

## THE IMPACT OF SOCIAL MEDIA IN EMPLOYEE ENGAGEMENT OF MANUFACTURING ORGANIZATIONS IN PUNE CITY

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### Abstract

All the business activities in the world are characterized by features like cut throat competition, business and job uncertainty. This is the era of virtual organizations and businesses all over the world becomes more and more Digitalized. Organizations are focusing on strategies of employee engagement on virtual platform.. The research paper focused on Human Resources Managers and employees working in Manufacturing Companies under Heating Ventilation and Air Conditioning Companies. The study contributes to the effectiveness of Social Media in implementing Employee Engagement of Heating Ventilation and Air Conditioning Companies (HVAC) of Pune City.

**Key Words:** Social Media, Heating Ventilation and Air Conditioning Companies. Employee Engagement, Pune City.

### 1. Introduction:

Employee Engagement is a human resource (HR) concept that describes the level of enthusiasm and dedication a worker feels toward their job. Implementation of employee engagement improves productivity of the company, and feels employees that their efforts make a difference. Employee engagement can be linked to job satisfaction and morale. Employees are more likely to be productive and higher performing. Employers can foster employee engagement through effective communication, offering rewards and discussing career advancement, keeping employees informed about the company's performance and providing regular feedback.

### 2. Literature Review :

Through employee engagement, everyone works together to achieve their professional and personal as well as organizational goals. Effective internal communication, consultation with employees and employee representation are all important elements in employee engagement.

Importance of Employee Engagement:

1. Engaged employees are more productive and customer focused, less likely to leave their organization immediately.
2. The more employee engagement less attrition rate is observed

3. Due to employee engagement performance of the employees, creativity, loyalty, innovation can be optimized.
4. Leadership, effective management, open two way communication, pay and benefits , fair and equal treatment , career development are important.

Employee Engagement is the level of commitment and involvement an employee has towards their organization and its values. An engaged employee is aware of business context and works with colleagues to improve performance within the job.

Engagement is the ability and willingness to contribute to the success. By contributing extra time, brainpower and energy.

Employee engagement describes employee's emotional and intellectual commitment to their organization and its success.

Employee Engagement enriches everyone in the workplace. It is necessary for all employees, leaders, organizations and customers. In engagement, people employ and express themselves physically, cognitively and emotionally during role performance. An engaged employee gives his company his 100 percent. Employee Engagement is a powerful retention strategy.

Through employee engagement everyone works together to achieve their professional, personal and organizational goals. Effective internal communication, consultation with employees and employee representation are all important elements in employee engagement.

Benefits of Employee Engagement for the Employer:

1. Engaged Employees are more productive and customer focused, less likely to leave their organization immediately.
2. The more Employee Engagement less attrition rate is observed.
3. Due to employee engagement employee performance, creativity, loyalty, innovation can be optimized.
4. Leadership, effective management, open tow way communication, pays and benefits, fair and equal treatment, career development are important.

### **3. Research Methodology**

Social Media is the Platform for Employees where they can connect with each other on Digital Mode and can exchange information and share views. HR Manager has to keep the track of Employee Engagement.

**Research Methodology:** The Primary Data is collected from Employees working in Heating Ventilation and Air Conditioning Companies and using Digital Platform like Whats app, Facebook etc. for Sales Improvement and exchange of information purpose. Survey has been conducted.

#### **Research Objectives:**

1. To find out the role of Social Media in Employee Engagement.
2. To know methodology to create Social Media Strategy

3. To explore the advantages and disadvantages of Social Media as an Employee Engagement Tool.

**Data Collection:**

The non random method of sampling is used in the data collection. The sample size selected was 65 employees from two Companies from total population of 105 employees. The two Companies LG and Kirloskar Chillers Private Ltd were focused for the research purpose.

**Data Analysis:** Statistical Methods are used for data analysis. ANOVA Test is used for analysis of data.

**Hypothesis for the study:**

H0: The effectiveness of Social Media cannot be measured for Employee Engagement.

