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Effects of Social Networks on Manufacturing Companies on Employee Productivity in Kano State

Muhammad Usaini [α] & Rabiu Idris Jibrin [σ]

Abstract- The overarching goal of this study was to investigate the use of social networking sites in Kano manufacturing organizations and their impact on employee productivity, with a particular focus on HNL Manufacturing Company Kano. The study aimed to accomplish the following goals: to identify the use of social media networks in Kano manufacturing organizations; to investigate the impact of social networking sites on employee productivity at HNL Manufacturing Company; and to identify techniques that manufacturing organizations can use to increase employee productivity through social media networks. The analysis used a sample random sampling technique to implement a descriptive research design. The data collection method was carried out at HNL Company via an interview with a targeted sample size of 26 employees. The key findings of the study indicate that considering the limitations and nature of social media policies, workers accessed social media once a day on their devices for more than 2 hours at work and discovered that HNL Manufacturing Company had adopted different techniques such as crowd sourcing, enterprise social networks to some degree and Facebook Fridays that are not in use. The report also concludes that social media has a very modest effect on the efficiency of employees. Research advises that manufacturing companies do not neglect using different social media techniques and policies. It is no longer realistic or feasible to enforce a complete moratorium on accessing social networking sites at work. Every week, social networking websites are developed. It would be a boring and never-ending job to block access to any social networking website.

Keywords: social network, employees productivity, manufacturing organization.

I. Background of the Study

Today, on a global scale, the business world has faced unprecedented significant challenges ranging from the economic crisis, growing rivalry, declining and volatile flow of mineral reserves such as oil, uranium, rising living costs, and decreased income. It's an inescapable reality that work processes have become so complicated in today's world that no one can work in a vacuum, and one has to work with each other to get things done. Mobility has made this more difficult because the individual with whom to work and the client may not be in physical proximity (Aguenza et al., 2012). In this contemporary competitive climate, workers known as the blood of organizations have a larger role in making organizations succeed in a continuous range of global shifting effect companies where dependence on manual employees changes employee productivity. It has also become more common for employees to use social media both internally and externally to achieve organizational goals. It is widely acknowledged that social media platforms have had a significant impact, particularly in terms of improving the effectiveness of contact processes in business and private life (Aguenza et al., 2012). Social networking is a method of bringing many people together and creating large groups (Liapis et al., 2015). Large, small, formal, informal, global, and international groups are examples of such organizations. They are a method for forming groups, obtaining assistance, disseminating knowledge, and taking steps to achieve specific goals. Websites are frequently employed in online social networking. Social networking sites (SNS) are websites such as Facebook, Twitter, YouTube, Instagram, LinkedIn, and Skype, to name a few. SNS has caused significant changes in how people connect as employees and even as organizations (Martensen et al., 2011). Millions of people worldwide, including Nigerians, use social networking sites, which evoke mixed emotions. Employees spend more time at work on social networking websites doing non-work-related tasks, including creating profiles for social media, sharing status with friends and family, receiving help alerts, streaming and downloading videos, and sending personal messages, among other things.

Considering the latest buzz about social media, the concept of social networking has been around and grown like any other invention, and has since become sophisticated with technological advances. The creation and exchange of texts, videos, photographs, and other messages via electronic medium can be traced back to the 1700s with the invention of the telegraph. While social networking has emerged as one of the most important business inventions of the twenty-first century since the internet's inception in the previous century, it has added another dimension to the way people interact around the world, and particularly in Nigeria. With can market competition and a changing economy,

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organizations must adapt and react quickly and professionally to gain a competitive advantage over their competitors and improve organizational competitiveness. According to the researcher's experience gained through unstructured interviews with employees from different manufacturing firms, there is a lack of interest in the use of social media in this field, and some businesses regard it as a secondary tactic in their employees' competitiveness. Employee productivity in this industry is typically focused on employee trust and signed agreements between employer and employee to carry out their responsibilities properly, and it's easy to overlook the impact of employee social networking on their skills, skill, knowledge, qualification, productivity, success, and level of motivation. The company's productivity and profits are contingent on the effectiveness of its employees, and its employees are heavily reliant on social media. As employees spend between one and five hours a week on social media, the company's productivity is likely to be affected somehow. Employers face difficulties as a result of this. As a result, the business's social media use, such as blogs, Facebook, Twitter, and Instagram profiles, is disorganized and not regularly updated to attract new customers and distributors, resulting in a significant loss of opportunities in Kano's manufactured goods industry.

Various studies have been conducted to investigate the impact of social media on employee productivity. Mwituria (2015) investigated the level of employee involvement in social media and its impact on employee productivity in Kenyan banks during working hours in one of her studies. The study's focus is on the banking industry and extends beyond Nigeria. The purpose of this study is to determine whether the use of social media during working hours in Kano Manufacturing organizations affects employee productivity and how organizations can use various methods to ensure that productivity is not harmed when using social media.

The study uses the following basic goals to direct the research: i. To find out how popular social networking sites are. Ii. At Holborn Nigeria Limited in Kano, to look into the impact of social networking sites on employee productivity. Iii. To define tactics for increasing employee productivity in the face of growing social media use.

