, Ignatius Ajuru University of Education.
- Kietzmann, S. (2012). Students' perceptions on social networking sites influence on academic Performance. *International Journal of Social Networking and Virtual Communities*, 1 (1), 7-15.
- Kuppuswamy, S., & Narayan, P. (2010). The impact of social networking websites on the education of youth. *International Journal of Virtual Communities and Social Networking*, 2(1), 67-79.
- Maged, N., Boulus, K. & Wheeler, S. (2017). The emerging Web 2.0 social software: An enabling suite of sociable technologies in health and health care education. *Health Information and Libraries Journal*, 5(24), 2–23.
- Maravic, A. (2013). Through the photo-chromic lens of the beholder: The development of the simple holiday photography to a marketing product. http://www.modul.ac.at/uploads/files/Theses/Bachelor/Thesis-2013-Bachelor_Thesis_Maravic.pdf
- Mathiasen, H. & Dalsgaard, C. (2016). Students' use of social software in self-organized learning environment. Conference of *Informal Learning and Digital Media: Constructions, contexts and consequences*, Odense, 21-23.
- Mattessich, R. (2015). Budgeting models and system simulation. *The Accounting Review*, 36 (3), 384–397.