

# **Exploring the Impact of Social Media Platforms on Secretarial Efficiency in Public Polytechnics in Southwest Nigeria**

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## **Abstract**

This research examined the influence of social media platforms on the productivity of secretarial staff at Polytechnics located in Southwest Nigeria. The study was guided by three research questions. The research used a descriptive survey approach. The research population consisted of 750 secretaries employed at public Polytechnics in Southwest Nigeria. The research used a simple random sampling approach to pick a sample of 265 secretaries. A structured questionnaire was used to gather data for the research. The instrument's reliability coefficient was calculated using the Spearman rank-order correlation coefficient, resulting in a value of 0.62. The data gathered were analysed using the arithmetic mean approach. The research results indicate that social media platforms have significantly enhanced the performance of secretaries at public Polytechnics in Southwest Nigeria, resulting in increased effectiveness and efficiency in their assigned jobs. It has been determined that using social media platforms would enhance the effectiveness of secretaries by providing them with access to educational information that aligns with international standards in secretarial and management practices. The research suggested that secretaries should receive comprehensive training in using social media platforms. This training would enable them to become familiar with digital productivity platforms and tools, which are essential for enhancing managerial and administrative efficiency.

## **Keywords:**

Exploring, Social Media, Platforms, Secretarial Efficiency, Polytechnics, Southwest Nigeria

## **INTRODUCTION**

Herraiz (2015), states that the inception of social media platforms on the internet was driven by the need for individuals to easily and expeditiously exchange information with their acquaintances and relatives. This mode of communication proliferated swiftly and began to rival email and text messaging in popularity. These websites also enable users to establish extensive social networks with hundreds or even thousands of individuals. Previously, the use of these websites presented little recognised risk to individual privacy. Ever since the inception of social media platforms, the ability to effortlessly interact with friends and family has been readily accessible to those with internet connectivity. The internet has facilitated global connectivity via a simple process of clicking buttons.

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Over the last decade, the internet landscape has seen significant transformations. Individuals of various ages, including both the youth and the elderly, now engage in the rapid sharing of ideas, emotions, personal data, images, and videos. Every organisation utilises social media platforms to leverage professional advantages, such as fostering consumer relationships. Organisations must now adapt their workforce design to accommodate shifting conditions. The productivity and profitability of an organisation depend on the performance of its workers, who have a strong connection to social networks. Social networks are presenting organisations with various risks, possibilities, dangers, vulnerabilities, and strengths (Walter & Riviera, 2012). According to Ara et al. (2022), privacy awareness significantly influences users' concerns regarding security and trust on social media platforms. However, social media platforms also facilitate interpersonal connections and collaborations among individuals, both inside and outside organisational boundaries (Cetinkaya & Rashid, 2018). Social media offers comprehensive information management and user-friendly, adaptable management solutions (Cao & Ali, 2018). Presently, the existing social media platforms, such as Facebook, Twitter, and LinkedIn, are significantly contributing to interpersonal communication inside organisations. Employees use internet apps in the workplace to enhance operational efficiency.

“Social media platforms are causing significant and noticeable changes in the environment.” Social media is a digital platform that enables individuals to establish connections, exchange thoughts, disseminate information, and foster social cohesion via emotional engagement. The use of social media is rapidly expanding in the current dynamic environment. Individuals use social media as a means of experiencing catharsis for their innate human emotions. The motives for using social media might vary from person to person. For instance, individuals may use LinkedIn primarily for business networking, Facebook and MySpace for personal reasons, Twitter for socialising, and Personalised Blogs for expressing personal views and viewpoints. The purpose of utilising social networks may vary, but the underlying principle of connecting is to establish social connections and exchange information (Ehrlich, 2011).

Egboka (2018), defines the term “secretary” as an individual who has expertise in stenography, word-processing, and computer operations. Within organisations, the secretary is responsible for addressing customer demands and is required to adhere to exact and quantifiable criteria. This allows consumers to independently assess if their expectations are being fulfilled. The secretary is considered the essential backbone of any organisation. Secretarial service delivery is a method that emphasises the secretaries' sense of responsibility and dedication in meeting the demands of organisations and their clients (South African Government, 2010).

