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Administrators' Perception on Use of Social Media in Facilitating Organisational Team Growth

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Abstract

The study investigated the administrators' perception on the use of social media in facilitating organizational team growth. The purpose of the study was to critically evaluate and analyze the perception of administrators, their computer literacy levels, whether they possess the technical skills required by them in using social media for organizational team growth. The researchers used in-depth analysis to collect both qualitative and quantitative data. Using a purposive sampling method two hundred (200) administrators were selected; one hundred and twenty (120) academic staff and eighty (80) non-academic staff out of the nine hundred and thirty (930) staff of defunct College of Education, Agbar. Frequency count, percentage, mean, and standard deviation were used to analyze the questionnaire data while document analysis was used to analyze the quantitative data. Findings revealed that 141 (70.5%) of the participants were computer literate. However more than 50% of the non-academic staff were not computer literate, the most popular social media among the participants was WhatsApp (61.5%). the mean perception of the academic staff for the eight listed roles of social media in facilitating team growth in an organization/department range from 2.97 to 3.34. While that of non-academic staff ranges from 2.64 to 3.21. All the means were above the cutoff mean point of 2.50. Hence, all the eight roles were accepted as the roles social media plays in facilitating team growth in an organization. However, the means perception of the academic staff was higher than that of the non-academic staff. This implies that the academic staff had a higher perception on the identified role that social media plays in facilitating team growth in an organization/department.

Keywords: Administrators' perception, social media, facilitating, organizational team growth

The school system like every other organization is complex and unique because the inputs and outputs are human beings. These human beings are from different socio-cultural background and for them to be productive, they must work in a harmonious setting. Human Resource Management is an important aspect of building an enabling organizational climate/environment for goal achievement. Administrators are key player in attaining organizational goals and aspirations. These individuals are equipped with managerial and administrative skills charged with the responsibilities of mobilizing available resources both human and material to achieve set goals. A very high-performance level is needed from members of staff for an organization to be effective and efficient especially in this digital age.

According to USC (2021), administration has exciting leadership opportunities, which often play large roles in forming curriculum, goals, budgets, timelines, state regulations, mandated testing, as well as performance measures to ensure all educators are able to meet personal and professional goals. School administrators embrace the extremely important role of ensuring the system is operating effectively and efficiently. For him to achieve this, he must communicate, organize and co-ordinate all the various units within the system.

The administrator cannot do this alone, he needs to work as a team with the subordinates. A team is a group of people who collaborate on related tasks towards a common goal. A team growth programme begins with a thorough analysis of the current situation and a formulation of general objectives which will be further refined throughout the process. This programme seeks to align individual organizational goal. (AIMS 2021).

In the school system most work is accomplished by teams of individuals. Because of this, it is important for employees to have the skills necessary to work effectively with others. The administrator needs team building in order to achieve the desired organizational development. The formal definition of team building/growth include (i)Aligning around goals, ii Building effective working relationship, iii Reducing team members' role ambiguity, iv. Finding solutions to team problems.

According to Macy and Izumi (1993) of all organizational activities, one study found team growth development to have the strongest effect for improving organizational performance.

There are several ways by which the school administrator can facilitate team development or growth; make time for meetings, ensure equal contribution, assign roles accordingly be flexible and establish effective communication. (Andrade 2015).

One of such means of communicating and reaching out to all members is through the use of social media. Social media are internet-based communication and collaboration channels that have been used widely since about 2005. (Boyd and Ellison 2007, Kaplan and Haenlein 2010). Although social media were initially used only for leisure activities, they have been increasingly embraced for organizational purposes (Andriole 2010).

According to Schlagwein and Hu (2016) many organizations have systematically adopted social media over the past ten years. Trade press and consulting companies often claim that the systematic use of social media increases the performance

of organizations. However, such claims are typically neither empirically grounded nor theoretically examined. There are various different types of social media (i.e. social media hosted by and accessible only to members of an organization for communicating and managing knowledge (Paroutis and Al Saleh, 2009). The pressures of the contemporary age of digital explosion and influx of social media usage, coupled with the stress of building a team for organizational goal achievement cannot be over emphasized. Based on this premise, the researchers wish to ascertain the administrators' perception on the use of social media in organizational team growth.

