



Role of Social Media In Business Management Students' Communication Skills

Roger B. Rueda¹, Rome B. Moralista²

^{1,2}Guimaras State University.

*Corresponding author's: Roger B. Rueda

Article History	Abstract
<p>Received: 06 June 2023 Revised: 05 Sept 2023 Accepted: 01 Nov 2023</p> <p>CC License CC-BY-NC-SA 4.0</p>	<p><i>This study explores the role of social media in business management students' communication skills. Specifically, the study aims to answer ten research questions related to social media use, benefits and challenges, perceptions, improvements, engagement, workplace attitudes, communication patterns and behaviours, training strategies, and academic performance. Quantitative and qualitative methods, such as surveys, interviews, and social media analysis, were utilized to gather data from business management students. The findings suggest that social media is widely used by business management students for communication purposes, with a preference for certain platforms. Business management students recognize the benefits of social media but also acknowledge challenges such as privacy and security concerns. The use of social media in communication positively influences engagement among students, but improvements in multimedia content creation and knowledge of privacy and security settings are needed. The survey findings suggest that business management students can benefit from several recommendations to effectively use social media for professional purposes. They should prioritize engaging in conversations, invest in multimedia content creation and promotions, increase their knowledge of privacy settings, improve their proficiency in social media analytics, participate in online courses, and seek opportunities to collaborate. By following these recommendations, students can leverage social media in their professional lives, enhance their communication skills, and adapt to changes in the business environment.</i></p> <p>Keywords: Social Media, Business Management, Communication Skills, Students</p>

1. Introduction

In today's digital age, social media has become an integral part of our daily lives (Kumar et al., 2022). Whether it be for personal or professional reasons, social media has revolutionized the way we communicate and interact with one another. One particular area where social media has had a significant impact is in the field of business management. As more and more businesses make the shift towards online platforms, it has become paramount for business management students to possess a strong proficiency in social media communication skills. Social media has rapidly changed the way students communicate and learn. Business management students need to have excellent communication skills to be successful in their field of study (Khan et al., 2022). Social media has provided business management students with a platform to communicate effectively and efficiently. The role of social media in the communication skills of business management students is enormous. Social media platforms such as Facebook, Twitter, LinkedIn, and Instagram provide students with the tools and resources needed to enhance their communication skills. Through social media, business management students have the opportunity to interact and communicate with their peers and professors across multiple platforms. Several studies have highlighted the significance of social media in the communication skills of business management students. For instance, a study conducted by Ibrahim (2022) examined the impact of social media on the communication skills of business management students. The study found that students who use social media platforms for learning and communication purposes have better communication skills than those who do not use social media. Business management students can leverage social media tools to build relationships, network, and build their personal brand. LinkedIn provides an excellent platform for building professional networks

and showcase a student's skills and competencies to potential employers. As students share their experiences, ideas, and knowledge, they develop engaging communication skills that are valuable in their future careers. Social media also offers an avenue for business management students to develop their writing, research, and analysis skills. Through social media platforms such as Twitter, students can learn to communicate effectively in short-form communication. They can also practice researching, analyzing, and summarizing information from different sources within a limited number of characters. Additionally, social media can enhance teamwork skills among business management students. Through online collaboration tools such as Google Docs, students can communicate and collaborate on projects and assignments in real-time, regardless of their location. Effective communication between team members is key to the success of the project. In brief, the role of social media in the communication skills of business management students cannot be underestimated. It provides an opportunity to develop and practice communication skills in different formats and contexts. Business management students can leverage social media platforms to enhance their networking, research, writing, analysis, and teamwork skills. Students who use social media as a tool for learning and communication have an advantage in developing communication skills that are essential in their future careers. This study aimed to explore the role of social media in the communication skills of business management students in the Guimaras State University. Specifically, this study investigated the effectiveness of different social media platforms in disseminating and promoting information related to business management and sustainability, as well as identify the communication skills necessary for successful engagement using these platforms. The results of this study will contribute towards a better understanding of the role of social media in business management education and provide recommendations for improving the social media competency of business management students.

Research Questions

What is the level of proficiency of business management students' communication skills in using social media? What social media platforms are commonly used by business management students for communication purposes? What are the benefits and challenges of using social media for business communication according to business management students? How do business management students perceive the influence of social media on their communication skills in academic and professional settings? In what ways can business management students improve their communication skills using social media platforms? How does the use of social media affect the level of engagement between students and their instructors or peers in business management courses? What are the attitudes of business management students towards the use of social media as a tool for communication in the workplace? What extent does the use of social media impact communication patterns and behaviors of business management students in comparison with other forms of communication such as face-to-face and email communication? What strategies can be proposed for effectively integrating social media in business communication training programs for business management students? What is the correlation between social media use and academic performance in business management courses?