The job performance of secretaries has consistently posed a significant challenge in organisational management. The primary goal of every business organisation is to enhance employee motivation in order to achieve higher job performance and improve organisational competitiveness (Lee and Wu, 2011). According to Liao and Mussawar (2012), job performance is defined as the benchmark for promotions, layoffs, incentives, penalties, evaluations, and wage adjustments. It also fulfils the requirements for workers to achieve self-actualisation.

Ahmad and Khurram (2011), contend that the work performance of secretaries serves as a representation of the overall perception of staff about their conduct and contributions to the organisation's success. The researchers also expressed their belief that the performance of secretaries reflects the overall attitude of employees towards their behaviour and contributions to the organisation's success. They further stated that compensation practices, performance

evaluation, and promotional practices play a significant role in determining employee performance.

The secretary dedicates a significant amount of time on social media platforms, engaging in activities such as publishing or downloading content and seeking knowledge on how to excel in their role within the organisation. Individuals are constantly connected to the internet, engaging in activities such as socialising with friends, staying updated on current trends, streaming movies, doing research, submitting Curriculum Vitae (C.V.), applying for employment online, and seeking guidance on how to enhance their job performance. A multitude of individuals have achieved self-employment by effectively using this technology and establishing diverse online platforms. Certain organisations have achieved significant success by using the information obtained from these websites, whilst others have grown too dependent on them without yielding any tangible results.

Social media sites are not just focused on the younger demographic. They are appealing to people of all ages and generations. Utilising and engaging with social media is not inherently positive nor negative, but rather a distinct phenomenon. Utilising and establishing connections with social media platforms has become an integral aspect of modern-day existence for individuals. In contemporary times, individuals no longer request postal addresses or phone numbers from one another. Instead, they inquire about one another's social network IDs in order to maintain long-term communication (Avalos, 2011). Every organisation utilises social media platforms to leverage professional advantages, such as fostering consumer relationships. Therefore, it is essential for organisations to adapt their staff to evolving surroundings. The productivity and profitability of an organisation depend on the performance of its workers, who are highly engaged in social networks.

Social media platforms provide organisations with various risks, possibilities, dangers, weaknesses, and strengths in different areas. One potential risk of social networks is their ability to facilitate real-time communication and the rapid dissemination of information. This may pose a threat to organisations, since sensitive information that they may not wish to share with external parties can be rapidly communicated and spread. An opportunity arises when a competitor's employee discloses knowledge about their planned strategy on a social media platform, which may be advantageous for our organisation. Organisations may encounter threats when their staff disclose internal knowledge on social networks, which may then be used by their rivals. The negative impact of social networking on an organisation's productivity might be considered a weakness. Social media may serve as a valuable tool for organisations when used to cultivate positive relationships with workers, guide them in the correct direction, gather information on employee behaviour, and provide training opportunities (Flynn, 2011).

Utilising social media platforms in the workplace enhances the efficiency of the secretary (Fusi & Feeney, 2016). Secretaries enhance their knowledge and improve their work-related skills by using social media for both personal and professional purposes in the workplace. Moreover, incorporating social media into the workplace decreases the amount of labour and enhances the effectiveness of social media (Fusi & Feeney, 2016). The organisations are motivated to have a more profound comprehension of social media platforms and use them efficiently (Pudliner, Brey & Choi, 2015).

## **STATEMENT OF THE PROBLEM**

Ogbulafor (2011), proposed that the declining level of work performance among secretaries in Nigeria poses a significant and immediate danger to the existence of organisations in the country. Therefore, it is widely thought that the work performance of secretaries plays a crucial

role in the development and profitability of organisations. The rapid proliferation of secretaries using online platforms and convenient access to social media has had a profound impact on the habits and lifestyles of secretaries across all socioeconomic strata. The impact of social media on the globe has undoubtedly been significant, presenting a challenge to both public and commercial sectors (Belch & Belch, 2014). Nevertheless, the usage of social media during work hours is also being attributed to a decline in secretaries' productivity, as they devote a significant amount of time to online activities. According to Turban, Bolloju, and Liang (2011), using social media at work is seen as a way to waste time and may also pose security risks.

