ST. MARY'S   UNIVERSITY
SCHOOL OF GRADUATE STUDIES

THE EFFECT OF SOCIAL MEDIA USAGE ON EMPLOYEES JOB PERFORMANCE

THE CASE OF ETHIO TELECOM

BY:

ELALA BIRATU

JUNE,2023

ADDIS ABABA ETHIOPIA

A THESIS IS SUBMITTED TO ST. MARY'S UNIVERSITY, SCHOOL OF
GRADUATE STUDIES IN PARTIAL FULLFILMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTERS OF BUSINESS
ADMINISTRATION

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Declaration

I, hereby declare that this research paper entitled "The effect of social media usage on employee's job performance, in the case of Ethio telecom" is my original work and has not been used by others for any other requirements in any other university and all sources of information in the study have been appropriately acknowledged.

Elala Biratu

_____

June 2023

STATEMENT OF CERTIFICATION

This is to certify that Elala Biratu has carried out his research paper on the topic entitled "The effect of social media usage on employee's job performance, in the case of Ethio telecom'' under my supervision in partial fulfillment of the requirements for Master of Arts in Business Administration at St. Mary's University. This work is original in nature and is suitable for submission for the award of Master 's degree in Business Administration.

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Dr. Saleamlak Mola (PhD)

(Advisor)

Contents

Acknowledgements

First and foremost, I would like to thank to the Almighty God, who gives everything. I wish to express my sincere thanks and gratitude to my advisor Dr. Saleamlak Mola for his excellence guidance, unrestricted and friendly support to make this project real.

In the next my deepest gratitude to my families, class mates and friends for each and every support you have given me, for your patience, encouragement, guidance and valuable advice.

LIST OF TABLES

LIST OF ABBREVIATION

CAAZ …………………………………………….……...Central Addis Ababa Zone

Et …..………………….….……………..…….……Ethio telecom

EAAZ ………………………………………….…..East Addis Ababa Zone

HR.…………………………………………………Human Resource

NAAZ …………………………………….…….. North Addis Ababa Zone

SM …………………………………………….…..Social Medias

SPSS.……………………………………….. …..Stastical Package for Social Science

SWAAZ.…………………………………….…..South West Addis Ababa Zone

SAAZ ………………………………………….South Addis Ababa Zone

WAAZ ……………………………………………West Addis Ababa Zone

ABSTRACT

In this time social media can be defined as interactive digital channel which facilitate peoples to interact, connect and communicate to each other. On the other hand, many organization leaders have a treat in social media utilization of employees related with job performance and productivity. Accordingly, the purpose of the study is to investigate the effect of social media on employee's job performance at work place/work time specially on the cases of Ethio telecom. This study uses as target population managers, supervisors and employees working at company head quarter and all Addis Abeba zones in the sample size of 399 employees. The data were collected by stratified random sampling by means of distributing questionnaire in hard copy as well as in email. Explanatory and inferential analysis has been employed to identify the influence of the variables & to evaluate the research question. Finally, the obtained positive and negative impact of social media usage in the work place coded, summarized and interpreted by using SPSS version 25 analyzing software.

Key words: - Social media, employee job performance, Time spent on Social media, Attention diversion in case of social media or not and social media knowledge & skill acquire for my task.

Introduction

1.1. Background of the study

Social media refers to an internet based technology that facilitates the sharing of ideas, thoughts, and information through societies by using computer, tablet, or smartphone via web-based software or applications(Tajiki & Karami, 2017). Many people define social media as apps on their smart phone or tablet, but the truth as he defined this communication tools started with computers. The Tajiki conclude as this misconception stems from the fact that most media users access their tools via apps. The ability to share photo, opinions, events, etc. in real time using this social media(SM) has transformed the way we live and, also the way we do business to be ease. The importance of social media explained by Matthew in 2019 as Retailers who engage social media as an integral part of their marketing strategy usually see measurable results on the business they have. But the key to successful social media is not to treat it like an extra accessory but to treat it with the same care, respect and attention you do all your marketing efforts (Matthew Hudson, 2019).

Maya 2021 states that Social media originated as a way to interact with friends and family but was later adopted by businesses that wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is the ability to connect and share information with anyone on Earth, or with many people simultaneously (Maya Dollarhide, August 2021).

Social media has become an important need for organizational design in this competitive environment (Kane, 2017). Organizations may face opportunities, threats, weaknesses and strengths owing to use of social media (Kane, 2017; Tajudeen, Jaafar, & Ainin, 2018). For instance, social media provides opportunity in terms of uploaded information may be beneficial for the organization. On the other hand, it may become a threat, competitors may use shared information and spending so much time than necessary. Similarly, social media can be weakness for the organizations when it negatively affects its productivity. Social media may become the strength for the organization when it is used to develop a relationship and used to build the capacity of the employees. Even though social media plays an important role

on an employees' job performance, minor importance was given to the use of social media at workplace.

Organization need highly performing individuals in order to meet their goal, Employee performance refers how employees fulfils their duties, completes required tasks and behaves in their job. It may be measured in quality, quantity and efficiency of the work (Stone-Romero, E. F., Alvarez, K., & Thompson, L. F. 2009).

According to Ashley Donohoe, (2019) Employee performance refers to how your workers behave in the workplace and how well they perform the job duties you've obligated to them. For instant your company typically sets performance targets for individual employees and the company as a whole hope that your business offers good value to customers, minimizes waste and operates efficiently. For an individual employee, performance may refer to work effectiveness, quality and efficiency at the task level. Your salesperson, for example, may be expected to complete a certain quota of calls to potential leads per hour with a specific portion of those resulting in closed sales. On the other hand, a production worker may have performance requirements for product quality and hourly output.

As discussed in the above social media have a clear relation on employee's performance it is weather positive or negative impact of in terms of spending excess time and losing attention on the job or sharing good experience with their peer worker internally or externally.

1.2. Statement of the problem

In the last few years the rapid growth of social media that has been observed is necessary for the managers to determine whether social media in workplace influences employees job performance in their business or not.

Based on (Mohamed etal., 2017) Social media has become a necessity in an organization in order to enhance the productivity or job performance among employees. It has been claimed as the effective communication channel among employees to corporate toward collaboration, knowledge sharing, etc. Nevertheless, as the social media became the most priority among individuals and organizations, it has also become one of the factors contributing to the

4

disruption of work productivity. Excess use of social media can have many negative impacts on employee's performance, it is directly disrupting employee's productivity which later affects the organization success.

Motivated and loyal employees are the main resource of the organization and a key success factor. So, it is very important to understand the challenges and opportunities of changing the nature of the workforce in the context of the development of new technologies which might have negative effect on performance also as observed in some study many managers face the problem of employees' usage of social media in the workplace. This medium has its negative side if users could not manage the time of social media usage. However, its result can be positive or negative depends on the users 'attitude and behavior in controlling their usage (Entroneva, 2019).

