WORKPLACE SOCIAL NETWORKING AND EMPLOYEES PRODUCTIVITY IN DEPOSIT MONEY BANKS IN NIGERIA

Dr.Richard Sorle Needorn

Department of Management, Faculty of Management Sciences, University of Port Harcourt, Nigeria

ABSTRACT

Social networking is the contemporary trend, used both for socialization, communication, interaction, and intelligence gathering, news and information update and business purposes. This new trend of communication and interaction as impressive as it appears has its negative impact in the working hours, commitment and inputs of the employees. It is wrongly used in organization in social related issues most time than work based or work oriented purpose. Owners of organization desire increase productivity of the workforce. In the context of the contemporary trend of the moment, I explore in this study how social networking in the workplace impacts on employees' productivity. Workers or employees' productivity was measured using output per time period and timeliness. Given that there are several networking platforms, facebook and Instagram, the two most popular one was chosen as dimension of social networking. The cross-sectional research method was used to generate data. The study examined 5 money deposit banks with head offices in Port Harcourt, Nigeria. Four hypotheses were formulated from the reviewed literatures. These hypotheses were analyzed using Kendall Tau B correlation coefficient through the Statistical Package for Social Sciences (SPSS) version 20.1. The findings revealed a significant relationship between all measures of social networking and all dimension of employees' productivity. Consequent on the findings, it was recommended that banks and every other organization should maximize the use of social network site as well as make it more attractive to market products and brands. There should be restrictions in workers engaging the use of site for unproductive purposes to save excess expenses on sites and platforms.

KEYWORDS: *Social networking, facebook, Instagram, employees' productivity, output, timeliness.*

INTRODUCTION

Employers desire their employees to be productive justifying the reason for their being hired and paid. Employee productivity (workforce productivity) defines how efficient a worker or workers are. The more effective and efficient workers are, the more productive they become. Employees' productivity is integral to the organization. It guarantees greater output and increase profitability, reduced cost and enhances competitive advantage. It also enhances commitment to set goals. Increased productivity in this context means greater

output from the same amount of labour inputs. This makes it a value-adding process that can effectively raise standards through decreasing the required monetary investment, making business more profitable. Being productive can help the firm increase and utilize the capacity of the human resources it has and lower the cost per unit of production.

Consequent on its importance, theories and postulations have been advanced on how to make employees very productive; thus, scientific approach

(Taylor, 1911), administrative approach (Fayol, 1917), behavioural and quality institution approach, leadership (Kauhanen-Simananen, 2007), Motivation (Cristina & Amy, 2011), job satisfaction (Miller & Monge, 1986).

Management literatures abound on the subject of employee productivity. From the scholarly trend, some of which have been cited, however, it is observed that one of the subject least discussed as it borders on employees' productivity especially within the Nigerian work space is from the perspective of social networking.4 The afore-mentioned studies and extant literatures did not consider social networking as a factor neither did it explore any empirical evidence or knowledge on the impact of the subject matter of this all important, emerging and contemporary trend social and working lives, yet the is a geometric increase in the operation, use and application of this trend.

Medium of communication have evolved over the years ranging from word of mouth, town crying, radio, television (audio and visual), newspaper, journal (print) and lately, internet due to technological changes and advancement. The internet came with several sub-technological platforms such as social network. This is a minute means of sharing information within social groups of persons or what is called online communities where users with the same ideological orientation meet to exchange mutual inclusive or exclusive ideas by chatting. On these platforms, users send and receive documents, pictures and graphics, video and audio messages. So far, there can be identified more than a hundred of Social Networking Sites but the most popular and from where other new ones derived their origins are Facebook, Twitter and YouTube. It took just one year for social networking sites such as Facebook to attract two hundred million users (Assa & Ycliffe, 2014; Omobolaji, 2016). This shows how popular social networking has become in the world. It fundamentally builds human relationship and organizes firms to reach out to their customers in the supply chain without which, the chains of economic operations cannot be cemented for the goals. Firms work better or bid better options with foreign or local partners when they know each other. This is because communication enables one to build trustful relationship for the future. According to Cross and Parker (2004), "whom a person knows has significant impact on what a person comes to know". And because relationships are important, when one wants to obtain information, find solution to a problem in the workplace, social networks can be used as tools to be innovative, creative and be successful in the workplace.

