Effectively Managing Multiple Social Media Accounts in Organizations through Corporate Communication Department

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Abstract
Corporate communications department in every organization does a lot in branding and advertising. It also enhances public relations through image and identity enforcement of a company. This needs multiple management of social media because most of organizations' work has gone online and most clients are into online. This immensely calls for a corporate communication officer who can handle multiple online media accounts. The study focused on management of multiple social media tools by a corporate communication officer of an organization. The study aimed at finding the reliable software or application tools to be used in effective management of multiple social media accounts**.** The research uses Survey design and questionnaires to gather information .The design was effective method of collecting data by use of questionnaires. The respondents were corporate communicator /PR consultants managing multiple social media accounts on behalf of their companies/organizations.
Keywords: Social Media/Accounts, Corporate Communications, Organizations

INTRODUCTION
This chapter acts as a preliminary section to a research work. The introduction has several components of research examples, the background of the study. The introduction therefore gives highlights on various aspects of the study, giving hints on the problem of the study and outlines the yawning gap that exists in the area of study. The existing studies and theories that support the problem statement are also quoted therein.

Background of the study
Wikipedia (2010) defines Social media as an umbrella term defining various activities that integrate technology, social interaction and construction of words, pictures video and audio.

Andreas Kaplan and Michael Heinlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content."

It introduces substantial and pervasive changes to communication between organizations, communities and individuals.

Social media has become an integral part of a marketing strategy for most businesses or corporate organizations.

In the current digital world, reaching out to thousands of your clients or customers can be done in a matter of seconds and this has been made possible through social sites for instance Facebook, Twitter, Google + and LinkedIn among others (Wambugu 2013).

Millions of people and companies have therefore turned their hands to these social sites to keep in touch and communicate with their friends and clienteles respectively.

Wambugu (2012) notes that the messages to be posted on each social medium are as varying as these social sites themselves. Managing digital platforms, Wambugu (2012) Further argues is no longer as easy as updating your Facebook status. Now you need to worry about which messages are relevant to which platforms. Your message on Twitter may not be relevant or suitable on LinkedIn.

A recent survey done by a London based pollster estimates that over 60% of companies have more than one social media accounts as they spread their arm to meet all their customers.

Steve Jobs (2012), a media scientist, posits that keeping up with just one social media account is tough. But if you personally hang out on even one or two more services, or are in charge of socializing with your business's customers online, juggling it all starts to feel a lot more like work, and not the fun kind.

According to Wambugu 2013 there comes a time when your social media activity can become

overwhelming for most corporate communicators or communication agencies. The reason being aside from keeping up with the different social media channels your company or organization have registered for, you need to deal with posting timely messages on your company's feed and replying to customers as well.

Thus, managing all your online accounts on a regular basis takes up hours of your time at work, leaving you with little for your other tasks.

Corporate communicators therefore need tools to help them effectively manage their company are multiple social media accounts for their own benefit.

These tools are called social media management tools, social dashboards or simply social management tools. (Wambugu, 2013) define social management tools are software programs designed to help people operate multiple social media accounts from within a single, unified view or application.

Managing all your online accounts on a regular basis takes up hours of ones time at work.

Keeping up with different social media channels your company has registered for, posting messages on your feeds and replying your clients leaves you with little time for other tasks.

Communication agencies' thus loose clients due to the fact that they cannot give a speedily response the communication workloads before them.

The objective of this study was to identify challenges and seek interventions a corporate communicator can apply to manage multiple social media accounts in digital communication.

Purpose of the study

The purpose of the study was to identify software /tools which can be used in effective management of multiple social media accounts.

Objectives of the study

a) To determine the importance of social media in corporate communication.
b) To identify the importance of having of social media policy in an organization.
c) To highlight the steps of implementing social media policies in an organization.
d) To identify software/ tools used in managing the social media by a corporate communicator.

Research questions

a) How is the social media important in corporate communication?
b) What is the importance of social media policy in an organization?
c) What should an organization do to effectively implement social media policy?
d) What are the software/ tools used in managing the social media by a corporate communicator?

Significance of the study

The researcher through the study established solutions to organizations who encountered a number of challenges in effective use of multiple social media accounts and implementing social media policies within their work environment.