Therefore, this study attempts to examine the use of social media in the workplace and its effect on employee's job performance.

1.3. Research questions

- Does using social media affect an employee's performance at work?

- What is the impact of social media with regard to employee job performance at Ethio Telecom in the case of time spend, attention diversion and getting knowledge and skill?

1.4. Objective of the study

General objective of the study

The general objective of this study is to examine the effect of social media on employee's job performance at Ethio telecom..

Specific objectives of the study

The specific objectives of this studies are:

- To examine the time spent on social media and its effect on employees' performance.
- To examine using SM diverts employees' attention from their job.
- To examine knowledge and skill acquired using SM improve employees' performance.

1.5.   Significance of the study

The study attempted to add knowledge and awareness about concepts of social media related to employee job performance. It is also contributed to clear the ongoing debate between the variable employees' performance with the independent variables time spent on social media at working hour, employees' attention diversion in using social media from their job, and information distribution and knowledge acquired from social media to improve performance.

The research findings will help to other researchers towards filling gaps of suitable literature and uses as an input for policy formulation in the usage of social media at work place for ethio telecom strategy development division, in order to control the working time spent on social medias at work place, to amend employees benefit package for the improvement of employees' performance. In addition to this the finding of the study propose to design social medias for the purpose of acquiring knowledge and skill that helps to improve employees' performance.

1.6.   Scope of the study

The scope of the study is limited to determining the effect of using social media at work place in case of Ethio-Telecom head office and Zonal offices located at Addis Ababa, its effect on employees' attention, time management, sharing of information and acquiring knowledge from social media and the relationship with the dependent variable employees' performance.

1.7. limitation of the study

The possible limitations of the study are:

•   The analysis of the questionnaire relies on the honest response of the targeted audience

•   There is no enough literature developed in the Ethiopian context

1.8. Organization of the thesis

The study organization follows the thesis format and guidelines of the university (St. merry University). The first chapter discusses background of the study, statement of the problem, Objectives of the study, significance of the study, hypothesis of the study, scope of the study, limitation of the study and organization of the thesis. The second chapter review literatures related to this specific research. The third chapter concentrates on the research design and the methodology. The fourth chapter presents the finding of the study analyzed from the gathered data. The last chapter deals with the major findings summary, conclusion and recommendation part of the research.

1.9. Key terms

Social media is a internet-based form of technological communication that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities.

 Employee job performance is the an employee achievement of specified task measured against predetermined or identified standards of accuracy, completeness, cost and speed to obtain the company goal.

2. LITERATURE REVIEW

2.1.Introduction

This chapter presents reviewed literature on the Theoretical literature review, empirical literature review, and conceptual framework by involving the selection sources from published books, journals, thesis and studies from social medias.

2.2 Social medias definition and concept

(AK ram & Kumar, 2018) define social media as it is an online platform which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. Which is practically implemented and we all known well (W. AK ram & Kumar, 2018).

Social media is a web-based form of data communication (W.Akram1 & R.Kumar, 2018). Social media is a platform through which people connect or collaborate with one another where ever they are inside or outside the organizations (Daowd, 2016).

2.3 Employees performance definition and concept

On some literatures performance defined in different way such as; Job performance refers to the quality of work of an employee (Caillier, 2010). Job performance is associated with the ability of the employees being aware of assigned targets, fulfilling expectations and achieving targets or accomplishing a standard set of tasks for the organization (Sethela & Mahmood, 2011). Job performance is directly related to the efficiency of the employee because employees' performance tends to increase due to a system of stress reduction in the workplace (Kumasey etal., 2014) and Aston & Kozlovski, 2018).

According to (Barton & Martin, 2008) employee motivation is the level of their commitment to job. Motivated employee are committed to perform better. From an organization point of view motivation deals with everything a manager understand and can influence, measure individual behaviour towards their job commitment.

According to Dinc the organizations which are well aware of this fact have fully concentrated on the factors that affect the employees' job performance (Dinc, 2017, p. 774). Internal and external factors that affect job performance or the success of an employee in an organization. Individual ability, knowledge and skill can be examples of internal factors while the working environment, characteristics of assigned tasks, incentive, organizational structure and Human Resource Management practices are examples of external factors (Lu, Guo, Luo, & Chen, 2015), (Meriçöz, 2015) & (Maharani, 2015).

According with several studies examined the dimensions of employees' job performance as task performance, contextual performance, adaptive performance, creative performance, agility performance and effectiveness (Catalsakal, 2016, p. 17). Task performance is directly related to the technical aspects of the organization and it supports the core of any organization either by executing its processes or maintaining its required services (Harari, Reaves, & Viswesvaran, 2015), (Uryan, 2015).

(Borman and Motowidl, 1997) defined task performance as "the effectiveness with which job incumbents perform activities that contribute to the organization's technical core (Cited in Liua, Jiangb, & Chen, 2016). Task performance support the core of any organization either by executing its processes or by maintaining its required services (Harari et al., 2015, p. 498). Contextual performance is the behavioural patterns that support the psychological and social context in which task activities are performed (Stone-Romero, Alvarez, & Thompson, 2009 p. 104). Contextual performance includes the behaviours of employees for activities other than core job, such as helping, supporting the colleagues at workplace, showing learning attitude, sharing information and doing work for others which are not one's responsibility (Tufail, Mahesar, & Pathan, 2017, p. 272). Contextual performance contributes to help, cooperate and suggest the methods to improve the organizational processes. In other words, contextual performance is a behaviour that contributes to the organization by coordinating with colleagues, following rules, and putting extra efforts (LI & Lu, 2009, p. 3). Adaptive performance is how versatile employees are in understanding and adopting to changes taking place in the organization. The organizational support at workplace increases organizational commitment, which tends to increase the individual and collective performance of employees (Haque & Yamoah, 2014); (Haque & Aston, 2016). Researchers classified adaptive performance as a new way of task learning, handling stress at working, adaptability of new

technologies and procedure, problem solving and interpersonal adaptability (Uryan, 2015, p. 4). Creative performance is the ability to generate products, procedures or ideas that are viewed as original and potentially useful.

Manager generally assess an employee's contribution on creative performance. Practically, creativity of employee contributes to the output of the organization. Thus, employees individually crop new ideas related to different work description and procedures (Uryan, 2015, p. 4). Indeed, employees having strong social interaction throughout the workday, are generally more positive, productive and they show their creative attitude at workplace (Hernandez, Stanley, & Miller, 2014, p. 342). Agility performance is the ability of an employee to adapt changes for personal and organizational benefits. Employee feels comfortable with changes, new idea and technology via commitment to continuous learning. Dimensions of agility performance are proactivity, resilience and adaptability. These dimensions require employees to challenge themselves by expanding their skills through continuous learning and exploring (Cai, Huang, & Liu, 2018, p. 54). Considering the above performance dimension employees' performance assessed by managers and it has different internal and external factors that affect positively or negatively.

