

A STUDY OF AWARENESS AND USAGE OF SOCIAL MEDIA IN HR PRACTICES AND IT'S IMPACT ON ORGANIZATIONS ESPECIALLY WITH REFERENCE TO PHARMA INDUSTRY

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ABSTRACT

The scope of this research paper is to analyze the business benefits of Social Media practices in Pharma organizations and to provide some solutions towards the complex choice of Social Media channels. Social Media is a revolution of personal, professional, and commercial platform for interaction which are combined seamlessly, and in a blink of an eye. It promotes extreme cross-communication and interaction. Unlike traditional media channels, which offer a one-way experience, social media is based on a two-way interactive experience between the consumer and the company. "Social Media", being the buzzword these days it is becoming a significant platform for interaction, both for the Individuals as well as for organizations. The research paper examines the awareness and usage of social media and its impact on organizations. The paper presents the findings of research conducted on pharmaceutical industry to provide insight into social media awareness, its use and impact on organisation. The research used two sampling methods-Random sampling and Judgmental sampling. Research instrument used was questionnaire

Key words: Social Media, Human Resource Practices, Pharma Industry

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INTRODUCTION

According to Evans (2008), Social Media relates to a self-generated, authentic Conversation between people about a particular subject of mutual interest, built on the thoughts and experiences of the participants. Therefore, Social Media is definitely all about sharing and aiming at a collective vision, often intending to offer a more-appropriated or informed choice at the end.

Social Media changes over time as it allows people to generate the content in a participative way whenever they want to add any additional piece of information. Social Media are also evolving constantly as they are part of internet high technologies, which are modified regularly with additional or replacing features. Social Media covers a wide variety of "online and mobile, word-of-mouth forums including

social networking websites, blogs, company sponsored discussion boards and chat rooms, consumer-to-consumer email, consumer product or service ratings websites and forums, Internet discussion boards and forums, and sites containing digital audio, images, Movies, or photographs, to name a few” Social Networks, or Social Media Sites, which are the main actors in the Social Media medium, can be defined as online communities of people who typically share a common interest or activity, providing a variety of ways for users to interact and having the ability to facilitate communication.

Social Media is growing every day. Even if 90% of the 18-24 internet users use social network via any device at least once per month, social media affects every age group with much higher increase rates for the age groups over 35. Also, when looking at the average hours per week spent on online activities, we can definitely see that the world is becoming more social, with an average of 4.6 hours per week spend on Social Media Sites worldwide.

