

## Improving Organizational Management through Social Networking

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### Abstract

*At the beginning of the Internet's main communications capabilities were restricted to e-mail and static html pages. It took a long time for organizations to realize the usefulness of these resources as a means of interaction with stakeholders (customers, employees, partners, communities and others). With the advent of social networking came a great opportunity to improve organizational management the opportunity to provide such networks to identify trends, intentions, satisfaction or dissatisfaction and develop new products. But not enough to create a profile or join the community and existing platforms need a business method to use social networks to improve organizational management. This article by means of literature specifies a model that can be used by companies to succeed in the use of social networks as a management tool.*

**Keywords:** *Organizational management, Social Networks*

### 1. Introduction

#### 1.1 Background of the Study

When popularized use of the Internet and email was were several questions regarding the use of these mechanisms in the corporate environment. Organizations that have rushed to prohibit the use of tools to access the content and dissemination of information through e-mail experienced a strong delay in the use of technologies that enable rapid and low cost communication with customers and suppliers comply legal and fiscal requirements. Currently it is almost impossible for small or large get dumped mechanisms of access to information and communication provided by the Internet and e-mail.

Recently a second wave began to take hold of Internet users, which is participation in social networks like Facebook, MySpace, Blogger, WordPress, Twitter, Youtube, Flickr, Wikipedia among many others.

According to Castells (2003), social network is a network of electronic communication, interactive, self-defined, organized around an interest or purpose, although in some cases, the communication itself becomes the central goal.

According Recuero (2005) social networks that have common characteristics, it is social interaction, coupled with the notion of perception of users through a profile that does differentiate itself from others. Another feature not necessarily found, is the fact that users expose their personal data, photos and videos of their daily lives and personal viewpoints on certain issues.

### *1.2 Identification of the major social networks*

In social networking sites, a user creates a profile with several personal information. In addition, users can post pictures and videos, add another user as a friend, and forward messages in order to maintain a relationship of friendship. Within commercial companies create profiles describing them and can create communities for your customers to contact and create discussions. In this class are Orkut, Facebook and MySpace.

Blogs are online journals where a user creates an account and you have a web space to write about what you want. Usually people write everyday things, like a personal diary, but, as evidenced by Orduna (2007), blogs are becoming journalistic media. They are also used internally in companies as a form of publication of notices. Other users can view and comment on each issue proposed in blogs. Blogger and Wordpress are in this class.

Microbloggins are similar to blogs, but usually have restrictions on the size of the posted messages, because they appreciate the flexibility in information dissemination. They have a feature similar to social networking sites with respect to assign other users as friends. This medium has gained great support from companies, it is a quick way in which information is disseminated to all users of the network very quickly, reaching large numbers of users. Twitter is in this class.

The media sharing sites have as main characteristic the fact that being able to provide space to promote a particular media. In the case of Youtube videos are released. In the Flickr photos are also disclosed. Other users can comment on the pictures or videos posted.

In the main feature of wikis is the collaborative production of content. Unlike blog, where the content is generally written by only one person, in wikis all work in cooperation for the production of the same content. DokuWiki, Wikipedia and are part of this class.

Currently, according to a survey by Deloitte (2010), networks like social networking sites are still the most used by companies, followed by microbloggins, blogs, media sharing sites and finally wikis.

## **2. Social networking in business**

### *2.1 Common usage in enterprises*

Most companies participating in social networks like Youtube (<http://www.youtube.com>), Flickr (<http://www.flickr.com>), Twitter (<http://twitter.com>) and Facebook (<http://facebook.com>) to use as a tool for communicating the company's shares to stakeholders such as customers, suppliers, employees and communities.

In addition to the social networking companies typically offer to employees through intranet-based tools the following social networks in an attempt to support the management:

- Virtual Community: a tool for exchanging ideas, experiences, practices and opinions for professionals who have goals, common interests and concerns, in order to troubleshoot or simply disseminate and share

knowledge. The intention is to reduce rework and error, as well as connect professionals, helping to improve their individual skills and raise the level of organizational knowledge.