This research is essentially an attempt to address a question: does the use of social networking sites impact the productivity of employees? The research focuses primarily on manufacturing companies in Kano, with Holborn Nigeria Limited in Kano being the field of study. The primary reason for selecting this form of scope is to investigate the actions of workers in the organization from various divisions. It would be possible to assess how time spent on social media impacts their effectiveness by understanding their use of SNS.

II. Review

a) *Introduction*

Based on the study's goals, this section presents the body of knowledge, concepts, and hypotheses related to the study's subject, i.e., social networks in workplaces and their effect on worker productivity in Kano manufacturing organizations. These objectives include assessing how Kano Manufacturing Company employees use social media networks, investigating the impact of social media networks on employee productivity in Kano, and investigating the available approaches for manufacturing companies to improve employee productivity on social media networks. The following are the key topics that have been discussed and synthesised:

- Social media use.
- The impact of social media on employee productivity.
- Methods to increase employee productivity across social media networks.
- Theoretical background on social networking and employee productivity.

Social media as "a group of internet-based applications that build on Web 2.0's ideological and technological foundations and enable the creation and sharing of user-generated content" (Kaplan et al., 2010). Kishokumar (2016) expands on this notion by stating that social networking roles aren't limited to people exchanging information. Ghalleghy et al., (2014). SNSs are web-based services that allow users to create a public or semi-public profile, articulate a list of other users with whom they share a link, and display and navigate their list of links within the system as well as those provided by others, all within a limited framework. The presence of these relationships, as well as their terms, will differ from place to place.

The researchers demonstrate the benefit of the social media for information access by showing how it leads to an open method of communication which helps companies meet customer requirements efficiently and efficiently, and promotes and motivates customer demands. Regardless of the human resources sector, it is common knowledge that social media allows professional networks to be expanded on a number of levels. Professionals of human resources should broaden their networks to access the latest information and instruments (Adzovie et al., 2017). Today, social media is arguably one of the most effective networking resources available. They had infiltrated nearly every home in the region. The number of people who use the internet is rising worldwide. The Arab world's widespread embrace of social media indicates that the internet can become the most effective medium by which all sectors of society will communicate (Reyaee et al., 2015).

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Over the last few years, social networking sites like Facebook, Myspace, Twitter, Bebo and LinkedIn have grown to be more popular, which has led employees to spend endless hours in social media at the expense of their employers (Mwituria, 2015). Most people have become familiar with social networking sites (SNS). In 2016, Facebook had more than 1,86 billion monthly active users, 1,23 billion daily active users and nearly 94% (1,15 billion) active daily users on mobile devices. Due to the prevalence of mobile support, people use SNS without regard to time or space, and the use of SNS has become quite consistent. One of the controversial issues relating to the continued use of SNS is the relationship between SNS use and performance: does SNS benefit or harm people's ability to maintain performance? Many people believe the use of social media reduces productivity. In terms of the quality of learning, the use of social media reduces learning time and energy, leading certain teachers to ban all laptop use in schools so that students do not use social communication during lectures. In an enquiry of 1,400 Chief Information Officers of companies with 100 or more U.S. employees, 54 percent said that their companies are prohibiting SNS completely, 19 percent are allowing it for business purposes only and 16 percent are permitting it for limited personal use. Only 10% allow this for any purpose. As illustrated by this results, most people agree that social media at work distracts workers from their jobs and should be limited to work purposes if at all possible (Min,2017). Employers worry about the exponential increase in the use of social media at work. Data leakage by employees free to gossip in an open environment, damage to a business reputation, "cyber crooks' scams" and open access to corporate information by expired passwords are potential obstacles to their adoption (Wilson et al., 2011). The report addresses safety risks, theft of intellectual property, infrastructure capability issues and corporate culture (Weru, 2021).

With regard to the use of social media and the long-term viability of work productivity in the organization, researchers agree that the number of times that people spend on work reduces the use of social media, which is already limited by limited resources in working time. Herlle et al., (2011) indicates that SNS distracts from work that decreases the input of jobs, such as finishing work. Some organizations, while others, have limited their access to social media platforms. Although certain companies have enterprise access, custom social media platforms are limited. This is due to the negative effect on employee morale caused by employees' use of social media platforms during work hours. Despite the negative consequences, it has been determined that we can use this technology to enhance contact between people who have a common interest or goal. As a result, staff productivity can be improved even further. It is proposed that an appropriate social network be designated for use within the organization and a comprehensive set of policies to govern the use of these social networking platforms Aljaaidi, K., (2020). According to a Robert Half Technology survey (2009), more than half of US companies block social networking websites, both for preventing employees from wasting time and for minimizing risks." According to Wilson (2011), the key concerns about the use of social networking sites at work are as follows: "The lack of data from workers who have freely gossiped in an accessible environment, the malware and phishing of cyber crooks, and the open access to corporate servers created by poor, outdated password attitudes According to many reports, due to working hours, the main problem with social networking is the lack of productivity on the workplace. According to Nucleus Research, the use of Facebook at work resulted in a 1.5% decrease in productivity. 68.4 percent of employees spend considerable time enhancing their networks and 86 percent use office hours to access social media sites, Yeshambel et al. (2016).

