

Social Networking Sites and Employee Engagement

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Abstract : Purpose: The purpose of this paper is to examine the effect of communication through social networking sites (Facebook, Twitter) on employee engagement. Methodology: A quantitative survey was used to collect data from 440 employees from the Ministry of Education in Oman. SPSS software was used to analyze the data. Findings: The results revealed a positive significant relationship between communication via Facebook and employee engagement. However, communication via Twitter does not influence employee engagement significantly. Practical implications: Managers can benefit from the study by understanding the importance of communication via Facebook with employees in order to increase their engagement. They should post their views and thoughts on Facebook and encourage their employees to be members which would be reflected on their psychological side positively. That gives them a feeling of belonging to a network. Originality/value: The study enriches the human resources management literature by examining a theoretical framework about the influence of social networking sites usage on employee engagement. This is one of the few studies that focus on the relationship of social networking sites usage with employees' engagement. It is the first study in an Omani context.

Keywords : employee engagement, social networking sites, Facebook, Twitter

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