Scope

The study focused on paths to be followed by corporate agency can so as to reap the benefits of using multiple media accounts in the height of a fast emerging social media.

The study also factored in strategies and steps that organizations can follow in implementing use of social media in within its environment.

LITERATURE REVIEW
INTRODUCTION

This chapter shows what other scholars have said about the same topic. It helps to determine areas that have already been studied. These findings will help the researcher to identify research strategies and the instruments which are effective hence again the experience from other researchers.

The chapter also helps in facilitating interpretation of findings of the study in and therefore helps to identify the

gap in knowledge that the researcher has to fill.

IMPORTANCE OF ELABORATE CORPORATE SOCIAL MEDIA POLICY

Margaret Rouse (2011) social media policy (also called a social networking policy) is a corporate code of conduct that provides guidelines for employees who post content on the Internet either as part of their job or as a private person.

She further explains that the goal of a social media policy is to set expectations for appropriate behavior and ensure that an employee's posts will not expose the company to legal problems or public embarrassment.

Having a corporate social media policy can help to protect your company against liability for the actions of your employees.

It will also help employees to understand what they can and cannot say on social websites, enabling them to draw a clear margin between their personal and professional lives. Corporate social media policies should aim at getting employees to comply with relevant laws and set standards of best practice.

Such policies according to Rouse 2011 include directives for when an employee should identify himself as a representative of the company on a social networking website, as well as rules for what types of information can be shared. Almost all social media policies include restrictions on disclosing confidential or proprietary business secrets or anything that could influence stock prices.

The policy will also set guidelines on sensitive subjects like monitoring and disciplinary for wrong-doings.

What should a corporate social media policy include?

The most important thing is that your corporate social media policy suits the culture of business and the needs of the company. Your rules on using the internet and social media websites will vary depending on the industry your business is part of. Many companies now have employees running their social media websites so it is essential that your policy covers professional and personal use.

Eric Mbuthia and Kilonzi Justus (2010) write that many corporate social media policies start by stating how employees should behave on social media websites. For example it is common for companies to state that employees should not discuss the company or any of its competitors and that they are obliged to comply with other policies set by the company. Basically as a business owner you are looking to avoid bad PR for your company, so you need to make employees aware of the opinions they express online.

Rouse (2011) some companies go as far as asking their employees to provide disclaimers on their personal social media accounts. These disclaimers identify that the opinions expressed by an employee are not necessarily the opinions expressed by the company. Many employees have to write disclaimers into their Twitter bios, blog posts and other social media account information. It is essential that you make clear that whilst you do not want to harm your employees' freedom of expression, the reputation of the business they work for is also paramount.

EFFECTIVELY IMPLEMENTING CORPORATE SOCIAL MEDIA POLICIES AT THE WORKPLACE

Reynolds T, (2012) a blogger and a freelancer write that if you want to establish a social media policy in your organization then the first thing you need to do is consult your staff about the policy.

By involving your employees Reynolds argue, you will be able to make sure that your policy is fair and relevant to the needs of the company. This eliminates any discretion from occurring once you have implemented the policy.

Training team members in communications and best practices is a great way of integrating your social media policy with other rules and regulations to do with internet usage email storage and data protection.

As you take on new staff, Reynolds T. (2012) writes that it is essential that this policy is referred to in HR inductions. Companies should already outline their policy on internet usage at work and encourage employee communication across the company in this regard; however social media is definitely something that needs its own separate policy. Being transparent about the policy rules and the reasons behind the rules will stand your company in good grounds for disciplinary measures, should an employee deliberately bypass the policy.

Appreciate that social media is here to stay.

Prohibiting the use of social media altogether may be impossible, even at work, where many smart phones allow access to social networking sites. Since social networking is here to stay, a better option is to implement a policy governing employees' use of it.

Designate someone to take charge of your social media policy.

Organizations which do not personally engage in or understand social media must designate a trusted person, or group of people, who understands not only how social media works, but also the potential legal liabilities for its misuse. Of course, the necessity and scope of social media policies will depend on many factors, including the size of the business, the type of product or service offered, and the extent to which the business utilizes social media for marketing and communicating with customers. Organization should consider consulting with counsel at an early stage to assist in this process.

