

**THE IMPACT OF SOCIAL MEDIA ON  
ENHANCING OFFICE COMMUNICATION OF  
SECRETARIES IN ORGANIZATION**

**BY**

**AKPAMBE EXCELLENT DAFFIN**

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TO THE**

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## **APPROVAL PAGE**

This research work has been read and approved by the undersigned on behalf of the Department of Office Technology and Management, Institute of Information and Communication Technology, Kwara State Polytechnic, Ilorin. In partial fulfilment of the requirements for the award of National Diploma in Office Technology and Management.

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**DR. OYINLOYE O.T**

**(Project Supervisor)**

---

**DATE**

---

**MRS. E.M ASONIBARE**

**(Head of Department)**

---

**DATE**

---

**MRS. E.M ASONIBARE**

**(Chairman Project Committee)**

---

**DATE**

---

**MRS BALOGUN E.B**

**(External Examiner)**

---

**DATE**



## **DEDICATION**

This project is dedicated to Almighty God and my late mother in person of Mrs Akpambe Esther Ebi.



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Appreciation goes to God Almighty, the creator of the universe for His Mercies, Guidance and Blessings on my life.

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To my lovely Sibling, my wonderful guardians, my favourite cousin, my wonderful sister, and also to my friends and colleagues in the department, I say a very big thank you. May God bless you all (Amen)



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# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 Background of the Study**

The influence of social media on organizational communication has grown substantially in recent years, particularly with the increasing use of digital technologies in the workplace. In the past, secretaries played a central role in managing communication within an organization, often serving as the gatekeepers of information and responsible for maintaining order in administrative processes. However, with the proliferation of social media tools, secretaries now have access to a wide array of platforms and technologies that can significantly enhance communication in the office environment (Leonardi, 2014). Social media tools, such as instant messaging, email, and collaboration platforms like Slack or Microsoft Teams, enable secretaries to streamline communication, facilitating quicker responses and more effective coordination among team members and departments (Kaplan & Haenlein, 2010).

The integration of social media into office communication practices has proven beneficial in enhancing productivity. Platforms such as email and instant messaging, for example, allow for instantaneous communication that bypasses traditional barriers, such as physical distance or time zones, and facilitates real-time collaboration (Tuten & Solomon, 2015). For secretaries, this means the ability to coordinate meetings, schedule appointments, and share documents with colleagues or clients more efficiently. The use of social media also contributes to improved transparency within the organization, as employees can communicate more freely and openly, thus fostering a culture of collaboration (Leonardi, 2014).



## **1.2 Statement of the Problem**

The role of secretaries in organizations has evolved significantly over the past few decades, primarily due to advancements in communication technologies. Traditional methods of communication, such as face-to-face interactions, telephone calls, and physical memos, are increasingly being replaced by digital tools, with social media platforms becoming a critical component of office communication. Despite the clear potential of social media to enhance communication efficiency, there is a lack of comprehensive research that addresses how these tools specifically impact the communication practices of secretaries within organizations.

Secretaries, as key administrative figures, are responsible for facilitating internal and external communication, coordinating meetings, managing schedules, and maintaining the smooth flow of information across various organizational levels (Leonardi, 2014). While social media platforms like instant messaging, email, and collaboration tools (e.g., Microsoft Teams, Slack) are increasingly being used to support these tasks, it remains unclear how these tools directly influence the efficiency, effectiveness, and overall communication experience in the office setting. Research in this domain is sparse, and much of the existing literature on social media usage in the workplace focuses on broader organizational communication, rather than the specific role of secretaries (Kaplan & Haenlein, 2010).

## **1.3 Objectives of the Study**

The primary objective of this study is to examine the impact of social media on enhancing office communication, specifically focusing on the role of secretaries within organizations. As social media tools continue to reshape communication dynamics in the workplace, it is crucial to understand how these platforms influence secretarial work and organizational communication processes. The specific objectives of the study are as follows:



1. To assess the role of social media tools in improving communication efficiency among secretaries
2. To examine the impact of social media on the coordination and collaboration between secretaries and other organizational members
3. To identify the challenges and limitations faced by secretaries when integrating social media tools into office communication
4. To explore the perceptions of secretaries and organizational leaders regarding the effectiveness of social media in enhancing office communication
5. To provide strategies and best practices for secretaries and organizations in utilizing social media tools for enhanced office communication

#### **1.4 Research Questions**

The primary focus of this study is to investigate the impact of social media on enhancing office communication, particularly from the perspective of secretaries in organizational settings. To guide this exploration, the following research questions have been raised:

1. What is the impact of social media tools on the communication efficiency of secretaries in organizations?
2. What is the role of social media tools play in facilitating collaboration and coordination between secretaries and other employees in the organization?
3. What is the challenges secretaries face in integrating social media tools into office communication practices?
4. What is the perception of secretaries and organizational leaders on the effectiveness of social media in enhancing office communication?



