

The Role of Institutional Communication through Social Media to Improve Performance in Modern Organizations - A Survey Study

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Abstract

This paper is concerned with improving the quality of communication between employees, and the institutional departments would contribute to understanding plans and decision-making methods. The paper also focused on the extent of reliance on communication methods through social networking sites concerning the speed of information transfer and the completion of tasks. The field study was conducted on individuals at Dal Food Company, where the study sample was comprised of (226) employees.

Furthermore, the paper counted on the descriptive approach and the case study approach for describing institutional communication and job performance, analyzing and understanding the role of institutional communication in improving and raising job performance in the company. As a result, the study concluded that there was a correlation between the improvement in job performance and the educational levels in the individuals' responses to the company's corporate digital communication processes. In addition, the study indicated a statistically significant spiritual relationship between the improvement in the job performance of employees and the administration's use of social networking sites in communicating with the company's employees. Therefore, following the results, the study recommended there was an urgent need to design, prepare and implement a plan to train and develop the capacities and communication skills of employees, not to mention adopting creative and innovative communication responses and methods that allow the information flow, as well turning towards increasing use of the social media tools and means of communication at work with determining the best ones in the workplace.

Keywords: *Institutional Digital Communication, Administrative Digitalization, Social Networking Sites, Improve Performance.*

Introduction

Institutional communication is vital for business organizations and affects production, employee relations, public relations, and the organization's image. It plays a crucial role in building employee relationships and establishing strong relationships with internal and external audiences. The use of digital communication platforms is becoming more prevalent, and studying the role of institutional communication through social networking

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sites is important for improving job performance. Successful organizations should maximize the use of these platforms to enhance employee efforts and productivity. The research problem lies in improving the quality of digital communication within the company and identifying its contributions to job performance. The main research question focuses on the reality of institutional communication through social networking sites and its role in improving performance and decision-making.

Research objectives: The study aims to identify the role of digital communication in improving performance, determine the clarity of administrative messages through social media, assess the success of social networking sites in communication processes, understand the contributions of communication processes with employees, demonstrate the reliance on social networking sites for information transfer and task completion, and evaluate the impact of using social networking sites on employee performance.

Research hypotheses: The study hypothesizes a significant difference between institutional communication reality through social networking websites and job performance, with age, gender, educational level, and social status affecting the job performance improvement process. It also hypothesizes a significant relationship between reliance on electronic communication and speed of achieving job tasks.

Research significance: The study benefits the institutional communication department by optimizing the use of novel communication platforms and incorporating scientific and technical inventions in electronic management operations. It highlights the importance of exploiting up-to-date technologies for optimal usage in terms of time, effort, and money.

Research limitations: The research is limited to institutional digital communication and its role in improving performance. It focuses on the Dal Company Group in Khartoum and is conducted during the academic year 2022-2023. The research sample consists of personnel from the company's administrative department in Bahri city.

Literature Review

Abd Al-Muti's (2006) study proposes a plan for improving institutional work through electronic management in Egyptian education faculties. It identifies obstacles and suggests ways to activate electronic management. The study used a questionnaire with 135 administrators. The study concludes that electronic management plays a significant role in improving institutional work.

According to Alawaad, Mohamed, and Draz (2022), space media is a means of communication with people who rely on television. The metaverse differs from the traditional internet because user-generated content is located in the metaverse like in the real world. The metaverse will develop in two directions: Virtual Metaverse and Augmented Metaverse.

Draz's (2023) study examines the role of social media in educating the public in the Emirate of Umm Al Quwain on sustainable blue economy strategies. The study uses a descriptive analytical approach and includes the entire public in Umm Al Quwain.

Dorit-Michael-Hossam's (2015) study investigates the impact of communication platforms on job performance. Technology has a positive effect on routine and innovative job performance.

Yum and Ijad (2009) evaluate the job performance of faculty members in Malaysian universities. The sample includes 219 randomly selected faculty members. The study uses a questionnaire based on the balanced scorecard and content analysis. The results show a correlation between university goals and faculty job performance.

