
THE PLACE OF SOCIAL MEDIA IN ORGANIZATION MEETING**BY**

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ABSTRACT

The integration of social media into organization meetings has become a strategic imperative in a region where connectivity and engagement are paramount. From pre-meeting preparations to post-meeting discussions, these digital tools are reshaping the way organizations interact, collaborate, and communicate with stakeholders. The study analyzed the place of social media in organization meeting. The study revealed that as the digital evolution continue, embracing the potential of social media in meetings can drive innovation, inclusivity, and meaningful outcomes for businesses of all scales. Social media in organization meetings aid in creating connections and building relationships that extend beyond the meeting room. It facilitates the exchange of ideas, insights, and information beyond the confines of the meeting. The study reviewed the types of social media platforms in organization meetings, the how social media promotes organization meeting, the challenges faced in the use of social media for an organization meeting, the benefits of social media in organizational meetings and the digital revolution and its impact on business dynamics. The study concluded that social media has a significant place in organizational meetings, transforming introductions into proactive exchanges and references into dynamic, real-time resources. When harnessed thoughtfully, social media can enhance networking, collaboration, and decision-making, fostering a more connected and informed meeting environment. However, careful consideration must be given to privacy, relevance, and inclusivity to ensure that the benefits of social media are maximized while minimizing potential challenges. One of the recommendations made was that

KEYWORDS: Social-media, and Organization Meeting

INTRODUCTION

In an era characterized by digital connectivity and rapid technological advancements, the traditional landscape of organization meetings has experienced a profound evolution. With the widespread integration of social media platforms into various aspects of business operations, the traditional concept of organization meetings has been reshaped, offering new avenues for communication, collaboration, and engagement, fostering a stronger initial connection among participants, resulting in higher engagement levels throughout the meeting (Jones, Smith & Patel,

2018). Gone are the days when meetings were confined to physical boardrooms and face-to-face interactions. With the rise of social media platforms, businesses now have the opportunity to harness the power of virtual connectivity to amplify the impact of their meetings (Evans, 2021). From pre-meeting preparations to real-time interactions and post-meeting follow-ups, social media has woven itself into the fabric of modern organizational gatherings, redefining the way participants interact, share insights, and achieve collective goals.

The integration of social media into organization meetings has become a strategic imperative in a region where connectivity and engagement are paramount. From pre-meeting preparations to post-meeting discussions, these digital tools are reshaping the way organizations interact, collaborate, and communicate with stakeholders. As the digital evolution continues, embracing the potential of social media in meetings can drive innovation, inclusivity, and meaningful outcomes for businesses of all scales. As we navigate the intricate interplay between traditional meeting structures and the digital landscape, it becomes evident that social media is not merely an add-on, but a dynamic tool that has the potential to reshape the very essence of how organizations convene and collaborate.

CONCEPT OF SOCIAL MEDIA

Social media refers to a digital communication platform that enables users to create, share, and interact with content in a virtual social environment. It has transformed the way people connect, communicate, and collaborate by providing a diverse range of online spaces for sharing information, opinions, and experiences (Boyd & Ellison, 2017). Social media platforms offer various formats, including text, images, videos, and links, allowing users to engage with content and interact with each other through likes, comments, shares, and direct messaging (Qualman, 2019).

KEY CHARACTERISTICS OF SOCIAL MEDIA:

- **User-Generated Content:** Social media platforms rely heavily on content created by users themselves. Users can post their thoughts, experiences, photos, and videos, giving rise to a dynamic and diverse array of content (Rogers, 2013).
- **Interactivity:** Unlike traditional media, social media fosters two-way communication. Users can engage in conversations, discussions, and debates by responding to posts and comments.
- **Global Reach:** social media transcends geographical boundaries, allowing individuals to connect with others worldwide. This global accessibility has led to the rapid dissemination of information and cultural exchange (Kaplan & Haenlein, 2010).
- **Real-Time Communication:** social media enables instant sharing of information. Users can post updates, news, and opinions in real time, contributing to the immediacy and relevance of content.
- **Variety of Platforms:** There are numerous social media platforms catering to different content types and user preferences. Examples include Facebook, Twitter, Instagram, LinkedIn, YouTube, and TikTok (Qualman, 2019).

CONCEPT OF ORGANIZATION

An organization is a structured and purpose-driven entity formed by individuals, groups, or entities working together to achieve common goals and objectives. Organizations can take various forms, including businesses, non-profit organizations, government agencies, educational institutions, and more. They are characterized by defined structures, roles, responsibilities, and hierarchies that contribute to efficient functioning and the pursuit of shared missions (Robbins,

Coulter & DeCenzo, 2017).