5. What strategies and best practices can be recommended for secretaries and organizations to optimize the use of social media for enhancing office communication?

### **1.5 Significance of the Study**

The significance of this study lies in its potential to enhance our understanding of how social media tools influence office communication, particularly from the perspective of secretaries in organizational settings. As communication practices evolve with the growing use of digital tools, secretaries, who have historically been responsible for facilitating organizational communication, are increasingly expected to adapt to these new technologies. By focusing on how social media impacts secretarial work, this study will provide valuable insights into the role of social media in enhancing communication efficiency, coordination, and collaboration within organizations.

Secretaries play a critical role in ensuring that communication flows smoothly between departments, employees, and external stakeholders. Understanding the ways in which social media tools can improve these processes is essential for organizations aiming to improve productivity and streamline communication. This study will offer evidence of how platforms like instant messaging, email, and collaboration tools can help secretaries perform their roles more efficiently, leading to faster decision-making and smoother coordination across the organization. By exploring these dynamics, the research will provide organizations with a clearer picture of how these tools can be integrated into day-to-day operations to foster better communication practices.

### **1.6 Delimitation of the Study**

This study is delimited to examining the impact of social media on enhancing office communication specifically for secretaries in organizational settings. It will focus on the use of popular social media tools such as email, instant messaging, video conferencing platforms, and collaboration tools (e.g., Microsoft Teams, Slack), with a



particular emphasis on how these platforms influence communication efficiency, coordination, and collaboration within organizations. The study will not extend to the broader workforce but will concentrate solely on the role of secretaries, who are central to administrative and communication tasks.

Additionally, this study will be limited to organizations that actively use social media tools as part of their day-to-day communication strategies. Organizations that do not incorporate social media or digital communication platforms into their workflows will not be included in this research. The research will focus on secretaries working in medium to large-sized organizations, where the use of social media is more prevalent.

### **1.7 Limitation of the Study**

This study is subject to several limitations that may affect the generalizability and depth of its findings. One key limitation is that the research focuses exclusively on secretaries within organizations that actively use social media tools. As a result, the findings may not be applicable to organizations that do not utilize digital communication platforms or those in industries where traditional communication methods are more dominant.

Another limitation is that the study is based on self-reported data from secretaries and organizational leaders, which may introduce biases such as social desirability bias or subjective interpretations of the impact of social media tools. Additionally, the study does not explore the technical aspects of social media tools, such as software updates or security measures, which may also play a significant role in shaping communication effectiveness.



## **CHAPTER TWO**

### **LITERATURE REVIEW**

This chapter reviews relevant literature on the impact of social media tools in enhancing office communication, with a particular focus on the role of secretaries in organizational settings. It provides an understanding of how social media has reshaped communication practices and how secretaries, as key players in organizational communication, are utilizing these tools to improve efficiency, collaboration, and coordination. The review will focus on the underlisted factors.

2.1 The Role of Secretaries in Office Communication

2.2 social media and Organizational Communication

2.3 The Impact of social media on Communication Efficiency

2.4 social media and Collaboration among Employees

2.5 Challenges of Using social media for Office Communication

#### **2.1 The Role of Secretaries in Office Communication**

Traditionally, secretaries have held an essential position within organizations, managing the flow of communication and serving as the key point of contact between management and staff. Their responsibilities include organizing schedules, coordinating meetings, maintaining files and records, and ensuring the smooth day-to-day operation of the office (Baker & Green, 2017). As the organizational gatekeepers, secretaries are pivotal in ensuring that internal and external communication flows seamlessly across various channels, including emails, phone calls, memos, and other formal correspondence (Barton, 2018).

In the traditional office setup, secretaries have often been tasked with administrative duties such as data entry, managing the calendar for senior executives, and screening



communication channels for importance and urgency (Dolan & Gifford, 2016). However, with the rapid advancement of digital technology and the rise of social media, the role of secretaries has evolved significantly. Secretaries are now expected to utilize modern communication tools to enhance their efficiency in managing office tasks, making it necessary for them to keep up with technological advancements (Leonardi, 2014).

The incorporation of social media tools into office communication has brought about significant changes. Platforms such as Slack, Microsoft Teams, and Skype have facilitated real-time communication, enabling secretaries to communicate more swiftly with team members, management, and clients (McMillan, 2020). Social media tools allow for better collaboration, real-time updates, and faster decision-making, all of which contribute to improved office productivity (Parker & Martin, 2021). Furthermore, secretaries can leverage social media tools for managing organizational knowledge and distributing information more effectively across departments (Baker & Green, 2017). By adapting to these digital tools, secretaries are not only enhancing their communication capabilities but also boosting organizational performance by streamlining workflow and improving the overall efficiency of office operations (Zhang, 2019).