Linjuan, O'Neil, and Ewing's (2020) study analyzes communication strategies for employee engagement on internal social media. The study examines the impact of

employees' social media use on transparency. The study includes 1150 employees from various US organizations. The results indicate that strategic information dissemination and two-way communication encourage employees to use internal communication and improve organizational transparency and relationships.

A study was conducted to investigate the role of social media in raising awareness among Umm Al- Quwain University students about their participation in EXPO 2020 - Dubai. The study used a descriptive and analytical method, focusing on the students of Umm Al-Quwain University as the survey population.

Zhan. GonKimb (2017) conducted a study on how social media can help companies build new client relationship management.

Abd Al-Muti (2006) aimed to propose the role of electronic management in improving institutional work in Egypt's faculties of education. The study used a questionnaire and included 135 administrators. The study found that electronic management plays a significant role in enhancing institutional work.

Alawaad et al. (2022) discussed the classical model of communication and the difference between traditional internet and the metaverse. The metaverse encompasses both virtual and augmented aspects, providing a simulated world and virtual content overlay on the real world.

A study by Draz (2023) focused on the role of social media in educating the public in Umm Al Quwain about sustainable blue economy strategies. The study used a descriptive analytical approach and included the entire public in Umm Al Quwain.

Dorit-Michael-Hossam (2015) studied the impact of different communication platforms on job performance. The research highlighted the positive effect of technology on routine and innovative job performance.

Yum & Ijad (2009) evaluated the job performance of faculty members in Malaysian universities. The study included 219 faculty members and found a correlation between organizational goals and faculty members' job performance.

The study by Linjuan, O'Neil, and Ewing (2020) examined how organizations use communication strategies on internal social media to encourage employee engagement and analyzed if this leads to increased transparency. They proposed a model linking organizational communication strategies and tested it on 1150 employees from various organizations in the United States. The results showed that strategic information dissemination and two-way communication encouraged employees to use internal means of communication, leading to increased transparency and a quality relationship with the organization.

A study by Draz, D. A. M. M. A., & Mohamed, D. E. A. S. (2022) aimed to highlight the role of social media in raising awareness among Umm Al-Quwain University students about their participation in EXPO 2020 - Dubai. The study used a descriptive and analytical method and surveyed students from Umm Al-Quwain University in the UAE.

Zhan. GonKimb's study (2017) investigated how social media can assist companies in building new client relationship management capabilities and improving marketing adoption strategies and business performance. They suggested that social CRM is significant when companies incorporate social media into their marketing strategies to improve customer engagement and company performance. The study found that social media use amplifies the positive impact on the company's performance.

Similarities among the Studies:

1. Research Topic:

- All studies focus on the role and impact of communication channels, whether electronic as in Abd Al-Muti's (2006), or social media as in Draz's (2023), or institutional

communication through social media for improving performance in modern organizations.

2. Methodology and Sample:

- The use of both descriptive and analytical methodologies is evident in several studies, such as Draz's (2023) and "The Role of Institutional Communication through Social Media to Improve Performance in Modern Organizations."

- Studies include diverse samples representing different segments of society, ranging from supervisors as in Abd Al-Muti's (2006) to the general public as in Draz's (2023) and a study on raising awareness among university students.

3. Research Tool:

- The studies commonly employ surveys and opinion polls to collect data, with a focus on using questionnaires as the primary tool for gathering information from participants.

Differences among the Studies:

1. Actual Research Content:

- There is diversity in the research topics, ranging from the study of electronic communication in Egyptian education faculties to the role of social media in educating the public about sustainable blue economy strategies and the impact of communication platforms on job performance.

2. Scope of the Research:

- The scope of the research varies, with some studies focusing on specific educational institutions and others, like "The Role of Institutional Communication through Social Media to Improve Performance in Modern Organizations," providing a more generalized overview of the impact of institutional communication.

3. Time Frame:

- The studies were conducted at different times, with a range from 2006 to 2023, reflecting diverse periods of research.

Unique Features of "The Role of Institutional Communication through Social Media to Improve Performance in Modern Organizations - A Survey Study":

1. The study's emphasis on improving communication quality among employees in modern organizations adds immediate practical value to administrative work.

