

Exploring the Pros and Cons of Social Media Use: Is It Time for Organisations to Consider Appointing Social Media Officers

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Abstract:

Social Media is contributing a lot to the general development across social and development strata. The widespread use of Social media in all channels of communication is highly economic considering a developing country. However, there are challenges that are inherent in Social Media which are threatening the validity of this tool as an authentic asset for business. While the acceptance, adoption and use of Social Media by organisations in their operations are creating habitual technological encounters, there are inherent challenges which threaten the viability of their use. The researchers carried a case study of Midlands State University.

Keywords: Netnography, Social Media, ICT4D, M4D, Organisations