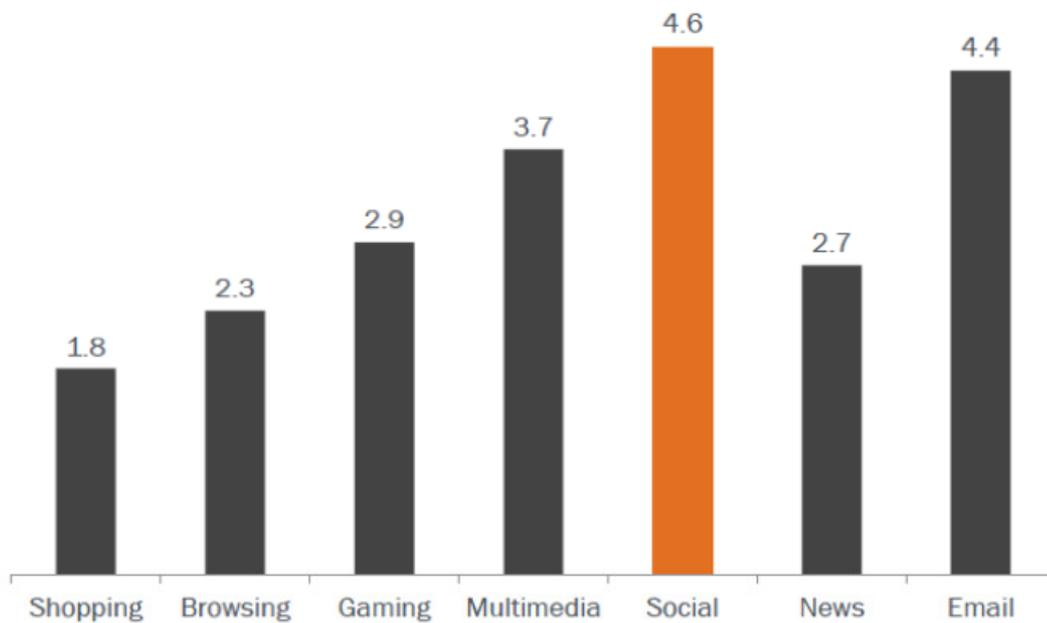


Figure 1 Average hours/week spent on online activities worldwide

Source: Hubspot, 2012.

GENERAL SOCIAL NETWORKING STATISTICS

62% of adults worldwide now use social media. Social networking is most popular online activity, with 22% of time online spent on channels like Facebook, Twitter and Pinterest. 65% of the world's top companies have an active Twitter profile. 90% of marketers use social media channels for business, with 93% of these rating social tools as —important. 43% of marketers have noticed an improvement in sales due to social campaigns. 72% of marketers who have worked in social media for three or more years said that they saw a boost in turnover due to social channels (the longer you're working in it the better you get). 91% of experienced social marketers see improved website traffic due to social media campaigns and 79% are generating more quality leads. The average time spent by marketers on social media is 1-5hrs per week for those just getting started and 6+ hours per week for those with 3+ years of experience. The most popular social networking tool for marketing is Facebook – being used by 92%, followed by Twitter (84%), LinkedIn (71%) and blogs (68%). LinkedIn is 4X better for B2B lead generation than Facebook and Twitter. Only 10% of marketers are actively monitoring social media ROI. Only 22% of businesses have a dedicated social media manager. 23% of Fortune 500 companies have a public-facing corporate blog. 58% of Fortune 500 companies have an active corporate Facebook account, 62% have an active corporate Twitter account. 47% of customers are somewhat likely to purchase from a brand that they follow or like.

INDIAN MARKET

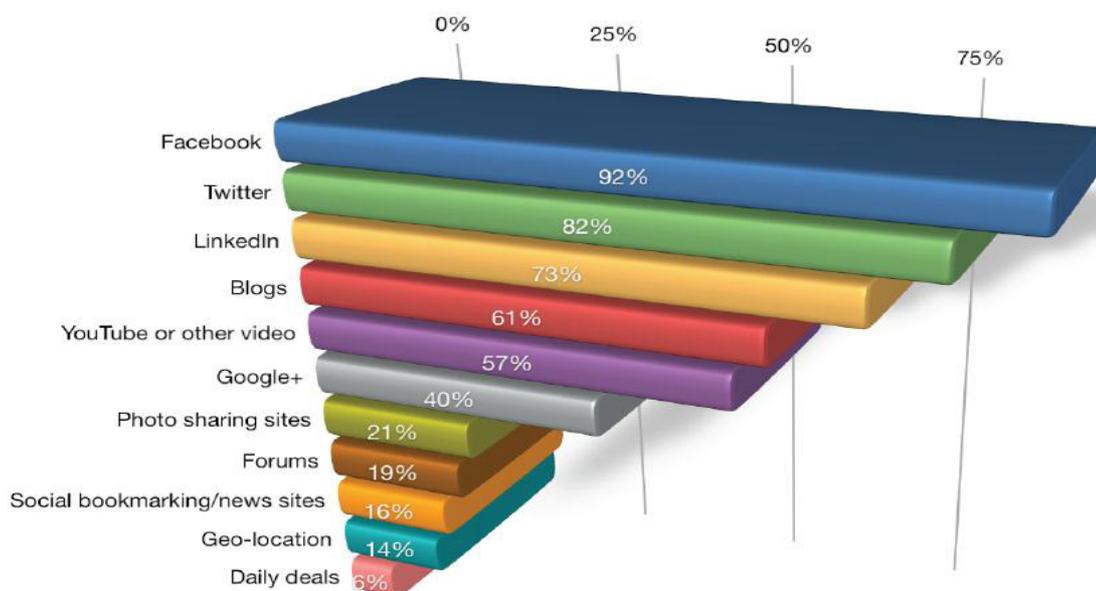
India's Internet economy is expected to reach Rs. 10.8 trillion by 2016, as the country's growth rate in this segment is far ahead of many of the developing nations, reported by BCG. According to BCG, the India Internet economy contributed to 3.2 trillion rupees to the overall economy in 2010, 4.1% of the country's GDP, & could triple in 4 years' time. More than 39 million Internet users who form 86% of the total Internet audience, visited social networking sites in July 2011. The total Indian social networking audience grew 43 percent in the past year, more than tripling the rate of growth of the total Internet audience in India.