2.4 The effect of social medias on employees' performance

Use of social media at workplace may negatively affect the job performance (Jana Kühnel, Tim VahleHinzc, & Bloom, 2017). For example, social media usage at workplace lead the employee to misuse of organizational resources, official time, and has often been perceived as an employee deviate from the work place, violating the standard operation procedures of the organization. Consequently, social media weakens the employee job performance (ibid). However, researchers believe that practitioners can increase the efficiency and productivity of the employees by adopting social media in business processes (Levy, 2013, p. 742).

According to Akram and Kumar study the impact of social networks on young people is significant the author of this study agree with this thought because young people are very interested for new information. As mentioned by the two above authors SM is becoming increasingly clear that social networks have become part of all people's lives. Many teen-age people habit in using their laptops,

tablet computers and smart phones usually to check Tweets and status updates from their friends and family (W.Akram1 & R Kumar, 2018).

Due to the current technology advancement, people are pressured to exercise different lifestyles not applied before. Social networking sites can assist young people to become more socially capable. Social media platforms allow users to have conversations, share information and create web content same with the young people help for other socially capable. Social media has different forms, together with blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. Billions of people around the world use social media to share information and make connections (W.Akram1 & R.Kumar, 2018).

Social media has become a necessity in an organization in order to enhance the productivity or job performance among employees. It has been claimed as the effective communication channel among employees to corporate toward collaboration, knowledge sharing, etc. Nevertheless, as the social media became the most priority among individuals and organizations, it has also become one of the factors contributing to the disturbance of work productivity (Mohamed et al., 2017).

Social media has become an important need for organizational design in this competitive environment (Kane, 2017). According to Kane organizations may face opportunities, threats, weaknesses and strengths owing to use of social media (Kane, 2017); (Tajudeen, Jaafar, & Ainin, 2018). For instance, social media provides opportunity in terms of uploaded information may be beneficial for the organization. On the other hand, it may become a threat, competitors may use shared information. Similarly, social media can be weakness for the organizations when it negatively affects its productivity. Social media may become the strength for the organization when it is used to develop a relationship and used to build the capacity of the employees. Even though social media plays an important role on an employees' job performance, minor importance was given to the use of social media at workplace.

Social media usage at the workplace increases the capacity of the employees (Fusi & Feeney, 2016). Since employees use social media for their personal and official activities at workplace; they get more knowledge and increase their ability related to their work by using social media. Furthermore,

integrated social media at workplace reduces the workload and increases the usefulness of social media (Fusi & Feeney, 2016, p. 6). For the usefulness of SM advantage organizations drive to develop a deeper understanding of social media platforms and use it effectively (Betsy A. Pudliner, Eric T. Brey, & Hyeong-Gyu Choi, 2015, p. 406).

The effects of organizational structure on organizational effectiveness are the degree to which an organization achieves its objectives (Tran & Tian, 2013). Literature concludes that a formal structure is shaped in a dynamic environment which negatively affects organizational effectiveness (ibid). Companies that do not have the resources to invest in a large-scale for technology infrastructure, now have the opportunity to influence multiple social media applications to participate in community building activities (Young, 2017).

According to (Ali, 2018). Social media not provide complete knowledge but also provides very simple and flexible tools to the management. As Youth and Teens are the builder of nation, and in this era they are grown up as part of the Net Generation. They can easily use the latest technology in various forms, including smart phones, mp3 players, digital cameras, video games, iPads, electronic readers, and personal computers. Social Media has its both positive and negative effects (W.Akram1 & R.Kumar, 2018).

Younger generation, aggressive adopt social media according to (Vorderer, 2016). SM could be attributed to their up to date knowledge and comfort with the latest technology and the convenient accessibility to these social networking tools. For instance, they can access social media from their cell phones any time any place. Easily accessibility of SM encourages them to use social media not only for receiving and retrieving information, but also for being online and connecting with others, consumers and participants to "prosumers" which means that they consume and produce media on the social media platform (Obar & Wildman, 2015).

Good employees' performance is the part for the success of the organization (Nelson & Quick, 2003) Nelson & Quick argue that a job with high motivation and hygiene factors leads to high performance and few complaints among employees. Employees' job performance like all other systems, they do not function when their components do not work together smoothly and efficiently. Thus, understanding relationship between the organization and its employees is the key to improve the

organization 's ability to move through change effectively. Organizations need to understand the Determinant Factors Affecting Employees' job performance (Getamesay Birhane, 2016).

According to (Adams & Jacobson, 1964) all the condition are responsible for variation in the concentration, quality and direction of behaviour. Factors that affect employee's performance because such insight will help them make decisions that will teach improved performance from the employees and to an extension the overall performance of the organization (Mwangi, 2012).

Factors that affect employee's performance help to make decision. Employee performance has been shown to have a significant effect on organizational performance. This is due to the reason that individual performance is the foundation of organizational performance. Identifying factors that affect employees' performance can help improve recruitment, retention and organization result (Mohammed & Nimalathasan, 2011).

Employee performance finds that a lot of organizations try to keep employee working with high motivational level in their daily working. Organizations do so because organization's productivity, supply of goods or services and image depend on employee's performance, which in turn depends on their motivational level. Organizations keep close contact with its employees to better manage their performance. Nowadays social networking plays a role of daily diary in everyone's life. Companies can have a look on employee's social network activities to monitor their performance. For performance review, engaging employees within company activities and real time data sharing of organization's information can create informal social network groups within the company. This idea suggests that it is essential for organizations to monitor and work on managing employee's motivation (Somani & Gupta, 2012).

The study on social media is not only describe its positive effect but extended on to how it affects the day to day activities in work (Zoonen, Verhoeven & Vliegenthart, 2017). Different studies mention the usage of social media ends up in consuming time which effects the work-life balance. It was found that increase in personal social media usage led to lower performance on the task, and become a reason for lower happiness (Brooks, 2015). Other study Contradict with the previous finding, it is also found that use of social networks at work helped employees improve their performance. Thereby

suggesting the organizations to realize while setting appropriate policies at workplace for social media usage (Kishokumar, 2016).

Some study found that one of the online media (Facebook) usage has a positive impact on financial performance of the banks in MENA region in terms of PROF and GRTH. Facebook usage also has a positive impact on non-financial performance of those banks regarding (EP. Mahboub, 2018). As per this study there is a positive relationship between the use of social media and job performance. Moreover, organizational structure has a mediating role between these two variables. Findings proved that employees perceive social media as a useful tool at workplace and has strong effect on their performance. Similarly, practitioners prefer to use social media at workplace to increase performance of their employees (Cetinkaya, Ali Sukru & Rashid Mohammed, 2018).