Warnakula et al., (2014) found that more than 60.8 percent of participants in the study changed Facebook at work. Employees are one of the most important assets of each organization because they can create value and offer a competitive long-term advantage for companies. When workers are productive, competitive advantages are offered. Social networking is sometimes used as an entertainment. Quinton et al., (2016) say that 55% of employees visit social networking sites at least once a week. According to Proskauer (2014), 75% use social media on their mobile devices at least once a day (and 60 percent accessed it multiple times a day). The use of social media during working hours was a problem for many employers. Organizations often consider employees' time and access to social media to be a concern. The use of social media is expected to expand at an exponential rate. Munene et al., (2013) found that 95% of respondents were given access at least once a week in their research. 45% of respondents used the social media during working time (8 a.m. to 5 p.m.) and said they took time to do so. The findings were agreed by Karapanos et al., (2016). He found that 64% said they visited non-work-related websites daily during working hours. He also found that most participants spent 1 to 5 hours a week on items related to non-works. Productivity of employees is essential to the performance of every company. The social media, which have become quite common, have entered the workplace, and many employees use it, much to their dismay, for personal reasons. Often employees access social media through their own devices. According to Billington et al., (2012), three quarters of employees are using social media on their mobile devices, at least once a day while on the

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job, 60% of which have done so several times. Profitability would certainly suffer as a result.

The dominance of social media transforms how organizations function and interact quickly. This makes it important for employees to develop the medium at work because of this digital media growth. Social networking is an online interactive tool that leads people to build relationships, exchange ideas, communicate information and connect society into a nostalgic stream. People use social networks to catharsize their human emotions and social networking reasons such as people linked to Linkedin for business, Facebook and Myspace for their own personal use (Asraf et al., 2014). Social media can help any company to promote brand awareness conveniently, cost-effectively and quickly, and spread recognition. Manufacturers use social media to perform the following;

b) Marketing

Social networking sites such as Facebook, Twitter, and Instagram should be key components of any marketing campaign for a company. Social media has become an important tool for marketing that brings success to any company, including those in development. According to Phillips (2016), it offers six important ways to increase your participation in social media to start attracting more clients, namely; Develop a social strategy, decide your goals, use Brainpower for your employees, create a community, monitor and measure, and experiment.

c) Establish a social strategy

By thinking about what they want their social media presence to do for them, their profiles should represent who they are and what they value as a business, can create a manufacturing strategy.

d) Determined your goals

Next, the specific targets for a manufacturing business target include the delivery of material, customer acquisition, and others. A social media manufacturing company can concentrate on what is most important to them, such as content to reach a wider audience, growing numbers of followers, and traffic on the website. The way each will inform your posts and calls to action of these objectives.

e) Use your Employees Brainpower

A Manufacturing Company Manager may ask the sales team to answer questions they hear during meetings or phone calls with prospective clients. Your social media activity should be a team effort. Can use such data to settle issues online. To expand your scope, you may also ask workers to connect with or share your posts on their accounts. For example, if you need more social media assistance, do not hesitate to reach out to an independent contractor. For smaller organizations that may not afford a full-time employee to concentrate on social media, a remote solution may be cost-effective and advantageous.

f) Build a Community

You may think that the most important thing is numbers, but if you have thousands of followers who are not active with your posts, you need to create a group of followers instead of getting no one at all. It will help spread your message and refine your work by providing a community. They can ask questions about your business processes, provide feedback, share your posts, which will increase the company's productivity.

g) Track and Measure

Google Analytics, Hoot suite Analytics, SalesForce, and Moz are all fantastic tools to use to calculate how well your social media posts perform. This will also help keep an eye on the rivals to see what they do. Focus on what works and forget about what doesn't.

h) Experiment

Social networking allows quick turnarounds, so feel free to innovate and search for new ways to solve issues simultaneously, creatively, and imaginatively. Do not let fear hold you back. If your effort does not succeed, the next day, you should try something different before your company's objective is achieved. The Word-of-Mouth Marketing (WOM) literature is relevant to social media and networking communication (Kozinet et al. 2010; Erdoğmuş et al.,(2012); Brown 2010; Qualman 2012) as well as the way in which virtual audiences are able to communicate products and products to influence consumer experience and buying patterns (De Valk et al., 2016) .When it comes to online communication marketing, marketers should aim to increase revenue, cut costs, and increase customer loyalty (2010). Wang et al., (2016) describe social media from a marketer's perspective as "a set of free or nearly free tools that marketers and the community can use to create content and meaningful online discussion.

i) Effects of Social Networks on Employee Productivity

The use of and social networking sites in the workplace and other emerging technologies were controversial. Some argue that employing social networking platforms in the workplace improve job efficiency by influencing middle variables such as morals. Others argue that the main problem with social networking sites at work is the loss of work productivity because of time away from office Moqbel (2012). Employees are investing more time in social media involving non-working activities, such as personal networking, family and friends checks, music and video uploads and downloads, sports scores and social bookmarks, through a variety of research stories and their effect upon worker performance. This caused a significant loss of hours, which affected the bottom line of the company (Richards et al., (2013). Munene et al., (2013) found that the use of social media by employees at work is a result of time consumption and consequently lower productivity.