- Wiki: area available where employees can produce content collaboratively on matters related to company operations.
- Virtual Spaces: designed to integrate areas and working groups involved in process improvement. It is designed to promote team collaboration, resolve questions and problems, and to discuss proposals for new work.
- Blogs: space where they can be attached to articles, presentations, links, videos and other materials aimed at addressing knowledge relevant to the company and working groups.

### *2.2 Research question*

However the use of social networks to improve or leverage business management is incipient and still not culturally rooted in the daily lives of its employees. So how to make these tools commonly used by users on the Internet can be used organizationally to support the management?

## **3. Deploying the Social Network Companies**

### *3.1 Structuring of social network*

Companies successful in using social networks define the communities to be created from a demand of the interested parties or at the top management of the organization. Following is an established manager who has the task to define a name for the community, whether it is public or private, or whether it is local or global.

The selection of the manager of community is important because it plays a critical role, with responsibilities in the understanding of company policies, looking at organizing the community, pointing to the Intranet content, identifying relevant external content, moderating discussions, and generally facilitating community activities.

Every community manager must be trained to organize the content, be able to moderate and facilitate discussions, and have deep knowledge of system resources that support communities. It is also very important to create an exclusive community for managers in order to collaborate in their management role of virtual communities.

To improve the organization of these communities could be categorized as follows:

**Communities of Operations** - Group should be established by management with the definition of persons (including community managers) with assigned functions, aligned with the operations and services developed in the company.

**Sponsored Communities** - communities are aligned with the investment programs or specific affinity groups, such as covering different research topics of Research and Development is also a community defined by the Board.

**Communities of Interest** - self-organized communities, such as community analysts, engineers or chemists / biologists. Usually popular, with limited resources.

#### *3.1.2 Administration of the content of community*

The information content of the communities must be controlled in proportion to the type of community involved, so the communities of operations should be 80% of the contents of official origin (planning, research, guidelines, procedures, projects, indicators) and 20% generated by users by through blogs, comments and discussions. In communities sponsored the official content and developed by the user must have equal proportions, while the content in communities of special interest is basically generated by the user.

Such control prevents wandering and dispersion of goals considered important target communities and contributing to management.

Also to understand the context of a suggestion or comment from a user should be identified with this position, unit and training.

Another way to make participation in social networks is interesting to integrate the communities to e-mail. In this way users could have access to information in communities without access to systems and sites that support social networking business.

#### **4. Success Factors**

Therefore, the success of a social network is important to note the following:

- The creation of a community should be a simple process, but must have the supervision of a manager of community that has characteristics of systemic and facilitator bias.
- Integrate people and not just content. Directing the attention and interest in user profiles, to understand the context of his criticisms and suggestions.
- Integration with e-mail. Allow users to customize access to information and need to monitor the relevant information.
- Differentiation of communities. Treating different types of community (operations, sponsored, and special interest) and different types of content (official versus user-generated) appropriately.
- The corporate portal must provide official content and context of work that employees may organize and link from their personal perspectives or community.
- Focus on existing communities with the demands set out the goal, the participants committed and established principles of governance reduces the need to constantly motivate participants.

The direction of the company, mainly by its direction must not only show interest in the creation of communities but also in the effective monitoring of the discussions and use of relevant information in their management processes and constantly promote the progress and encourage the participation of other employees in existing communities.

#### **5. Conclusion**

Organizations that have not given due attention to the emergence of the Internet and e-mail or tried to suppress access to these mechanisms, lost time, information, and technology. You should take advantage of the popularity of social networking to improve business management, and simple actions and use of existing resources, it is possible to create personal portals with embedded profiles, activity streams,

teleconferencing, calendaring and instant messaging applications today existing and used in isolation to adequately share knowledge and business solutions.

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