2. The balance between descriptive analysis and case study methodology enhances the understanding of the role of institutional communication and how it can impact performance.

3. The study provides practical recommendations for developing communication skills and enhancing the use of social media in the workplace, suggesting a need for training and adopting creative communication methods.

The theoretical framework explores the concept of the institutional communication process. Communication is essential for any institutional or organizational activity and plays a pivotal role in facilitating administrative and technical work. It is carried out in an organized manner by an organization, targeting individuals working within the organization. Successful communication networks contribute to building a good reputation and are crucial for the growth and success of organizations. Various definitions of communication exist, reflecting its importance and role in human life. Communication is considered one of the institutional communication skills, aiming to transfer and exchange information to unite thoughts and ensure consistency of concepts.

decisions made and knowledge transferred to build trust and understanding. Communication involves exchanging ideas and directions to unify concepts. Institutional communication is vital for administrative processes and gathering information. It is essential for organizations to have effective communication. Digital networks have increased the importance of institutional communication. Communication is necessary for institutions to function properly. The growth of organizations and responsibilities has increased the importance of communication. The development of digital communication technologies has changed the communication process. The five elements of communication are interconnected. Communication within organizations is crucial for achieving goals.

- Employees are provided with information and data.
- Each employee is notified of the value of their work.
- A spirit of understanding is developed between management and employees.
- Misunderstandings among employees are avoided and eliminated.
- Social media has become an essential part of organizational communication.
- Communication through social media leads to increased satisfaction and stronger interaction among employees.
- Different types of institutional communication include top-down, bottom-up, and horizontal communication.
- Formal and informal communication are used in the work environment.
- Formal communication follows official ways and depends on letters or reports.
- Informal communication is based on human relations and lacks specific organizational rules.

Informal communication can become formal when added to the company's contact information flow. Informal communication is effective for discussing work-related issues and building relationships. Workers need to develop communication technology skills for administrative work. The main objective of institutional communication is to create interaction among members. Objectives include achieving coordination, sharing information, and formulating ideas. Successful institutional communication requires a sound message that is understood and acted upon. Communication effectiveness helps build a good reputation and transfer information. Institutional communication quality improves job performance. Job performance is an important concept in administrative studies. The performance of employees affects the stability of the institution. Performance reflects the motives and capabilities of both subordinates and managers.

Based on the aforementioned, definitions of job performance and associated concepts were discussed due to the multiple dimensions of performance in organizations. Managers view performance as competitiveness, while employees see it as the work climate. Definitions of job performance include administrative behaviors, task completion, and goal achievement. Job performance is crucial for organizational success and requires consistent and objective assessment methods. Assessment methods vary in complexity and can be classified based on modernity, antiquity, simplicity, and complexity. Common methods include assessment criteria, worker arrangement, comparison, distribution, and management by objective. Selecting evaluation methods is essential for human resource management decisions.

Determinants of job performance measurement: Integration of theoretical perspectives is needed to better understand the relationships associated with job performance and identify the causes affected by determinants such as employees, job tasks, and organizational environment.

Obstacles of job performance measurement: Research papers explain causal models of performance and the relationships between cognitive ability, personality, and job performance. Researchers used a questionnaire to collect information on institutional communication through social networking sites and its impact on job performance.

The questionnaire was constructed based on research questions and objectives, divided into dimensions focusing on personal data, tasks, electronic communication, and

functional performance. The questionnaire had 24 questions and used a Likert Scale for scoring.

The final questionnaire form was constructed with input from jurors and administered to employees of Dal Food Group. The study sample included 235 members, distributed based on demographic variables. By calculating scores and standard deviations of the study sample, and linking them to factors affecting communication and job performance, the objective is to identify the role of administrative communication in improving job performance. The research community consists of employees from Dal Food Company 3 Group. Measurement procedures were approved to identify the role of administrative communication in improving performance.

This survey is used to modify institutional policies and work mechanics. The sample consists of employees and unit administrators from all divisions of the company. The sample members were selected by dividing the community into homogeneous groups based on the organizational structure. The required number of participants was determined and forms were distributed. Forms were taken back and used in the study.