India now ranks as the seventh largest market worldwide for social networking. India is adding Internet users at the rate of almost 5-7 million a month, and at the current pace it will surpass the US, which has about 245 million users, in less than two years. Active user base per month in India is close to 30 Million marks which is still a pretty large market but not as big as portrayed by some consultants. There are more Internet users in towns with a population of less than 5 lakh than in the top eight metros put together. "About 2 billion people worldwide access the Internet and 25% of them are from China. India contributes about 6% to the world's Net population and the US 12.5%. The survey found that more than 75% of Internet usage is among school- and college-going students and those who have recently graduated. Mumbai has the highest number of Internet users (6.2 million) followed by Delhi/NCR (5 million), Kolkata (2.4 million) and Chennai (2.2 million).

The percentage of companies using social media in top 5 markets is:

- China: 82%
- USA: 71%
- India: 70%
- Brazil: 68%
- Canada: 51%

Source: Hubspot, 2012.



LITERATURE REVIEW

Author: Unnati Narang, Times of India article on “Are you digitally hired”? Jun 24, 2014, Website: <http://timesofindia.indiatimes.com>

Social media has taken the whole world by storm but a lesser explored segment is the impact of social media on HR. What's in it for HR managers? Apparently a lot says Unnat Narang Gone are the days when companies had to hunt for prospective employees on traditional channels like employment exchanges or classified advertisements. An approach more direct and focused has emerged with the ever expanding reach of social media. Want a sales rep? Go find him on a common interest group on Facebook. Looking for a leadership coach? Hunt for interesting tweets to locate the person. "We believe that social networking is really just the web becoming a tool that fosters more interaction. The future likely includes more rich media on many devices (and employees will have many) allowing people to communicate, share and digest more information any time they want and about virtually every aspect of their lives. The most effective use of social media as a tool is not merely for marketing, public relations or effective customer support but as a means to connect directly and engage with current and prospective employees," says **Aadil Bandukwala, India - talent acquisition advisor, social media and community professional, Dell, India.** How would it compare against the traditional tools of recruitment? "Traditional tools of recruitment enabled leaders to rely on their gut instinct when making hiring decisions and whether they liked someone personally was a major influence. The traditional hiring metrics, including quality of the cover letter and interview, compete in importance with the personal preferences of the hiring manager. The employers base hiring preferences on the applicant's personality, sometimes even more than the hard skills an applicant brings to the table.

The social media is a more targeted approach. It helps you focus on the things that actually matter," says **Urvashi Bahuguna Sahay, founder and CEO, Excluzen.** This article discuss about how organizations are now using social media than traditional channels to hire right candidate. Traditional tools more importance was given to personal reference of hiring manager, the quality of cover letter and interview. But social media fosters more interaction. Its allows people to communicate, interact, and share information at any time. The preference is more on the personality of applicant which actually matters than its hard skills.