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Organizations expect employees to spend the whole day surfing and not working. Departments of human resources are fighting this war with social media. Human resources experts need to know which tools and strategies for social media will help them achieve better results. Although it can be convenient with social media platforms, it is also essential to establish appropriate metrics to measure performance (Adzovie et al., 2017). The British Trades Union Congress (TUC) states that employers are concerned with "wasting time" and posting negative content for use of Social Networking sites on the workplace (Rooksby et al., 2009). "Amounting to £ 132 million a day" was wasted in the UK because of workplace social networking sites, according to a BBC 2007 report; the same article reports that "233 million hours per month were lost on social networking" (Isheriff, 2010).The website for social networking deals with information and communication and the website appears to taste all the seasons at the present time. It has tickled workers and is becoming an issue for many enterprises because they have repercussions on the morale of employees at work. Digital media are growing so fast that workers must accept the medium (Sharma et al., (2015).

Some organizations, while others did not, have explicitly restricted their access to social media platforms. Custom social media platforms have been limited despite hosting company access by certain organizations. This is because the employees use social media platforms during working hours have a negative effect on their morale. Despite the negative consequences, this technology has been found to allow us to strengthen contact between people with common interests or objectives (Hettiarachchi, 2017).

III. Theoretical Framework

Productivity means how much we get out of our capital and how much. We can increase productivity by producing more goods with the same resources or better products. Otherwise, productivity can be maximized by producing the same products with fewer resources. 'Efficiency of employees refers to the time that an employee has spent doing his or her work to produce the best possible results based on the job description (Yeshambel et al., 2016). A social media site can be used by HOLBORN Nigeria limited or any other employee of a manufacturing organization to add value to their business in different activities such as marketing, modern job handling techniques, and others. Most companies and their owners have been concerned with their workers' use of social networks during working hours. Besides, they argue that such usage would have detrimental effects that adversely affect employee productivity and the organizational level.

However, the results from the Microsoft Global Survey show that "nearly half of the workers say social tools at work help their productivity," but "more than 30 per cent of firms underestimate the importance of social tools at work and thus restrict the use of these tools." It is clear that the impact of the use of social media on the loss of worker productivity is insignificant, and therefore it is important to investigate factors like security concerns."A Microsoft study debunks a fallacy, claiming that using social media boosts job efficiency | Network World," ("A Microsoft report debunks a myth.")

Despite the benefits of using Facebook at the workplace, many studies have had negative effects that would directly impact employee efficiency. According to the study, 77 percent of workers used their Facebook profiles during their working hours, and some of them use Facebook for as many as two hours a day at work. Besides, study results showed that 87 percent of those who use Facebook while operating had no business justification for such use. Apparently, with unwanted social media use, it is clear that workers waste their precious time and deviate from their job. ("Study: Facebook use reduces job productivity| Computerworld,".) Several theories have tried to comprehend the effect on employee efficiency of social networks. Nevertheless, social information management and media equation theory are considered the theories that are most relevant for this analysis. The social information processing principle explains online data. In 1992, Joseph Weather proposed the idea. (Asemah 2013). Social information processing theory shows that while online interpersonal relations take more time to establish than face-to-face relations, they have the same impact than face-to-face communication.

Given that social media friends can exert control on each other, the more social media workers use, the more they affect their ability to learn. According to Griffin (2000), as quoted in. According to the theory, media equals real life, and electronic media, in particular, is endowed with human qualities. In most cases, people converse with computers as if they were conversing with human beings. Furthermore, you talk to your TV as though it were a human being in most cases, so you talk to TV sets as if they are people.

In other words, people have personalized mass media networks, to the extent that they see them as human beings today. Griffin (2000), quoted by Asemah et al., (2013), therefore observes that real life is analogous to the media. He also said that the Reeves and Nass equation implies that we refer to the media as if they were alive. According to this theory, people now treat computers, TV and digital media as actual people and places. According to the concept of media equation, we tend to give inanimate objects in our homes to human characteristics. Griffin (2000): the practical effect of the media equation is that, as soon as we turn on the TV or boot up on a computer, we are following any law of human interaction that we have explained in life. Therefore, the word interface is

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particularly appropriate when discussing human media interactions. This normal social reaction goes beyond the occasionally screamed words on the TV or our wild video game in order to retrieve missing information. The media equation, Reeves and Nass say, is so essential that it extends to everybody; it always applies and is extremely important.

This point precisely depicts how the audience representatives now seem to engage the media in a dialogue with human beings. The importance of the theory for the paper should not be overemphasized. Nearly every structure includes task success as an important element of individual work performance. Task performance can be described as a competence (i.e. competence) in the performance of central tasks. Other labels are often employed for task performance as job-specific skills, technological skills or in-role success. For example, the amount of work, the quality of work and work knowledge are involved. People regard the media as human beings, so regardless what people see in the media, they prefer to assume that because they respond to new media and how they respond to human beings, this research shows that the primary objectives of this study are the development and impact of the utilisation of social networking sites in Kano Manufacturing company with an emphasis on Holborn. Limi Nigeria.

This study aims for a theory-based reinterpretation of the social media effects in Kano Manufacturing Companies, since it is considered reluctant to respond easily to this phenomenon. The study thus identified questions such as the extent to which social media are used, the impact social networking sites have on employee productivity as well as strategies that organizations across media networks can implement to improve employee productivity. The selection of such areas on social networking has a low impact on employee productivity in manufacturing companies with social networking sites. Several researchers on this topic, for example Yashambel et al., (2016), titled "Influence of online social networking on workplace productivity" Patil (2015), "Social media study and its effect on employee conduct" Weru (2021) "Strategic impact on employee productivity of social media uses." Social networks, however, have an impact on our daily activities, which include personal and companies, including the manufacturing sector. Social media use consisted of a web-based community of resources that operate on web technologies and an optimal basis for users to create and exchange content with other users (Kaplan, 2015). In order to grasp the effect of social networks on employee productivity, this researcher provides a useful framework for understanding system to value sequence and downstream perceptions in manufacturing companies in Kano.