With the rise of the knowledge-based economy, the role of management within the organization has also changed. Organizations do away with a top-down management and communication style by using their employees and partners as markets, effectively winning communities unto their products

and services by using social networks as enablers (Geraci, 2007). By so doing, social networks facilitate effective communication or conversation with the companies or customers, building a brand loyalty with their business market and meeting customer's needs. In other words, companies are using these sites for their professional benefits like creating customer relationship (Koeing, 2009).

Social networking is now a common phenomenon among all ages, classes and also, it has become an indispensable factor especially in the workplace in the contemporary business transaction. It is creating a dynamic change in the work environment (Charles, 2012). Organizations can evaluate their employees and manage their contribution to keeping organization's image high through social networking (Doug, 2009). It has become a necessity and it is time for organizations to design workforce according to changing environments. The benefits of social networking which range from enhanced commitment, innovation, easy access to facts and figures and a host of others have raised the belief that if social media platforms are instituted in the work environment in Nigeria, productivity may increase.

It is consequent on that fact that this work is designed to examine the impact of social networking in the workplace on employee's productivity. The observed lacuna which this work stands to cover therefore is that it attempts to explore how employees' output or productivity can be enhanced using social networking in the organization.

LITERATURE REVIEW
The nature of Social Networking

The technological advances and increased use of the internet in recent years have led to a communication revolution (Moqbel, 2012). These communication revolutions, as well as the more technologically empowered lifestyle of individual users have changed the way people communicate and connect with each other (Coyle & Heather, 2008).

The internet had long been the means of sending and receiving information and messages, but it did not avail the immediate means of social interaction until the era of email service and recently, the networking service of social networks. It was the aim of the internet to ensure along its evolutionary processes that information is communicated to all in the most simple and stress-free manner (Snopes.com, 2005).

Social networking as a concept consists of two words; "social" and "networking". The term NETWORKING is an activity through which individuals establish and develop social ties with other individuals. Social networking has been defined by various scholars in their own unique terms. Fraser and Dutta (2008) stated that Social Networking also called "Social Software" or "Social Media" is defined as a

means to create and maintain social ties online. Thus, any activity humans share stories and influence others can be considered Social Networking (Nicholson, 2011). Boyd and Ellison (2007) defined social networking sites as web-based services that allow individuals to: Construct a public or semi-public profile within a bounded system; articulate a list of other users with whom they share a connection with; and view and traverse their list of connections and those made by others within the system.

Over the last ten years, micro-blogging sites such as Twitter, Location-based services like Foursquare and consumer review platforms like Yelp have all worked collaboratively to provide a totally new and engaged media experience which has now become more accessible through mobile devices (Reuben, 2008). The entire range of social media applications noted above share the innate ability to enable social behavior through dialogue (multiple-way discussion), providing the opportunity to discover and share new information (Solis, 2008).

Ellison, Steinfield and Lampe (2007) classified social networking sites into several categories: work related contexts (eg Linkedin.com), romantic relationship initiation (eg Friendster.com), connecting those with shared interests such as music or politics (e.g Myspace.com), or the college student population (the original incarnation of Facebook.com) (p.1143). Over the years, a couple of social networking sites have emerged. Like Instagram, Blackberry Messenger, Snapchat, YouTube and a lot more.

Social networking sites can be seen as alternative communication tools which support existing relationships and activities in a fun and colorful way that can deepen the user's experiences (Stroud, 2008). Social networking sites have become main-stream and it has been reported that globally, these sites account for 1 in every 11 minutes spent online (Wilson, 2009). In their book titled "Throwing Sheep in the Boardroom: How Online Social Networking Will Transform Your Life, Work and World", Fraser & Dutta classified Social Networking Sites into five categories: Opportunistic social networking sites for business connections; community social networking sites representing cultural or neighborhood groups; media-sharing social networking sites such; egocentric/identity construction such as Facebook and Myspace; and passion-centric social networking sites for sharing common interests such as dogster (Wilson, 2009).

According to Collins and Clark (2003) and Nimetz (2007), there are common reasons for the use of social networking sites which include amongst others: Purely personal reasons (used to keep in touch with friends); business-customer relations management; business-Networking; business-e-commerce; entertainment. Others include to create brand awareness; as an online reputation management tool; for recruiting; to learn about new technologies and competitors; as a leading tool to intercept potential prospects.