Author: Susan M. Heath field (Human Resource Expert), 10 reasons hr staff need to participate in social media for career success, Website: <http://humanresources.about.com>

Social media participation is an essential tool in networking with professional contacts, making new contacts, recruiting employees, and keeping in touch with the world. If you're not participating in the top social media and networking sites, the world is leaving you behind. Social media sites are a critical component in professional networking, career success, and career development going forward. Social media sites will play an increasing role in networking, career advancement, and professional success. You will need to explore the possible social media sites to see which sites fit your needs for participation. Some sites specialize in certain industries and on specific topics. Some even focus on networking within regions and nations. I have profiles and participate in some activities on Twitter, Facebook, and LinkedIn. This article states the importance of social media. Social media is essential for professionals for networking. Social media participation can advance your Human Resources career, help you obtain superior employees by enlarging your candidate pool, and enable you to easily stay in touch with co workers and former co workers at one location.

Author: Sales force marketing cloud, Social media strategy for human resource, (Published: 2013), Website: www.cardilogix.co.

The young, educated, and tech-savvy people you're keen to have join your company are highly active on social media. If you want them to join you rather than your competitor, you'll need to be pretty skilled on social media yourself. You'll need a social media strategy to differentiate your organization from everyone

else vying for applicant attention through LinkedIn, Facebook, Twitter, blogs and many other channels .Social media doesn't stop being useful once you've hired someone . We'll explain how to train employees to use social media, how to craft a social media policy, and how connecting and celebrating employees can boost productivity and retention This article discuss about overall strategies to be used in human resource for handling social media. These strategies are divided into 6 segments to enhance the use of social media. I.e. showcase your company, find candidates, screen candidate, train employee, implement social media policy, and connect employees.

Author: Assa Gakui Munene, Ycliffe Misuko Nyaribo (Faculty of Commerce, KCA University, Nairobi, Kenya), Effect of social media pertication in the workplace on employee productivity. Mar.-April.2013, Website: www.academia.edu

Social media participation has other positive effects that practitioners need to manage such as informal learning, creation and sharing of knowledge, retention of organizational knowledge in searchable formats, effective use of computer aided communication technologies and increased productivity and workflow. The rise of information technology coupled with the ever expanding possibilities of the internet has ensured that such emerging technologies like social media, are gaining entry into the workplace. This article studies on ways to balance between social media use and its effects on employee productivity in terms of use of organizational resource.

Author: Elise van den Hoogen (Student Management and Consumer studies), The role of social media in recruitment and Selection processes, Date: 30 May, 2012, Website: <http://edepot.wur.nl>

The growing availability of high-speed internet access added the popularity of the concept of social media. This led to the creation of social networking sites such as My Space (in 2003) and Facebook. Social networking sites allow users to create web-based profiles where individuals can interact. The statistics about the increase of social media usage relate to changing Human Resource (HR) practices. The growth in social media has impact on the use of social media within HR practices, especially in the recruitment and selection process. The concept of social media is top of the agenda for many business executives today because of the large and growing group of users between the ages of 16-25. This makes it more attractive for organizations to use social media, because this new generation on the labour market uses this channel to search for jobs. This article brings in the popularity of social media in seeking the job. Social media is widely used by the gen Y to find the job, which helps the organization to attract the right candidate.

Author: BLR's HR Daily Advisors, Info graphic: hr's use of social media is Diverse and growing, October 15, 2013, Website: <http://hr.blr.com>

HR departments are now using social media in various ways to communicate with current employees, prospective employees and even the general public. The below Infographic looks at the surprising number of tasks for which HR is currently using social media, with specific examples provided by HR professionals. It further illustrates that HR expects to increase their use of social media in 2014.

Objectives of the study were:

To study and analyze the importance of social media in HR practices, to study and analyze the awareness and usage of social media in pharmaceutical industry and to study and analyze the role of social media in creating the brand value for an organization.