IV. Methodology

a) *Introduction*

The research methodology used in this section covers the research procedure used for the analysis step by step. Study location, study population, sample size and design, research tool, variables calculation, data collection technology and data analysis. Sekaran (2000) notes that "A population is regarded as any group of people, events, or items of interest to researchers that they would like to research." Research targets were HOLBORN NIGERIA LIMITED workers in Kano. The employees were drawn from several corporate departments, including human resources, sales and marketing, manufacturing and procurement, targeting 26 employees.

The study adopted a descriptive research concept to evaluate the impact of social networks on productivity of employees in Kano manufacturing organizations. The following models expressed the connection between the dependent and the individual variables:

$Y=f(x)$

Where:

Y=Employee Productivity (Dependent variable)
f=function
X=Social networks (Independent variable)

A sampling method included the selection of a sufficient number of population elements based on data from a subset; its properties could be generalized (Lacobucci et al., (2010). Churchill et al., (2004). After identifying the target population, the study used a stratified random sample in order to identify strata or subgroups representing HOLBORN Nigeria workers. Restricted based on respondents' departmental details. The entire target group of HOLBORN Nigeria Limited was divided into layers based on departments from which a stratified random sample was taken. A sufficient number of staff have been removed from this community. I did this to ensure that the research involved had a sufficient number of subjects from each department. Ensuring that the sample population for research reflects the overall population in HOLBORN Nigeria Stratified sampling was used to reduce and eliminate bias.The method of sampling was used in this analysis to divide the population of interest into mutually comprehensive sample populations called strata. D did this to ensure that the sample(s) of a particular category are proportionately reflected by selecting individuals from the strata list (Black,2009). Finally, each group was determined by probability sampling and simple random sampling. Has this ensured that all HOLBORN Nigeria Limited staff, TudunMurtala, Kano, were reasonably represented?

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b) Sample Size

The sample size was 26 employees at HOLBORN Nigeria Limited, Kano was taken from different departments. For example, of 40 study respondents, 8 were marketing staff, 10 were manufacturing staff, 6 were human resources staff and 4 were purchasing department employees.

Table 1: HNL Manufacturing Company staff distribution

Respondents	Sample	(%)
Marketing department	8	31
Human resource department	8	31
Purchasing department	5	19
Production department	5	19
Total	26	100

c) Research Instrument

The Data Collection Instrument should be used as a structured semi-interview consisting of closed and open questions. The interview was intended to measure the impact on employee productivity of social networks.

V. Method of Data Analysis

Methods of data analysis help to describe events, detect patterns, explain and test. It is used throughout science, business, administration and politics Mulualem (2016). Descriptive statistics are used to describe, organize, summarize and present raw data numbers, tables, charts and graphs and allow scientists to provide meaningful explanations of the measuring distributors (Churchill et al., (2004). The interview questions are answered and the answers are given with reference numbers in categories. This is necessary to analyses data efficiently in order to obtain answers to research questions and to include the categorization, processing and summary of data.

Firstly, four respondents in each of the four departments put the questions to the test. This helped to recognize that errors or corrections were not apparent to the interviewees. In the final sample, respondents who participated in the pilot test were omitted to eliminate distortions based on previous study knowledge. Is a qualitative research method facing an interview to assess the effect of social networks on the productivity of employees in Kano state manufacturing organizations. The data was therefore classified and nominally scaled. To improve understanding, the analyzed data was displayed in tables.

VI. Data Presentation, Results and Findings

The findings and results of the research study on the research questions about the data collected from the respondents. For a consistent and enhanced understanding of the topic of this research study, the results are organized into 16 subsections, each corresponding to the research questions that guided the results of the interview are presented as follows:

1. Respondent description
2. Social media handling by the organization
3. Use of Social Media Networks at Holborn

Nigeria Limited, (4) Frequency of accessing Social networks, (5) How social media is accessed, (6) Time of the day of when social networks are accessed, (7) Time spent on social networking sites,(8) Use of social media by HNL Company,(9) How HNL Company uses social networks (10) Effects of Social media on Employee Productivity (11) Extent of the impact of Social media on Employee Productivity,(12) Strategies to improve employee productivity via social media(13) Restriction (14) Policies adopted by the organization on using social networks. (15) Disciplinary action (16) Additional strategies to improve employee productivity at HOLBORN Company.

a) Respondent Description

With regard to the respondents, this section provides the context details. The first question of the interview offers the interviewee a brief summary of information, such as organizational name, gender, age, job held, department, and years of working experience.

b) Response Rate

The response rate is the total number of respondents participating in the study and is presented as follows: The study had a sample size of 26 HOLBORN Nigeria Limited (HNL) employees in which the questions were answered by twenty-two (22) out of twenty-six (26) respondents, while the remaining four (4) did not respond.

c) Position held in the Organization

Table 2 indicates the role held in the organisation by various respondents. The findings suggest that ten (10) respondents from middle-level management took part in the interview, followed by General Staff with five (5), Senior Management with four (4) and Supervisory Management with three (3) participants. This indicates that, considering that it came from numerous respondents in this manufacturing company, the data obtained from the individual respondents was varied. These results also suggest that the respondents who participated in the study were primarily middle-level leadership and general staff. These employees are considered to be an organization's employees and their involvement in the study was therefore important.