The sample selection method used was stratified random sampling. The research community consists of administrative employees and accountants from Dal Food Group. The form was distributed to participants after excluding a reliability sample. Participants were dealt with statistically. Stratified random sampling was chosen to ensure representation of the community. The selection of the research community took into consideration factors such as scientific degree, gender, and specialization.

Table 1 Descriptive statistics of demographic data

	ELEMENT	NUMBER	PERCENTAGE
AGE	Less than 20	4	1.8
	20->30	24	10.6
	30->40	87	38.5
	40->50	84	37.2
	50-<	27	11.9
GENDER	Male	134	59.3
	Female	92	40.7
EDUCATION	Secondary	15	6.6
	University	117	51.8
	Graduate	94	41.6
MARITAL STATUS	single	61	27
	Married	151	66.8
	Divorcee	7	3.1
	Widow	7	3.1

For sample selection, the research community was divided into homogeneous groups based on a specific feature. The number of all sample members was determined, and the percentage of each category was calculated. The demographic variables were described in Table (1). The age group was divided into five levels, with the highest percentage (38.5%) being between 30-40 years. The number of males was higher than females (59.3% vs. 40.7%). The university level had the highest number of respondents (51.8%), followed by post-university (41.6%) and then secondary and lower (6.6%). Married people had the highest number of responses (66.8%), followed by single people (27%). Divorcees and widows had the lowest rate (3.1%).

Table (2): It shows the extent to which the social networking sites used in communication processes succeeded with regard to understanding administrative decisions

The first axis (administrative communications with the company)	Arithmetic mean	Standard deviation	Result
The administrative message sent to employees through social media platforms is clear in a way that makes it easy to understand	4.37	0.94	Strongly agree
Social networking sites used in administrative communication help with regard to understanding administrative decisions	4.31	0.73	Strongly agree
The management encourages the suggestions received from the employees through social media platforms	4.58	0.65	Strongly agree
Management encourages open communication and receives employee feedback on various administrative issues	4.08	0.81	Agree
Communications with workers through social media contribute to understanding the plans and ways of implementing them in a way that helps to make sensible Decisions	4.67	0.57	Strongly agree
Overall Score	4.4	0.44	Strongly agree

It appears from the table above, which aimed to measure the effectiveness of 56 social networking sites in communication, that they were successful in increasing understanding of decisions. The survey asked employees about the extent to which they understood the administrative messages sent to them, and the percentage of those who 'strongly agreed' was high. The research community strongly agreed that social networking sites used in administrative communication helped in understanding administrative decisions, and they believed that the administration strongly encouraged suggestions received through social media platforms. These results indicate that using social media has a very strong positive effect on organizations in terms of improving relationships and speed of access to information.

Based on hypothesis 21, there is a statistically significant correlation between electronic communication and task completion speed. Therefore, institutions should prioritize the use of social media for work-related purposes. Table 3 answers the question about the role of social networking sites in facilitating information transfer.

Table (3) answers the question related to the roles of communication through social networking sites in facilitating the information transfer

The second axis (completing the tasks)	Arithmetic mean	Standard deviation	Result
6- Relying on communication through social networking sites facilitates the speed of information transfer and the completion of tasks.	2.73	0.45	Always
Overall Score	2.73	0.45	Always

The table above shows how effective social networking sites are in communication processes. It measures how well administrative messages sent to employees are understood and how many people strongly agree with them. The research community agrees that social networking sites used in administrative communication help in understanding administrative decisions. They also believe that the administration values the suggestions received through social media platforms.

. The results mentioned above suggest that the use of social media has a strong positive impact on organizations' performance by improving relationships and increasing the speed of access to information. This hypothesis confirms that there is a statistically significant relationship between relying on electronic communication and the speed of completing tasks. Therefore, institutions should prioritize the use of social media for their work-related interests.

