

IMPORTANCE OF SOCIAL MEDIA IN ALTERNATIVE WORK ARRANGEMENT

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The use of social media before the pandemic is prohibited. Some organizations even banned and removed social media platforms to avoid connecting to them, especially during working hours. Thus, Facebook, Instagram, Twitter, and even LinkedIn are restricted. But presently, these have provided easy and reliable access to members of the organization. Thus, a person's concern can be communicated via complimentary messages or video calls if needed for a report. Social media has addressed the gap of communication in alternative work arrangements (Chen & Dahlstrom, 2013). It has made communication accessible, easy, and free. Thus, in four (4) ways that social media became significant to the current situation. They are fostering professional communication, providing a platform for data gathering, building relationships, and satisfying the need for acknowledgement.

Professional Connection. Some social media features offer private messaging and video conferencing wherein parties can exchange ideas. With the current situation wherein, the virus can be transmitted through simple face-to-face communication, the personal encounter is discouraged. However, an organization cannot limit personal communication because it is a mode of exchanging ideas and formulating innovations. With the use of social media platforms, communication became virtual (Dollarhide, 2021). It became an alternative to the traditional way of connecting or interacting with others professionally. It has opened up new opportunities to maximize the connection with boundless restrictions.

Data Gathering Platform. Social media can be used in data gathering. Interviews and short polls can be executed using the platform. Hyperlink and databases can be accessed by sending only the Uniform Resource Locator (URL) of the file. The process is effectual, for it serves its purpose. Likewise, it consumes fewer resources while maximizing the time relative to its need. It means that an employee who is at the comfort of his house can gather necessary information. It is by communicating with the persons with the use of social media. Therefore, data gathering becomes easy and effective.

Build Relationships. Social media also builds relationships within the organization (Schroeder, 2014). Before, it was just only for pure entertainment. However, with their innovative features, it becomes a facet of building a relationship with one another. Though it may sound simple and basic, relationships play a vital role in the organization's success. The group that pays attention to relationships lead to a more successful group. However, it results otherwise in the organization wherein members have no sense of connection. Social media fortifies relationships by allowing employees to take track of their accomplishments or even pieces of success. The appreciation they can get from social media increases their morale and urges them to continue.

Need for Acknowledgement. Human beings by nature crave for acceptance and appreciation. Social media provides them these needs (Seiter, 2016). Furthermore, it enables them to collaborate and share their ideas, defying the limitation of boundaries. Many organizations have utilized social media platforms to improve productivity, increase work relationships, and facilitate easy decision-making processes (Jeanetta, 2017). It also boosts morale in improving the engagement of employees through trust and a sense of belonging.

COVID-19 pandemic has changed the way people perceive social media. Even the professionals have acknowledged the positive use of the platforms. It has created an opportunity to cope with the situation wherein all are encouraged to perform their duties and responsibilities in different work arrangements. Though the current scenario makes

the work situation challenging, it has continuously opened up opportunities to realize their duties and responsibilities. Nonetheless, social media became an alternative means for efficiently and effectively performing responsibility.

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