Determine whether your current employee policies can be amended, or if a more specific social media policy is needed. Once one is charged with the responsibility of reducing the risk of social media liability, a clear policy can be created. Many businesses already have an employee code of conduct, and a social media policy may simply be an extension of the guidelines already in place. In such a case, the current policy can be amended and the employees advised that the company's expectations of employee conduct extend to their social media use.

Train employees about the policy.

Once a social media policy is in place, it must be communicated to all employees. Training on social media use and the effects of the policy are recommended. It must also be enforced by trusted individuals and updated as necessary. In addition, by establishing a clear process by which social media posts are reviewed, businesses reduce the risk of dissemination of a potentially problematic communication.

Consider social media use in your risk management program.

Because mistakes happen, and claims resulting from social media use are an emerging phenomenon, social media must be considered in every business's risk management program. Some claims will not be covered by a general liability insurance policy and many insurance companies have created special coverage endorsements and stand alone policies to fill this coverage gap. Counsel can help you review your present policy and determine whether it effectively covers you for social media claims.

SOFTWARE/ TOOLS USED IN MANAGING THE SOCIAL MEDIA BY A CORPORATE COMMUNICATOR

According to Wambugu (2013) tools used in managing social media sites are called Social management tools. These are software programs designed to help people operate multiple social media accounts from within a single, unified view or application. Often these apps are called social media management tools, or more simply social dashboards.

There are a number of desktop, tablet and mobile applications available which will help you organize multiple social media accounts, platforms and information sharing across a variety networks according to Wambugu.

These social dashboards allow one to post, reply and schedule comments for all his/her company or personal social media accounts in one easy format.

Daniel Zeevi, a social media scientist, there are about 10 tools which are commonly used by social media guru to manage multiple accounts.

❖ **Hootsuite**

With Hootsuite argues Wambugu ,you can register up to five social media profiles so you can interact with your Twitter, Facebook, Google+, and LinkedIn followers with ease.

Both Zeevi and Wambugu point out that the advantage of using Hootsuite is its ability to schedule your posts to appear at specific dates and times in the future.

This proves very useful especially if you want to tend to your on-line profiles due to other commitments. According Zeevi (2013) once you have set up the message they will be posted on the social media sites even if you don't log in.

Hootsuite has also an auto schedule feature that automatically designates a scheduling time based on a projected time to post write Wambugu (2013).

Hootsuite offers a free, pro and enterprise solution for managing unlimited social profiles, enhanced analytics, advanced message scheduling, Google Analytics and Facebook insights integration according to Zeevi (2013).

❖ **TweetDeck**
According to Zeevi, TweetDeck is a web and desktop solution for monitoring and managing Twitter feeds. Wambugu also notes that tweetdeck is not only limited to the web as it can be installed as a separate program on your hard disk as a desktop application.

❖ **Buffer**
Buffer is a smart and easy way to schedule content across social media, this is according to Wikipedia.

According Zeevi (2013) Buffer has features that let you keep to a consistent social media schedule all week long without worrying about micro-managing the delivery times. The Bufferapp also provides analytics about the engagement and reach of your posts.

Bufferapp has superior scheduling flexibility over Hootsuite because you can designate very specific scheduling times and change patterns throughout the week, note Zeevi (2013).

Even though Hootsuite recently introduced an auto schedule feature that automatically designates a scheduling time based on a projected best time to post, Zeevi points that it still doesn't have the same flexibility as Buffer since you don't really know when a post will be scheduled till after doing so.

Zeevi therefore encourages the use of both Hootsuite (to listen) and Bufferapp (to schedule).

❖ **Social Flow**
Social media scientists say that Social Flow is an interesting business solution to watch real-time conversation on social media in order to predict the best times for publishing content to capture peak attention from target audiences.

Zeevi 2013 lists some major publishers who use Social Flow .they include: National Geographic, Mashable, The Economist and The Washington Post among others.

Its merit according to Wambugu and Zeevi (2013) is that it offers a full suite of services that looks to expand audience engagement and increase revenue per customer.

In addition to its Cadence and Crescendo precision products, SocialFlow conducts an analysis of social signals to help identify where marketers should spend money on Promoted Tweets, Promoted Posts and Sponsored Stories, extending the reach and engagement for Twitter and Facebook paid strategies, this is according to Zeevi (2013)

❖ **SproutSocial**
SproutSocial is a powerful management and engagement platform for social business, this make it vital for a corporate communicator (Wikipedia 2013).