Organizations are established to accomplish specific goals and objectives. These can range from profit generation and market dominance in the case of businesses, to providing social services or advocating for a cause in the case of non-profits. Effective leadership and management are essential for guiding the organization toward its objectives. Leaders provide direction, make strategic decisions, and inspire others to perform at their best (Robbins, et. al., 2017). Members of an organization collaborate to achieve common objectives. Coordination mechanisms, such as communication channels and workflows, are in place to ensure alignment. Organizations utilize various resources such as human resources, financial capital, physical infrastructure, and technological tools. Efficient processes and workflows are designed to optimize resource utilization and achieve goals (Scott, 2014). Every organization has its unique culture and set of values that define its identity. Organizational culture encompasses shared beliefs, norms, practices, and behaviors that guide how members interact and work together. Organizations must operate within legal frameworks and ethical standards. This includes compliance with laws and regulations, as well as demonstrating responsible behavior towards society and the environment. Organizations operate within an external environment that includes stakeholders, competitors, customers, regulations, and broader societal influences. Overall, the concept of organization involves the deliberate arrangement of people, resources, and processes to achieve specific objectives while navigating various internal and external factors. It is a dynamic and multifaceted concept that underpins the functioning of various entities across different sectors, and contribute to the economy of the society.

CONCEPT OF ORGANIZATION MEETING

Organizational meeting is an initial meeting where the formation of the corporation is completed. Many tasks are completed at the organizational meeting such as the ratification of articles of incorporation, issue of initial shares, election of officers, and approval of bylaws, (USLEGAL 2023). The organizational meeting is an initial meeting in which the basic organizational formalities of a corporation organized under the laws of a US state such as Delaware are determined. (Cooley 2023), it is often not held in person but instead documented through unanimous written consent of the company's board of directors, which can occur as soon as the certificate of incorporation has been filed. According to LSDLAW (2023), an organizational meeting is a gathering of people who have a common interest in discussing or acting on matters related to their organization. This meeting is usually held to establish a permanent or ongoing organization, adopt governing documents, elect officers, and conduct other routine organizational business. It can also be the first meeting after a dissolution, where a newly reconstituted deliberative assembly elect's officers, adopts rules, and organizes for the new session. (Lituchy et al., 2013), Organizational meetings derive from policy as a tenet for effective management. They provide a platform at which key decisions are made and the strategic direction of organizations is determined. Meetings bring together managers to plan, evaluate and share feedback. Management scholars in Africa have recently raised concerns whether models from the west apply locally. Management is about unison of action and through common goals, aggregation of resources to make them productive in a defined system.

Organizational Meeting means a meeting established pursuant to Rule Organizational Meeting means the annual regular Commission Meeting held during the first quarter of each calendar year at which the Commission elects its chair and vice chair. Law insider (2023), Organizational Meeting means the first Board Meeting following the Inaugural Meeting at which Members are appointed to Committees (with the exception of the Board and Agenda Review Committee), Board Standing Committee Chair and Vice-Chair elections are held, Trustees are appointed to External Organizations and Statutory and Advisory Committee memberships are

approved. Organizational Meeting means the Regular Council Meeting which occurs on the first business day of each year that immediately follows the year during which elections are held for the office of Member of County Council. Law insider (2023), Organizational Meeting means the meeting held for the purpose of scheduling Council Meetings and to make Council appointments to Committees of Council, to be held annually no later than the 2nd Regular Council meeting in October.

TYPES OF SOCIAL MEDIA PLATFORMS FOR ORGANIZATION MEETINGS

In organizational meetings, various types of social media platforms play distinct roles in enhancing communication, collaboration, and engagement. These platforms facilitate information sharing, real-time interaction, and seamless networking among participants. Here are the key types of social media platforms used for organizational meetings:

- **Social Networking Platforms:** Social networking platforms like LinkedIn and Facebook provide opportunities for professionals to connect, share insights, and build relationships. In organizational meetings, these platforms enable participants to introduce themselves, exchange contact information, and continue discussions beyond the meeting room. Research by DeRosa and Lepsinger (2010) emphasizes the value of social networking platforms in fostering post-meeting connections and collaboration.
- **Microblogging Platforms:** Microblogging platforms such as Twitter offer a concise way to share updates, insights, and references in real time. During organizational meetings, participants can use hashtags to categorize and follow discussions, enhancing engagement and allowing for quick dissemination of meeting highlights. A study by Dennen et al. (2011) underscores the role of microblogging in amplifying discussions and promoting virtual participation.
- **Collaboration and Communication Tools:** Platforms like Slack and Microsoft Teams provide spaces for team collaboration and communication. In organizational meetings, these tools facilitate ongoing discussions, document sharing, and reference exchange. They create a centralized hub for pre-meeting preparation, in-meeting discussions, and post-meeting follow-ups.
- **Video Conferencing Platforms:** Video conferencing platforms such as Zoom and Microsoft Teams enable face-to-face interactions regardless of participants' geographical locations. These platforms enhance visual communication and allow for the presentation of references through screen sharing. A report by Gartner (2020) highlights the rapid adoption of video conferencing platforms in organizational meetings.
- **Content Sharing Platforms:** Content sharing platforms like YouTube and Slide Share enable participants to share videos, presentations, and other multimedia references. These platforms enhance the visual and auditory aspects of meetings, enabling presenters to convey information more effectively.
- **Media Sharing Networks:** Instagram, YouTube, and TikTok allow users to share visual content like photos and videos, often with a creative or entertainment-oriented focus.
- **Professional Networks:** LinkedIn is specifically designed for professional networking, allowing users to connect with colleagues, showcase their skills, and explore job opportunities.
- **Discussion Forums and Communities:** Reddit, Quora, and online forums host discussions on a wide range of topics, where users can ask questions, share knowledge, and engage in conversations.