Results supported that "usefulness" component of social media strongly correlated with employee job performance especially with task performance and contextual performance. Hence, it is suggested that higher management ought to develop policies, procedures; rules and regulation abut social media usage and encourage them to use it for work purposes at workplace to gain its utmost benefits (Cetinkaya, Ali Sukru & Rashid Mohammed, 2018). For efficient use of SM organizations may focus on employees' behaviour towards using social networks. Organizations' can design their training programs according to habits of using social networks of employee's. For example, Organizations can make Face book page and use it for training purpose. HR department can update its policies, new training programs, meeting schedules, training tools, inspirational quotes on Facebook training page (R.Sakthivel,Dr & Parasuraman, 2018).

As per the other study observation, both negative and positive effect of use of social media are presented. The study has brought benefit and challenge to the organization most of the primary selected studies have been proved the social medias using is benefit towards the personal and organization productivity however some of the studies showed negative effect of using social medias at the work place (Shahrulanur Mohammed, SafiahSidek, SitiZakiahIzharrudin, Norliah Kudus & Mahadi Abu Hassen, 2017), (Yeshambel et al, 2016) and (Huang et al, 2015).

When considering social media and its impact at the workplace, it is important for employees to obtain clear policies, that they get familiar with throughout training. This would prevent waste of time and productivity decline for the organizations (Stafford &Mearns, 2009) and (Skeels & Grudin,

2009). The use of social media should be promoted as a working tool, for example employees could exchange information with other members about common interests, policies, services and products. There should be a safe and collaborative work environment where employees have an enriching learning experience (Stafford & Mearns, 2009). For instance, managers could educate their employees about having a professional online presence and teach them the risks of posting inappropriate pictures or comments on social media. In line with (Adams' Equity Theory, 1963). If employees are cognizant of their valuable input toward the organizational goal, they will feel their contributions are essential for the company's success, and they will have satisfaction with the outcomes they experience.

Grounded with some studies and my personal observation, social Medias are routine activities of most of Ethio-telecom employee and have its own negative effect on their performance as well as the company's performance.

Most of Ethio-telecom employees engaged in using social media, they use it to get updated on current social, economic and political issues, rather than acquiring knowledge related to their job, to learn new skills, or to get innovative ideas to improve their work performance. Furthermore, after consulting social media whatever issue they found interesting for them, it becomes a subject for debate at the workplace during working hour and contributes for further discussion with other employees. This leads to a decline overall employee's performances. So, unmanaged use of social media during working hour should be strongly discouraged. In sum up (Vinay Prajapati April 2020) states many studies argued positive and negative impact as follows:

Positive Effects of Social Media in the Workplace

Increased Productivity

Social media helps them to manage the task of multitasking convincingly. They need compliments for the amount of work they have done and get more motivated in their upcoming tasks .

Work Ethics

Social media helps them aware of the work ethics of a company, which is highly important to make your presence is felt in a company else losing a job would be on the cards. Social media plays an essential role in creating awareness among employees about work ethics. Most of the companies keep listing their working techniques on social media.

Mental Break

Over long hours of getting stressed for completing their task, employers allow their employees to take breaks in between. Do not get embarrassed about taking mental breaks from work. Everyone suffers from this issue.

Solve Work Problems

Many companies have set-up their branches in different parts of the country or even across the world. Social media is a great platform to connect to those employees and talk about work and solve your issues regarding work. Maybe those employees have a better solution to the problem. Those people may tend to provide you more information that you were not aware of. Enhancing better functionality, resulting in better performance.

Global Connectivity

Social media makes it easier for employees to contact their friends and family in case of any emergency. It also makes it possible to share ideas and communicate when working on a project. Even when they're confined inside their cubicles, they are still connected to the outside world.

Enhance Communication

Employees may put up their voices on social media regarding their issues overwork, where they can be heard. Anyone who thinks their voice is not being heard in presence, they may put up their problems on social media. And, getting a response from the employer enhances the smooth flow of communication. Hence, removing the communication gap in between them.

Personality Development

It seems a little bit awkward in knowing how one can develop their personality through social media. But, Yes, social media may help in the personality development of employees. Employees get access to business models of business, statistics, more valuable information, debates, and the latest stories over social media. Dedicated employees may take advance of such activities on social media, which may help them flourish.

Morale Boost

Allowing to use of social media during work hours may improve in boosting their morale and their engagement. Getting connected to their friends and family during work hours whom they love the

most will sense them that they are being valued in office. They will get a sigh of relief that you trust them overwork front.

Innovation

Allowing employees to use social media may improve their working techniques. Some may even tend to provide innovative ideas as to how to grow a company. A sense of entrepreneurship arouses in them, which may benefit a company.

Recruitment

Recruiting new talents may be a tough task when recruiting offline by advertising through print media. Social media platform like Linked in is highly in demand for recruiting talented people across the world whose existence you may not know otherwise. Most recruiters are posting their vacancies, providing complete details about the job, which seems to be an easy process. From experienced employees to new talents,

Customer Service

Make your presence on social media and engage more customers towards your brand. A sense of responsibility comes to the company to get connected with customers on social media. Listen to their queries and respond to them quickly to gain their trust in your brand. Better customer service leads to better growth of a brand. Gaining customers' trust is the most important. Getting connected to customers over social media seems to be highly benefited.

Employee Recognition

Social media is a great platform to recognize employees' accomplishments. Recognitions allow us to interact with such employees and create a team that may help in the growth of a company. Recognitions may improve an employee's morale. Employees may get connected on social media and may interact very often to discuss their problems, and getting better solutions may benefit the company in many ways.

Professional Connections

Employees may use social media to connect with people outside their company. They may be working for other companies. Creating formal relationships with them seems possible only across

social media. These relationships may turn out to be an advantage for a company by generating leads, getting new ideas, and more business opportunities across the globe.

Life Outside Work

When you're stuck inside office walls for the whole day, you slowly forget about life outside work. Countless tasks and responsibilities can quickly suck the energy out of you, essentially making you miserable. But social media in the workplace can remind you about life outside work and the reasons why you're working so hard.

Negative Effects of Social Media in the Workplace

Time Waste

Posting content that doesn't interest the users, then you are almost wasting your time on social media. Again, leading to less productivity. Social media for personal use may also be time-wasting when used excessively during work.

Attention-Seeker

Young individuals can easily turn into attention-seeking prima-donnas by following their favorite influencers on social media. Plus, social media is built to make people anxious about the number of likes and shares on their photos and posts. It will make users want to spend most of their time trying to please irrelevant people. Adults aren't immune to this sort of behavior. Their craving for attention could smoothly go overboard and make them dependent on social media for some temporary sense of satisfaction and contentment. It can negatively affect their work ethic and productivity.

Can Be Addictive

Social media allows easy access to photos, videos, posts, songs, and books from all over the world. They get to consume an infinite amount of content daily. In the end, they always want something more and slowly become addicted to social media. They fail to realize that social media can only provide them with some temporary contentment and can't give them any real fulfillment. Employees addicted to social media work at a slower pace than their peers. They have small attention spans and produce sloppy work, making them mistake-prone and possible liability to the company.