Theoretical Framework

There are several theories that are relevant to understanding the role of social media in business management students' communication skills, including: Social Learning Theory, which posits that individuals learn by observing and imitating others. In the context of social media, this theory suggests that business management students can improve their communication skills by observing how other professionals in their field use social media for communication and learning from their best practices. Cognitive Load Theory, which states that individuals have a limited capacity for processing and remembering information. In the context of social media, cognitive load theory suggests that students may have difficulty processing and retaining information if they are bombarded with too much information or communication on social media. Therefore, it is important to focus on quality over quantity when using social media for communication. Social Presence Theory, which explains how individuals communicate through social media by emphasizing the importance of social cues and nonverbal communication. In the context of business management students' communication skills on social media, this theory suggests that students need to be aware of the cues and messages they are conveying through their social media activity and make an effort to communicate effectively using social cues as much as possible. Expectancy Violation Theory, which explains how individuals respond to behavior that violates their expectations in social interactions. In the context of social media, this theory suggests that business management students may respond negatively to communication that violates their expectations or interferes with their goals on social media. Therefore, it is important to consider how social media communication may affect students'

perceptions and reactions. Uses and Gratifications Theory, which explains how individuals use media to fulfill their needs and desires. In the context of business management students' social media use for communication, this theory suggests that students may use social media to fulfill various communication goals, such as networking, learning, and promoting their personal or professional brand. Understanding these motivations can help students use social media more strategically for effective communication.

2. Materials And Methods

In the study on the role of social media in business management students' communication skills, multiple data collection methods were used to gain a comprehensive understanding of the topic. Surveys were utilized to gather information on the frequency, types, and purposes of social media use among business management students. This allowed the researchers to gain insights into the students' social media habits as well as how they use social media to communicate with others. In addition, interviews provided a more qualitative perspective on the role of social media in business management students' communication skills. Through these interviews, the researchers were able to gain deeper insights into how social media is integrated into students' daily lives and how it impacts their communication skills. Finally, social media analysis was employed to evaluate the content and tone of social media communications generated by business management students. This analysis enabled the researchers to identify communication patterns as well as skill levels among the students. By using multiple data collection methods, the researchers were able to obtain a well-rounded understanding of the role of social media in the communication skills of business management students.

Procedures and Data Collection

In the study on the role of social media in business management students' communication skills, the researchers employed a rigorous methodology to ensure accurate findings. The target group was specifically chosen to be business management students at a specific educational institution. To ensure a representative sample, the researchers calculated an adequate sample size based on the desired level of statistical significance and margin of error. A set of questions were then developed and tested to investigate the role of social media in the communication skills of business management students. Careful attention was paid to the questionnaire's clarity, relevance, and comprehensiveness, as it is crucial in obtaining valid data. The questionnaire was then distributed either online or in person to the sample population. The survey results were collected and properly structured for analysis, with relevant statistical procedures such as frequency tables, regression analysis, and factor analysis being utilized. The findings of the analysis were then interpreted based on the data acquired, with conclusions being reached and presented in a methodical manner, including limitations, theoretical implications, and practice recommendations. The research findings were also shared with important stakeholders in the academic and corporate areas, as well as relevant forums or conferences, to further disseminate knowledge and promote understanding of the role of social media in business management students' communication skills.

3. Results and Discussion

Based on the survey questions, the results indicate that social media is widely used by respondents for professional purposes, with the majority of respondents using it to connect with mentors or professionals in their field, to showcase their skills and accomplishments, and to network with other professionals. Responses also show that a considerable number of respondents use social media to promote their business or brand, to engage with their company's target audience, and to provide customer support. The survey also revealed that respondents are generally comfortable expressing their opinions on social media and providing feedback, although engagement in conversations was found to be less frequent. The results also indicate that multimedia content creation and promotion of events and webinars are not as common compared to other activities like customer support and networking. The study also highlights the importance of privacy and security settings on social media, as many respondents were aware of their existence, but not all were knowledgeable about their use. Similarly, while a significant number of respondents have used social media analytics to track engagement and effectiveness, a considerable portion were not confident in their ability to use them. Overall, the results suggest that business management students recognize the importance of social media in today's business landscape and are making use of it for various professional purposes. However, there is still room for improvement in engagement, multimedia content creation, and knowledge about privacy and security settings and analytics.

