**COMMUNICATION & SOCIAL MEDIA**

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**Challenges Faced by Organization & Employees in Dealing with social media**

The possibility of threat that may face various organizations according to the case study of chapter 18 of the textbook is the negative reputation that an organization may face while using social media. Due to the extensive usage of social media platforms, any unethical conduct by staff members or divisive opinions may propagate like wildfire and harm the company's reputation (Soegoto & Utomo, 2019). For instance, if one of the employee’s makes a racist statement on Twitter or Facebook, it may spark indignation from the public and firm boycotts and the organization may incur great losses. This will lead to low demand, reduction in sales as a result of few customers able to buy and get services from that particular organization.

The blending of both private and professional lives is another issue that workers must deal with. With social media, workers are always in touch with the organization work force and fellow employees almost every day (Soegoto & Utomo, 2019). This can put more pressure on every employee being accessible and involved in conversations about the organization job most of the times.

Furthermore, employers may quickly view anything that employees post on social media, which might lead to job possibilities being lost or even firing if what they say on social media appears to be improper according to the company’s rules and regulations (Voorveld, 2019). Employees’ work ethic and competence could be viewed negatively, for example, if they publish images of excessive weekend drinking and disturbing the neighbors with noise. If one of them post this in any of the social media platform like Twitter and Instagram, will portray the organization badly and sometimes the employer may decide to fire them from work.

**My Opinion Concerning Attendees Conference**

The situation involving the conference attendees, in my opinion, raises a number of significant issues (Soegoto & Utomo, 2019). It is essential to first determine whether or not the overheard remarks were in fact discriminatory. Without more information, it might be challenging to ascertain purpose, therefore it's important to pay attention to the female developer's worries. It is commonly known that there is discrimination in the technological industry, thus ignoring her concerns risks maintaining a hostile working environment for women.

Concerns about public outrage and intimidation towards the female developer are also present in the social media case study. It is regrettable that things got so bad that some felt compelled to threats and harass other people on social media platforms (Chen & Wei, 2020). Such conduct is inappropriate and may have a negative impact on the participants' emotional and psychological well-being. I will arrange a discussion with all stakeholders based on this topic to comprehend their viewpoints and handle any issues. This will entail creating a secure environment where the male developer can lay out his plans and the female developer can also have a chance to raise her concerns. Finding a solution that takes into account everyone's freedoms and concerns would need openness and sensitivity.

**Social Media Policy for my Organization**

The significance of maintaining confidentiality when using social media platforms is consistently emphasized in my organization's social media policy. Employees are frequently cautioned not to divulge sensitive data or business secrets and to safeguard the confidentiality of clients, customers, and other staff members (Chen & Wei, 2020). Employees are also expected to conduct themselves professionally on social media sites by the firm. This can involve refraining making insulting remarks, using pejorative terminology or participating in contentious debates that might damage the organization's brand.

**References**

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