Cybersecurity Risk

Social media in the workplace using the company's internet may lead to cyber hacks. All data regarding an organization may be stolen by hackers, which no organization wants to suffer. The cybersecurity may be a nightmare for an organization.

Negative Mental Health

There are a lot of articles and studies done on social media and its impact on the mental health of its users. Communication on social media is inherently different from communication in the real-world. It often leads to a false sense of security that quickly crumbles when faced with hostility or challenge. Those who depend on social media for validation likely suffer from low self-esteem. They continuously suffer from depression and anxiety, making them unfit for most work environments.

Distraction from Work

Using social media during working hours causes distraction among them. Most people get curious to check their social media accounts in between work. It causes their focus to shift from work. Most people have been caught checking their social media profiles, watching videos, and even playing games. The decrease in productivity has been observed when employees use social media excessively. Low efficiency may run down the business of a company.

Harassment

The darker side of the social media most people is unaware of. Sharing personal life events on social media may lead to bullying by their colleagues. It creates differences among employees affecting the productivity of the company.

2.5 Conceptual frame work

In the bases of the above literature review the conceptual framework was developed to explain the key concepts used in the study and how they are impact to each other to investigate the final outcome. As we see in the literature the two key points in the study is social media and employee job performance. Employee job performance described as dependent variable and social media factors time usage, attention diversion and sharing of information, knowledge and skill are as independent variable.

The study model was prepared by the researcher, based on the previous studies of (Andzulis, Rapp & Agnihotri, 2014) (Hussein, 2006)
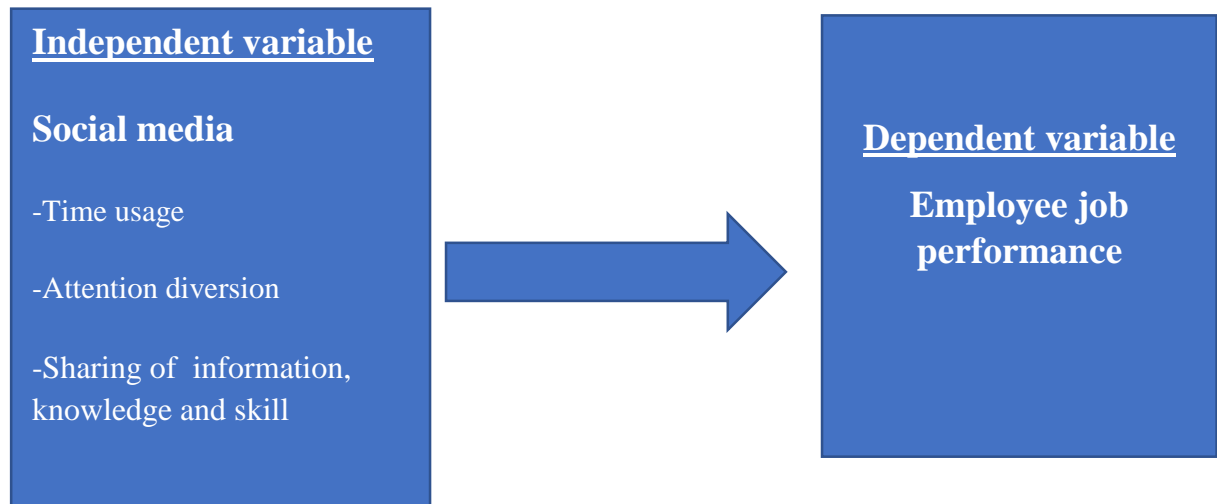

Figure 1. The relationship between social media factors with employee's Job performance.

3. Research Design and Methodology

3.1. Research Approach

For this research the data collected from Ethio telecom selected employee, supervisors and lower level managers by questioner so in order to achieve the research objective the research is uses quantitative approach because it is concerned with examining the relationship of known variables. the purpose of this study was to test the effect of social media in employee job performance and also the research conducted in inductive reasoning approach.

3.2 Research Design

The research design is intended to provide an appropriate framework for a study. A very significant decision in research design process is the choice to be made regarding research approach since it determines how relevant information for a study will be obtained; however, the research design process involves many interrelated decisions. (Kassu Jilcha Sileyew January, 2019).

Therefore, the researcher preferred the Explanatory, cross sectional method is used to meet the purpose of this research because the study needs to address the factors that influence especially the effect of social media on employee job performance. This could be based on theories and reviews of literatures that could identify the research problems and could able to give solutions.

3.3. Population, sample size & sampling procedure

3.3.1. Overview of Ethio telecom and Target population

In Ethiopia the first and the only telecom operator is Ethio telecom until few months before. The company service was introduced in Ethiopia by Emperor Menelik II in 1894 when the construction of the telephone line from Harar to Addis Ababa, was commenced. Then the interurban network was continued to expand satisfactorily in all other directions from the capital. Lastly in January 2022 half year report ethio telecom (ET) total subscribers reached

56.2 Million from this Mobile voice subscribers reached 54.3 Million, Data and Internet users 25 Million, Fixed Services 912K, and Fixed Broadband subscribers reached 374K. Population and geographic coverages are 95% and 85.4% respectively. Telecom density has reached 54.8%.

Now a day the company branched in seventeen (17) regionally branches, six(6) zones in Addis Abeba with head quarter. The study surveys only six zonal offices (Central Addis Ababa zone CAAZ, East Addis Ababa zone EAAZ, North Addis Ababa zone NAAZ, South Addis Ababa zone SAAZ, South West Addis Ababa zone SWAAZ and West Addis Ababa zone WAAZ) and head quarter employees because of time and budget constraints.

3.3.2. sample size & sampling procedure

The study selects employee sample using stratified random probability sampling method. The total number addis Abeba zones and Head quarter employee considered as population of the study which is 9659 employees. Also by considering the employees work situation variation, the sample size stratified in to six zones and one head quarter groups. The study uses to calculate the sample size the standard formula of (Yamane. T, 1967).

Formula: $n = N / (1+N(e)2)$

where

n= the required number of sampling

N=number of total population

e= is the level of precision or sampling error= (0.05)

$n=N/(1+N(e)2)$

n=9659/ (1+9659 (0.05*0.05))

n=399

To keep the proportionality between the sample group the study uses the below formula which is formulated by (Cochran, 1992: 53-57) and (Israel, 1992:39)

nh = (Nh/Ns) n

where

- h= Sample size from each stratum
- Nh= Total population from each stratum
- Ns= Total population of the sum of strata for the study
- n= Total sample size from the study population
- **nh = (Nh/Ns) n**
- Head quarter nh = ((6992/9659)*399)=289
- CAAZ nh = ((386/9659)*399)=16
- EAAZ nh = ((498/9659)*399)=20
- NAAZ nh = ((443/9659)*399)=18
- SAAZ nh = ((449/9659)*399)=19
- SWAAZ nh = ((427/9659)*399)=18
- WAAZ nh = ((464/9659)*399)=19

No.	Group of samples Zones & Head quarter	No of total employees	Sampled respondents
1	Head quarter	6992	289
2	CAAZ	386	16
3	EAAZ	498	20
4	NAAZ	443	18
5	SAAZ	449	19
6	SWAAZ	427	18
7	WAAZ	464	19
	Total	9659	399

Table 1 proportion of respondent

3.4. Data sources & data collection method

The study data collect from Primary data using structured questionnaire which contained a mixture of closed ended and open-ended questions. Based on the research objective, questionnaires were distributed to respondent to get information about the effects of social media on employees' performance of ET. By considering that most of ET employees comfortable responding in Amharic the questioner translated in Amharic language and, participants of the study are informed about the objective of the study and they are also be notified of about the confidentiality of their response.

