



SOCIAL MEDIA USAGE, EMPLOYEE ENGAGEMENT AND EMPLOYEE PERFORMANCE AMONG SELECTED TELECOMMUNICATION COMPANIES IN UGANDA

ABSTRACT

This study aimed at examining the relationship between social media usage, employee engagement and employee performance in selected telecommunication companies in Uganda. The objectives of this study were: to establish the relationship between social media usage and employee performance; employee engagement and employee performance; social media usage and employee engagement; and to establish the predictive potential of social media usage and employee engagement on employee performance. The study applied a cross sectional research design and a quantitative research approach. A sample of 291 employees containing both sales personnel and call center employees was selected by simple random sampling from a total of 1,147 employees in companies of MTN and Airtel Uganda Ltd. Primary data was obtained using a structured questionnaire which was tested for validity using CVI and reliability using Cronbach Alpha Coefficient. SPSS (v.20) was used to analyze data. Results were presented using descriptive and inferential statistics of correlation and regression analysis. The study obtained a positive relationship between social media usage and employee performance. Furthermore, the study obtained a positive relationship between employee engagement and employee performance. A positive relationship was obtained between social media usage and employee engagement. The study revealed that both social media usage and employee engagement significantly predict employee performance, although employee engagement is more likely to predict more variance. The study concludes that human resource managers should not underestimate the role of social media usage and employee engagement if they are to increase

employee performance. More so, they should concentrate on employee engagement best practices. This study recommends companies to embrace social media usage especially social bookmarking; continually engage employees; and incorporate use of bookmarks in all organizational communications and trainings in order to enhance employee performance.