Literature Review

Social media tools have increasingly penetrated workplace and organizations have been strategically implementing such tools to support their employees and improve their business activities (Huang et al 2015, Braojos et al 2019). Organizations and Companies use popular, public and personal social media such as Facebook, WhatsApp, twitter, LinkedIn to enhance employee engagement, knowledge sharing, innovation, market and talent recruitment (Rueda et al 2017, Dang and Wu 2015). Due to the importance of social media in enhancing organizational teamwork, we therefore intend to find out the perception of administrators in the use of social media in facilitating organizational team growth, whether or not they are computer literate and possess the technical skills needed to use the various social media tools.

The study revealed the demographic information of the participants and is guided by seven research questions posed to elicit responses to ascertain the perception of administrators in the use of social media in facilitating organizational team growth. Cetinkaya, A. S & Rashid .M. (2018) in their study on the effect of Social Media on Employees' Job Performance: The mediating Role of Organizational structure examined the effect of organizational structure in the relationship between the use of social media and job performance in the service sectors. A 5 -point likert scale questionnaire ranging from 1-5 was used. It was observed that social media has a significant effect on organizational structure ($B = .38, p:0.000$). Similarly, organizational structure also has significant effect on job performance ($B = .66, p:000$). In direct effect, it was observed that social media has no significant effect on job performance ($B = .00, p: 0.959$). Hence, organizational structure has mediating effect on the relationship between the use of social media and employee job performance.

Methodology

The study adopted a descriptive survey method. Respondents were selected using purposive, stratified sampling techniques. Both the academic administrator and the non-academic administrators were purposively selected. Data was obtained from respondents using structured questionnaire containing demographic information of the participants, computer literacy level and level of use social media in facilitating organizational team building and results analyzed quantitatively and qualitatively using the Frequency table, percentages(%), mean and standard deviations. A total population of 200 i.e 120 academic administrators and 80 non-academic respondents were used in the study.

Research Questions

1. What is the level of computer literacy of the Staff?
2. What are the common social media tools/APPS used for team growth in the organization?
3. What are the technical skills of administrators on the use of social media in facilitating team growth?
4. How can social media be used to facilitate team growth in an organization.
5. What were the participants opinion on the use of social media in facilitating team growth?
6. What roles does social media play in facilitating team growth in an organizational department?
7. What roles does social media play in facilitating team growth in an organization/department as perceived by academic and non-academic staff.

Results/Findings

Demographic information of the participants

Gender	Frequency	Percentage
Male	136	68.0
Female	64	32.0
Qualification		
Ph.D.	61	30.5
M.Ed.	68	34.0
B.Ed.	52	26.0
HND	7	3.5
NCE	12	6.0
Status		
Academic Staff	120	60
Non-Academic Staff	80	40
Total	200	100

In table one, 136 (68%) and 64(32%) of the participants were male and female respectively. Also 61 (30.5%),68(34.0), 52 (26%), 7 (3.5%) and 12 (6.0 %) of the participant had Ph.D., M.Ed., B.Ed., HND and NCE as their highest qualification respectively. the sample comprised of academic staff (120/60%) and non-academic staff (80/40%).

Research Questions 1

1. What is the level of computer literacy of the Staff?

Status	Computer Literacy			
	Yes		No	
	Frequency	%	Frequency	%
Academic Staff	105	87.5	15	12.5
Non-Academic Staff	36	45.0	44	55.0
TOTAL	141	70.5	59	29.5

Table 2 indicates that 105 (87.5%) and 36 (45.0%) of the academic staff and non-academic staff were computer literate. Generally, 141 (70.5%) of the participants were computer literate. However more than 50% of the non-academic staffs were not computer literate.

Research Question Two: What are the common social media tools/apps used for team growth in the organization?