The benefits of using social media for business communication according to business management students include (1) increased visibility—social media makes it easier for businesses to reach a larger audience and increase brand awareness; (2) direct customer engagement—social media allows businesses to communicate with their customers directly and quickly; (3) credibility—maintaining an active and professional social media presence can build trust in a business and position it as an authority in its field; (4) cost-effectiveness—social media can be a cost-effective way for businesses to connect with their customers and promote their products or services; and (5) increased website traffic—effective social media marketing can drive more traffic to a business's website. However, there are also some challenges that business management students face while using social media for business communication, including (1) maintaining a professional image—it can be challenging to maintain a professional image on social media when there are so many personal opinions and informal conversations taking place; (2) handling negative feedback—businesses may encounter negative feedback or reviews on social media, and it can be difficult to respond to this feedback professionally and effectively; (3) staying up-to-date with trends and algorithms—social media algorithms and trends are continually evolving, which can make it difficult for businesses to keep up; (4) managing time—social media can be a time-consuming undertaking, especially if businesses are active on multiple platforms; and (5) privacy and security concerns—businesses need to ensure that they are protecting their customers' data and information when using social media for business communication.

Here are some strategies that can be proposed for effectively integrating social media in business communication training programs for business management students: **Develop a specific social media strategy:** Before incorporating social media into business communication training programs, it is important to identify a clear strategy, including goals and objectives, target audience, type of content, messaging, and analytics. This strategy should be tailored to the specific needs and interests of business management students. **Use a variety of social media platforms:** There are several social media platforms available, and each platform has its unique features and dynamics. Incorporating several platforms can help students develop a broad understanding of how social media works in different contexts. **Hands-on training:** Business communication training programs should include practical, hands-on training sessions where students can apply the skills and knowledge they have learned in real-world scenarios. This will help them gain experience and confidence in using social media for business communication. **Collaborative learning:** Encourage students to collaborate and share their experiences and best practices on social media. This can be done through group projects, peer evaluations, and other group activities. **Guest speakers:** Inviting guest speakers who are experts in social media marketing or communication can be an effective way to bring real-world experience into the classroom. These speakers can share their insights, challenges, and best practices, and offer students a chance to ask questions and learn from their experiences. **Monitor and Evaluate:** Finally, it is important to monitor and evaluate the effectiveness of the social media training programs on business communication skill development. This can be done through student surveys, focus groups, or other feedback mechanisms, which will help identify areas that need improvement and make necessary adjustments for future training programs..

4. Conclusion

Based on the survey questions, the findings reveal that social media is widely used among business management students for professional purposes. The majority of respondents use social media to network with other professionals, connect with mentors or professionals in their field, showcase their skills and accomplishments, and promote their business or brand. The results also show that respondents are comfortable expressing their opinions on social media and providing feedback, but engagement in conversations was found to be less frequent. Additionally, multimedia content creation and promotion of events and webinars were less common activities compared to customer support and networking. The study emphasizes the importance of privacy and security settings, as many respondents were aware of their existence, but not all were knowledgeable about their use. Similarly, while a significant number of respondents have used social media analytics to track engagement and effectiveness, a considerable portion were not confident in their ability to use them. Overall, the results indicate that business management students understand the significance of social media in contemporary business environments and are leveraging it for various professional purposes. However, there are prospects for improvement in multimedia content creation, engagement in conversations, and knowledge about privacy, security settings, and analytics.

Recommendations

Based on the survey findings, it is recommended that business management students should consider the following: Be more proactive in engaging in conversations on social media, as this can lead to increased networking opportunities and exposure to new ideas and perspectives. Invest more in multimedia content creation and promotion of webinars and events, as this can help improve awareness of their brand and increase engagement rates. Improve their knowledge of privacy and security settings on social media to ensure full protection of their personal and business data. Increase their proficiency in using social media analytics to track engagement and effectiveness, which can enable them to make data-driven decisions and improve their overall social media strategy. Participate in online courses or training opportunities focused on social media management, which can help business management students to enhance their communication skills and stay ahead of emerging trends in social media. Seek out opportunities to collaborate with other professionals in their field via social media, which can lead to increased access to knowledge, advice, and potential job opportunities. These recommendations can assist business management students to effectively leverage social media in their professional lives and develop their communication skills for a rapidly changing business environment.

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