Social Networks in Organizations with Focus on a Company Management

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Abstract— The present research had the objective of analyzes the impacts of social networks in organizations, focusing on a company Management and Outsourcing Services, comparing the views of employees with the director's view. Whereas that people disclose their personal and professional information freely online, research aimed to analyze the organization's current situation regarding the use of social networks, by comparing views of different hierarchies, and suggest adjustments that improve the ambient, aiming to optimize the results. The field research methodology was descriptive and quantitative, held through forms completed by employees and interview with director. The flexibility of opinion is essential, and for an appropriate interaction between staff and leadership, the company's rules need to be concise and well defined. The employee needs to be properly guided on how to use social networks in a way that not denigrate the organization or himself. It is important that these rules be visible and easily accessible to the entire organization and why is extremely important fulfil them.

Keywords— *Social networks, Impact, Rules.*

I. INTRODUCTION

The research is aimed at analyzing the impact of social networks in organizations, and the conflict of opinions between employees and leadership on the subject. The release of access to social networks in organizations is still a hot topic in business, because of the generating of subversions of ideas, visible in field research. The purpose of this research is to present the impact of social networking in business, and the advantages and disadvantages, considering that society experiences the twenty-first (XXI) century, where social networks directly commit the social and professional people lives.

To successfully search was necessary to compare the views of all staff and leadership, with the purpose of analyzing both hierarchical views, to perform descriptive and quantitative research, through forms, and compare both aiming to find the balance point between ideas?

The choice of subject came because of the topicality of the theme, which is still discussed in the media, in business and in society in general, and generates convergence of opinion whenever debated, though most often without scientific foundation, which generated interest in conduct research, and discuss the subject with scientific foundation, based in renowned authors on the subject and through field research.

The research was based on a Human Resources Company, analyzed the advantages and disadvantages of using social networks based on the opinions of employees contrasting with the leadership, and if indeed the release access in enterprises, commits in motivational factor, or if there is no influence.

The organization surveyed currently maintains social networks blocked, and in the course of the research will analyze the impact of this option. Through interviews and forms will discuss the advantages and disadvantages of social network access, and as the result find the balance that will bring improvements in the company.

II. PROFILE AND HISTORY OF ORGANIZATION

Founded in March 1993, the company operates in the areas of Human Resource Management and Outsourcing Services. Its headquarters are located in São José dos Campos (target search), but has branches in Taubate, Jacarei, in the Vale do Paraiba, and also in Itajubá and Pouso Alegre, Minas Gerais.

This is a serious organization, ethical and committed to their principles, and in addition provide to their client's qualified structures for the development of tools geared for People Management through a team of qualified professionals with high technical ability.

Its portfolio of services is included consulting jobs, recruitment and selection, training and management of temporary labour, outsourcing, training and development of staff. It is one of the most reputable companies in the

segment in which it operates, because its main goal is total customer satisfaction. (Company does not permit disclosure of the brand, however the profile information are based on the site).

III.   SOCIAL NETWORK

Social networks, according to the definition of Martele to (2001) represent a group of people who share ideas, values and interests in common. According to the author, despite the involvement of people in networks exist from the beginning of human history, through various forms of relationships, only in recent decades the networks of connections began to be perceived as an organizational tool.

Whitaker (1993) states that social networks are the interaction between individuals, either by reason or particular to represent an organization. These interactions may occur, or not, through computerized systems. It aims to bring about real change in people's lives, or in participating organizations.

Also according to Whitaker (1993), the daily interactions are characterized as informal social networks, which arise naturally through the subjectivities, needs and identities. But social networks can also be made intentionally, through "networks of professional contacts," where the subject acts on behalf of the organization.

Castells (1999) draws an analogy with the network society in the Information Age and defines as "interconnected nodes", which are represented by individuals or groups who depend on the types of networks to interact.

The concept of social network refers to a community in which people are somehow connected by affinities. Currently, the term "social networking" also refers to web platform where people connect with each other. This is basically a new way to communicate (POWELL, 2010).

Lesca and Almeida (1994) stated that "information is a strategic vector important because it can multiply the synergy of effort or annul the results of all the efforts." The use of social networking in organizations can be a great benefit to be explored, increasing productivity, if there is a joint effort, bringing together employees, creating an interpersonal bond, but must be well structured, so that the organization does not have problems relation to the limit of legality, not important and confidential information disclosed on social networking consequently being damaged.

Drucker (1992) adds that information is important production factor for achieving competitive advantage, since the traditional factors - land, labor and financial resources - in itself does not guarantee competitiveness.

IV.   INFORMATION AND COMMUNICATION IN ORGANIZATIONS

Internal communication is the organization's commitment to establish channels of dialogue with your workforce and among elements of that public. It is important to focus on the relationship, agility and transparency. The communication and interaction in the work environment must be both vertically (manager and subordinate), but also in the horizontal (similar hierarchies), the organization that works well information, communication between employees, develops a better interaction between them, surely get better results. (BUENO, 2011).