Table 3: Common social media tools/apps used for team growth

Social Media Tools/Apps.	Academic Staff n = 120		Non- Academic staff n = 80		Total n = 200	
	Freq	%	Freq	%	Freq	%
WhatsApp	82	68.3	41	51.3	123	61.5
Facebook	50	41.7	32	40.0	82	41.0
Telegram	12	10.0	14	17.5	26	13.0
Android phone	110	91.7	53	66.25	163	81.5
Google	20	16.7	10	12.5	30	15.0
Email	23	19.2	9	11.3	32	16.0
Laptop/Desktop	46	38.3	22	27.5	68	34.0
YouTube	12	10.0	3	2.8	15	7.5
Twitter	8	6.7	6	7.5	14	7.0
Zoom	43	35.8	21	26.3	64	32.0
IPAD/TAB	60	50.0	18	22.5	78	39.0
Software	3	2.5	-	-	3	1.5
Video Conference	4	3.3	-	-	4	2.0
Duo	3	2.5	-	-	3	1.5
Messenger	6	05	-	-	6	3.0
Instagram	14	11.67	18	22.5	32	16.0
VPN	3	2.5	-	-	3	1.5
Scooper	2	1.7	-	-	2	1.0

From table 3, the most popular social media among the participants was WhatsApp (61.5%) followed by Facebook (41%) and Zoom (32.1%) others were, Instagram (16%) telegram (13%) YouTube (7.5%) and twitter (7%). The most popular tools used for social media operation were android phone (81.5%). Only the academic staff used software, video conference duo, messenger, VPN and Scooper.

Research Question Three: What are the technical skills of administrators on the use of social media in facilitating team growth?

From the qualitative data, the participants identified several technical skills. The technical skills identified were data analysis, data processing, hardware maintenance, software installation, searching information on the internet, facilitation skills, communication skills, typing skill operation of cell phone, skills for social media usage and web developer.

Research Question Four: How can social media be used to facilitate team growth in an organization.

From the qualitative data, the participants said they use social media to send messages to their team members. Through WhatsApp call, they can discuss with team members who travelled to other countries. They could call for meeting and disseminate information to team members and pass information. They also use social media to assign responsibilities and work schedule to other teammate. Tasks are well explained and supervised effortlessly through social media. Social media platform encourages social networking socialization and facilitate digital marketing. Also, it is a good means of creating awareness and keeping abreast of happenings around you. There are some of the comments of the participants.

"By linking contacts of team members to a group, dissemination of information to everyone and call for a meeting becomes easier".

"It is easy for me to assign duties to team members, and I could wish my colleagues happy birthday, wedding anniversary and exchanged pleasantries. It has created a friendly and peaceful environment in my workplace".

The participants also claimed that they were able to have online meeting using WhatsApp, telegram and zoom. They were able to communicate effectively because they could discuss and interact and even discuss sensitive issues related to their job description. Some of the participants said, social media has made collaboration with team members possible at anytime and anywhere. Here are some comments of the participants.

"Social media has helped in team work especially in collaboration/collaborating in working on a project work, task and conferences. I use zoom for meetings and conferences, WhatsApp for information dissemination and Facebook for interacting".

"I use social media in passing information like a memo within the organization. I can deliver message from one office to another or from management to staff. I interact with my teammates. It creates a sense of inclusion and there is the possibility of expressing your opinion".

Research Question Five: What were the participants opinion on the use of social media in facilitating team growth?

Table 4: Participants opinion on the use of social media in facilitating team growth.

Item	SA	A	D	SD	Sum	Mean	SD	Decision
Administrators do not possess the digital devices like phones, laptops, iPad etc to use the social media	6	47	57	90	369	1.85	89	Disagreed
Administrators do not possess the technical skills to use social media to facilitate team growth	21	50	67	62	430	2.15	98	Disagreed
Male administrators are more competent in the use of social media to facilitate team growth.	9	87	59	45	460	2.30	86	Disagreed
Constant power outage and poor internet connectivity supports social media use in team growth	45	41	27	87	444	2.22	1.22	Disagreed

Table 4 showed that the mean perception of the participants on item 1 to 4 ranges from 1.85 to 2.30. the means are below the cut off mean of 2.50 this implies that the

participants were of the opinion that the administrators possess the digital devices used for social media, possess the technical skills used for social media, male administrator are not more competent in the use of social media to facilitate team growth, and the present connectivity does not support social media use in team growth.

Research Question Six: What roles does social media play in facilitating team growth in an organizational department?

Roles of social media in an organization.

