

25.SOCIAL MEDIA AND CHANGE MANAGEMENT FOR SERVICE SECTOR- IGNORE IT AT YOUR OWN PERIL

OGUTU JOSEPH ODHIABO
(Ph.D Research Scholar),
Alagappa University- Karaikudi.
Karaikudi.

Dr. K. CHANDRASEKAR,
Assistant Professor,
Alagappa University,

Social Media is an important addition to traditional Change Management program, one that dramatically increases the acceptance of change and catapult the organization to a sure success path and toward its business goals more predictably. Collaboration and social media tools can reduce the time an organization needs to navigate large scale change programs and deliver better change experience from the employee's perspective. This, in turn, builds a foundation for employees to be more continuously change capable in the future. Most professional service firms recognize that social media is no longer a passing whim nor mere empty rhetoric but a strategic communication tool that every serious business and corporate leader need to employ in

their daily operation. Business owners can use social media to build new relationships, engage the journalist and win the business. It is a high time business owners and managers created media programmes that support the business and set fitting goals. There is nothing new about media. It is just another route to market. Social media must tie in with your business plan be focussed o achieving business goals just as any other area of marketing and PR. We cannot pretend to be experts on our own for marketing and technology have moved and we need to innovate and catch up or risk being left behind.

Key words

Media; Service; Sector Communication; Business; Change; Platform, Entrepreneurs, Marketing; Internet; Collaboration; Organization.

Introduction

If you have dismissed social media, chances are that your knowledge of it has been illuminated by seeing teenagers on face book, Celebrities on twitter and blogs. That is very true but only as part of the bigger picture, the other part is the one that will make a difference in your business.

Social Media is a phrase that is tossed around a lot today but can be difficult to nail down based on how broad the term social media and of course the individual opinion which is equally varied.

Social Media is used to describe online conversations between people, for example: the use of twitter, face book, Linked in, Skype which became possible with what is known as 'web2.0' (spoken as two point oh) – an internet based technology that allows anyone to post comments; sounds, pictures, and video clips on websites, to be seen and shared by all.

Website applications that enable users to create and share content that or participate in social network.

Focus:

- In this paper the authors are making an attempt to explore, scrutinize and highlight social media, its relevance for business in the service sector.

- This paper attempts to highlight the advent of social media both as a tool of communication and marketing for private and non profit sector
- The paper further attempts to show case the latest tools relevant service sector.
- It is the interest of this paper to explore and bring to the fore how entrepreneurs can turn around their business by embracing and employing the latest tools of social media.

Methodology

The authors of this paper have used library research methods to obtain the data used in this paper. Desk top research method has also been employed to write this paper.

Relevant websites have been helpful in writing this paper. Data have been sourced from published journals and literature to author this paper.

What Is Social Media?

Social Media is the mode of communication characterized by countless array of internet based tools that increase and enhance the sharing of information.

This new form of Media ^{enables} makes the transfer of text, photos, audio, video and information in general. Social Media has relevance not only for regular internet users but business as well.

Platforms like twitter, face book, linked-in have created ^{on} line communities where people can share as much or as little as they chose to with other members.

When talking about social media, we refer to applications like:

- | | | |
|-------------|--------------|-----------|
| - Twitter | - Foursquare | - MySpace |
| - Face book | - You tube | - Yammer |
| - WhatsUpp | - Linked in | |
| - Blogs | - Instagram | |

- It gives a breath of content when people search on Google for you
- It will not just promote your website, but more importantly, you will appear in other websites giving you more *credibility*
- Gives your business a *personality* or distinctive identity which sets you apart.
- Portray your expertise in a useful and relevant way- to your customers and clients.
- Help you find and build relationships with new people who would take you to be introduced to.
- It could lead also to new business, though not necessarily in an immediate, direct way.
- Social media gives you visibility on the internet, it enables you make new relationships and helps strengthening existing ones.
- The biggest selling point of social media is to *place you higher on Google when people search for words and phrases related to your business.*
- It is not quick or cheap. The longer it is done over the years – the more successful it will be in the long run.

Social Media and the Changing Face of Entrepreneurship

Research findings predict that:

- The next decade would see entrepreneurs become much more diverse than their predecessors in age, origin and gender- for example the face book CEO and founder who was only twenty seven years of age.
- Research findings also forecast that 'one person' business without employees would increase in number and importance, and drive an overall increase in entrepreneurial activity courtesy of social media.

- Research findings shows that 27% small business entrepreneurs are now using face book, this will redouble in less than a decade
- That entrepreneurs would now choose not to hire employees but instead use contingent workers, freelancers, Partners, and new technology (social media). This would result in more personal business start-ups.

Tips Of Success For Service Sector Entrepreneurs

- Network with people, Share experiences and learn from others.
- If your organization is currently using social media on ad hoc or experimental basis, you would do better taking a step back and undertake a full audit of what you are currently doing, why you are doing it, and how you can do it more effectively. Find out how you can measure the success of it against your business or organizational goals.
- Find out who are the key journalist in your industry
- Do a search for individual journalist and publications known to your business and who works with trade in the local region, national, and international level broadcast on their twitter
- Follow three of their accounts
- See what interest them
- Who are they following? Can you work out why?
- What request for information do they put out? Who is responding? At what speed?
- What opportunities are there for your business
- Create a network of electronic community via recent social media tools and network with them closely

Six Ways Social Media technology Can Accelerate Change in the Service Sector

1. *Build collaborate culture*.- days of being a lone ranger in business are long gone
2. *Establish more effective two way communication*- you can do this via platforms like Yammet, Face book, where you can get a feed back and response from within and outside the organization.
3. *Create more engaging learning experience*- make use of knowledge management and Talent Development programs
4. *Share current practices through knowledge network*
5. *Improve employee involvement and engagement*
6. *Assess progress more regularly and effectively*- and where necessary reward those who excel.

Conclusion

Leave nothing to chance, look past the hobbyists and political mobs. Your customers and rivals are figuring blogs out, catch up or risk being left behind. The business sector entrepreneurs, bankers and non profit organizations need to have a winning strategy which employs recent social media tools for success.

Video conferencing, Web meetings, these and many other collaborations and social media platforms are now an everyday part of many people's the world and those in the service sector, non profit organization can ill afford to be left behind.