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Table 2: Summary of Data Analysis on Respondents Positions Held at HNL.

S/N	Respondents	Position held at HNL			
		Senior Mgt.	Middle Mgt.	S/Mgt.	Gen. Staff
1.	Informant 1	✓	x	x	x
2.	Informant 2	✓	x	x	x
3.	Informant 3	✓	x	x	x
4.	Informant 4	✓	x	x	x
5.	Informant 5	X	✓	x	x
6.	Informant 6	X	✓	x	x
7.	Informant 7	X	✓	x	x
8.	Informant 8	X	✓	x	x
9.	Informant 9	X	✓	x	x
10.	Informant 10	X	✓	x	x
11.	Informant 11	X	✓	x	x
12.	Informant 12	X	✓	x	x
13.	Informant 13	X	✓	x	x
14.	Informant 14	X	✓	x	x
15.	Informant 15	X	x	✓	x
16.	Informant 16	X	x	✓	x
17.	Informant 17	X	x	✓	x
18.	Informant 18	X	x	x	✓
19.	Informant 19	X	x	x	✓
20.	Informant 20	X	x	x	✓
21.	Informant 21	X	x	x	✓
22.	Informant 22	X	x	x	✓
Total Confirmation		4	10	3	5

Source: Developed for this research.

d) Social Media handling at Holborn Nigeria Limited

The way organizations handle social media issues differs from each other and depends solely on how they are informed of their important impact on business growth and growth. This is linked to the research issue number one in this report. All respondents stated that, for different reasons, for example, creativity and promotion of their products, Holborn Nigeria Limited manage social media issues very well. The respondents often include an evaluation of how Holborn addresses social networking issues; an employee measures it excellent as all social networking sites operate fairly well, while employee 2 shows that the organization does its best to see no meeting in social matters harassing; employee three organization advertising when they launch the new product via social networking It's enough. Employee 6 says that organizations encourage and test their products via social media, while employee 7 says they do not know how to manage social media. Employee 8 shows that the organization communicates with the world via social communication, and the estimate is constructive because the actions of the company enhance it in comparison to the last period of challenges in the relationship. Employee 9 shows that they use social media in a variety of ways, including working promotion and assessment. Employee 10 also considers it to be excellent because the company informs people about the qualities of its goods through social media.

Employee 11 test it efficiently and effectively, as companies sell their products using all social media channels. Employee 12 assesses it well because the firm uses social media to contact the world in order to inform people about its goods. Employee13 on average test it because they have blogs and social media pages that promote their items hardest. Employee 14 considers it excellent because they are very serious about the social network's role in the development of the organization. Employee 15 shows that the organization handles social media very well, given its fast communication on the spread of important messages throughout the company. Employee 16 analyses this well because information distribution succeeds in the management of interactions of different activities. Employees 17, 18 & 19 judge it very well, because it is well used to promote their goods, among other things. Employee 20 considers it to be an excellent development due to its involvement in social networks.

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Employee 21 moderately evaluated it as the last among the interview participants since they are trying their best to use social media to boost their company. The final answer to this question is a good test because they are using it in so many important marketing operations.

Table 3: Summary of Data Analysis base on Frequency of Accessing Social Networks in Relation to the Preliminary Theoretical Framework-Preliminary Study

S/N	Respondents	Frequency of Accessing Social Networks			
		Once a day	At least once a Week	Multiple Time	Once a Month
1.	Informant 1	✓	X	x	x
2.	Informant 2	✓	X	x	x
3.	Informant 3	✓	X	x	x
4.	Informant 4	✓	X	x	x
5.	Informant 5	✓	X	x	x
6.	Informant 6	✓	X	x	x
7.	Informant 7	✓	X	x	x
8.	Informant 8	✓	X	x	x
9.	Informant 9	✓	X	x	x
10.	Informant 10	✓	X	x	x
11.	Informant 11	✓	X	x	x
12.	Informant 12	x	✓	x	x
13.	Informant 13	x	✓	✓	x
14.	Informant 14	x	✓	✓	x
15.	Informant 15	x	✓	✓	x
16.	Informant 16	x	✓	✓	x
17.	Informant 17	x	✓	✓	x
18.	Informant 18	x	X	✓	x
19.	Informant 19	x	X	✓	x
20.	Informant 20	x	X	✓	x
21.	Informant 21	x	X	✓	x
22.	Informant 22	x	X	x	✓
Total Confirmation		11	6	4	1

Source: Developed for this research

e) Time spent on social networking sites

In assessing how long workers is not working while they were supposed to be involved in work-related tasks, the time spent on social media is critical. This shows how long each of the participants spent on social networks communicating with social media. Table 4 indicates, cumulatively, how long each of the participants spent on social networks in a single social media interaction. The result indicates that fourteen (14) of the majority of respondents say that they spent more than 2 hours on social networks, those who spent between 1 and 2 hours, and less than 1 hour each have four (4) respondents.