THE WORKPLACE CONTROVERSY

Employees accessing social networking sites at the workplace, especially during work hours have become an issue for controversy between employees and their employers/managers in many parts of the world. An increasing number of organizations are blocking access to and imposing outright bans on accessing any form of social networking sites. With the advent of sophisticated gadgets such as androids and tablets, it is even more difficult if not impossible for companies to monitor or block access to social networking sites. While some studies have concluded that social networking sites are counter-productive, others have claimed otherwise, arguing that blocking access or banning the use of social networking sites at the workplace will actually be counter-productive, that they should be recognized as a new form of social interaction that needs to be managed and not prohibited.

Case against Social Networking in the Workplace

The following are some of the common issues cited against social networking at the workplace:

i. Low productive hours: This is the most common reason cited by employers for blocking access to social networking sites (Collins & Clark, 2003). Several studies show the biggest concern of social networking sites use in the workplace is loss of staff productivity from time wasted at work.

ii. Information security: According to the British Trade Union Congress, employers tend to worry that social networking sites use in the workplace will expose the organization to phishing attacks which can begin with finding a user's work password. This breaches an organization's security (Rooksby et al. 2009).

iii. Privacy: Social networking sites encourage users to provide information about them without giving much consideration to privacy issues. For instance, information collected from users' profiles can be potentially abused by social networking sites that can use the information for targeted marketing (Dwyer et al. 2007; O'Murchu et al. 2004). Users' detailed information is likely vulnerable to identity theft, stalking and abuse. Managing privacy issues pose a challenge for organizations since digital communication can be permanent as part of the system (Dwyer et al. 2007).

iv. Bandwidth consumption: One of the negative consequences of using social networking sites in the workplace is the consumption of extra

bandwidth which affects the efficiency of core tasks. Sites like Myspace and YouTube are considered high bandwidth sites (Dink, 2011; Moqbel, 2012). According to Dink (2011), "YouTube consumes anywhere from 75% to 90% of bandwidth within most typical organizations".

Case for Social Networking in the Workplace

Organizations started to realize that social networking sites use can be a great source of strategic benefits to business. Banning its use in the workplace can deal havoc on businesses, consequences such as preventing employees from discovering business opportunities, intelligence gathering and working collaboratively (Bennett et al. 2010).

It is forecasted that Web 2.0 of which social networking is part, "will replace email, instant messaging and collaboration programs such as Microsoft Share Point" in the not too distant future (Moqbel, 2012). Most of the arguments in favor of allowing employees access to social networking sites at the workplace, cite employee morale and business benefits (Moqbel, 2012). Some research suggests that a moderate use of social networking sites actually increase productivity. In a European-wide survey conducted by Dynamic Research in 2007 on 2000 people, 65% claimed that workplace social networking had made them more productive and 45% said it had sparked creativeness. According to Brent Coker of the University of Melbourne in Australia whose research found that social networking sites can improve work productivity, Workplace Internet Leisure Browsing (WILB) can help sharpen worker's concentration. According to Brent, people need to zone out for a bit to get back their concentration. Brent defined WILB activities as browsing the web for information and reviews of products, reading online news, playing online games, keeping up-to-date with friends' activities on social networking sites and watching videos on YouTube. He asserts that short and unobtrusive breaks such as quick surf of the internet enables the mind to rest itself, leading to a higher total net concentration for a day's work and as a result, increased productivity. He however added that workers with internet addiction tendencies will have low productivity.

Advocates for allowing social networking sites access at the workplace argue that a ban on communication technologies such as social networking sites may cut off a primary means of communication that is deeply entrenched in the lifestyle of the younger generation workers and it might skillfully deal with important business contacts and customers, develop prospects, market their company's products, etc. in other words, successfully and productively do their jobs. Also, completely blocking staff from their favorite social networking sites prompts tech-savvy employees to devise ways around the ban, e.g. through anonymous proxies which could potentially damage corporate defenses (Snopes.Com, 2005).