Kunsch (2003) notes that internal communication should contribute to the exercise of citizenship and humans appreciation. As people spend most of their day at work cause the atmosphere to be pleasant is essential for your own good and for the good of the organization.

Because the employee of a company can positively or negatively influence the image and credibility of the organization, for example, in your family and in your professional and social interaction, the employee will be a spokesman of the organization. Everything depends on your commitment to the company, the credibility that this arouses in him and he has confidence in their products or services, as is the interaction with internal colleagues and especially with their leader, if the work environment is pleasant or dull. Internal communications allow employees are well informed and the organization anticipates responses to their needs and expectations. This will help mediate conflicts and to seek preventive solutions, since according to many scientific studies and research an official satisfied, happy and feels comfortable in the organization, has higher throughput because search my goals that the company and not just a financial return, he wants grow and evolve along with the organization. (KUNSCH, 2003)

Advantages of Social Networking in Organizations
O'Brien (2002) states that the development of information systems can help companies to leverage a large competitive advantage in the market through these technologies is possible to develop products, services, processes and strategic capabilities in the business activities of the organization.

Information technology is an increasingly important lever willingness of companies to create competitive advantage. (PORTER, 2003)

According to Hagel (1998) the benefits of social networks reflect both the relationship with customers - ease of access to the product / service and agility in the process - as for

suppliers - take advantage of new opportunities to expand their markets.

Almeida (2011), companies that invest in advertising in social networks have gained more recognition and financial returns because it is a means of obtaining more opportunities for dissemination to a wider audience and more diverse. Other benefits of social networking are: agility in the negotiation process, increase the collective knowledge of the organization and market differential. When a company uses this feature properly, can expand their market, facilitating customer access to it in order to develop a better inter-relationship, causing more resources to the organization.

Social networks impacted the corporate world. The discussions generated web started to be used strategically, offering opportunities for assessment of disability organizations, as well as the most efficient means to analyze the market. With the internet available to all, the market became much more competitive, making the use of networks, with planning, is essential nowadays (AFONSO, 2011).

I am in favor of total freedom of access, with only firewall to control potentially hazardous sites and access logs to track when necessary, employee who wants procrastinate procrastinating anyway, so it's more a matter of trust on your table than hits released or not. (SALGADO, 2012, our tradition).

The social network brings advantages in organizations for employee interaction, and to relax during some intervals, because all day is exhausting work, the employee who has free access to the social network does not use it all the time, but only intervals and during the hours of service or at lunchtime, leaving the day less stressful and more income, logically these accesses should be controlled by the leadership, not to exceed the space between intervals "service charge", with convenience, and lack of responsibility over time for the service, the goals and obligations to be met.

Disadvantages of Social Networking in Organizations
To Berdnarz (2011), the use of social networks in the organization is considered a threat to data Security Company, since the emergence of multi-channel web results, proportionately, the danger of leaking sensitive information on the network, leaving completely vulnerable to protection data. Therefore, regulation of media Socials must be combined with usage policies.

The information systems are extremely vulnerable in the current era are hundreds of threats to the organization's database, they can be intentional - occur by deliberate manipulation systems in general - or unintentional - flaws in the computer system. It was observed that in the last decade the number and variety of crimes and fraud in business caused

by the Internet has increased exponentially. (TURBAM MCLEAN, WETHERBE, 2002).

Chuahy Bruno (2012) explains that organizations have never been more vulnerable posts made daily can cause leakage of sensitive information, and even damage to organizations. Companies must create and manage security policies and educate employees rather than block access.

For Wilson Bueno da Costa, an expert in Business Communication, limiting access is useless, why now is the immense amount of people who have iPhone, for example, and can access Twitter, Face book and Orkut from anywhere. It is impossible to close access to these resources, but rather to educate and raise awareness, as occurred with the phone, email and other platforms, other resources. There is still the caveat that although the theory that it would be interesting to show that everyone could have access to everything, the reality today does not work well and that is a very private decision of each company.

There is an important trend that in a few years this situation will change so that it will be crazy to imagine that a company does not allow access to social networks. Especially because they will increasingly be - to the extent that there is this consciousness and this proper use - used as an environment for integration, dissemination, debate, socializing, etc., and not the contrary.

A social network is a fertile environment for the spread of rumors and accusations, circulating rapidly and without field. When information flows over the Internet, in order to try to control what the public talks about the internal organization in social networks, some companies set policies or codes of conduct specific to social networking.

V.   VISION OF THE LEADERS REGARDING THE USE OF SOCIAL NETWORKS

The author Li (2011) says that some more traditional leaders can not see the benefits of the Internet in corporative environment, most often they do not realize how much information sharing and decision making can be beneficial to the institution. Often these leaders already have some experience in the organization, thus these strategies corporative not have personal relevance, so they do not recognize the importance of this business strategy through this system so that the organization achieves its goals of leadership.

