

The Impact of Social Media on Contemporary Business Communication

Sample Assignment

Introduction

In the modern era where social media plays a key role in the communication and have impact the business communication in the organization. E-communication is necessary when the organization needs to tell their stakeholders about the company, the employees in the organization have to communicate with each other and also when the company need to tell their customers about the product and services which they offer they need a very well communication. The current study emphasises on the challenges businesses in the 21st century are facing with communication and an understanding and explanation of how 'business communication' has changed over the last 20 years. It also identifies the impact of social media on contemporary business communication and how have these changes impacted the way modern business operates today in Australia.

Main Body

Communication is the most essential part in the organization it connects all the levels management to foremost authority of the organization. If management want to convey the important message with all the levels of business than communication process is necessary for the management (Leung.et.al.2013). Organization can easily manage the channel of communication at the work place by which management can easily manage the overall efficiency of the employees in order to raise the output of the employees. Communication is the best and effective medium to get in contact with all the employees at the work place and keep them motivated. In few decades professional communication process in Australia has updated with the latest technology and also makes the work procedure of the leaders very easy that help them to increase the productivity of the organization. Adoption of latest technology in the organization for the communication process assists the management to gain the competitive advantage. Technology is the best and effective way to increase the sale of organization and also help the management to easily get in touch with the internal and external stakeholders in the market. In last 20 years it can be said that organization has faced drastic change in the communication process that assists the business to become the leader in the market (Curran.et.al.2016). The technology has made the communication very easy and simple that helps the management to easily express the views on the particular issue.

Management has the best and effective medium to express the views on different topics either they are related to the business or any individual employee. Management has the tool to make the communication easy and more competent for its employees and customers (Huang.et.al.2013). It can be said that communication among the employees and management must suits the nature of organization thus all the employees can express their views easily. In Australia all the organization are using the formal way of communication in which all the employees can easily express their views in very professional manner. Management also have the ability to advertise their products in the market with the help of latest technology. The latest technology provides various tools to the organizations like Mobile, video conferencing, email and many more. It is the best and effective tool to communicate with the employees. Bing Lee is the biggest consumer retail organization that provides consumer services to different kind of customers. In order to communicate with the customers management has various tools like media tools, email marketing etc. In the present era customers is the king of market and they have the right to be informed about the products and services offered by management to the customers. In order to retain he customers for the longer period management needs to communicate with them regularly (Gerbaudo and Treré, 2015). With the help of technology huge amount the knowledge can be gained by the clients about the product and organization.

It can be said that business needs to adopt the latest technology in order to raise the output of the organization. With the help of communication process management can easily manage the overall services of the organization and also help the business to maintain the positive working environment (Dunning, 2014). In the 21st century all the organizations are facing the issue related to the communication like slow connectivity of the internet, hacking and many more. Due to this kind of issue management is not able to develop the effective communication channel and thus it is affecting the overall operation of the organization. Another challenge for the business is lack of interaction among the employees and management related to the communication thus management is not able to implement the plans in better and effective way. Another challenge faced by the management is international structure of the organization thus business is not able to communicate with the employees. It is the duty of management that all the employees must be informed by the management but

due to lack of communication employees are not able to give their best (Cunningham and Fröschl, 2013). For the better output business has to check the level of information given to the employees in order to generate the better outcome.

In the current era of technology businesses are facing the suitable channel of the communication that affect the production of the organization and also impact the marginal value of the business (Børøsdund,2014). It also put the question mark on the decision making strength of the business. Another issue is that international laws that affect the communication channel of the organization. In case of Bing Lee organization has set its business in different parts of the world and in all the region employees use different language to communicate. In this situation management needs to give training to the employees for the better communication. It increases the cost of training for the organization and binds the management to incur this cost for the training of the employees. The head office of Bing Lee is in Australia due this management is not able to share the important message with the help of internet. It is the duty of management to share all the details with the employees but security issues affect the management in very significant manner (de Jong.et.al.2016). It can be said that management needs to aware the employees about the new plan and strategies but it might be risky for the management to share all the details via email or any other medium of communication.