Table (4): Shows the effect of using social networking sites on improving the performance of employees

The third axis (institutional electronic communication)	Arithmetic mean	Standard deviation	Result
- The management provides employees with the necessary communication message through modern social communication tools	4.20	0.9	Strongly agree
8- Management uses clear and easy-to-use means of communication between employees	4.27	0.73	Strongly agree
9- The company trains employees on modern technical methods of communication.	4.28	0.93	Strongly agree
10- The administration supports the process of open communication between departments to develop administrative work	4.16	0.78	Agree
Overall Score	4.23	0.60	Strongly agree

It's clear from the table above that social networking sites are effective in facilitating communication and information transfer. The research community confirmed that relying on administrative communication significantly improved the completion of tasks. The data showed that communication through social networking sites facilitated the speed of information transfer and task completion. This confirms the importance and necessity of using social media platforms to increase communication between management and employees, as well as amongst employees themselves. Therefore, it's crucial to adopt and use social media tools at work and train employees to improve their communication capabilities. This can result in better information flow and spread among different parties in the institutional structure. Social networking sites also provide valuable opportunities for knowledge transfer, effective management, and brainstorming sessions that can help in collective decision-making. Finally, Table 4 shows the effect of using social networking sites on improving employee performance.

Table (5): shows the extent of reliance on communication through
The fourth axis (improving job performance)

	Arithmetic mean	Standard deviation	Result
11- My job skills increased after exposure to continuous training through distance training	4.18	0.92	Agree
12- The management's use of modern communication means helped me improve my job performance	4.27	0.83	Strongly agree
13- The management is interested in the suggestions of employees received through networking sites regarding ways to improve job performance	3.96	0.94	Agree
14- The management offers modern communication training programs that help improve job performance	4.18	0.87	Agree
15- Job performance is measured and evaluated according to a fair and equitable program	3.95	1.01	Agree
16- The management supports different types of institutional communications among employees	4.00	0.93	Agree
17- Working under official communications achieves employees' satisfaction, which improves job performance	4.24	0.79	Strongly agree
18- The company succeeded through the administrative communication processes on the social networking sites in helping me make the institutional decisions	4.26	0.76	Strongly agree
Overall Score	4.13	0.60	Agree

The research community strongly agrees that management should use clear and easy-to-use communication tools. They also believe that employees should receive training on up-to-date technical communication methods between employees and top management. This will increase the general performance of employees in the long run. In addition, using social networking sites can have many

benefits, such as helping employees improve and enhance their skills, knowledge, productivity, and communication amongst colleagues, thereby promoting creativity.

Table 7 shows the extent to which there is a statistical relationship

Axis	Gender	Arithmetic mean	Standard deviation	Result	P. value	Significance
First	Male	4.46	0.38	Strongly agree	0.029	Significant
	Female	4.31	0.49	Strongly agree		
Second	Male	2.69	0.46	Always	0.073	Insignificant
	Female	2.79	0.43	Always		
Third	Male	4.26	0.61	Strongly agree	0.154	Insignificant
	Female	4.18	0.57	Agree		
Fourth	Male	4.19	0.55	Agree	0.150	Insignificant
	Female	4.05	0.66	Agree		

The analysis results indicate that the use of social media has a positive impact on employees' skills, knowledge acquisition, and motivation, which is reflected in their work productivity. This supports the research objective that social networking sites have an evident effect on improving employee performance, job satisfaction, and organizational satisfaction. In addition, using social networking sites for communication helps in the speedy transfer of information and completion of tasks, as shown in the table.

The results also showed that respondents agreed that their communication skills had improved as a result of their exposure to continuous training through distance learning. Furthermore, they strongly agreed that working in the light of formal communications through social networking sites achieved employees' satisfaction, which in turn improved their performance. Additionally, the respondents strongly agreed that the community succeeded in making institutional decisions through the administrative communication processes on social networking sites.

Involving workers in making institutional decisions is regarded as a privilege for making a decision on a collective basis. This helps in determining and assessing the path and other alternatives, as well as avoiding miscellaneous crises. The table shows how the process of improving job performance is affected by age, gender, education, and marital status. Statistical analysis was carried out using the Kruskal-Wallis Test following multiple paired analysis.

The following table shows the responses of individuals to a questionnaire, categorized by age group. The table presents four axes and the corresponding responses. The statistical analysis of the data revealed that there were no significant differences in the responses between the different age groups.