Table 4: Summary of Data Analysis base on Respondents Time Spent on Social Networks in Relation to the Preliminary Theoretical Framework-Preliminary Study

S/N	Respondents	Time Spent on Social Networks		
		Less than an 1 hour	1 – 2 hours	More than 2 hours
1.	Informant 1	✓	X	x
2.	Informant 2	✓	X	x
3.	Informant 3	✓	X	x
4.	Informant 4	✓	✓	x
5.	Informant 5	X	✓	x
6.	Informant 6	X	✓	x
7.	Informant 7	X	✓	x
8.	Informant 8	X	✓	x
9.	Informant 9	X	✓	✓
10.	Informant 10	X	✓	✓
11.	Informant 11	X	✓	✓
12.	Informant 12	X	✓	✓
13.	Informant 13	X	✓	✓
14.	Informant 14	X	✓	✓
15.	Informant 15	X	✓	✓
16.	Informant 16	X	X	✓

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17.	Informant 17	X	X	✓
18.	Informant 18	X	X	✓
19.	Informant 19	X	X	✓
20.	Informant 20	X	X	✓
21.	Informant 21	X	X	✓
22.	Informant 22	X	X	✓
Total Confirmation		4	4	14

Source: Developed for this research

Table 5: Summary of Data Analysis base on How HNL Uses Social Networks in Relation to the Preliminary Theoretical Framework-Preliminary Study

S/N	Respondents	Uses of Social Networks					
		Mkt of N.P	Rec. of New Staff	Customers Services	Internal Engagement	Brand & Image	Others
1.	Informant 1	✓	X	x	x	x	x
2.	Informant 2	✓	X	x	x	x	x
3.	Informant 3	✓	X	x	X	x	x
4.	Informant 4	✓	X	x	X	x	x
5.	Informant 5	✓	X	x	X	x	x
6.	Informant 6	✓	X	x	X	x	x
7.	Informant 7	✓	X	x	X	x	x
8.	Informant 8	✓	X	x	X	x	x
9.	Informant 9	✓	X	x	X	x	x
10.	Informant 10	X	✓	x	X	x	x
11.	Informant 11	X	✓	x	X	x	x
12.	Informant 12	X	✓	x	X	x	x
13.	Informant 13	X	✓	x	X	x	x
14.	Informant 14	X	X	✓	x	x	x
15.	Informant 15	X	X	✓	x	x	x
16.	Informant 16	X	X	x	✓	x	x
17.	Informant 17	X	X	x	x	✓	x
18.	Informant 18	X	X	x	x	x	✓
19.	Informant 19	X	X	x	x	x	✓
20.	Informant 20	X	X	x	x	x	✓
21.	Informant 21	X	X	x	x	x	✓
22.	Informant 22	X	X	x	x	x	✓
Total Confirmation		9	4	2	1	1	5

Source: Developed for this research

f) Effects of Social Media on Employee Productivity

Any organization's success depends on employee productivity. The workplace has been invaded by social media, which has become very common, and most workers use social media in the workplace. The second objective of the research was to study the effects of social networking sites on the productivity of HOLBORN Nigeria Limited employees. Which also led to the study's second research issue. Concerning this aim of the report, the following subsection presents conclusions.

Social networking has a positive as well as a negative effect on the productivity of workers. The respondents were asked about five variables: decreased employee involvement, creativity, employee relationships, strengthening poor links and interconnectedness, to demonstrate to what degree their productivity was influenced by social media. This is the issue relevant to question two of the study. When they use social media during working hours, different facets of employee productivity are affected, providing results of the effect of social media on productivity.

Some issues for employers are the prevalence of social networks and their growing use in the workplace, but all signs are that employers cannot expect to avoid social prevention. Organizations are increasingly using numerous methods to boost employee engagement as an alternative to banning social media. The third objective of the study was to define the techniques used across social media networks by Manufacturing Companies to increase employee productivity. The following subsections give answers to the study's third research issue.

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Table 6: Summary of Data Analysis base on Strategies to Improve Employee Productivity via Social Media in Relation to the Preliminary Theoretical Framework-Preliminary Study

S/N	Respondents	Strategies use to Improve Employee Productivity Via Social Media Networks at HNL			
		Restrictions on Sites	Crowd Sourcing	Enterprise Social Networks	Facebook Fridays
1.	Informant 1	✓	✓	✓	X
2.	Informant 2	✓	✓	✓	x
3.	Informant 3	✓	✓	✓	x
4.	Informant 4	✓	✓	✓	x
5.	Informant 5	✓	✓	✓	x
6.	Informant 6	✓	✓	✓	x
7.	Informant 7	✓	✓	✓	x
8.	Informant 8	✓	✓	✓	x
9.	Informant 9	✓	✓	✓	x
10.	Informant 10	✓	✓	✓	x
11.	Informant 11	✓	✓	✓	x
12.	Informant 12	✓	✓	✓	x
13.	Informant 13	✓	✓	✓	x
14.	Informant 14	✓	✓	✓	x
15.	Informant 15	✓	✓	✓	x
16.	Informant 16	✓	✓	✓	x
17.	Informant 17	✓	✓	✓	x
18.	Informant 18	✓	✓	✓	x
19.	Informant 19	✓	✓	✓	x
20.	Informant 20	✓	✓	✓	x
21.	Informant 21	✓	✓	✓	x
22.	Informant 22	✓	✓	✓	x
Total Confirmation		22	22	22	Not Use