## **2.2 Social Media and Organizational Communication**

Social media platforms have increasingly become integral to business environments, offering organizations new and innovative ways to communicate, share information, and collaborate. Kaplan and Haenlein (2010) assert that social media tools, such as Facebook, Twitter, LinkedIn, and internal platforms like Slack or Microsoft Teams, have revolutionized organizational communication by facilitating real-time interactions among employees and management. These platforms allow for a dynamic exchange of ideas and feedback, making them valuable assets for improving communication within organizations.



The use of social media tools helps break down traditional barriers that have historically hindered effective communication in organizations, such as time constraints and geographical distances. Leonardi (2014) highlights that the ability to communicate instantaneously through social media enables organizations to streamline decision-making processes, fostering a quicker response to emerging issues or opportunities. Furthermore, social media allows for asynchronous communication, meaning that employees can engage in meaningful conversations or share updates without being physically present, which is particularly beneficial for organizations with multiple locations or remote workers (Tuten & Solomon, 2015). This flexibility in communication enhances operational efficiency and supports the fast-paced nature of modern business environments.

A significant benefit of social media in organizational communication is its ability to foster a more collaborative and inclusive work culture. According to Kietzmann et al. (2011), social media platforms promote informal interactions among employees, encouraging them to communicate more freely and share ideas outside of traditional hierarchical structures. This democratization of communication within organizations can lead to a more egalitarian exchange of information, where employees feel empowered to contribute to discussions, irrespective of their position or location. These informal interactions help to create a stronger sense of community within the organization, thus improving employee engagement and morale.

### **2.3 The Impact of Social Media on Communication Efficiency**

One of the most significant advantages of social media in organizations is its ability to enhance communication efficiency. The integration of various social media platforms, such as email, instant messaging, and video conferencing tools, has revolutionized how secretaries facilitate communication within organizations. These tools provide secretaries with more direct and quicker ways to connect with both internal employees and external stakeholders, streamlining communication processes (Kaplan &



Haenlein, 2010). For instance, platforms like Slack, Microsoft Teams, and Zoom allow for real-time communication, enabling individuals to collaborate seamlessly without having to wait for responses that might otherwise be delayed via traditional communication methods (Tuten & Solomon, 2015).

Traditional forms of communication, such as postal mail or phone calls, can be time-consuming, especially when compared to the instant nature of social media communication. Social media platforms allow for near-instantaneous exchanges of information, reducing delays significantly (Tuten & Solomon, 2015). As a result, secretaries can perform their administrative duties much more efficiently. For example, scheduling meetings, coordinating with different departments, and providing quick updates or reminders to staff members can now be done in real time. This shift to faster communication methods is particularly beneficial in today's fast-paced business environment, where time-sensitive decisions are crucial to organizational success (Gartner, 2016).

Moreover, social media tools allow secretaries to manage and distribute information more efficiently. Document sharing platforms, such as Google Drive or Dropbox, combined with instant messaging or collaboration tools, enable secretaries to quickly distribute materials, share files, and ensure that everyone has access to the necessary documents (Tuten & Solomon, 2015). By reducing the need for physical meetings or lengthy email exchanges, secretaries can save time and ensure that information is received by all relevant parties without delay, which improves the speed and accuracy of communication (Leonardi, 2014).

## **2.4 Social Media and Collaboration among Employees**

Collaboration is an essential component of modern organizations, driving innovation, problem-solving, and overall organizational success. Social media tools have proven to be highly effective in fostering collaboration among employees by providing digital



platforms where team members can communicate, share information, and engage in collaborative activities. Collaboration tools such as Slack, Microsoft Teams, and other group messaging platforms have become central to the communication infrastructure of many organizations. These tools enable employees, including secretaries, to manage group discussions, share files, organize virtual meetings, and streamline communication across teams (Tuten & Solomon, 2015).

Social media platforms enhance collaboration by breaking down traditional communication barriers that often occur in hierarchical or geographically dispersed organizations. By using social media tools, employees can communicate in real time, share ideas, and ask questions in a manner that is faster and more efficient than traditional face-to-face meetings or emails. For example, Microsoft Teams and Slack allow employees to create channels based on specific projects or departments, which centralizes discussions and information in one place (Kietzmann et al., 2011). This allows employees to stay informed on the latest developments, track ongoing tasks, and collaborate effectively without being hindered by the physical distance or hierarchical divisions within the company (Leonardi, 2014).

Moreover, the informal nature of many social media platforms can encourage more open and transparent communication, which is vital for fostering an inclusive and collaborative organizational culture. Secretaries, in particular, often act as intermediaries between different departments, ensuring that the necessary information is shared with the right individuals or teams in a timely manner. This role enables them to facilitate collaboration by bridging communication gaps and ensuring that everyone has access to the most current information (Leonardi, 2014). Secretaries' ability to coordinate messages, schedule meetings, and share resources through social media tools makes them critical enablers of collaboration in today's workplace (Kaplan & Haenlein, 2010).