The presence of social media in the workplace undoubtedly impacts productivity, capabilities, time management, skills, and motivation to work. There is now a debate over the fact that workers dedicate four hours a day to social media, which is equivalent to half of their working day. Furthermore, the majority of this time is spent on personal matters or for personal reasons (Ott, 2010). Organisations suffer significant losses in terms of production, morale, creativity, and time owing to workers' poor performance. Consequently, the profitability and productivity of organisations are adversely impacted (Constantinides & Nicholson, 2013).

In addition, several secretaries lacked sufficient training in using social media platforms, resulting in a potential lack of proficiency in navigating and manipulating these sites. The work performance of secretaries may be negatively impacted by their inadequate knowledge of the various social media platforms used by functional departments for their strategies (Igbinedion, 2010). This research study aims to determine the efficacy of social media platforms in enhancing the work performance of secretaries at public Polytechnics in Southwest Nigeria.

## **OBJECTIVES OF THE STUDY**

The main objective of the study was to examine the effectiveness of social media platforms on the job performance of secretaries in the 21<sup>st</sup> century. Specifically, the study sought to:

1. Examine the level of awareness of social media platforms by secretaries in public Polytechnics in Southwest Nigeria.
2. Determine the level of use of effective social media platforms on secretaries' job performance.
3. Establish the impact of effective social media platforms on secretaries' job performance.

## **RESEARCH QUESTIONS**

The following questions were raised to guide the study;

1. What is the level of awareness of social media platforms by secretaries in public Polytechnics in Southwest Nigeria?
2. What is the level of use of effective social media platforms on secretaries' job performance?
3. What is the impact of effective social media platforms on secretaries' job performance?

## **REVIEW OF RELATED LITERATURE**

Historically, the human race has thrived for several millennia without the presence of computerised social media platforms. It took a significant amount of time for social networking sites to evolve into a highly commercialised platform for distributing mass information and entertainment. A study conducted by Golder, Wilkinson, and Segerberg & Bennett (2011),

concluded that social networks are commonly used by individuals to satisfy their desire for communication and connection. These platforms allow people to interact with those they already know, meet new individuals with similar interests, collaborate, participate, and exchange information and knowledge, ultimately facilitating the acquisition of new knowledge. Typically, these are also the factors that prompt people to participate in social interactions online. For many individuals, the Internet offers valuable social networking opportunities. They engage in various online activities such as forming personal connections, expanding their network of friends, connecting with people who share similar experiences, discussing common interests, dating and seeking potential life partners, staying in touch with old friends or distant family, and virtually meeting colleagues to discuss current issues or topics of interest.

Currently, the internet is widely available to the general public. However, it existed and served as a hub for social interaction long before Al Gore (2014), said that he “initiated its creation.” Social networking may be defined as any kind of human interaction in which individuals exchange stories and exert influence on others (Nicholson, 2011). Social networking or media provides an excellent platform for engaging in discussions about shared interests and may be connecting or reconnecting with other individuals in a virtual setting. Greenwald (2010), found that 55% of secretaries and other staff engage with a social media platform at least once per week. Considering the percentages of social media use without considering the potential consequences for the secretary, organisations can also examine current insights into telecommunication mediums. Several pieces of literature were examined in relation to this research. This encompasses prior research on the performance management of secretaries, including its many factors, the influence of social networking, and its effects on job performance. The user's profiles and network of friends are important to the social media experience on online networking sites.

Government agencies worldwide are increasingly using social media platforms to implement their developmental programmes and initiatives. Throughout the Arab Spring, social media played a significant role in facilitating anti-government movements, such as the ones against former President Hosni Mubarak in Egypt and former President Ben Ali in Tunisia. These movements were known as the “Twitter Revolution” and the “Facebook Revolution,” highlighting the extensive usage of these platforms. Many civil society groups are recognising the influence of social media in effecting change. They are building networks with other organisations that have similar goals and interests and advocating for support from their stakeholders (Eltantawy and Wiest, 2011).

In 2011, Khale Research Solutions, an American research firm, performed a study on the use of social media by organisations involved in youth mentorship programmes. The survey was carried out inside the Mentor Michigan Census (MMC), which is a collective organisation of government entities responsible for overseeing mentoring programmes in Michigan. The survey revealed that over 80% of the organisations included social media into their routine organisational operations. Moreover, the findings indicated that 68% of the surveyed organisations used Facebook as a means to connect with their beneficiaries. In a research titled “The Use of Social Media in the Work Practices of Information Professionals,” Woolhandler (2014), defines social media as blogs that cater to a particular social group with shared interests. The survey indicates a growing trend of organisations using social media to achieve their information and communication objectives. Corporate enterprises often use Facebook and Twitter profiles as a means of marketing their goods to clients, while non-profit organisations employ social media to disseminate information to stakeholders.