3.5. Reliability

Reliability indicates the stability and consistencies with the used instruments in measuring the issue studied and help assess the quality of the study. The two factors of reliability will be assured through standardizing the condition under which the instrument administered (stability) and employing the same design of measurement for the whole sample (consistency aspect).
The Cronbach alpha coefficient is an indicator of internal consistency of the scale. A high value of the Cronbach alpha coefficient indicates the items that make up the scale "hang together" and measure the same underlying construct. A value of Cronbach alpha above 0.70 can be used as a reasonable test of scale reliability. (Gaur A. and Gaur S. 2009)

Therefore all the five dimensions of measuring service quality were found to be high in their internal consistency and thereby in measuring the dimensions of interest. (crombach alpha >0.7 acceptable) .

3.6. Method of data analysis

Data collect from respondents was analyze through descriptive statistics by use of statistical package for social sciences (SPSS). Descriptive statistics provide a clear picture of the characteristics of sample units. Analysis of quantitative data from the questionnaire was involve coding, data entry and cleaning which was follow statistical rules and commands as well as measures like the mean and correlation coefficients. The measurement of correlation coefficient was guides the researcher to establish the existence or lack of existence of the direction and also the strength of each dimension of the independent Variable with the Dependent variable.

3.7. Ethical Consideration

The researcher has concerned to the ethical issues in every aspect of the study. The participants were selected based on their willingness. And also to maintain the confidentiality of the information provided by the respondents, the respondents are informed not to write their names on the questionnaire and assured all the responses are used only for academic purpose and kept confidential. This helped to avoid any biased responses or unauthentic data provided by respondents. In sum up, the whole process of the study was conducted within the frame of acceptable legal and professional ethics.

4 . DATA PRESENTATION, ANALYSIS AND DISSCUSSION

4.1 Introduction

This chapter describe the major findings and analyses of the data gathered from the respondents of ethio telecom employees from head quarter and zonal offices. A questionnaire was distributed for 399 respondents Out of these, 313 questionnaires were filled and collected, but 6 were discarded due to invalid or incomplete data entries. So the samples comprising to a total of 307 respondents were used for analysis with almost 77% of response rate. Thus, the analysis was based on the valid 307 questionnaires response from employees'. The analysis done with SPSS version 25.0 software also tables and figures are used to discuss the results obtained from this software. 4.1 Response rate

Table 4.1 Response rate

TARGET POPULATION		QUESTIONNARIE DISTRIBUTED	COLLECTED
Strata/Zone	Total		
Head quarter	6992	289	205
CAAZ	386	16	15
EAAZ	498	20	17
NAAZ	443	18	17
SAAZ	449	19	18
SWAAZ	427	18	18
WAAZ	464	19	17
Total	9659	399	307
		Response rate %	**77%**

Source: Survey data, 2022

4.2 Respondent profile

In the following table frequency and the percentage of the respondent profile are summarized.

Table 4.1 Demographic profile of respondents

	Classification	Frequency	Valid Percent
Gender	Men	196	64%
	women	111	36%
	Total	307	100%
Age	18-25 age	50	16%
	above 25-35 age	138	45%
	above 35-48 age	100	33%
	above 48 age	19	6%
	Total	307	100%
Marital status	single	80	26%
	married	223	73%
	divorced	4	1%
	Total	307	100%
Educational background	diploma & below	74	24%
	first degree	183	60%
	second degree	50	16%
	Total	307	100%
service year	below 3 service year	45	15%
	above3-8 service year	103	34%
	above 8-15 service year	119	39%
	above 15 years	40	13%
	Total	307	100%
position	admin	282	92%
	supervisor	20	7%
	management	5	2%
	Total	307	100%

Source: Survey data, 2022

As shows from the table the male questioner respondent are 64% and the female respondents are 36 %. The age of the respondent was largely dominated by the range of 25-35 (45%) followed by the age group that between 35- 48(33 %) and 18-25 (16%). The least available age group in the sample was 48 above which accounted 6 % of the total sample respondent population. As shown from survey data, 61% percent of the research participants fall under 35 years old that shows the company have energetic and productive employees. these age group also exposed to social media because they egger to getting the new information frequently to satisfy their new needs and wants. On the other hand, out of the total respondents 73% were married whereas the rest 26% and 1% respondents were single and divorced respectively. Regarding the education status of the respondents the research used four groups to measure their educational level i.e. diploma and below, First Degree, second Degree and other than three groups. Educational status of the respondents shows that diploma and below (24%), first degree holders which accounted 60% and second degree (16 %) of the total sample population. Therefore, it implies that most of the respondents are literate to understand and answer the questioner. Also the result might conclude that the effect & usage of social media highly expected. The next profile clarifies the service year respondent in the company, 15% of respondent are below 3 service year, 34% of respondent above 3-8 service years', 39% of the respondent also above 8- 15 service year and above 15 service year accounts only 13 % of the respondent. the last demographic profile explains the position which is admin consists of the highest percentage (92%) from among all other respondents in the sample. The remaining respondent are 7% supervisors, and the lowest percentage goes to managers only 1% of the respondent.

4.3 Reliability Test

Reliability is the degree to which the measure of a construct is consistent or dependable (Bhattacherjeend, 2012). The reliability test was executed by Cronbach's alpha coefficient used to measure the internal consistency of the items used. George and Mallery (2003), provides the following rules of thumb: >0.9-Excellent, >0.8-Good, >0.7-Acceptable, >0.6-Quesstionable, >0.5-Poor, As shown in tables 4.2 the study established the scale as having reasonable reliability with cronbach's alpha of items were calculated and found to be 0.903 which is excellent and good, therefore the data is perfectly reliable.

Table 4.2 reliability statics

Cronbach's Alpha	N of Items
0.903	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
time spend away working time	15.58632	12.564	0.878	0.864
social media divert attention from my task	15.47231	13.244	0.857	0.867
sm knowledge & skill acquire for my task	15.10098	15.235	0.749	0.884
sm use only in tea brake	15.41368	15.021	0.676	0.896
engaging sm in work time affect my performance	15.47557	15.989	0.809	0.881
outstanding performance last year	15.16612	18.387	0.542	0.913

Source: Survey data, 2022

4.4. Descriptive analysis

The descriptive statistics of the mean scores and percentage of seven categories discussed in the tables 4.3. All parts of the dimensions are processed, analyzed and interpreted in order to achieve the desired result. the response rate was assessed with three Performance and seven Social Medias indicator parameters.