## 2.5 Challenges of Using Social Media for Office Communication

While the use of social media in the workplace offers numerous benefits, there are also significant challenges that can hinder its effectiveness and complicate communication processes. One of the primary concerns is information overload. The constant flow of notifications, messages, and updates from multiple social media platforms can easily overwhelm secretaries and other employees. As information accumulates rapidly, it becomes challenging to manage, prioritize, and respond to the most urgent or relevant messages (Gartner, 2016). Secretaries, who are often responsible for managing various communication channels, may find it difficult to distinguish between important work-related updates and trivial information, which can affect their productivity and efficiency (Kaplan & Haenlein, 2010). Over time, this influx of information can lead to *digital fatigue*, where employees become disengaged from their digital tools, ultimately reducing the effectiveness of social media in the workplace (Joo, 2019).

Another challenge related to social media in office communication is the informal nature of many platforms. Social media tools, while effective in enabling fast and open communication, can sometimes encourage casual or off-the-cuff messages that may be misinterpreted by others. The lack of face-to-face interaction, which allows for non-verbal cues like tone and body language, increases the likelihood of misunderstandings (Kaplan & Haenlein, 2010). This can lead to miscommunication or the dissemination of inaccurate information, especially in a professional environment where clarity is crucial. When social media is used to handle official matters or sensitive communication, the informal tone and brevity of messages can result in incomplete or unclear information being shared. This can create confusion, misunderstandings, and mistakes within the organization, particularly if employees rely heavily on informal digital tools for formal communication (Leonardi, 2014).



## **CHAPTER THREE**

### **METHODOLOGY**

This chapter outlined the research methodology used to investigate the impact of social media on enhancing office communication, with a focus on secretaries in organizations. The chapter described the following listed sub headings.

#### **3.1 Instrument Used**

#### **3.2 Population of the Study**

#### **3.3 Sample and Sampling Techniques**

#### **3.4 Distribution and Collection of Data**

#### **3.5 Reliability**

#### **3.6 Validity**

#### **3.7 Method of Data Analysis**

#### **3.1 Instrument Used**

The primary instrument used for data collection in this study was a structured questionnaire. The questionnaire was designed by the researcher to gather quantitative data on the impact of social media on enhancing office communication practices of secretaries in organizations. The questionnaire was divided into sections focusing on the use of social media tools in the workplace, challenges encountered while using these tools, and the perceived impact of social media on communication efficiency, collaboration, and productivity. The instrument was a Likert scale closed questions, to capture diverse insights from the respondents.

#### **3.2 Population of the Study**

The population of the study consisted of secretaries working in MTN offices chosen as a case study within Ilorin metropolis. that actively utilize social media tools for communication. This population was chosen because secretaries in this organization



are to engage with social media platforms as part of their daily work activities to provide a diverse range of perspectives on the impact of social media on office communication. a total of 27 secretaries were identified for the study.

### **3.3 Sample and Sampling Techniques**

A stratified random sampling technique was used to select a sample from the population. Stratified random sampling ensured that different secretaries in various departments within the organization were adequately represented in the study. The sample size for the study was 12 secretaries who were randomly selected to ensuring that the sample reflected a diverse range of experiences and perspectives within the population. The secretaries were selected because they have ideas on social media tools for office communication.

### **3.4 Distribution and Collection of Data**

The questionnaire was distributed to the selected secretaries by the researcher in person at their respective workplaces. to ensure maximum response rate. To further ensure clarity and transparency, a brief introduction that explain the purpose of the study, the importance of participant confidentiality, and instructions on how to complete the questionnaire was included.

Data collection took place over a period of two weeks to allow sufficient time for responses to be received and processed. Reminder and follow-up calls were made to encourage participation and ensure that the sample size was met.

### **3.5 Reliability**

Reliability refers to the consistency and stability of the research instrument in measuring the intended variables over time. To ensure the reliability of the questionnaire, a pilot test was conducted with a small sample of 5 secretaries before



the main data collection. Feedback from the pilot test was used to refine the wording of the questions and to ensure that the questions were clear and relevant to the research objectives. The Cronbach's alpha coefficient was calculated to measure the internal consistency of the items in the questionnaire, with a value of 0.85, indicating a high level of reliability.

### **3.6 Validity**

Validity refers to the extent to which the instrument measures what it is intended to measure (Kaplan & Haenlein, 2010). To ensure the validity of the research instrument, content validity was established by consulting with experts in the field of organizational communication and social media. These experts reviewed the questionnaire to confirm that the items were relevant, clear, and aligned with the study's objectives. Additionally, construct validity was considered by using established theories and frameworks of social media usage in organizational communication to ensure that the items were representative of the concepts being studied.

### **3.7 Method of Data Analysis**

Data analysis was conducted using quantitative methods to provide a comprehensive understanding of the impact of social media on office communication for secretaries. Quantitative data from the questionnaires were analyzed using descriptive statistics such as frequencies, and percentages, The results were presented in tables to highlight patterns and trends in social media usage and its impact on office communication efficiency, collaboration, and productivity.