The contemporary workplace has seen significant transformations since the 1990s. Secretaries in contemporary businesses use electronic mail (email), electronic calendars,

teleconferencing, and other technological devices to send information. Communication facilitated by technology has equal significance to verbal and written communication within the professional setting. The function of social media in influencing the corporate environment is crucial (Herraiz, 2010).

The contemporary workplace has seen significant transformations compared to its counterpart two decades ago. Significant transformations have taken place in the workplace due to the introduction of social and media equipment. Advancements in technology are expanding the definition of an office. Offices eventually embrace emerging technology that increases productivity with fewer employees, and there is a need to maintain a contemporary and professional image by remaining updated on the newest social or media trends (Herraiz, 2010).

Bennett (2013), asserts that the use of social media by both organisations and people offers several benefits. Here, we demonstrate some of the benefits of using social media among civil society organisations. The use of social media is as diverse as the organisations themselves. Contrary to popular belief, several studies have shown that social networking platforms are not time-wasters. Utilising social media platforms might potentially enhance the productivity of secretaries.

Several studies indicate that secretaries who use social media platforms see a 9% increase in productivity compared to those who abstain from such usage (Fahmy, 2013). Secretaries who possess a natural inclination towards socialising and maintain connections with others through social media platforms tend to excel in their organisation or workplace. This indicates their proficiency in interpersonal communication and problem-solving. A study conducted by Fahmy (2009), supports this notion, revealing that 70% of individuals who engaged in personal internet browsing experienced improved concentration levels among employees. It is hypothesised that by engaging in deep inhalations, the brain would experience revitalisation and rejuvenation. Somani et al. (2024) found that many organisations strive to maintain a high level of motivation among their secretaries and workers in their everyday job.

Organisations prioritise the motivation of secretaries since their productivity, delivery of products or services, and overall image rely on their high level of enthusiasm. Organisations have frequent communication with their secretaries to monitor their performance. In today's society, social networking has become akin to a daily journal for individuals. Companies may track employee performance by examining their social networking activity. To facilitate performance reviews and real-time exchange of organisational information, companies might establish informal social network groups (Gerry, 2014).

## **EMPIRICAL REVIEW**

Rouis, Limayem, and Salehi-Sangari (2011), conducted a study to examine the impact of using Facebook on the academic achievement of undergraduate students at Luleå University of Technology in Sweden, with a focus on their individual personality qualities. The suggested study model examines the impact of Facebook use on the academic achievement of students with varying personality factors. Furthermore, the study aims to establish the correlation between three factors: Facebook use, personality characteristics, and academic success. Their examination of data from 239 students reveals very important findings. This study demonstrates that the use of Facebook has a significant detrimental effect on the academic achievement of individuals who possess extroverted dispositions. Nevertheless, the presence of self-regulation among students significantly mitigates this adverse influence, as they possess a high degree of proficient self-control while using social media sites.

Haq and Chand (2014), conducted a study to examine the utilisation and popularity of the well-known social media platform Facebook among university students. The study specifically focused on comparing the use patterns across genders and assessing the influence of this particular social medium on their academic achievement. The two researchers assessed the pattern and frequency of Facebook use among university students, with a specific emphasis on gender disparities and student perspectives on the effects of this platform on academic achievement. The study examines a randomly selected sample of 384 participants, with an equal distribution of both men and women. The participants consist of individuals enrolled in undergraduate, graduate, and postgraduate programmes, with an average age of 21 years. The research analysis indicates that Facebook is equally favoured by both male and female students at the institution being studied. The study indicates that a majority of users (61%) feel that this social platform has negative impacts on their academic achievement. Further study indicates that the bulk of the responders, within the 61% mentioned, were male. Furthermore, apart from the negative impact of Facebook on academic achievement, there is also a belief that using Facebook hinders individuals from achieving optimal success in their professional endeavours. Nevertheless, the researcher believes that the subsequent viewpoint lacks clarity and credibility, necessitating further inquiry.