Social networking sites help employees' access new information, resources, contacts, as well as maintaining and nurturing professional networking, as most depend on team and project related work. Thus, the positive impacts of social networks in the workplace have been listed to include: enhancing of collective knowledge about business situations; increase in productivity; improvement or boosting of the morale or enthusiasm of the workers (Dunnette & Hough, 1991); sharpening strategic focus and greater innovative spirit; greater employee satisfaction as mentioned in Bughin (2009) study; collaboration of ideas (Patel & Jasani, 2010); markets research information, in other words, Business Intelligence (Wilson, 2009) on a whole scale.

Social networking channels are complementing rather than substituting traditional vehicles of communications (Nielsen, 2009). In a study by Clark & Robert (2010) on the use of social networking sites at the workplace, they claimed that employers use social networking sites as a quick, no cost source of background information on job candidates and some companies use their pages as personal billboards to market themselves to employees.

Regarding the issue of time wasting, social networking sites advocates point out the fact that people who waste productive time on social media are likely to find other ways to waste time if the sites are banned. Time wasting in the work place did not begin with social networking. Regardless, even if workers do waste time, it does not matter if they are performing their jobs well. Ultimately, productivity is what really counts and has the largest effect on a company's revenues (Kauhanen-Simanainen, 2007).

Companies are also discovering that corporate social network accounts, blogs, etc. can be valuable marketing tools, providing more exposure and even increased webpage ranking. Corporate social network sites enable sales and marketing professionals to engage in more intimate and interactive dialogue with potential customers, two-way communication that is not possible when companies rely exclusively on ordinary websites and advertisements (Bloxx Inc, 2009). An organization that allows the use of social networking sites manages the literacy of its employees (Kauhanen-Simanainen, 2007).

DIMENSION OF SOCIAL NETWORKING

eBiz MBA compiles a list of the most popular social networking websites. The list is created taking each website's global and US traffic rank from Alexa, Compete and Quantcast, amongst which are facebook and instagram

Facebook

Facebook is currently the world's most visited social networking site with over 1 million estimated visitors per month according to the eBiz MBA ranking. This site was developed by Mark Zuckerberg. It was launched in February 2004 and is operated and privately owned by Facebook, Inc.

Users can add people as friends and send them direct messages, update their profiles to notify friends on what is going on in their lives, join networks organized by school, workplace, college etc.

The website's name stems from the colloquial name for books given to students at the start of the academic year by university administration in the US with the intention of helping students get to know each other better.

The website's membership was initially limited by the founders to Harvard students, but was extended to other colleges in the Boston area, the Ivy League and Stanford University. It gradually added support for students at various other universities before opening to high school students and finally, to anyone aged 13 and over.

Although Facebook started as a platform connecting individuals, today's organizations also have the opportunity of creating a fan page of the organization itself or for its products. Hence, this social networking site becomes an additional instrument to help communicate with business stakeholders such as employees, customers, etc. A growing number of organizations believe that their brand or organization on Facebook may help increase or maintain sales records. This can be done by posting information about the brand in their status or picture updates which will allow thousands of potential buyers see the brand through Facebook news. Facebook also sponsors posts which makes the product or page visible to every user that logs on (it appears on the timeline of users) but this is at a cost to the business. Using analytical tools, companies can transform social networking sites such as Facebook into mines of market research information where business recognizes trends as information about how customers interact with them as well as with their competitors' products and services (Wilson, 2009).

In October 2016, Facebook introduced Workplace by Facebook which allows co-workers to interact with each other using posts to exchange ideas and assume new tasks. Groups are also able to make decisions and keep themselves on the same page. This is different from the normal Facebook account. All communications- newsfeed, messaging, events, groups, chats, search, networking- are taking place inside the company.

Instagram

Instagram is currently ranked the 8th most popular social networking site with over 100,000 monthly visitors. It is an online mobile photo-sharing, video-sharing and social networking site that enables its users take pictures and videos, share them either publicly or privately on the application as well as through other social networking platforms like Facebook, Twitter, Swarm, Flickr and Tumblr. Instagram was created by Kevin Systrom and Mike Kreiger and was launched in October 2010 as a free mobile application. The service was acquired by Facebook in April 2012 for approximately 1 billion US dollars in cash and stock. In 2013, Instagram grew by 23% while Facebook as the parent company only grew by 3%. Also, in December 2015, Instagram experienced a downward growth of 0.23% but was also ahead of Facebook which had a 0.14% growth rate.