## CHAPTER FOUR

### DATA ANALYSIS

#### 4.1 Introduction

This chapter presents the results of the data collected from the survey questionnaires administered to secretaries in relation to the impact of social media on enhancing office communication. The data are presented in tables, and each table is followed by an interpretation of the results.

#### 4.2 Results

**Table 4.1: Secretaries Often Use Social Media for Office Communication**

Options	No. of Respondents	Percentage (%)
Strongly Agree	5	41.7
Agree	4	33.3
Disagree	2	16.7
Strongly Disagree	1	8.3
<b>Total</b>	<b>12</b>	<b>100</b>

**Source: Researcher's Fieldwork 2025**

Table 4.1 showed that 5 (41.7%) respondents strongly agreed, and 4 (33.3%) respondents agreed that they frequently use social media for office communication. Meanwhile, 2 (16.7%) respondents disagreed and 1 (8.3%) respondent strongly disagreed, indicated that the majority use social media tools regularly in their office communication.



**Table 4.2: Social Media Speed Up Communication in Your Office**

<b>Options</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Strongly Agree	6	50
Agree	5	41.7
Disagree	1	8.3
Strongly Disagree	0	0
<b>Total</b>	<b>12</b>	<b>100</b>

**Source: Researcher's Fieldwork 2025**

Table 4.2 showed that 6 (50%) respondents strongly agreed, and 5 (41.7%) respondents agreed that social media helps speed up communication in the office. Only 1 (8.3%) respondent disagreed, while no one strongly disagreed, this indicated that social media speed up communication in their office.



**Table 4.3: Social Media has Enhanced Team Collaboration in Your Organization**

<b>Options</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Strongly Agree	4	33.3
Agree	6	50
Disagree	2	16.7
Strongly Disagree	0	0
<b>Total</b>	<b>12</b>	<b>100</b>

**Source: Researcher's Fieldwork 2025**

Table 4.3 showed that 4 (33.3%) respondents strongly agreed and 6 (50%) respondents agreed that social media enhances team collaboration. Meanwhile, 2 (16.7%) respondents disagreed, and no respondent strongly disagreed, reflected a general positive perception that social media Enhanced Team Collaboration in their organizations.



**Table 4.4: Social Media Tools is used Frequently for Communication in Your Office**

<b>Options</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Strongly Agree	3	25
Agree	7	58.3
Disagree	2	16.7
Strongly Disagree	0	0
<b>Total</b>	<b>12</b>	<b>100</b>

**Source: Researcher's Fieldwork 2025**

Table 4.4 showed that 3 (25%) respondents strongly agreed, and 7 (58.3%) respondents agreed that they frequently use social media tools for communication in their office. Only 2 (16.7%) respondents disagreed, and no respondent strongly disagreed, this indicated that a strong inclination toward using social media tools for office communication.



**Table 4.5: Social Media Tools Help You Manage Information More Effectively**

<b>Options</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Strongly Agree	5	41.7
Agree	4	33.3
Disagree	2	16.7
Strongly Disagree	1	8.3
<b>Total</b>	<b>12</b>	<b>100</b>

**Source: Researcher's Fieldwork 2025**

Table 4.5 showed that 5 (41.7%) respondents strongly agreed, and 4 (33.3%) respondents agreed that social media tools help in managing office information effectively. However, 2 (16.7%) respondents disagreed, and 1 (8.3%) respondent strongly disagreed, suggested that while most participants find social media helpful, a small portion does not.



**Table 4.6: Social Media Tools Provide Real-Time Updates in Your Office**

<b>Options</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Strongly Agree	6	50
Agree	5	41.7
Disagree	1	8.3
Strongly Disagree	0	0
<b>Total</b>	<b>12</b>	<b>100</b>

**Source: Researcher's Fieldwork 2025**

Table 4.6 showed that 6 (50%) respondents strongly agreed, and 5 (41.7%) respondents agreed that social media tools provide real-time updates in their office. Only 1 (8.3%) respondent disagreed, and no respondent on strongly disagreed, this indicated that real-time communication is a key benefit of using social media tools.



**Table 4.7: Social Media Tools is Easy to Use for Office Communication**

<b>Options</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Strongly Agree	4	33.3
Agree	6	50
Disagree	2	16.7
Strongly Disagree	0	0
<b>Total</b>	<b>12</b>	<b>100</b>

**Source: Researcher's Fieldwork 2025**

Table 4.7 showed that 4 (33.3%) respondents strongly agreed, and 6 (50%) respondents agreed that they find social media tools easy to use for communication in their office. Only 2 (16.7%) respondents disagreed, and no respondent on strongly disagreed, this implied that social media tools are generally user-friendly in the workplace.



**Table 4.8: Social Media Improve the Clarity of Communication in Your Office**

<b>Options</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Strongly Agree	5	41.7
Agree	4	33.3
Disagree	2	16.7
Strongly Disagree	1	8.3
<b>Total</b>	<b>12</b>	<b>100</b>

**Source: Researcher's Fieldwork 2025**

Table 4.8 showed that 5 (41.7%) respondents strongly agreed, and 4 (33.3%) respondents agreed that social media improves the clarity of communication in their office. On the other hand, 2 (16.7%) respondents disagreed and 1 (8.3%) respondent strongly disagreed, this reflected that social media improve clarity of communication in their office.