Incorporating these types of social media platforms into organizational meetings can lead to

enhanced engagement, efficient collaboration, and meaningful interactions among participants. Each platform caters to different communication needs and preferences, contributing to a more comprehensive and productive meeting experience.

HOW SOCIAL MEDIA PROMOTE ORGANIZATION MEETING

Social media has revolutionized the way organizations promote their events and meetings, offering a wide array of tools and strategies to effectively engage audiences and drive attendance. In this digital age, platforms such as Facebook, Twitter, Instagram, and LinkedIn have become integral to the event promotion process.

- **Wide Reach and Targeting:** Social media platforms provide unparalleled reach, allowing organizations to target specific demographics and interests. A study by Statista (2021) reveals that Facebook alone has over 2.8 billion monthly active users. By creating event pages and posts, organizations can tap into this vast user base and tailor content to reach their desired audience.
- **Real-time Engagement:** Social media facilitates real-time engagement with potential attendees. Platforms offer features like live videos and Q&A sessions, enabling organizers to interact directly with their audience. This engagement fosters a sense of community and excitement, encouraging individuals to mark the event on their calendars. According to a study by Eventbrite (2019), 49% of event-goers use social media to discover events.
- **Viral Marketing and Sharing:** The viral nature of social media allows event information to spread rapidly through likes, shares, and retweets. When attendees share event details with their networks, the potential audience size grows exponentially. This phenomenon was explored by Berger and Milkman (2012).
- **Multimedia Content:** Visual content such as images and videos are highly shareable on social media. Organizations can create teaser videos, infographics, and event highlights to captivate audiences and communicate key event information effectively. A report by HubSpot (2020) indicates that 54% of consumers want to see more video content from brands.
- **Hashtags and Trends:** Utilizing relevant hashtags and riding on trending topics can significantly boost the visibility of event promotions. Organizations can piggyback on popular hashtags to increase the chances of their content being discovered by a wider audience, (Tuten and Solomon (2017).
- **Analytics and Insights:** Social media platforms offer robust analytics tools that provide insights into the performance of promotional content. By tracking metrics such as reach, engagement, and click-through rates, organizations can gauge the effectiveness of their strategies and make data-driven adjustments for better results. A study by Sprout Social (2021) emphasizes the importance of analytics in refining social media strategies.
- **Cross-platform Promotion:** A multi-channel approach amplifies the reach of event promotions. Organizations can cross-promote their meetings across various social media platforms, tapping into different user bases and maximizing exposure. This approach is discussed by Smith and Smith (2019) in their paper on the power of social media in organizational communication.
- **User-generated Content:** Encouraging attendees to generate and share content related to the event can create a buzz around it. This user-generated content serves as authentic testimonials and social proof, enhancing the event's credibility, (Kavoura et al. (2019).

THE CHALLENGES FACED IN THE USE OF SOCIAL MEDIA FOR ORGANIZATION MEETING

Using social media for organizational meetings can be both beneficial and challenging. While it offers a platform for engagement and communication, there are several challenges that organizations might face and it is important for organizations to carefully consider these challenges and implement strategies to address them when using social media for organizational meetings (Scott & Timmerman 2015). Balancing the benefits of easy communication and engagement with these challenges is key to successful utilization of social media. Here are some of the challenges along with references to support them:

- **Information Overload:** Social media platforms can flood users with a vast amount of information, making it challenging for organizations to ensure that their meeting-related content stands out. This can lead to important updates or messages being missed by participants.
- **Lack of Privacy and Security:** Sharing sensitive information about organizational meetings on social media platforms can pose security risks. Unauthorized individuals might gain access to confidential information, compromising the integrity of the meeting (Kluemper & Rosen 2019).
- **Ineffective Communication:** Miscommunication and misunderstanding can arise due to the informal nature of social media interactions. Messages might be misinterpreted, leading to confusion among meeting participants.
- **Limited Attention Span:** Social media users typically have short attention spans, which can make it difficult for organizations to convey complex meeting-related information effectively.
- **Lack of Engagement:** Not all followers or participants might engage with meeting-related content on social media. This can result in poor attendance or participation during the actual meeting.
- **Distraction and Time Management:** Participants might become distracted by other content on social media platforms, leading to reduced focus on meeting-related information and updates.
- **Loss of Formality:** Conducting meetings on social media platforms might lead to a loss of professionalism and formality, affecting the overall tone and effectiveness of communication.