Users can upload photographs and short videos, follow other users' feed and geotag images with longitude and latitude coordinates, or the name of a location.

On May 21st 2016, Instagram announced the launch of new tools for business accounts, including new business profiles, analytics and the ability to turn Instagram posts into adverts directly from the Instagram application itself. Earlier, in October 2015, it announced that it would allow advertisers to buy carousel adverts to expose companies to more people.

Instagram, like most social networking sites, was not designed for business, but just like other social networking sites now, it has seen its fair share of business potential. Various organizations including banks are able to promote themselves and their business using Instagram which is part of a larger internet marketing strategy. Social media is only useful for business if it focuses on engagement as is also the case with Instagram. The chances of success depend on how you utilize the platform.

Employees' Productivity

Employees' productivity (sometimes referred to as workforce productivity) is an assessment of the efficiency of a worker or group of workers. It measures the output of an employee in converting inputs into useful outputs. The opposite of productivity is represented by waste, which must be eliminated in order to improve productivity. A common mistake that causes confusion in the term, productivity is the instance where it is used as product or service produced. As a result of this confusion in the term productivity, people tend to believe that increased production means increased productivity. This is not necessarily true. An important point to keep in mind is that productivity is a relative concept which cannot be said to increase or decrease unless a comparison is made, either of variations from competitors or other standards at a certain point in time.

In general, productivity of an employee is measured in terms of labour hours spent by him/her on the given task. Assa and Ycliffe (2014) defined productivity as how much and how well employees produce from the given resources. The simple classic

view of productivity is concerned with measuring inputs in relation to outputs. It can be calculated as the amount of output generated in a given amount of time.

Other scholars have defined productivity as how well a system uses its resources to achieve a goal (Dunnette & Hough, 1991).

MEASURE OF EMPLOYEES' PRODUCTIVITY

Productivity is measured in this work using output and timeliness. Suffice at this point to discuss them in turn.

Output Level

Organizations that ban the use of social media in the workplace by employees should understand that productivity is not a measure of the time employees spend engaged in non-work activities but a measure of output and social media is proving to increase employee output. An employee that has a relatively high output is considered productive because it maximizes the use of the inputs of the process. Social networking leads to increased output among bankers because it helps them reach out to a large number of people at a time with one post which is cheaper than the process of going from place to place.

Contents shared by employees, by a recent measure, get eight times more engagement than content shared by brand channels and is re-shared 25times more frequently. Even more impressive, leads developed through employee social marketing converts seven times more frequently than other leads. When employees share messages with their personal social media, companies not only expand their social media reach, they also get measurably better results. However, this process can be productive if employees are doing it voluntarily and not out of compulsion. They have to be enthusiastic about it to pass on the message about the brand or product so they can pass it on effectively, if not, they will post messages without caring if their audience is paying attention to it or not.

The output level which must be increased or positive must be considered by every organization in the formulation of any strategy. It has been observed that through the use of social networking sites and social marketing, the output of employees is able to increase because they can reach out to a larger number with the posts.

Timeliness

Timeliness can be used to measure employee productivity because for customers to be satisfied, goods or services must be available to them at the time it is needed. Employees must therefore work to ensure that customers are satisfied as this prompts repeat purchase and continuous use of the brand. A few years ago in the banking sector, customers used to dread going to the bank because of the endless queue of customers who want to carry out various transactions. But over the years, banks have moved from the traditional means to the use of Automated Teller Machines (ATM) to mobile applications that enable customers carry out various transactions from wherever they are with their mobile gadgets.