**Table 4.9: Social Media Reduces Miscommunication in Your Office**

<b>Options</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Strongly Agree	6	50
Agree	4	33.3
Disagree	1	8.3
Strongly Disagree	1	8.3
<b>Total</b>	<b>12</b>	<b>100</b>

**Source: Researcher's Fieldwork 2025**

Table 4.9 showed that 6 (50%) respondents strongly agreed, and 4 (33.3%) respondents agreed that social media helps reduce miscommunication in their office. However, 1 (8.3%) respondent disagreed and 1 (8.3%) respondent strongly disagreed, indicated that majority of the respondents had general confidence that social media reduce errors in communication.



**Table 4.10: Social Media Tools Enhance Office Productivity**

<b>Options</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Strongly Agree	5	41.7
Agree	5	41.7
Disagree	2	16.7
Strongly Disagree	0	0
<b>Total</b>	<b>12</b>	<b>100</b>

**Source: Researcher's Fieldwork 2025**

Table 4.10 showed that 5 (41.7%) respondents strongly agreed, and 5 (41.7%) respondents agreed that social media tools enhance office productivity. Only 2 (16.7%) respondents disagreed, and no one strongly disagreed, this suggested that social media has a positive influence on overall productivity.



**Table 4.11: Social Media Tools Promote Better Time Management in Office communication**

<b>Options</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Strongly Agree	4	33.3
Agree	6	50
Disagree	2	16.7
Strongly Disagree	0	0
<b>Total</b>	<b>12</b>	<b>100</b>

**Source: Researcher's Fieldwork 2025**

Table 4.11 showed that 4 (33.3%) respondents strongly agreed, and 6 (50%) respondents agreed that social media tools help promote better time management in office communication. Only 2 (16.7%) respondents disagreed, and none respondent on strongly disagreed, this highlighted social media's effectiveness in time management in office communication.



**Table 4.12: Social Media is used to Communicate with Colleagues and Outside Your Immediate Team**

<b>Options</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Strongly Agree	5	41.7
Agree	4	33.3
Disagree	2	16.7
Strongly Disagree	1	8.3
<b>Total</b>	<b>12</b>	<b>100</b>

**Source: Researcher's Fieldwork 2025**

Table 4.12 showed that 5 (41.7%) respondents strongly agreed, and 4 (33.3%) respondents agreed that they use social media to communicate with colleagues and outside their immediate team. Meanwhile, 2 (16.7%) respondents disagreed and 1 (8.3%) respondent strongly disagreed, this implies that social media promotes cross-team communication.



**Table 4.13: Social Media Help You Stay Updated with Organizational Changes**

<b>Options</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Strongly Agree	6	50
Agree	5	41.7
Disagree	1	8.3
Strongly Disagree	0	0
<b>Total</b>	<b>12</b>	<b>100</b>

**Source: Researcher's Fieldwork 2025**

Table 4.13 showed that 6 (50%) respondents strongly agreed, and 5 (41.7%) respondents agreed that social media helps them stay updated on organizational changes. Only 1 (8.3%) respondent disagreed, and no one strongly disagreed, this indicated that social media plays a critical role in office communication about organizational changes.



**Table 4.14: Social Media Reduced the Need for Face-to-Face Meetings in Your Office**

<b>Options</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Strongly Agree	3	25
Agree	6	50
Disagree	2	16.7
Strongly Disagree	1	8.3
<b>Total</b>	<b>12</b>	<b>100</b>

**Source: Researcher's Fieldwork 2025**

Table 4.14 showed that 3 (25%) respondents strongly agreed, and 6 (50%) respondents agreed that social media has reduced the need for face-to-face meetings in their office. Meanwhile, 2 (16.7%) respondents disagreed, and 1 (8.3%) respondent strongly disagreed, this implied that social media reduce the need for face-to-face meetings in their office but physical interactions are still valued at times.



**Table 4.15: Social Media Allow You to Engage More Effectively with Management**

<b>Options</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Strongly Agree	4	33.3
Agree	5	41.7
Disagree	2	16.7
Strongly Disagree	1	8.3
<b>Total</b>	<b>12</b>	<b>100</b>

**Source: Researcher's Fieldwork 2025**

Table 4.15 showed that 4 (33.3%) respondents strongly agreed, and 5 (41.7%) respondents agreed that social media enables more effective engagement with management. However, 2 (16.7%) respondents disagreed, and 1 (8.3%) respondent strongly disagreed, indicated that social media enhance effective managerial engagement.