Sprout Social according to Zeevi 2013 offers a single stream inbox designed to help you never miss a message, and tools to seamlessly post, colloborate and schedule messages to Twitter, Facebook and LinkedIn.

The platform also has monitoring tools and rich analytics to help you visualize important metrics.

❖ **SocialBro**
SocialBro helps businesses learn how to better target and engage with their audience on Twitter. SocialBro according to Wambugu (2013) provides tools to browse your community and identify key influencers, determine

when the best time to tweet is, track engagement and analyze your competitors.

Zeevi (2013) also notes that SocialBro analyzes the timelines of your followers to generate a report showing you when the optimal time to tweet is that would reach the maximum amount of followers for more retweets and replies.

❖ **CrowdBooster**

Crowdbooster offers a set of no-nonsense social media analytics with suggestions and resources to boost your online engagement.

This platform according to Zeevi (2013) provides at-a-glance analytics, recommendations for engagement and timing, audience insights and content scheduling to optimize delivery.

❖ **ArgyleSocial**

According to Zeevi (2013) Argyle social is social media management tool for savvy Business to Business marketing. It allows you to merge social data with sales and marketing numbers to identify and engage with more prospects, qualify and quantify better leads and build stronger relationships with social media actions.

❖ **Tweepi**

Tweepi is a unique management tool for Twitter that lets you flush unfollowers, cleanup inactives, reciprocate following and follow interesting new tweeps. The pro version allows you to do bulk follow/unfollow actions of up to 200 users at a time making it a pretty powerful tool for Twitter management. This is according to Zeevi (2013)

❖ **Operating System X on Mac Computer**

Depending on your needs, there is, of course, always Operating System X (OS X) itself. This is according to Apple founders (2012). This application is only designed for Apple Mac Computers. Apple added some much-needed integration of a handful of social media accounts right into OS X.

According to Steve Jobs (2011)-*Apple Mac founder*-To have this feature on your Mac, go to *Apple menu > System Preferences* and select Mail, Contacts, & Calendars. Here, you can add multiple Twitter accounts, one Facebook account, and Yahoo, Vimeo, and Flickr accounts.

For basic OS X integration with social media, enter your account information into OS X's Mail, Contacts & Calendars System Preferences pane.

According to Jobs (2012) OS X's social media integration mostly makes the process of sharing out to your accounts much easier. If you mostly just need to post status updates, links, and media, having these tools built into most of your apps and even having the good old fashioned right-click menu can simplify a lot of your social tasks.

Research Design

The researcher used survey design to gather information. Surveys are effective method of collecting information/data.

It is a systematic way of gathering data needed for decision making as in the case effective management of multiple social media accounts in digital communication.

This design helps to get data regarding the characteristics of the population and is prior information for getting research questions.

The design to be used will be survey because the respondent will be corporate communicators who are ever interacting with clients on behalf of their organizations.

Location of the study

The study was conducted in organizations with corporate communication departments.

Target Population

The entire population of the study comprised of corporate communicators using multiple social media accounts to reach out to their clienteles.

Sampling Procedure

Due to limited time and financial constraints, the researcher used a sample size of 40 out 150 corporate communicators who were the targeted population of the study.

The research was therefore carried out in 20 organizations. The research used random sampling method to choose a sample population for the study.

It was the most appropriate technique since every member of the population had an equal chance of being selected for the study.

Lottery method was used to get the selected group for the study .from the whole population members will be allowed to pick a piece of paper marked "YES" or "NO". Those who picked the paper marked "YES" will be included in the study.

Therefore from each organization with corporate communication agent, a corporate communicator was chosen at random. Two PR practitioners picked from 20 corporate communication departments gave a total of 40 PR practitioners/corporate Communicators selected for the study.

Description of Research Instruments

To collect data, the researcher developed questionnaires which were sent to groups of respondents. The questionnaires developed were simple and clear and directs towards the objective and the hypothesis of the study.

This made the respondents explore themselves fully and have a glimpse of what was to be done to help in the management of multiple social media accounts in the face of digitization for the benefit of their organization.

The researcher prepared questionnaires which he personally he sent to responds via emails, hand delivery and by social media messaging.

