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MOUNT KENYA UNIVERSITY
SCHOOL OF BUSINESS

TOPIC

IMPACT OF SOCIAL MEDIA ON EMPLOYEE PERFORMANCE: *Case study of 5
Government Ministries, Kenya.*

PRESENTED BY

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3 ABSTRACT:

Modern Technology in communication no doubt has turned the entire world into a “Global Village”. But as it is, technology like two sides of a coin, bring with it both the negative and positive sides. It helps people to be better informed, enlightened, and keeping abreast with world developments. Technology exposes mankind to a better way of doing things.

Social media are gaining popularity and are increasingly used in regular operations of many companies, including start-ups, small, medium-sized, and large organizations. This study examined, through a case study, the impact of social networking on employee productivity and organizational performance of 150 employees from 5 government Ministries namely; Ministry of education, Tourism, Finance, Communication, Water and Irrigation.

The study used both primary data collection using semi-structured questionnaires through the drop and pick method and secondary data from the Ministries’ evaluation and financial reports. Data was assessed to find out whether employee performance is a function of the variables indicated on the specific objectives. The above five ministries are among the major ministries in Kenya and they will best represent the view of civil servants in Kenya.

In this study, people of between 22 and 35 years of age spent more time on social media than those above 40 years who concentrated more on their job than on social media. This behavior creates an impact on human resource aspects like performance, delivering on the tasks assigned, motivation, professionalism, training and development, career growth and having relevant skills.

The study recommends that for government ministries and other companies to have an effective wide social network, they should place some measures to encourage viable participation of the employees in social media interaction which eventually increases employee performance. Additionally, the study recommends that management should embrace social network as a way of interacting with customers who may not be reached in other means. This study recommends further research on a wider scope on application of social media and employees’ performance.