Table 4.3 Employees response data

	Mean	Std. Deviation	strongly disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly agree (%)
time spend online on social network takes away my working time	2.8567	1.17947	9.1	39.4	18.9	21.8	10.7
using social media in work time divert attention from my task	2.9707	1.09773	2.6	42.0	22.8	20.8	11.7
I uses sm in skill & knowledge acquiring to improve my job performance in workplace.	3.3420	0.89860	4.6	8.5	42.0	38.1	6.8
I use sm only to get or share information in my tea brake time	3.02932	1.004461	10.4	15.6	36.5	35.5	2.0
engaging sm in work time affect my job performance negatively	2.9674	0.73581		28.7	45.9	25.4	
Did you score outstanding performance in the past year	3.2769	0.55855		5.5	61.6	32.9	
I effectively work with other employee	3.9805				8.8	86.3	4.9
	Mean	Std. Deviation	no use at work place (%)	Daily (%)	once weekly (%)	Someti mes (%)	Missed (%)
How many times you engage sm in workplace	2.0879	0.97455	35.2	29.0	27.7	8.1	
	Mean	Std. Deviation	less than 15 min.	15-30 min. (%)	30 min.- 1 hr. (%)	more than 1hr. (%)	Missed (%)
How much time spend at once	1.8934	0.78494	35.0	42.1	21.3	1.5	35.2

Source: Survey data, 2022

For the first item of time spend online on social network takes away my working time with a Mean of= 2.85 and standard deviation of 1.179 indicated that , 21.8% and 10.7% of the respondents agree and strongly agree with the statement respectively. 18.9% of the respondents are neutral. 39.4% and 9.1% of the respondents disagree and strongly disagree with the statement respectively. For the second item, in the case of using social media in work time divert attention from my task with a mean of= 2.97 with standard deviation of 1.09 depicted that 20% and 11.7% agree and strongly agree with the statement. 22.8% of the respondents are neutral. Those stating disagree and "strongly disagree 42% and 2.6% respectively.

For third item which is I uses sm in skill & knowledge acquiring to improve my job performance in workplace with a Mean of= 3.34 and standard deviation of 0.89 indicated that 38.1% of the respondents were agree, 6.8% strongly agree, 42% neutral, 8.5% disagree and . 4.6% strongly disagree.

For the forth item 35.5% of the total respondents claimed that they agreed to I use sm only to get or share information in my tea brake time and 2% strongly agree, the rest 36.5%, 15.6% and 10.3% lied on neutral, disagree, strongly disagree respectively with a Mean of= 2.96 and standard deviation of 1 indicated.

With regards to fifth item, engaging sm in work time affect my job performance negatively respondent with a Mean of= 2.96 and standard deviation of 0.7 indicated that saying agree amount to 25.4%, and 45.9% of the respondents are neutral. Respondents who replied disagree to be 28.7%.

For the sixth item with a Mean of= 3.27 and standard deviation of 0.55 indicated that 32.9% of the sample respondents are agree about Did you score outstanding performance in the past year where as 61.6% were neutral and 5.5% disagree.

In the item of effectively working with other employees with a mean of= 2.08 with standard deviation of 0.97 depicted that 86.3% of respondent agree,4.9% strongly agree and 8.8% neutral stated.

For the last item, in case of engaging social media frequency in the work place the respondents who doesn't use social media in the work place 35.2% while those who are uses social media in the work place daily, weekly, sometimes amounts 29%, 27.7% and 8.1% respectively. Among those uses social media 42.1% of them spend between 15 -30 min. and 35% uses only less than 15 min. The rest which is uses between 30min.- 1hr. accounts 21.3% and 1.5% of respondent also spends more than 1 hr. in the work time with a mean of= 1.89 with standard deviation of 0.78 indicated.

4.5. Correlation

This study employs the correlation analysis, which investigates the strength of relationships between the studies variables. Pearson correlation analysis was used to provide evidence of convergent validity. Pearson correlation coefficients reveal the magnitude and direction of

relationships (either positive and negative) which falls between -1.0 and +1.0, (Field, 2005) The Pearson´s correlation coefficient (r) was used to conduct the correlation analysis to find the level and direction of the relationships between the dimensions of use of social media and employee job performance. It was also used to rank the variables that have the strongest associations with customer satisfaction.

As per the guide line suggested by Field (2005), the strength of relationship 0.1to 0.29 shows weak relationship; 0.3 to 0.49 is moderate; >0.5 shows strong relationship between the two variables.

Table 4.4 correlation analysis data

		time spend away working time	social media divert attension from my task	sm knowledge & skill acuire for my task	engaging sm in work time affect my performance	effectively work with other employee
time spend online on social network takes away my working time	Pearson Correlation	1	.905**	.719**	.759**	.473**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000
	N	307	307	307	307	307
social media divert attention from my task	Pearson Correlation	.905**	1	.686**	.780**	.515**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000
	N	307	307	307	307	307
sm knowledge & skill acquire for my task	Pearson Correlation	.719**	.686**	1	.595**	.433**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000
	N	307	307	307	307	307
engaging sm in work time affect my performance	Pearson Correlation	.759**	.780**	.595**	1	.572**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000
	N	307	307	307	307	307
outstanding performance last year	Pearson Correlation	.473**	.515**	.433**	.572**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	
	N	307	307	307	307	

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Survey data, 2022

As seen in the table 4.4 the coefficients show that the elements of social media were all positively related with employee job performance within the range of 0.433 to 0.905 in this case all are significant at p<0.01. (Field, 2005) The bivariate correlation of a two-tailed test confirm the presence of statistically significant difference at probability level p<0.01 i.e. assuming 99% confidence interval on statistical analysis.

Pearson correlation coefficient of other four variables (attention diversion, knowledge aquire & share, engaging sm in work time affect my performance and outstanding performance last year) against time spend online on social network takes away my working time the result showed that 0.905, 0.719, .759, 0.473 respectively. Pearson correlation coefficient of the three variables (knowledge aquire & share, engaging sm in work time affect my performance and outstanding performance last year) against attention diversion is 0.686, 0.780, and 0.515 respectively. Pearson correlation coefficient of the two variables engaging sm in work time affect my performance and outstanding performance last year) against knowledge acquire & share is 0.595 and 0.433. And lastly Pearson correlation coefficient of other variables engaging sm in work time affect my performance against outstanding performance last year accounts 0.572.

Summarizing the result on the above table 4.4, there is statistically positive significant relationship between the social media focused three variables: time spent on SM, use of social media during working hours affects employee's attention and sm uses in skill & knowledge acquiring to improve my job performance in workplace. on the one hand the strength of the relationship varies.