BENEFITS OF SOCIAL MEDIA TO ORGANIZATIONAL MEETINGS

- **Networking and Relationship Building:** Social media aids in creating connections and building relationships that extend beyond the meeting room. Attendees can connect with each other on various platforms, leading to long-term collaborations and partnerships.
- **Collaboration and Knowledge Sharing:** Social media platforms facilitate the exchange of ideas, insights, and information beyond the confines of the meeting. Participants can continue discussions, share resources, and seek clarification even after the meeting concludes.
- **Engagement and Participation:** Integrating social media into meetings can encourage active participation, especially from attendees who might be more comfortable expressing themselves in a digital format. Polls, surveys, and real-time feedback through social media can enhance engagement levels.

- **Access to Diverse Perspectives:** social media allows attendees to tap into a diverse range of viewpoints, enabling a more comprehensive understanding of topics. This can lead to well-rounded decision-making.
- **Efficiency and Convenience:** social media enables swift communication, allowing for the quick dissemination of meeting agendas, updates, and follow-up actions. It reduces the need for extensive email correspondence.
- **Personalization:** Introduction through social media adds a personal touch to meetings. Participants can relate on shared interests, leading to more meaningful connections.
- **Global Perspective:** social media connects individuals across geographical boundaries. Incorporating references from diverse sources enriches discussions by bringing global perspectives into focus.
- **Real-time Updates:** social media allows for real-time sharing of references, keeping discussions relevant and informed. This dynamic approach ensures that the most recent and pertinent information is accessible.
- **Interactive Discussions:** References shared on social media can spark interactive discussions, enabling participants to comment, ask questions, and engage in a continuous exchange of ideas.

THE DIGITAL REVOLUTION AND ITS IMPACT ON BUSINESS DYNAMICS

The rapid advancement of technology has revolutionized how businesses operate, communicate, and connect with their audience. As a cornerstone of this revolution, social media platforms have emerged as powerful tools that transcend geographical barriers and enable real-time interactions. According to recent studies by Kietzmann, (2011) an increasing number of organizations are recognizing the potential of social media as a means to enhance their communication strategies, both internally and externally.

- **Enhancing Pre-Meeting Preparations through social media:** social media plays a crucial role in streamlining the pre-meeting phase of organizational gatherings. Platforms such as Twitter, LinkedIn, and enterprise-specific networks provide a space for pre-meeting announcements, agenda sharing, and document distribution. This approach not only ensures that participants are well-prepared and informed but also paves the way for a more productive and focused discussion.
- **Real-Time Engagement and Participation:** One of the standouts features of social media is its ability to facilitate real-time engagement and participation. During meetings, platforms like Facebook Workplace or Slack can be employed to foster collaboration among attendees, regardless of their physical location. Live polls, surveys, and discussions on platforms like Instagram Stories can gather instant feedback and insights, transforming passive attendees into active contributors.
- **Extending Meeting Reach through Live Updates and Streaming:** Geographical barriers are no longer a hindrance to participation in organization meetings, thanks to the live streaming capabilities of social media. Platforms like YouTube Live, Facebook Live, and LinkedIn Live allow organizations to broadcast meetings to a global audience in real time (Obar, 2015). This inclusivity not only promotes transparency but also facilitates engagement from remote team members and stakeholders who might otherwise miss out on vital discussions.
- **Harnessing the Power of Networking and Relationship Building:** Beyond the confines of the physical meeting room, social media offers a unique platform for networking and relationship building. By connecting attendees on LinkedIn, Twitter, or other professional

networks, organizations can cultivate relationships that extend beyond the meeting itself. This can lead to the exchange of ideas, collaborative projects, and long-lasting partnerships that contribute to an organization's growth.

CONCLUSION

In conclusion, social media has a significant place in organizational meetings, transforming introductions into proactive exchanges and references into dynamic, real-time resources. When harnessed thoughtfully, social media can enhance networking, collaboration, and decision-making, fostering a more connected and informed meeting environment. However, careful consideration must be given to privacy, relevance, and inclusivity to ensure that the benefits of social media are maximized while minimizing potential challenges.

RECOMMENDATIONS

- The use of social media in organization meetings should be encouraged as it can facilitate real-time engagement and participation.
- During organization meetings, platforms like Facebook Workplace, WhatsApp or twitter can be employed to foster collaboration among attendees, regardless of their physical location.

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