Hanna, Pohem, and Tilton (2012). conducted a study to investigate the preferences and use patterns of social network sites across different age groups and professions in Nigeria. A sample of 120 individuals was chosen based on age, while a sample of 360 individuals was selected based on occupation. These individuals were then monitored for one month to study their Facebook use using the research technique known as "Communication tracking." Facebook has been identified as the most cost-effective platform for company promotion. It allows companies to directly engage with customers, providing valuable product information and increasing market share. However, they also provide the notion that social media is not the exclusive means of advertising, since there are other sources that marketers may use for their promotional efforts and services.

Greer and Ferguson (2011), conducted a content study to examine the use of Twitter for promotional and branding purposes. The researchers used a tactical and strategic approach to analyse the Twitter accounts of 488 local television stations in the United States. One notable discovery from their research was that news pieces were the most prevalent content on the websites. Additionally, they observed that stations which included news articles seldom advertised their regular newscasts. However, occurrences of other items in this category, such as contest promotions, breaking news, or requests for user participation, were few. Their analysis concludes that, in general, stations did not use Twitter to guide viewers towards the station's on-air programmes.

## **THEORETICAL FRAMEWORK**

This research is based on the Media Ecology Theory developed by Marshall McLuhan in 2017. Although the aforementioned ideas are based on classic communication theory, it is crucial to comprehend how they relate to or diverge from new media phenomena. Media Ecology may provide insights into the reasons for individuals' persistent engagement in online interactions, while experiencing a diminished ability to maintain control over their public and private boundaries. According to McLuhan (2017), society rapidly became dependent on electronic media, such as social networking sites, for several reasons, including their efficiency and convenience. Advancements in technology have consistently evolved over time, necessitating individuals to adjust, and social networking platforms are no exception.

As society grows more at ease and dependent on new kinds of media for communication, experts are exploring how classic communication theory and everyday life components might be applied to online platforms. Papacharissi and Rubin (2000), have extended traditional communication theories to include several emerging technologies, including video games and internet use. A study conducted by Dimmick, Chen, and Li (2004), revealed that while newspapers used to be the primary written news source before the internet, individuals now turn to the internet for news for the same reasons as before, namely the need for direction. A separate study used the Unified Theory of Acceptance and Use of Technology (UGT) to examine how individuals utilised mobile phones and landlines in distinct ways. While early mobile phones differed in context from landlines, they had many similar purposes of usage (Leung & Wei, 2000).

Studies indicate a strong correlation between the motivations behind conventional media and those behind new media. Research indicates that there are comparable reasons for using television or the internet for certain purposes (Kaye, 2014). According to a recent survey, the majority of customers (78%) have confidence in peer recommendations found online, but just a small percentage (14%) believe advertisements (Advertising, 2009). Nevertheless, social networking sites provide a distinct kind of peer endorsement.

## METHODOLOGY

This study used a descriptive survey research approach. The survey research approach was selected for this study due to its ability to gather essential information about individuals, including their views, opinions, attitudes, motives, and actions. The research population consisted of 750 secretaries employed at public Polytechnics in Southwest Nigeria. A simple random sampling approach was used to select a sample of 265 secretaries. This research employed a methodical questionnaire. The questionnaire was created with careful consideration of the study's goals. The respondents were able to provide pertinent information required for the research, which was beneficial. The rationale for using the questionnaire was that it allowed the participants to respond to the inquiries at their own convenience and provided a higher level of assurance for maintaining anonymity. The instrument's reliability was assessed using the Split-Half approach. The reliability was further assessed using the Spearman Rank Order Correlation Coefficient, which produced a value of 0.62. The outcome demonstrated a robust coefficient, indicating that the instrument met the criteria for Split-Half reliability. The researchers used the statistical measures of mean and standard deviation to analyse the collected data. The results aided the researcher in formulating conclusions on the various areas of interest.

## RESULTS AND DISCUSSIONS

**Research Question 1:** What is the level of awareness of social media platforms by secretaries in public polytechnics in southwest Nigeria?