5. SUMMERY, CONCLUSIONS & RECOMMENDATIONS

This chapter provides summary of major findings, conclusions and recommendations based on the result of the study and research questions. The study tried to identify the relationship between the three dimensions of social media (Time spend online on social network takes away my working time, social media divert attention from my task and sm sharing knowledge & skill acquire for my task) with employee job performance.

5.1 Summary

- Descriptive analysis revealed that most respondents fall in the age group of 18 to 35 years. Concerning their gender mix 64% of the respondents are male the rest are female. also about 76% percent of the respondents first degree and above education status. Regarding their job position 92% are admin the other respondents are supervisor and managers.

- The data for this study were test to be reliable using the Cronbach alpha coefficient technique. Cronbach alpha confirmed that the questionnaire was internal consistent.

- The Pearson correlation coefficient showed that all of the variables positively related within the range of 0.433 to 0.905 in this case all are significant at p<0.01. i.e. assuming 99% confidence interval on statistical analysis.

- Findings of Factor analysis which is directly relates to the study, time spend online on social network takes away my working time with a Mean of= 2.85 and standard deviation of 1.179 indicated that , 21.8% and 10.7% of the respondents agree and strongly agree with the statement respectively. 18.9% of the respondents are neutral. 39.4% and 9.1% of the respondents disagree and strongly disagree with the statement respectively. also in the case of using social media in work time divert attention from my task with a mean of= 2.97 with standard deviation of 1.09 depicted that 20% and 11.7% agree and strongly agree with the statement. 22.8% of the respondents are neutral. Those stating disagree and "strongly disagree 42% and 2.6% respectively. The other which is uses sm for skill & knowledge acquiring to improve my job performance in workplace with a Mean of= 3.34 and standard deviation of 0.89 indicated that 38.1% of the respondents were agree,

6.8% strongly agree, 42% neutral, 8.5% disagree and . 4.6% strongly disagree. And also in the dependent variable side engaging sm in work time affect my job performance negatively respondent with a Mean of= 2.96 and standard deviation of 0.7 indicated that saying agree amount to 25.4%, and 45.9% of the respondents are neutral. Respondents who replied disagree to be 28.7%.

5.2. Conclusions

From the arithmetic mean values generated by the descriptive statistics, shows that time spend for social media affects working time (mean=2.85) is below the average cut-off point of 3. While other factor social media helps to improve skill and knowledge also facilitate interchanging of information (mean=3.3), attention diversion happened in the work place due to social media usage (mean=2.97) and respondents believes use of social media affects my job performance negatively(mean=2.96) are above average and closer to average mean respectively. From this we can realizes that Social Medias has negative as well as positive effect on employees' job performance. The positive perception of employees observed that social media help to improve knowledge and skill that enhance professional capability also in the negative side attention diversion.

The study tried to investigate and answer the research question which means relationship between the three dimensions of social media (Time spend online on social network takes away my working time, social media divert attention from my task and sm sharing knowledge & skill acquire for my task) with employee job performance. Moreover, it tried to explore the most influential factors that are behind employee job performance in the context of Ethio telecom by using descriptive and correlation. Thus the survey response of the three variables time, attention diversion and knowledge & skill acquire descriptive statistic frequency value demonstrate the social media effect are clearly indicating that have considerable use of social media working time and have a significant effect either positive or in negative side on employee day to day activities. Besides, as described in the demographic part the study finding indicates the largest number of employees covered by young. And according to Akram and Kumar also argue that young people are very interested for new information (W.Akram & R.Kumar, 2018). Regarding to research question result indicate respondents perceive as employee's performance affected by

social media factors specially on the side of attention distraction due to issues discussed through social media and with the low range unnecessary work time negatively. The negative effect of social media noticed by a few respondents on the open ended part questioner also shows as usage of social media takes away considerable time from their job. However, as shown in the descriptive analysis the variable knowledge & skill acquire has positive effect by enhance professional capability on employees' job performance.

In general, the study concludes by comparing two positive and negative influencers of independent variable regards to dependent variable by using the above analysis, Ethio telecom employee job performance is not bad however social media has negative effect on employees' job performance than its benefit but there is some indicator as it needs further research. So to minimize the negative impact supervisor and managers should follow their employees 'habit in using social media and should encourage the suitable user to improve job performance and instruct if there is improper engagement.

5.3. Recommendation

Based upon the study, the following recommendations are suggested.

- The company need to develop special policies, procedures; rules and regulation about social media usage and encourage them to use it for work purposes at workplace to gain its benefits
- The company should design different programs which encourage a good culture to the utilization of social media for the purpose of attaining maximizing employees' job performance.
- The study of the research is confined with only one organization and even with limited sample size; therefore, future researchers should also make them researches in different telecom industries and other different organizations in order to get broaden empirical evidences in the area.

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Appendix

<div align="center">

ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

MBA PROGRAM

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<u>Dear sir/Madam,</u>

My name is Elala Biratu, I am postgraduate student of **St. Mary's University MBA program**. I am conducting a study about Effect of social media on employees' job performance in case of Ethio telecom. Therefore, I kindly request you to take some time and respond to the entire question, honestly. I assure you that all the responses will be treated confidentially and it will only use for academic purpose. Participation is purely voluntary and no need to write your name.

Your cooperation is very crucial for the success of this research.

<div align="center">

I thank you in advance for offering your golden time.

Please complete the section by ticking the (X) mark in the option applicable to your statement.

</div>

Part I. Information about Demographic Data

1. Gender   Male ☐   Female ☐

2. Age   18-28 ☐   <28-35 ☐   <35-45 ☐   Above 45 ☐

3. Marital Status   Single ☐   Married ☐   Divorce Widow ☐

4. Educational Qualification

   Diploma & below ☐   first degree ☐   second degree ☐

   other please specify _____

5. Year of service in the organization

   Below 5 years ☐   <5- 10 years ☐   <10-20 years ☐   Above 20 years ☐

6. Employment Group

Management ☐   Supervisor ☐   Admin ☐

Part II. To assess the impact of social media in employee job performance of ET.

No.	Item	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
	Social media basis					
1.	The time I spend online on social networks takes away from my working time.					
2.	Using social media in working time diverts my attention from my task.					
3.	I uses social media in skill and knowledge acquiring to improve my job performance in work place.					
4.	I use social media only to get or share information in my tea break time.					
5.	Engaging social media in working time affected my job performance negatively.					
	Based on Job performance					
6.	Did you score outstanding performance result in the past years?					
7.	I effectively work with other employees.					

8. how many times you engage social media in work place.

No use at work place ☐　　　daily ☐　　　　weekly once ☐　　　some times ☐

9. If you use daily how much time you spent.

Less than 15 minutes ☐　　　15-30 minutes ☐　　　30min.-1 hour ☐　　　more than 1 hour ☐

10. If you have any further comments on the effect of social media on your Performance, please share it　　below.

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