Foreign laws and regulations also affect the management in very significant manner that assists the business to gain the competitive advantage (Best.et.al.2014). In case of security breach management needs to take to strict action for the welfare of the organization. It can be said that communication must be done with the proper channel in order to cure the important details of the organization from being hacked or misused. Change in communication process help the business to achieve the objective within the given time also increase the profit margin of the organization. In Australia organizations have adopted various channels of the communication in order to communicate with the employees and with the customers. Before 20 years organization does not have the proper communication channel to deliver the message with the customers. Now organization have the email facility, internet and various other mediums are there to deliver the essential documents with customers. On the website of Bing Lee customers are free to purchase their desired product that helps them to increase the

profit margin of the organization (Trainor.et.al.2014). Another change in communication process that helps the employees to share their point of view with the top management and laws are designed by the government for the welfare of employees. In the organization employees can have the right to take the work from home or do the work with the help of internet only.

Globalization has increased the competition in the market that affects the overall efficiency of the organization and become opportunity and threat for the organization (Hajli, , 2014). All the nations in the world are focusing on the development of the technology at the work place and also affect the overall efficiency of the organization. The adoption of the technology comes with the high cost for the organization and also reduces the man power needs of the organization. In the current situation technology has replaced the man power in the organization and also affects the employment of Australia. All the organization requires that kind of employee in the organization which is multi-talented and also develops the resources of the organization. Management has to identify the overall skills of the employees and always give preference of the human resources in the organization. It can be said that business communication reflects positive impact on the organization and increase the brand value of the organization. Management needs to identify the suitable use of technology at the workplace in order to generate the better outcome from the implemented resources. Business communication makes the work procedure easy and simple by which employees does not face any issue related to the work. All the working policies are clear to the employees thus they are able to give their best at the work place. Video conferencing makes the business communication very easy and good thus all the employees are able to express their views to the top management (Aral,2016). If we consider the era of 20 years back all the organization are not able to meet the needs of the employees due to lack of communication and thus employees does not give their best towards the organizational goals.

And when it comes to the communication with the customers then social media plays the important role. Facebook, twitter, pinterest, instagram and many other social platforms are there which can be best suited for selling the products and services they offer (Schivinski and Dabrowski, 2016). It has become the interface for the company to share their thoughts and views and can exchange their ideas with the consumers in a more easy way. In Australia

social media is a best way of communication with the customers and Bing Lee is also taking advantage of it and moving with the technology to grow. Social media have impact the way of communicating because before their were print media to promote their products and services and to communicate with the customers. But, now in the modern era organizations are using powerful campaigns, posts on facebook that goes viral and result in the increasing brand visibility and the sales. Internet technology has provided us with the company to cater people all over the world. It has helped the organization to predict the future growth and make plans for the future prospectus. On the other hand if we promote wrong things then it can also hamper the image of the Organization. BHP Billiton, Rio Tinto, Westfarmers, National Australia Bank, Commonwealth Bank of Australia and Telstra are using this platform to gain market share and fame in the market in Australia.

But the biggest challenges that organization face is of security and Privacy. It is the foremost think that organization must think before putting anything on the social media (Goh,2013). The cases of cybercrimes and hacking are most common so one should take serious steps for the same. The second thing is the analytics of the social media. Just promoting is not enough on the social media but the accurate analysis is must. Measuring of ROI is must proper strategy is been required that what results are been obtained from the promotions (Ruths and Pfeffer, 2014). So, as the coins have two faces likewise the social media may bring many opportunities as well as challenges on the other side and the organization must focus on both the aspects before entering in the communication through social world.

Conclusion

The future of social media is huge in Australia. Many companies have thought out of the box ideas and doing their best to promote their services and products on social media. The study analyse that social media is the best form to communicate internally as well as externally in the organization. Wether one has to communicate with the employees through modern means like emails, video conferencing and whether they have to sell their products on social media by using various social platforms like Facebook, instagram, twitter, pinterest etc. Thought it may have many challenges and opportunities in the modern business and social media may



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have impact the way of business communication in Australia. But, the companies are promoting themselves on social media and getting the best results.

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