Source: Developed for this research

VII. Conclusion and Remark

The overall goal for this study was to examine the use and effect on employee productivity of social networking sites in Kano manufacturing companies. The study aimed to achieve the following goals: the research assess the level of use of social media network by Kano Manufacturing Organizations; ii) assess the impact of social networking sites on HNL Manufacturing Company productivity; and, iii) identify techniques that manufacturing organizations may use to improve employee production productivity. The study has adopted a descriptive researcher style with the population being employees of HNL Manufacturing Company. Due to people's homogeneity, a simple random sampling method is used for assessing the sample size and minimizing high rejection rates. The sample size was 26 members of the team. The primary data were collected using planned face-to-face interviews. Data coding was carried out using the recording system and paper notes. The results were described in an explanatory manner, taking into account the essence of an approach that is strictly qualitative. The results show that most respondents have accessed and used social media once a day, despite regulation. These respondents had access to their cell phones, tablets and other personal devices. Middle management and general staff who have worked for over two hours with their smart phones have been the highest social media users—almost half of them have accessed during working hours, showing that they are interrupting their employment with access to social media. The remaining number of participants has been contacted before and after working hours. Middle-level management and general staff that previously used the office machine and research showed that most respondents accepted the use of social media networks by HNL Business.. For various purposes HNL Company used these networks, e.g. to develop and enhance HNL's brand name and reputation, to promote new products and client service.

HNL organization should explicitly use Facebook Fridays to a greater degree in addition to policy and disciplinary measures. The results show that crowdsourcing, social networks and industry were not used. The methods would improve employee productivity if used to a more significant degree. The

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general overview of the results on the impact of social media on employee efficiency is as follows;

The research has found that employees use social media for working hours and use their personal computers and tablets for more than 2 hours more than once a day. This implies that although office computers have restrictions implemented, they have interrupted their work and have spent time on social media. Social media is a force that cannot be overlooked and companies must accept this fact and work with and not against social media in working hours. The study also shows that manufacturing companies recognize and increasingly utilize the strength of social media to strengthen their brands, promote products and sell new products, use social media more and more to generate brand recognition, customer support, internal commitments and the recruitment of new employees.

The research has further concluded that the use of social media and the productivity of employees is positive but good to moderate. The use of social media provides both organizations and individuals with certain benefits. Its utilization generally promotes collaboration and information sharing among individuals, leading to increased or lower productivity. Employers need to understand and look for ways of communicating with social media.

In conclusion, the report concludes that the establishment of various methods of monitoring the use of social media is essential to improve employee efficiency. One such approach is to pursue a policy. Another approach is corrective behavior. Additional techniques, such as crowdsourcing, Facebook Fridays and company social networks have been used. These were used in different degrees of performance at HNL Manufacturing Company. The study also concludes that HNL Manufacturing Company must use these techniques in a greater degree to improve efficiency, in particular the use of Facebook Fridays, which other studies did not apply, showing that these strategies work.

VIII. Recommendations

The first objective of this research is to assess the extent to which social media networks are used in Kano Manufacturing Organization; the results of the study show that, despite a policy, most respondents have accessed and used social websites once every day. Those respondents accessed them via their cell phones, tablets and other personal devices. The highest users of social media were middle management and general staff, who have accessed their mobile phones for a total of more than 2 hours all the time. Nearly half of them have been accessed during work time and have sacrificed their jobs for access to social media.

In manufacturing, rigid rivalry forced manufacturing companies to develop new strategies to remain competitive and increase profits. Social networking is one tactic that manufacturers can use to grow and continue to be important. Social media must be used to a greater extent to preserve their market position by manufacturing companies. Social networking allows manufacturing companies to create and improve their images, sell new products, support customers, internal employee involvement, and recruit new employees. The study encourages continuous use of social media to strengthen and expand their presence. In addition, pending disciplinary prohibition and threats, personnel continue to access social media during working hours and on personal equipment. The study suggests that HNL Manufacturing company is reviewing social media policy, as it has not ultimately succeeded in limiting access during working hours.

In Kano, it is difficult to overlook the impact of social networks on employee productivity and the second target to be discussed in this report. The report established a positive but strong to moderate relationship between social media and employee productivity. Although the effect is high to moderate, these effects should be recognized by organizations. The strengthening of weak ties, inventions, stronger employee relations and interconnections is beneficial for the participation of social media. The advantages for both the company and employees that increase the use of social media should not be disregarded. The management of such organizations must therefore take steps to ensure that they reap maximum benefits from their employees through social networks to boost the brand and improve employee productivity. The study recommends the use of social media by workers in working hours, including manufacturing firms adopting social media regulatory policies. These are to be remembered.

The study results indicate that all respondents agreed that the social networking policy of HNL Manufacturing Company reduces the number of social networking sites during working hours in order to identify techniques used by manufacturing companies to increase productivity across social networks. The existence of a policy leads to the regulation of social networking sites during working hours as a tactic to reduce time wastage and increase employee productivity. Manufacturing organizations must adopt different policies. The study proposes using a strategy with other methods to achieve a 'win-win' result. The study shows that different approaches, such as "Facebook Fridays," crowdsourcing, social networks, are used more. These techniques can increase employee productivity in combination.

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