LIMITATIONS OF RESEARCH

Work was carried out in Mumbai only, the findings, may differ based on the location of the study and information shared by respondents may not be completely correct, half information sharing errors were also a challenge.

RESEARCH METHODOLOGY

The survey method helped to collect information from the respondents on usage of social media in pharmaceutical industry and its impact. Survey was conducted randomly among, 4 pharmaceutical companies by sending questionnaire through online method to collect the individuals opinion from the respondents. Random and Judgmental sampling techniques were used and a sample unit of 4 pharmaceutical companies from Mumbai area was chosen with a sample size of 100

DATA INTERPRETATION AND ANALYSIS

It was done based on the below pointers

1. **Awareness of social media:** As per analysis 100% of respondents are aware of social media being used in corporate, this concurrence of whole proportion of the respondents, establishes the use of social media in organizations.
2. **Usage of social networking sites :** As per the analysis 41% respondents uses Facebook, 27% respondent's uses Twitter, LinkedIn is used by 17% respondents, blogs & MySpace is used by 6% & 3% respondents respectively. While around 6 % respondents are using Google + and YouTube etc. Facebook is the most popular social networking sites as compare to other sites like Twitter and LinkedIn.
3. **Period of social media sites being used:** As per the analysis, around 54% respondents are using social media from 1-2 years.23% of the respondents are using it from 2-4 years. That means in recent years social media is emerged as powerful tool in business.
4. **Hours Spend on browsing social media in a week:** As per the analysis, 56 % of respondents spend weekly 6-15 Hrs, 10% respondents spend 16-24 hrs, 12% respondents spend more than 25 hrs a week, and around 22% respondents spend 0-6 hrs.
5. **Purpose of social media usage:** As per the analysis, 15% of the respondents use social media for research purpose.17% respondents use social media for promotional purpose. 64% uses for professional networking, 3% for and remaining uses for Exchange of information with the peers,& remaining uses for social events and for forums. Professional networking is the main purpose for the use of social media through LinkedIn and Facebook
6. **Most preferred social media site for feedback:** As per the analysis, Facebook group is the most preferred social media site by 58% respondents out of 100. LinkedIn is given 2nd preference by 24% respondents. While, Google + and Email was given 3rd & 4th preference
7. **HR's preferred task in social media:** As per the analysis, employee engagement is the main task for which maximum respondents use social media. Around 37% respondents use social media for Employee engagement and communication. 26% respondents use social media for training purpose. 23% respondents' uses for recruiting purpose & for or teambuilding around 14%.
8. **Social Media as a tool for better work place:** As per the analysis, 73% of the respondents out of 100 believes that social media is the powerful tool in creating a better workplace. Remaining 27% does not agree with the social media as a better tool.
9. **Showcasing events on social media:** As per the analysis, 44% respondents organizations showcase the activity, events carried out in their organization, other 56% respondent's organizations don't showcase them on social media.
10. **Does your company have an HR Blog:** As per the analysis, 97% respondents do not have their own HR blog. While only 3% have their HR blog of the organization. This shows that maximum organizations are not aware of the HR blogs.
11. **Representative of social media platform:** As per the analysis, 73% respondents' organizations have their multiple employees to handle social media. 27% respondent's organizations have their own team of dedicated employees to represent social media platform. It shows that maximum organizations are giving social media responsibility to all their departments
12. **Is social media having better outreach than traditional practices.** As per the analysis, 89% respondents believe in new practices, i.e. Social media. The traditional practices are still preferable by only 11%

respondents. Many organizations are entering into new social media practices for better outreach to the customers, employees and stakeholders.

13. **Does the organization have a dedicated social media budget:** As per the analysis, 33% respondents have their dedicated social media budget for smooth operation of social media in the organisation. While 67% respondents do not have dedicated budget for social media.
14. **Is Social media an expensive practice:** As per the analysis, 66% respondents states that social media is not an expensive practice, as it reaches to larger audience in few seconds as compare to the traditional practices. 34% respondents think that it's an expensive practice, because it needs formal setup, upgrading technology.