The researcher introduced himself and explained the purpose of his study. The questionnaire was filled by PR officers/practitioners and sent or picked by the researcher there after. In so doing, the researcher will get the information and make analysis of data.

Data collection procedure

To collect data, the researcher developed questionnaires which were sent various PR practitioners. The questionnaires were pre-tested to help in the identification of any unclear statement or add any information felt necessary for the study.

The researcher thereafter took the questionnaires to the respondents in various communication departments, had a talk with them (either online or face-to-face) and left the questionnaire to be filled awaiting collection later.

PRESENTATION AND ANALYSIS OF FINDINGS

This chapter presents   the findings of the study, their analysis and interpretation.
The data collected from the field through the questionnaires are interpreted in form of tables.

IMPORTANCE OF SOCIAL MEDIA IN CORPORATE COMMUNICATION

Category	Frequency	Percentage
PR Org. using multiple social media to reach their clients	16	80 %
PR Org. only one social media to reach their clients	4	20 %
Total	**20**	**100%**

In the table 4.1 the number of PR organizations embracing the use of social media to communicate with clients is 16(80%) as compared to organizations not using social media (20%), an indication that the use of social media and multiple social media accounts in company-client communication is rapidly gaining importance.

THE IMPORTANCE OF ELABORATE CORPORATE SOCIAL MEDIA POLICIES

Category	Respondents	Percentage
organizations with elaborate social media policies	**6**	**30%**
organizations without elaborate social media polices	18	70%
Total	**20**	**100%**

In the table 4.2 PR organizations with elaborate social media policies are 6(30%) as compared to organizations without any elaborate social media policy (70%).This indicates that several org. are yet to understand the need of an elaborate social media policies to govern their social media operations within their work environment.

IMPLEMENTING CORPORATE SOCIAL MEDIA POLICIES

category	Respondents	percentage
Organization which has effectively implemented social media policies.	4	20
Organization which has not successfully implemented social media policies.	16	80
total	**20**	**100%**

In the table 4.3 PR organizations who have effectively implemented social media policies to their employees are 20% while those that haven't been successful are 80%.

This reveals that these firms who have been successful either have no laid down policies or have them but ignore to implement or they simply ignorant about such policies.

SOFTWARE/ TOOLS USED IN MANAGING THE SOCIAL MEDIA BY A CORPORATE COMMUNICATOR

category	respondents	percentage
PR dept. using social media management tools	5	25
PR departments without social media management tools	15	75
total	**20**	**100%**

In the table 4.4 PR firms using social media management tools are only 25% compared to (75%) – firms not using these social media management's tools.

In essence most org. are not aware of existence of such tools or do not know where and how to get these tool to manage their multiple social media accounts.

CONCLUSION AND RECOMMENDATION
INTRODUCTION

This chapter presents the summary of the findings, conclusion ad recommendation made by the researcher from the findings. The information was generated from the questionnaire which were administered to the PR practitioners in communication firms and analyzed by the researcher.

CONCLUSION OF THE STUDY

After the finding the researcher made the following conclusions:
1. The power of social media in the digital era cannot be underestimated in any communication sphere.
2. Most organizations are still ignorant in effectively adopting and using social media in day-to-day communication with their clients.

RECOMMENDATION OF THE STUDY

Having analyzed the findings, the research recommends that:
1. Organizations who want to make gains in this digital era must embrace the use of social media.
2. Every organization should establish and implement its own social media policies to guard it against public embarrassments or legal problems.
3. Organizations should purchase and apply at least one social media management tool since the wave of multiple social media accounts is fast sweeping most org.

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QUESTIONNAIRE

Fill this form by ticking the correct information. Your confidentiality will be safeguarded and the information provided will be used for academic purpose only.

PART A
Answer all questions
Organization………………………….
Department …………………………..

    Tick where applicable ($\sqrt{}$)

1. Are you a professional PR practitioner/ corporate communicator?

    Yes   No

2. Does your department use social media to communicate with clients?

    Yes   No

3. Does your company have social media policies?

    Yes

                                No

4. How many social media accounts does your department use to link with its public/clients?(tick where necessary)

One ( )   Two ( )   More than two ( )

N/B respond to question 4 below if your department use TWO social media accounts and ABOVE.

5. Do you use any software to manage these social media accounts?
    Yes ( )   No ( )

6. If yes, which software(s)?