**Table 4.16: Social Media Enhances Work-Life Balance**

<b>Options</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Strongly Agree	4	33.3
Agree	6	50
Disagree	2	16.7
Strongly Disagree	0	0
<b>Total</b>	<b>12</b>	<b>100</b>

**Source: Researcher's Fieldwork 2025**

Table 4.16 showed that 4 (33.3%) respondents strongly agreed, and 6 (50%) respondents agreed that social media enhances work-life balance. Only 2 (16.7%) respondents disagreed, no one strongly disagree, this suggested that social media contribute to maintaining a healthy work-life balance.



**Table 4.17: The use of social media in office communication Improved Your Relationship with Your Colleagues**

<b>Options</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Strongly Agree	5	41.7
Agree	6	50
Disagree	1	8.3
Strongly Disagree	0	0
<b>Total</b>	<b>12</b>	<b>100</b>

**Source: Researcher's Fieldwork 2025**

Table 4.17 showed that 5 (41.7%) respondents strongly agreed, and 6 (50%) respondents agreed that the use of social media in office communication has improved their relationships with colleagues. Only 1 (8.3%) respondent disagreed, no respondent on strongly disagrees, this indicated that social media helps foster positive relationships in the office.



**Table 4.18: Social Media Tools Help You in office communication Faster Than Traditional Methods**

<b>Options</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Strongly Agree	7	58.3
Agree	4	33.3
Disagree	1	8.3
Strongly Disagree	0	0
<b>Total</b>	<b>12</b>	<b>100</b>

**Source: Researcher's Fieldwork 2025**

Table 4.18 showed that 7 (58.3%) respondents strongly agreed, and 4 (33.3%) respondents agreed that social media tools allow them in office communication faster than traditional methods. Only 1 (8.3%) respondent disagreed, and no one strongly disagreed, this means that, social media tools are perceived as faster for office communication than traditional methods.



**Table 4.19: Social Media has Improved the Accuracy of Office Communication**

<b>Options</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Strongly Agree	5	41.7
Agree	6	50
Disagree	1	8.3
Strongly Disagree	0	0
<b>Total</b>	<b>12</b>	<b>100</b>

**Source: Researcher's Fieldwork 2025**

Table 4.19 showed that 5 (41.7%) respondents strongly agreed, and 6 (50%) respondents agreed that social media has improved the accuracy of office communication. Only 1 (8.3%) respondent disagreed, and no one strongly disagreed, this indicated that most participants believed social media enhances office communication.



**Table 4.20: Social Media Increase Engagement in Office Communication**

<b>Options</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Strongly Agree	6	50
Agree	5	41.7
Disagree	1	8.3
Strongly Disagree	0	0
<b>Total</b>	<b>12</b>	<b>100</b>

**Source: Researcher's Fieldwork 2025**

Table 4.20 showed that 6 (50%) respondents strongly agreed, and 5 (41.7%) agreed that social media increases engagement in office communication. Only 1 (8.3%) respondent disagreed, and no one strongly disagreed, this reflected a positive view of social media's role in fostering engagement.



## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Summary**

The study focused on examining the impact of social media on enhancing office communication of secretaries in organizations. The research aimed to assess how social media tools influence communication processes, productivity, collaboration, and efficiency within the workplace. Data was collected from 12 secretaries who were surveyed using a questionnaire based on various aspects of social media usage for office communication.

The findings indicated that social media plays a significant role in improving communication speed, collaboration, information management, and real-time updates. Respondents strongly agreed that social media tools help manage information more effectively, promote better time management, and reduce the need for face-to-face meetings. Most participants reported that social media platforms allow them to communicate more efficiently, clarify messages, and engage more effectively with colleagues and management. However, a small number of participants showed skepticism regarding the reliability and ease of use of social media tools.

The study also found that social media enhances team collaboration, productivity, and helps in accessing information faster than traditional methods. Social media has facilitated the communication of organizational changes and has been found to improve relationships among colleagues.

#### **5.2 Conclusion**

In conclusion, the findings from this study suggested that social media has a profound impact on enhancing office communication for secretaries in organizations. Social media tools not only facilitate quicker communication but also improve the clarity and



accuracy of messages. Furthermore, they help reduce the occurrence of miscommunication, enabling better collaboration among team members, increasing overall productivity, and promoting a healthier work-life balance.

Despite the numerous benefits, some challenges were noted, including concerns about over-reliance on social media and potential disruptions in communication flow due to technical issues. Nonetheless, the general outlook on social media's role in office communication is overwhelmingly positive, highlighting its essential place in modern office environments.

### **5.3 Recommendations**

Based on the findings, the following recommendations are made for organizations looking to improve office communication through social media:

1. **Training and Awareness Programs:** Organizations should conduct regular training and awareness programs to ensure that all employees, especially secretaries, are proficient in using social media tools effectively. Training on social media best practices can help minimize misuse and maximize efficiency.
2. **Encourage Active Use of Social Media Tools:** Organizations should encourage employees to integrate social media tools into their daily office communication practices, as the study revealed that social media significantly improves communication speed and clarity. Regular use of such platforms can enhance productivity and collaboration.
3. **Foster a Balanced Approach to Communication:** While social media enhances communication, organizations should strike a balance between digital communication and face-to-face interactions. In-person meetings remain essential for certain discussions that require nuanced understanding or emotional context.