Item	SA	A	D	SD	Sum	Mean	SD	Decision
I am able to use the social media to convey meetings with my workers/staff	66	89	27	17	693	3.02	91	Accept
Address issues/ challenges	63	100	16	21	605	3.02	91	Accept
Disseminate information faster	89	90	11	10	658	3.3	79	Accept
Make workers have sense of belonging.	56	103	20	21	594	2.97	89	Accept
Assign work schedule faster	56	98	25	21	589	2.95	91	Accept
Delegate responsibility/authority remotely	44	109	17	30	567	2.83	94	Accept
Collaborate with colleagues remotely	59	101	16	24	595	2.98	93	Accept
Build a social community of motivated staff	50	115	16	19	596	2.98	84	Accept

Table five showed that the participants agreed that social media is used to convey meetings (mean = 3.02, SD =.91), address issues/challenges (mean =3. 02), disseminate information faster (mean = 3.30) make workers have sense of belonging (mean = 2.97), assign work schedule faster (mean = 2.95), delegate responsibility/authority remotely (mean = 2.83), collaborate with colleagues remotely (mean = 2.98) and build a social community of motivated staff (mean = 2.98). all the means are above the cutoff of 2.50. Therefore, these roles were accepted as the roles social media played in facilitating team growth in an organization/department.

Research Question Seven: What roles does social media play in facilitating team growth in an organization/department as perceived by academic and non-academic staff.

Table 6

Items	Academic Staff			Non-Academic Staff		
	Mean	SD	Decision	Mean	SD	Decision
5. I can use the social media to convey meetings with my workers/staff	3.05	87	Accept	2.96	.97	Accept
6. Address issues/ challenges	3.14	78	Accept	2.85	1.05	Accept
7. Disseminate information faster	3.34	72	Accept	3.21	88	Accept
8. Make workers have sense of belonging.	3.11	75	Accept	2.76	1.05	Accept
9. Assign work schedule faster	3.08	75	Accept	2.74	1.08	Accept
10. Delegation responsibility/authority remotely	2.97	84	Accept	2.64	1.05	Accept
11. Collaborate with colleagues remotely	3.04	76	Accept	2.88	1.13	Accept
12. Build a social community of motivated staff	3.04	70	Accept	2.89	1.02	Accept

From table 6, the mean perception of the academic staff for the eight listed roles of social media in facilitating team growth in an organization/department range from 2.97 to 3.34. While that of non-academic staff ranges from 2.64 to 3.21. All the means were above the cutoff mean point of 2.50. Hence, all the eight roles were accepted as the roles social media plays in facilitating team growth in an organization. However, the means perception of the academic staff was higher than that of the non-academic staff. This implies that the academic staff had a higher perception on the identified role that social media plays in facilitating team growth in an organization/department.

Discussion

This research is relevant in contributing to knowledge and provides executive and managerial insight to the administrators' perception on the use of social media in facilitating and building organizational team growth. The results supported the response from the questionnaire and indicates that the use of social media facilitates team growth especially for the academic administrator whose perception on it was higher with the mean perception of 2.97 to 3.34. While that of non-academic staff ranges from 2.64 to 3.21. The study is in line with Cetinkaya & Rashid (2018) study on the effect of Social Media on Employees' Job Performance which revealed the effect of organizational structure in the relationship between the use of social media and job performance in the service sectors. This study also revealed the comments of participants which positively revealed the perception of Administrators' on the use of social media in facilitating organizational team growth.

"Social media has helped in team work especially in collaboration/collaborating in working on a project work, task and conferences. I use zoom for meetings and conferences, WhatsApp for information dissemination and Facebook for interacting".

"I use social media in passing information like a memo within the organization. I can deliver message from one office to another or from management to staff. I interact with my teammates. It creates a sense of inclusion and there is the possibility of expressing your opinion".

Conclusion

All the roles social media plays in facilitating team growth in an organization were accepted indicating that the social media is gradually becoming the new normal in organizational team building and growth in this era. However, the means perception of the academic staff was higher than that of the non-academic staff. This implies that the academic staff had a higher perception on the identified role that social media plays in facilitating team growth in an organization/department.

Compliance with Ethical Standards

Conflicts of interest: The authors declare that they have no conflict of interest. Consent was obtained from all participants used in the study.

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