OVERALL CONCLUSION AND SUGGESTIONS BASED ON INTERPRETATION OF DATA

As per the data analysis made on the basis of questionnaire filled, it can be concluded that, despite social media making significant inroads into our lives, most organizations are apprehensive about using it in business processes. The nature of the challenges perceived and how they compare it with traditional practices was quite challenging. Many companies that use social media successfully integrate it into their daily business routines. The challenge is frequently found within the creation, execution, and enforcement of social media policies. Many companies do not establish policies to govern social media usage regarding its budget.

However, as companies are beginning to realize the true value to be gained by social media adoption, considerations of social media and workforce who can adopt it are being recognized but this also acts as a risk for workforce who follows traditional practices of communication. Hence it becomes essential for an organization for avoidance of loss of employee who has earned goodwill in the long run but need time to change their practices. Also social media usage in an organization should avoid information breaches, and reputational damage.

It was also understood through interactions that organizations are not concerned about having the right kind of team to manage and monitor business processes that interleaved with social media transactions.

USE SOCIAL MEDIA IN THE WAY THAT WORKS FOR YOUR SITUATION

There are a number of ways to work with social media that can be effective – there is no one “right” way to use these tools. The approach one should take depends on the goals and needs of ones organization so having a clear plan that establishes objectives and desired outcomes is recommended, and that plan should reflect the unique personality of the organization. Professional networking and promotion of the company is the main purpose of the organizations to use social media sites. But it can also helps in building it. Organizations should know the fact that employee engagement is about being available, it is more important to understand that one need not necessarily use the social media tools available on public domain to engage employees. Organizations should tap into the communities within the organizations more from an employee engagement perspective. While publicly available social media applications will provide organizations with a bigger network to tap into, it is the employees who will ultimately play the biggest role in all spheres whether it is hiring or employer branding.

“IT” IS HOW MUCH YOU MAKE OF “IT”

Human Resources have always grappled with issue of reaching out. The last decade has provided the HR fraternity with this tool called social media which provides immense reach. It is up to the HR fraternity to tap in to this. However, at the same time one needs to ensure that one is not too reliant and compromise on the hygiene factors of employee relations. Blogs allow chronological organization of thoughts, status and ideas. They foster conversation, sharing and creating and allow bloggers to speak their mind and share their thought processes with the rest of the world. Organisations should identify the potential of HR blogs and should effectively reach to their customers and employees.

SOCIAL MEDIA READINESS IN INTERNAL BRANDING THROUGH FEEDBACK

Though respondents were very much for using social media for Internal Branding, through feedback in terms of readiness to share with Facebook and LinkedIn groups. They ranked Facebook 1st in this area out of the four approaches. Only 7% percent of the respondents were willing to use E-mails for feedback, and around 24% of the respondents believed they can effectively use LinkedIn for social media for Internal Branding through feedback. Multiple social media sites provide the genuine views of the employees and they really need to be taken seriously .Employees are speaking about their organizations on different platforms; it's about where one is looking. It is about looking in the right direction. So, encourage employees to communicate through these sites. **“There is no substitute to being present”** One may provide the best of technology and platforms to keep in touch with employees, customers but then there is nothing better than being there. In the world of technology organizations becoming faceless, this is a classic mistake which should be avoided.34% respondents believe that social media practice is expensive practice, but to keep up the pace with world, organizations need to find the solution for financial budget for social media. Social media platforms should be effectively used by the organizations to reach their audience. They should showcase their events and activities through social media sharing sites. i.e. You tube, filckr **“Productivity matters”**

For effective functioning and better output of social media operations organizations should have dedicated team. Only 27% respondent's from the organizations felt that their organizations have them for smooth functioning. Remaining respondent's in the organizations felt they do not have expert team to take care of social media which results into low performance.

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