4. Invest in Reliable social media Tools: To minimize disruptions in communication, organizations should invest in reliable and secure social media platforms. It is essential to have platforms that support real-time communication, file sharing, and team collaboration.
5. Monitor and Evaluate Social Media Usage: Organizations should develop policies for monitoring and evaluating the use of social media in the workplace. Regular evaluations will help organizations understand the effectiveness of the tools being used and make necessary adjustments to enhance communication efficiency.



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KWARA STATE POLYTECHNIC, ILORIN

INSTITUTE OF INFORMATION AND COMMUNICATION TECHNOLOGY

DEPARTMENT OF OFFICE TECHNOLOGY AND MANAGEMENT

Dear Sir/Ma,

### RESEARCH QUESTIONNAIRES

This is a research instrument to elicit information relevant to research work titled The Impact of Social Media on Enhancing Office Communication of Secretaries in Organization.

The Research is a partial fulfilment of the requirement for the award of National Diploma in Office Technology and Management in Kwara State Polytechnic, Ilorin.

I shall be grateful if this questionnaire can be completed by you. Your anonymity is highly guaranteed. Information gathered through this questionnaire would be used only for Academic purposes.



## QUESTIONNAIRE

1. Secretaries often use social media for office communication. (a) Strongly Agree ( ) (b) Agree ( ) (c) Disagree ( ) (d) Strongly Disagree ( )
2. Social media speeds up communication in your office. (a) Strongly Agree ( ) (b) Agree ( ) (c) Disagree ( ) (d) Strongly Disagree ( )
3. Social media has enhanced team collaboration in your organization. (a) Strongly Agree ( ) (b) Agree ( ) (c) Disagree ( ) (d) Strongly Disagree ( )
4. Social media tools are used frequently for communication in your office. (a) Strongly Agree ( ) (b) Agree ( ) (c) Disagree ( ) (d) Strongly Disagree ( )
5. Social media tools help you manage information more effectively. (a) Strongly Agree ( ) (b) Agree ( ) (c) Disagree ( ) (d) Strongly Disagree ( )
6. Social media tools provide real-time updates in your office. (a) Strongly Agree ( ) (b) Agree ( ) (c) Disagree ( ) (d) Strongly Disagree ( )
7. Social media tools are easy to use for office communication. (a) Strongly Agree ( ) (b) Agree ( ) (c) Disagree ( ) (d) Strongly Disagree ( )
8. Social media improves the clarity of communication in your office. (a) Strongly Agree ( ) (b) Agree ( ) (c) Disagree ( ) (d) Strongly Disagree ( )
9. Social media reduces miscommunication in your office. (a) Strongly Agree ( ) (b) Agree ( ) (c) Disagree ( ) (d) Strongly Disagree ( )
10. Social media tools enhance office productivity. (a) Strongly Agree ( ) (b) Agree ( ) (c) Disagree ( ) (d) Strongly Disagree ( )
11. Social media tools promote better time management in office communication. (a) Strongly Agree ( ) (b) Agree ( ) (c) Disagree ( ) (d) Strongly Disagree ( )



12. Social media is used to communicate with colleagues and outside your immediate team. (a) Strongly Agree ( ) (b) Agree ( ) (c) Disagree ( ) (d) Strongly Disagree ( )
13. Social media helps you stay updated with organizational changes. (a) Strongly Agree ( ) (b) Agree ( ) (c) Disagree ( ) (d) Strongly Disagree ( )
14. Social media has reduced the need for face-to-face meetings in your office. (a) Strongly Agree ( ) (b) Agree ( ) (c) Disagree ( ) (d) Strongly Disagree ( )
15. Social media allows you to engage more effectively with management. (a) Strongly Agree ( ) (b) Agree ( ) (c) Disagree ( ) (d) Strongly Disagree ( )
16. Social media enhances work-life balance. (a) Strongly Agree ( ) (b) Agree ( ) (c) Disagree ( ) (d) Strongly Disagree ( )
17. The use of social media in office communication has improved your relationship with your colleagues. (a) Strongly Agree ( ) (b) Agree ( ) (c) Disagree ( ) (d) Strongly Disagree ( )
18. Social media tools help you in office communication faster than traditional methods. (a) Strongly Agree ( ) (b) Agree ( ) (c) Disagree ( ) (d) Strongly Disagree ( )
19. Social media has improved the accuracy of office communication. (a) Strongly Agree ( ) (b) Agree ( ) (c) Disagree ( ) (d) Strongly Disagree ( )
20. Social media increases engagement in office communication. (a) Strongly Agree ( ) (b) Agree ( ) (c) Disagree ( ) (d) Strongly Disagree ( )