For the axis of administrative communication with the company, all age groups responded with "strongly agree," except for the age group of "less than 20 years," which responded with "agree." For the axis of completing tasks, all age groups responded with "always."

The survey results show that the majority of respondents ("strongly agree") agreed with the first three axes, namely "task completion axis," "institutional electronic communication," and "job performance improvement," except for respondents below 20 and over 50 years old, who only "agree" with these axes. There were no significant differences in responses between genders for these axes.

A statistical analysis was conducted to determine the relationship between job performance improvement and management's use of social networking sites to communicate with employees. The analysis used the Mann Whitney Test and included the arithmetic mean, standard deviation, result, P-value, and significance for each axis and gender. The results showed that there were no significant differences in responses between males and females for the first three axes. However, for the fourth axis, "improving job performance," both males and females agreed, but there was no significant difference between their responses.

The survey results showed that both males and females answered "always" to the questions in the task 52 completion axis. For the institutional electronic communication 54 axis, males answered "strongly agree" while females answered "agree." On the job performance improvement axis, all respondents answered "agree," with no significant differences between males and females. However, there were significant differences in the answers to the company's administrative communication axis. Although both males and females answered "strongly agree," males showed more significant approval in comparison to females.

The table (8) displays the extent of reliance on social networking sites for communication in terms of the speed of information transfer and task completion. The educational level of individuals was taken into consideration, and statistical analysis was conducted using the Kruskal-Wallis Test. The results showed that there was no significant difference between the educational levels in terms of task completion. However, there were significant differences in the responses of individuals from different educational levels to questions related to "company's administrative communication," "institutional electronic communication," and "job performance improvement." The statistical analysis revealed that the higher the educational level, the more strongly individuals agreed with the statements.

Table 8 shows the extent of reliance on communication through social networking sites in the speed of information transfer and the completion of tasks

Axis	Educational Level	Arithmetic mean	Standard deviation	Result	P. value	Significance
First	Secondary level and lower	4.34	0.54	Strongly agree	0.036	Significant
	University	4.47	0.40	Strongly agree		
	Post -University	4.24	0.45	Strongly agree		
Second	Secondary level and lower	2.73	0.46	Always	0.981	
	University	2.73	0.47	Always		

Third	Post -University	2.74	0.44	Always	0.008
	Secondary leveland lower	4.30	0.42	Strongly agree	
	University	4.35	0.50		
Fourth	Post -University	4.06 [#]	0.69	Agree	0.001
	Secondary leveland lower	4.29	0.35	Agree	
	University level	4.25	0.56		
	Post -University level	3.96 [#]	0.65	Agree	

The results of the analysis are presented in Table 8, which shows the arithmetic mean and standard deviation for each axis of communication. The table also includes the p-values and significance levels for each axis. The results indicate that there is a statistically significant difference between the responses of individuals from the secondary level and lower, and those from the university level in terms of the third and fourth axes.

It is worth noting that the responses to the questionnaire for the "task completion" axis were the same across all educational levels, as all individuals answered "always."

At post-university level, there was less agreement with question 7 in comparison to university levels. However, the differences between post-university level and secondary level or lower were not significant. It was observed that the electronic communication and job performance responses of post-university level were "agree" in comparison to other levels which responded with "strongly agree." Table (9) shows the extent of statistical differences between administrative communication reality and job performance reality in the company.

The table also shows the results of statistical analysis using the Kruskal-Wallis Test followed by multiple- paired analysis. The results of the analysis revealed the effect of social status on individuals' responses to the four-axis questionnaire, as shown in Table No. (9).

Table (9) shows the extent to which there are statistical differences between the administrative communication reality and the job performance reality in the company

Axi s	Educatio nal Level	Arithme tic mean	Standard deviation	Result	P. value	Significan ce
First	Single	4.39	0.4 4	Strong ly agree	0.996	Insignifica nt
	Married	4.40	0.4 4	Strong ly agree		
	Divorcee	4.46	0.4 0	Strong ly agree		
	Widow	4.37	0.4 8	Strong ly agree		
	Single	2.75	0.4 3	Always		
Second	Married	2.73	0.4 6	Always	0.981	Insignifican t
	Divorcee	2.57	0.5 3	Always		
	Widow	2.86	0.3 8	Always		
	Single	4.25	0.5 5	Strong ly agree		
Third	Single	4.25	0.5 5	Strong ly agree	0.9 1	Insignifican t

In terms of marital status, there were no significant differences in responses among single, married, divorced and widowed individuals. However, significant differences were observed among the responses of individuals at different educational levels. The arithmetic mean and standard deviation values for each axis and educational level are presented in the table.