With the use of social media by employees, they are able to meet their targets in a short time because of the large population on social media. The employees can also interact with customers to help them solve issues they may have with the organization's services in a very short time as compared to going into the banking hall and waiting on the queue for the limited customer care staff to attend to them. Timeliness measures if work was done efficiently and as scheduled. This type of measurement is to know if an employee is able to complete the specific task at the given period. It is not so difficult to measure timeliness in the banking sector especially in employee's relation to customers because a time frame is assigned to given tasks and the ability of the employee to deliver the task in that time frame makes him/her timely. From the reviewed literatures the following hypotheses where drawn:

Ho_1:   *There is no significant relationship between Facebook and output level of the individual worker*

Ho_2:   *There is no significant relationship between Facebook and employee's timeliness.*

Ho_3:   *There is no significant relationship between Instagram and output level of the individual worker.*

Ho_4:   *There is no significant relationship between Instagram and employee's timeliness.*

Methodology

In this study this study, the quasi-experimental design was adopted. It is anchored on the precepts of descriptive and cross-sectional survey method. The target population of this study is all money deposit banks in Nigeria. There are a total of 22 money deposit banks in Nigeria – www.cbn.gov.ng. However, the possible ones accessed with their area offices in Port Harcourt are displayed in the table below. The sampling technique for the choice of the study elements was purely convenience on only banks that have their area offices in Port Harcourt. A total of 85 employees of the five accessible money deposit banks made up the population, however, using Krejie & Morgan table for the determination of the sample size, 75 employees were determined to constitute the sample. Statistical package for social sciences (SPSS), version 20.1 was used to test the reliability of the instruments and measures. Only items whose returned alpha value was 0.75 and above was accepted.

Table 1: Sample Distribution

S/N	COMMERCIAL BANK	Number of employees that use the internet for work
1	United Bank for Africa(UBA)	21
2	First Bank of Nigeria(FBN)	20
3	Access Bank	18
4	Fidelity Bank	14
5	Ecobank	12
	TOTAL	85

Source: Personnel Office of the different banks

DATA PRESENTATION, ANALYSIS AND FINDINGS

A total of seventy (70) sets of questionnaire was administered to employees. Details are as follows:

Table 2:Response rate of distributed questionnaire

S/No	Commercial Firms	Number Given	Number Retrieved	Number not Retrieved	% Retrieved
1	United Bank for Africa(UBA)	18	15	3	21.4
2	First Bank of Nigeria(FBN)	16	16	-	22.86
3	Access Bank	14	12	2	17.14
4	Fidelity Bank	12	10	2	14.29
5	Ecobank	10	8	2	11.43
	Total	**70**	**61**	**9**	**87.12**

From the above table, out of seventy (70) set of questionnaire distributed in this study, sixty one copies were returned (61). This represent 87.12% rate of return. The researcher discovered that the entire questionnaire returned where correctly filled and this is used for the analysis.

The deduced hypotheses were tested using Kendell Tau B correlation using Statistical Package for Social science (SPSS), version 20.1

Ho₁: *There is no significant relationship between Facebook and output level of the individual worker*

Table 3: Statistical Analysis for Relationship between Facebook and output level
Correlations

			Facebook	Increased output
Kendall's tau_b	Facebook	Correlation Coefficient	1.000	.955
		Sig. (2-tailed)	.	.044
		N	61	61
	Increased output	Correlation Coefficient	.955	1.000
		Sig. (2-tailed)	.044	.
		N	61	61

From the result of the above table, the correlation coefficient (r = 0.955) between Facebook and increased output is very strong and positive.

The coefficient of determination (r^2 = 0.955) indicates that 95% of increased output can be explained by the use of Facebook in the organization. The significant value of 0.044 (p< 0.05) reveals a significant relationship. Based on that, the null hypothesis was

rejected. Therefore, there is a significant relationship between Facebook and increased output.

Ho₂: *There is no significant relationship between Facebook and employee's timeliness.*

Table 4:Statistical Analysis for Relationship between Facebook and Timeliness
Correlations

			Facebook	Timeliness
Kendall's tau_b	Facebook	Correlation Coefficient	1.000	.962
		Sig. (2-tailed)	.	.038
		N	61	61
	Timeliness	Correlation Coefficient	.962	1.000
		Sig. (2-tailed)	.038	.
		N	61	61

From the result of the above table, the correlation coefficient (r = 0.962) between Facebook and timeliness is very strong and positive.

The coefficient of determination (r^2 = 0.962) indicated that 96.2% of timelines can be explained by Facebook. The significant value of 0.038 (p<0.05) reveals a significant relationship. Based on that, the null hypothesis is rejected. Therefore, there is a significant relationship between Facebook and timeliness.