H1: Employees use both Social Media Effectively for Employee Engagement.

ANOVA Test is used for above Hypothesis. The sample size of each group is 5. The data below resulted from measuring the difference in using different social Medias for three different groups. The three social Medias were replicated 5 times.

Level 1	Level 2	Level 3
6.9	8.3	8.0
5.4	6.8	10.5
5.8	7.8	8.1
4.6	9.2	6.9
4.0	6.5	9.3
5.34	7.72	8.56

Means:

The resulting ANOVA table is

Source	SS	DF	MS	F
Treatments	27.897	2	13.949	9.59
Error	17.452	12	1.454	

Total 45.349      14

Correction

Factor 779.041      1

The test statistic is the F value of 9.59.

Since the statistic is much larger than the critical value, we reject the null hypothesis of equal population means and conclude that there is a statistically significant difference among the population means. The p-value for 9.59 is 0.00325, so the test statistic is significant at that level.

**4. Findings:**

Social Media is one of the business tactics which employees can use to share branded content by their Social Media Profiles. These contents can be divided in tools and track of employee's performance can be kept. The research proved that employees can be involved in

social media for reaching markets. It also shows employees pride and industry expertise. Employees safely share contents about the organization with their followers. Following are the findings which shows that how to get an employee engagement Social Media Strategy.

1. Company can send an Employee Survey - According to Edelman Trust Barometer, 73 % of employees expect themselves to be involved in planning at their jobs. The teams of employees wanted different contents. It shows that the content which employees wanted to share differs according to departments and regions.
2. Company should provide right content to the right employees – When the FMCG Company Sodexo launched Employee Engagement program they started with the executive team and senior leaders. The company designed the content for stakeholder to reach. The Company became successful reaching 7.8 million people. They got high value contract also.
3. Company should provide plenty of content - Initially company can send one or two contents in a day. Employee Engagement contents can better promotes their program. The contents can be informative blog posts, job listings or industry news.
4. Company can run a Social Media contest - Prizes can be a motivator. Incentive Program will be one of the important program,
5. Company can get employees involved in product launches - The creative teams for content preparation are important contributors. When Company's Launch Campaign content is ready to go. It can send an internal announcement. The commitment provides details about the launch and also campaign – specific incentives for the team members is also offered.
6. Company can share Company Swag - Number of Manufacturing Company provides their employees with branded company. Shirts, Jackets, Stickers, Coffee Mugs etc. are used as promotional items. It shows their workplace pride both in real life and on social life.

By using above methods Company can share Promotional Contents. Following are the methods for helping engage employees on social media.

1. Amplify: Whenever company's new social content is ready for posting, can add it to Amplify. The contents can be divided into topics so that employees have easy access for the right contents of their choices. Employees can log on easily. All types of Internal Communication can be sending with the help of Amplify.
2. Workplace by Facebook: Workplace by Facebook is a tool used by many of the world's leading business. It is one of the important communication resource for employee engagement program, the new events and happenings can be shared by this tool.
3. Hot suite Analytics: It is the unique tool by which one can understand employees sharing habits as well as the impact of the content shared.

The important metrics to track are as follows:

1. Adoption Rate – The number of active employees divided by the number of employees who signed up.

2. Sign up Rate – The number of employees who signed up divided by the number of employees invited to participate.
3. Share Rate – The number of shares divided by the number of active users
4. Number of Clicks – Total number of clicks from employee engagement content
5. Goal Completions- The total number of employees who took the desired action on the content developed (like signed up for a newsletter, number of people made a purchases etc.)
6. Total Traffic – The total number of visits to your website from the content shared.

## 5. Conclusion:

Social Media is now a day's important tool for Employee Engagement. Organizations can use Facebook, Integra, What sapetc. as a tool for creating Social Media Strategy. Due to Digitalization Social Media is found to be an important tool in Employee Engagement.

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