Also according to Li (2011) opened leaders recognize that the use of social media can help hiring processes, and help page traffic organization.

Nantes (2010) states that for a good sharing of ideas is necessary to obtain an investment for the company, allowing the use of social networks. This leads to reduced truancy, improve teamwork, values the work of the people, increases participation, provides innovative climate, improves productivity, enhances the company generates value, among many other benefits. If its trajectory across the Corporate Communication lifted the level of strategic tool in business, the next step is to implement the integrated communication or informal conversations with family and friends, the positive or negative consequence of the organization's concern and the treatment she has with its external customers, but initially not least with his workforce. (BUENO, 2009).

VI. METHODOLOGY

The development and implementation of field research in the organization were based on relevant scientific methods to the study, and for the design and analysis of the objectives used were descriptive surveys (questionnaires) and exploratory (interview). How to approach, the method was employed quantitative research, represented in figures opinions and information analyzed.

The descriptive research for Reis (2008) aims to present the case study and demonstrate through data collection, such as questionnaires or systemic observation, reason and the frequency with which events occur, clarify the causes of the phenomena analyzed. With descriptive research can identify, compare, discover and establish the relationship between the variables of the research object.

Bastos (2009) defines exploratory research as a means of increasing awareness about the issue at hand, according to the author this is possible because data collection in library research and case studies.

According Rampazzo, on how to approach the research, the quantitative aims to address the widespread and explanatory principles through the study of individual cases, for a given subject, and thus quantify the data obtained via statistical results and found widespread individual cases.

VII. FIELD RESEARCH

Social networks can also be used to benefit the company for branding and services, both the employees and the director were asked about the use of this tool for spreading the organization, and the relationship of the opinion expressed by the employees is shown in the graph below:
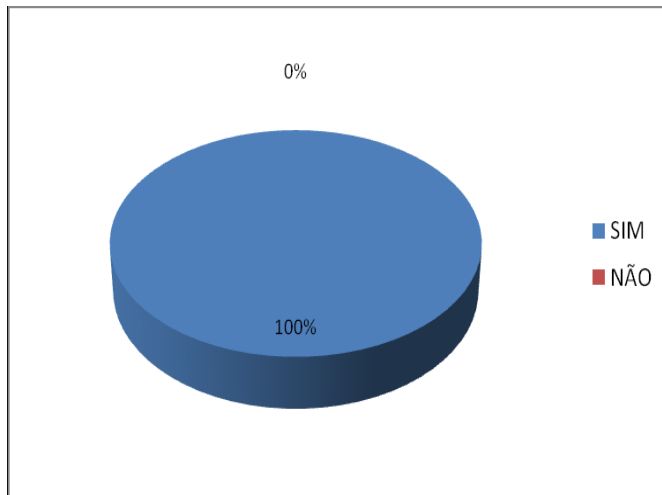

Figure 03: Disclosure of Company
Source: Authors, 2012

The last question addresses the data security company, it is clear that the Internet is available for much of the world's population, and that anyone with a good knowledge about the specific area of IT and with bad character, may be able to invade to an organization's network and usufluir of sensitive data. Therefore, employees responded, as shown in the chart below:
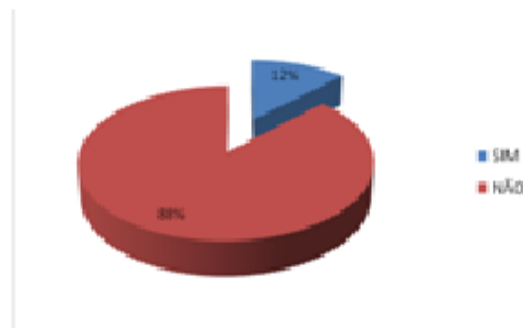

Figure 05 – Information Security
Source: Authors, 2012

The security of confidential company information, according to 88% of the evaluated employees, would not be threatened if social networks were released, as well as all other websites, social networks should be used responsibly and with security tools installed on all company computers.

The other employees, 12% of the total, believe that the security of the company information be compromised due to ease of hackers invade the system and clone the internal information.

The director says that this is one of the main reasons that led to the blocking of social networking in the enterprise, that is

information security, because although the organization has a firewall system for information security, it is possible that at some point may occur human error in computer use, creating the publication of confidential information of the company.

VIII. CONCLUSION

This research objective is to analyze the impact of social networks in enterprises, and by means of a case study, it was identified that the investigated company, releases no access to social networks for employees, because according to the director, the release have a negatively influence on the results and in many cases there are delays absurd in finalizing the services due to the use of social networks, which supersede their obligations as a priority, regardless any other reasons.

This research does not prove that the release of social networking in business in general is important and essential for improve motivational impact and consequently productivity, because the survey was conducted only in an organization and without comparison with other companies.

Clearly, if the search is extended to other companies, and generate comparative, where the   results are similar, you can say that this research is relevant in general, and you can say that the release of social networks within companies influence directly in the motivational factor and income of the employee.

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