Ho₃: *There is no significant relationship between Instagram and output level of the individual worker.*

Table 5: Statistical Analysis for Relationship between Instagram and Increased Output
Correlations

			Instagram	Increased output
Kendall's tau_b	Instagram	Correlation Coefficient	1.000	.965
		Sig. (2-tailed)	.	.041
		N	61	61
	Increased output	Correlation Coefficient	.965	1.000
		Sig. (2-tailed)	.041	.
		N	61	61

From the result of the above table, the correlation coefficient (r = 0.965) between Instagram and increased output is very strong and positive.

The coefficient of determination (r^2 = 0.965) indicated that 96.5% of increased output can be explained by Instagram. The significant value of 0.041 (p<0.05) reveals a significant relationship. Based on that, the null hypothesis is rejected. Therefore, there is a significant relationship between Instagram and increased output.

Ho₄: *There is no significant relationship between Instagram and employee's timeliness.*

Table 6: Statistical Analysis for Relationship between Instagram and Timeliness
**Correlations**

			Instagram	Timeliness
Kendall's tau_b	Instagram	Correlation Coefficient	1.000	.945
		Sig. (2-tailed)	.	.039
		N	61	61
	Timeliness	Correlation Coefficient	.945	1.000
		Sig. (2-tailed)	.039	.
		N	61	61

From the result of the above table, the correlation coefficient (r = 0.945) between Instagram and timeliness is very strong and positive.

The coefficient of determination (r^2 = 0.945) indicated that 94.5% of timeliness can be explained by Instagram. The significant value of 0.039 (p<0.05) reveals a significant relationship. Based on that, the null

hypothesis is rejected. Therefore, there is a significant relationship between Instagram and timeliness.

Fig 1. Conceptualized Framework
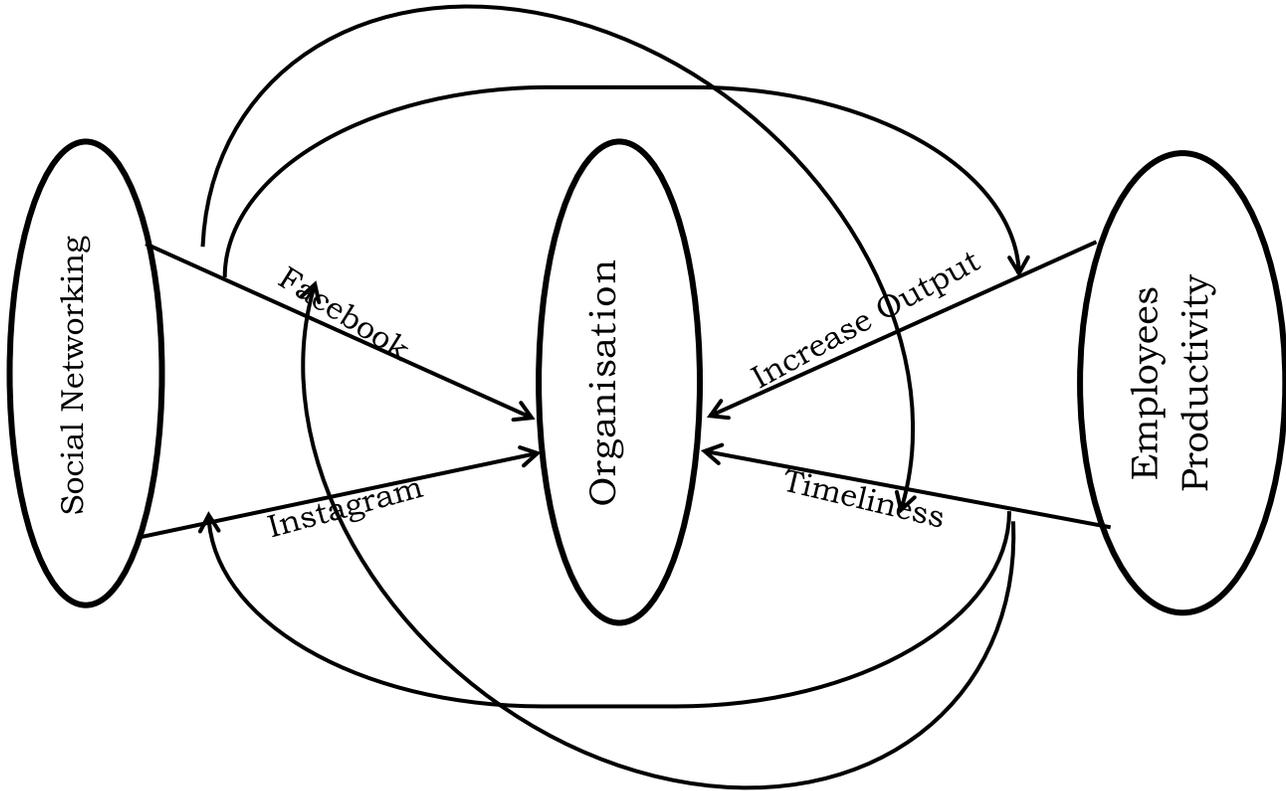
DISCUSSION, CONCLUSION AND RECOMMENDATION