**Table 1: Level of awareness of social media platforms by secretaries in public polytechnics in southwest Nigeria**

S/N	Items	Degree of Respondents				Remarks
		FA	A	NA	FNT	
		4	3	2	1	
1.	Facebook	32	15	-	-	3.7 Accepted

*continued*



2.	Twitter	19	21	7	-	3.2	Accepted
3.	Google+	23	24	-	-	3.5	Accepted
4.	Wikis (Wikipedia,wikia,wikispaces)	12	22	5	8	2.8	Accepted
5.	Blog	10	15	16	6	2.7	Accepted
6.	Academia	30	17	-	-	3.7	Accepted
7.	Online professional group	35	12	-	-	3.8	Accepted
8.	Linked in	13	9	14	11	2.5	Accepted
9.	Forum news group	28	19	-	-	3.6	Accepted
10.	Instagram	12	19	11	5	2.8	Accepted

Source: Field Survey, 2024

The results from Table 1 indicate that the majority of secretaries in public Polytechnics in Southwest Nigeria are well aware of various social media platforms. The highest levels of awareness were recorded for platforms like Facebook, Google+, Academia, and online professional groups, with mean scores ranging from 3.5 to 3.8. This high level of awareness is indicative of the penetration of social media into professional environments, particularly in educational institutions. The widespread awareness of these platforms suggests that secretaries recognise the value of social media in enhancing their job performance and staying connected with professional networks. However, the awareness levels for platforms such as LinkedIn and blogs were slightly lower, with mean scores closer to 2.5 and 2.7, respectively. This may reflect a lack of targeted training or exposure to these specific platforms, despite their potential benefits for professional networking and content creation.

**Research Question 2:** What is the Level of Use of Effective Social Media Platforms on secretaries' Job Performance in public Polytechnics in Southwest Nigeria?

**Table 2: Level of use of effective social media platforms on secretaries' job performance in public polytechnics in southwest Nigeria**

S/N	Items	Degree of Respondents				$\bar{X}$	Remarks
		ALW. 4	OFT. 2	RAR. 2	NEV. 1		
11.	Facebook	20	19	08	-	3.3	Accepted
12.	Twitter	32	15	-	-	3.7	Accepted
13.	Google+	43	4	-	-	3.9	Accepted
14.	Wikis (Wikipedia,wikia,wikispaces)	12	22	5	8	2.8	Accepted
15.	Blog	27	16	04	-	3.5	Accepted
16.	Academia	40	7	-	-	3.9	Accepted
17.	Online professional group	30	17	-	-	3.6	Accepted
18.	Linked in	10	9	15	13	2.4	Rejected
19.	Forum news group	15	10	10	12	2.6	Accepted
20.	Instagram	19	10	07	11	2.8	Accepted

Source: Field Survey, 2024

Table 2 provides insights into the actual usage of these platforms by the secretaries. The data shows that platforms like Google+, Academia, Twitter, and online professional groups are not only widely known but also frequently used, with mean scores ranging from 3.5 to 3.9. The consistent use of these platforms suggests that secretaries are leveraging them to enhance their job performance, whether through knowledge acquisition, networking, or staying updated with industry trends. Interestingly, LinkedIn, despite being recognised, was less frequently used, with a mean score of 2.4, which fell below the acceptable threshold. This indicates a potential underutilisation of a platform that could be beneficial for career development and professional

networking. The data suggests that there may be barriers to usage, such as a lack of familiarity with the platform's features or a perception that it is less relevant to their daily tasks.

**Research Question 3:** What is the Impact of Use of Effective Social Media Platforms on Secretaries' Job Performance?

**Table 3: Impact of use of effective social media platforms on secretaries' job performance in public polytechnics in southwest Nigeria**

S/N	Items	Degree of Respondents				$\bar{X}$	Remarks
		SA 4	A 3	D 2	SD 1		
21.	Social media help secretaries to gain knowledge and come up with solutions to problems.	26	13	08	-	3.4	Accepted
22.	Social media platforms are capable of increasing the levels of secretary's performance.	11	11	9	16	2.4	Rejected
23.	Social media direct the behaviours of secretaries towards their goals in the organization.	22	25	-	-	3.5	Accepted
24.	The use of social media platforms provides unique ways of supporting social processes along with the management of data, information and knowledge sharing among employees and customers.	32	15	-	-	3.7	Accepted
25.	Secretaries can discover, filter and share information using networks of experts in a field to help deal with information overload and find relevant information.	38	09	-	-	3.8	Accepted

Source: Field Survey, 2024.