After analyzing the data, it became clear that social status did not have a significant impact on the responses given to the questions on the four different axes. On the company's administrative communication axis, all social statuses strongly agreed. On the task completion axis, all answers were "always." For the institutional electronic communication axis, all social statuses strongly agreed except for widows who only agreed. On the improving job performance axis, single and married people agreed while divorcees and widows strongly agreed. It is worth noting that there were no significant differences between the different social statuses.

Research Results:

The research yielded several important findings. Firstly, the hypothesis that improving and developing job performance is affected by age, gender, educational level, and marital status was tested. The results revealed that the process of improving job performance was influenced by different educational levels, as well as the administrative and electronic communications within the institution itself. This confirms the crucial role of communication in all administrative processes, especially institutional communication, which plays a fundamental role in communication with all media, government agencies, and various community institutions. These findings are in agreement with the result of Zhan GonKimb's (2017) study, which concluded that using social media has a moderate role in amplifying the positive effect on the company's performance.

Secondly, the results showed the effect of gender on individuals' responses to administrative communication in the company. Statistical analysis indicated the effect of gender on the questionnaire responses.

The analysis revealed that there were no significant differences between males and females in terms of their responses to questions about "completing tasks" and "institutional electronic communication". This finding was confirmed by Linjuan's (2020) study, which showed that spreading strategic information and two-way communication encouraged employees to use internal communication methods, leading to the use of organizational transparency proposals and a better quality relationship with the organization.

It was also observed that both males and females always answered "always" in response to questions about "completing tasks". However, when it came to questions about "electronic communication", male answers were "strongly agree" while female answers were "agree".

The study confirmed the hypothesis that there is a significant relationship between improving job performance and the management's use of social networking websites with company employees. It showed that there is a significant relationship between reliance on electronic communication and the speed of completing job tasks, and between institutional electronic communication and improving job performance. These results are consistent with the study conducted by Abd Al-Muti (2006), which concluded that electronic management has a positive effect on improving administrative work.

Finally, the study found significant differences at the 0.05 level between the reality of administrative communication through social networking sites and the reality of job performance in the company. However, respondents agreed to questions about administrative communication, electronic communication, and improving job performance in the company.

The study found that the communication process, both traditional and modern, is essential for the success of a company. This aligns with previous research that suggests the positive impact of technology on employee performance. Social networking sites were found to significantly affect organizational productivity by facilitating effective cooperation between different components of the organizational structure, marketing products, and receiving feedback from the market and consumers. Consequently, the company should pay more attention to communication methods and integrate them into all administrative processes. To improve institutional performance, the study recommends adopting novel communication tactics that encourage managers to create social change and promote good communication that allows them to interact with employees. Additionally, institutional electronic communication should be given more attention as it has a direct effect on increasing the flow of administrative information.

It is crucial to keep up with the studies and scientific research on the 25 issues and topics that explore ways to use communication techniques and means in administrative work,

along with the resulting trends towards changing technology. It is important to increase the adoption and utilization of social media tools for on-the-job communication. Managers should encourage all employees, not just the marketing department, to participate in social media marketing. This means that a plan to train, develop, and enhance the communication skills of employees must be designed, prepared, and implemented while strengthening horizontal communication to facilitate the flow of information.

It is also necessary to determine the optimal approach for monitoring and using social media in the workplace in a way that contributes to the development of the organization's social networking sites for supporting internal cooperation amongst employees. Achieving this requires examining the effects of social sites on work productivity and organizational functions, such as training, communication, and brand management. Performance management should be used to ensure that employees have updated job descriptions and clear performance expectations.

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