This study examined the impact of Social Networking on Employee Productivity among selected money deposit banks in Port Harcourt, Rivers State of Nigeria. Four hypotheses were formulated and tested statistically using the non-parametric tool, Kendall Tau coefficient of concordance. The outcome of the analysis of the first hypothesis is that the relationship between Facebook and increased output is very strong and positive. The significant value of 0.44 ($p<0.05$) reveals a significant relationship and that led to the rejection of the null hypothesis and the acceptance of the alternative hypothesis. This means that there is a significant relationship between Facebook and output level of the individual worker. This finding is in line with those of Parameswaran and Whinston (2007), Patel and Jasani, (2010), Reuben (2008), which says that the use of Facebook can improve the output level of employees if employees are given as much freedom as possible with the use of social media.

The second hypothesis of this research examined the relationship between Facebook and employee's timeliness. The outcome of the analysis gave the correlation coefficient of 0.962 (i.e. r = 0.962) between the variables revealing that there is a very strong and positive between them. The p-value of 0.038 ($p<0.05$) shows a significant relationship. This led to the rejection of the null hypothesis and acceptance of the alternative hypothesis. This means that there is a significant relationship between Facebook and employee's timeliness. This finding is in line with that of Wilson, 2009 which says that a social media site like Facebook is the quickest way to collect information which is used to find new business opportunities.

The findings of the third hypothesis that borders on the relationship between Instagram and output level of individual worker reveal a positive and significant relationship between them. The correlation coefficient (r= 0.965) indicate a strong and positive relationship between Instagram and increased output as very strong and positive. The p-value of 0.041 ($p<0.05$) reveals a significant relationship and that led to the rejection of the null hypothesis and acceptance of the alternative hypothesis. However, this finding is in line with that of Bosch (2009). They averred that social

media sites like Instagram stimulate collaboration and knowledge sharing between individuals which can lead to increased output.

The fourth and final hypotheses explore the relationship between Instagram and employee's timeliness. The correlation coefficient is 0.945 (r= 0.945) and the p-value is 0.039 (p<0.05). The test result led us to rejecting the null hypothesis and accepting the alternative one which holds that there is a positive and significant relationship between Instagram and employee's timeliness.

Consequent on the findings and conclusions it is hereto recommended that banks should maximize the use of their social networking sites both at the organizational level and the individual level. They should make the organization's social networking sites' pages more attractive and use the opportunity to market their products and services. For example, they can use their pages for quizzes and competitions with prizes attached to winning. This would draw more people to their page. They should also encourage employees to market the bank's products and services on their various individual social networking sites.

Also, they should put policies in place to guide employee's use of social networks in the workplace. This would prevent or reduce their use of the sites for unproductive purposes because as much as the use of social networking's advantages are, they can easily be inappropriately used, leading to waste of organization's resources and decline in productivity. An example of inappropriate use of social networking sites is through social (media) loafing which is when a person exerts less effort to achieve a goal when they work in a group than when they work alone because they feel other people are available to do their job while they enjoy their social networking sites.

Employees should understand that when it is work time, it is work time and social networking sites should be used for work-related activities instead of catching up with fashion updates, entertainment updates, chatting with friends about casual things and other forms of non-work-related activities on social networking sites.

Finally, in the use of social networking sites whether in the workplace or at their leisure time, employees should always promote the organization as much as possible. They should portray a positive image of the organization and should be careful also not to engage in counter-advertising.

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