The findings in Table 3 reveal the perceived impact of social media usage on secretarial performance. The majority of respondents agreed that social media helps them gain knowledge and come up with solutions to problems, with a mean score of 3.4. This highlights the role of social media as a resource for professional development and problem-solving in secretarial roles. The respondents also strongly agreed that social media directs their behaviour towards organisational goals and supports social processes and knowledge management, with mean scores of 3.5 to 3.8. This suggests that social media platforms are being effectively integrated into the secretarial workflow, contributing to more efficient and goal-oriented work practices. However, there was a noticeable rejection of the statement that social media platforms are capable of increasing the overall levels of secretary performance, with a mean score of 2.4. This could reflect a perception that while social media is a useful tool, it is not a standalone solution for enhancing job performance. It may also indicate concerns about potential distractions or the need for more structured usage guidelines.

## DISCUSSION OF FINDINGS

The results across Tables 1 to 3 collectively demonstrate that while social media platforms are well-known and widely used among secretaries in public Polytechnics in Southwest Nigeria, there are nuances in how these platforms are perceived and utilised. The high levels of awareness and usage of certain platforms suggest that secretaries recognise the value of social media for professional development and efficiency. However, the lower usage of platforms like

LinkedIn points to areas where additional training or encouragement might be needed to fully capitalise on the potential benefits. Furthermore, the mixed perceptions about the overall impact of social media on job performance highlight the need for a balanced approach. While social media can enhance knowledge sharing and problem-solving, its effectiveness may be limited by factors such as the type of tasks performed, the relevance of the platforms used, and the potential for distractions.

Overall, these findings suggest that while social media is a valuable tool for secretarial efficiency, its benefits are maximised when usage is aligned with organisational goals and supported by adequate training and guidelines. This aligns with the Media Ecology Theory, which posits that the tools and media we use significantly shape our work environment and behaviours. In this context, the strategic use of social media can transform secretarial roles, enhancing productivity and alignment with organisational objectives. The findings of this study align with previous research, particularly with the work of Cetinkaya and Rashid (2018), who demonstrated that social media usage positively influences job performance in organisational settings.

The study corroborates these findings in the specific context of secretarial work in public Polytechnics in Southwest Nigeria. Consistent with the results reported by Fusi and Feeney (2016), the study also observed that social media platforms enhance efficiency by enabling secretaries to access and share relevant information more effectively. However, a key difference arises when comparing the study with that of Haq and Chand (2014), which noted some negative impacts of social media on academic performance due to distractions. In contrast, the study found that the structured use of social media in professional settings yields largely positive effects on job performance, especially when it is directed towards knowledge enhancement and communication.

The findings of the study provide robust support for the Media Ecology Theory as proposed by McLuhan (2017). According to this theory, media environments shape the way individuals think, feel, and act. The study found that the use of social media platforms has transformed communication dynamics within organisations, particularly in secretarial work. Social media platforms have become a crucial part of the communication environment, enhancing the efficiency and effectiveness of secretarial duties by facilitating faster information exchange, knowledge sharing, and problem-solving. These findings underscore the importance of media environments in shaping organisational behaviour and performance, validating McLuhan's assertion that "the medium is the message." The way social media platforms influence secretarial work exemplifies how the tools we use to communicate can significantly shape organisational processes and outcomes.

## **CONCLUSION AND RECOMMENDATIONS**

From the data presented and analysed, it can be concluded that social media has a great influence on the proficiency of secretaries in an organisation. The use of social media platforms will improve secretaries' performance and management in the organisation. It will also give them the opportunities to be more knowledgeable in any data needed at any point in time without stress. Based on the findings and discussions drawn, the following recommendations are made:

1. Secretaries need to be well-trained in the use of social media platforms in order to perform their duties more effectively and efficiently in the organisation.

2. Secretaries must now see themselves as technologist secretaries whose duties are significant in organisations and must always update themselves in order to keep up with trends.
3. The organisation should train their secretaries and make them aware of the effect it can have on their performance.
4. Secretaries should update themselves on their duties/performance in their organisation so that they do not become outdated with the trend of technology.
5. The government should provide adequate resources to institutions so that office technology and management graduates will be well-equipped with the knowledge of social media.

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