Use of Social Media in Corporate Communication of Selected Telecommunication Companies in North Central, Nigeria

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Abstract

The study investigated social media in Corporate Communication of Selected Telecommunication Companies in North Central Nigeria. The objectives of this study were to: examine the use of social media in corporate communication of the select telecommunication companies in North-central Nigeria. Determine their effectiveness and ascertain the challenges of social media networks on effective workflow in the telecommunications companies in North Central Nigeria. Descriptive survey research design was adopted while questionnaire was generated to guide the study. A sample size of 577 respondents was drawn using a proportional stratified sampling technique, accurately reflecting the population distribution. The sampling fraction was calculated by dividing the sample size (577) by the total population (27,576). Data collected from the respondents were then analyzed using frequency, tables and numerical analysis. It was found out that social media used in telecommunication companies in Nigeria were effective. And that X space and LinkedIn were social media networks adopted for effective workflow communication in the telecommunications companies in North Central Nigeria. It concluded that communication companies were unable to meet certain consumer expectations such as poor network and delay response to enquiries. These were major challenges of social media in corporate communication. Based on the findings, it was recommended among others that telecommunication firms should strengthen the capacity of their social media engagement both with customers and employees and more investment is required on hardware back up to improve Telecom service delivery in North Central Nigeria.

Keywords: Social Media, Telecommunications, North-Central, Nigeria

INTRODUCTION

The role of communication in the effective functioning and operation of the corporate establishment cannot be over-emphasized. Communication is a key to brand promotion and marketing, customer relations, employee management, and training. According to Keyton (2019), communication is the process that involves information transmission between people or organizations. It is equally important to note that before any message could be termed information, it must be duly processed and understood by the receiver. Nigeria's telecommunications industry had experienced significant growth and transformation, driven by technological advancements, regulatory reforms, and increasing demand for connectivity.

Nigeria is recognized as one of the largest and most competitive telecommunications markets in Africa. The sector is marked by intense rivalry among service providers delivering

voice, data, and value-added offerings. Major operators include MTN Nigeria, Airtel Nigeria, Globacom, and 9mobile, with MTN Nigeria leading the market in terms of subscriber base and overall share (MTN Group, 2023). Mobile telecommunications in Nigeria have witnessed exponential growth, driven by declining mobile handset costs, improved network coverage, and a predominantly youthful and tech-savvy population. Mobile phones now serve not only for voice communication but also for internet access, mobile banking, and a variety of digital services. The increasing reliance on mobile data has positioned it as a central revenue stream for telecom operators, prompting substantial investment in broadband technologies such as 3G, 4G, and more recently, 5G (Nigerian Communications Commission, 2023).

The Nigerian Communications Commission (NCC) oversees the regulation of the telecommunications sector, implementing policies aimed at encouraging competition, safeguarding consumer rights, and promoting infrastructural development (NCC, 2023). Nonetheless, several structural and operational challenges persist. These include infrastructural deficits in rural areas, bureaucratic barriers such as multiple taxation and right-of-way issues, and security concerns in parts of the country. Despite these obstacles, the sector continues to demonstrate growth potential, largely fueled by the proliferation of smartphones, ongoing 5G rollout, and the increasing adoption of digital platforms. In telecommunications firms, effective communication is critical not only in customer engagement but also in fostering internal coordination. However, as Dunn (2017) points out, frequent communication does not guarantee comprehension. The assumption that sending an email or issuing a memo completes the communication process is misleading, as communication is only complete when both information and understanding are transferred between sender and receiver (Akua & Agyin-Birikorang, 2014).

To promote seamless internal and external communication, corporate organizations often design adaptable strategies tailored to their operational structure and target audience. Udeze (2019) emphasizes that the mode of communication adopted by a telecommunications firm is typically aligned with its business goals and customer expectations. With global advancements in digital technology, traditional communication modes are rapidly giving way to more efficient, electronic formats. Social media represents a key aspect of this transformation. It encompasses web-based technologies that enable the exchange of ideas, opinions, and multimedia content through virtual communities. According to Daya (2021), social media platforms enable rapid communication via internet-connected devices such as smartphones and tablets, making them indispensable tools in modern business communication.

The relevance of social media in corporate communication globally is increasingly evident. Over 70% of the global population now relies on platforms like Facebook, Instagram, and TikTok for information and interaction, thus shifting the focus from traditional to digital communication modes (Heerden, 2016). This transition has been largely enabled by the twin forces of globalization and digitalization, which have redefined consumer-brand interaction within virtual markets. As noted by Hewett and Heerden (2016), the rise of social media has created new opportunities for telecommunications companies to engage effectively with target audiences. Furthermore, Deuze and Dimoudi (2002) highlight the empowering potential of digital platforms in democratizing content production and enhancing consumer participation.

Corporate communication, in this context, refers to the strategic dissemination of information to internal and external stakeholders, including customers, employees, regulators, and investors. As Udeze (2019) explains, such communication can take multiple forms—written (e.g., emails, press releases, reports), spoken (e.g., interviews, meetings), and visual (e.g., branding, infographics). In North-central Nigeria, particularly in Abuja where companies like MTN, Airtel, Globacom, and 9mobile maintain a strong foothold, social media has become instrumental. These platforms are utilized for a wide range of functions, including workflow communication, marketing, brand positioning, and customer service. It is against this backdrop that the present study examines the role of social media in facilitating corporate communication within the telecommunications industry in this region.

Theoretical Framework

The framework for this paper is premised on the basic assumptions of Technological determinism theory. The theory was popularized by the American sociologist and historian of technology, Thorstein Veblen, in the late 19th and early 20th centuries. However, it gained significant traction in the mid-20th century, particularly through the works of scholars like Marshall McLuhan and Jacques Ellul. Key tenets of technological determinism include:

i. **Inevitability of Technological Progress:** This tenet asserts that technological advancement is inevitable and follows a predetermined path of development.
ii. **Autonomy of Technology:** Technology operates independently of human control, shaping society and culture in its own right.
iii. **Impact on Social Structures:** Technology influences social structures, norms, and institutions, often restructuring them to accommodate technological change.
iv. **Technological Imperatives:** Once a technology is introduced, it creates demands and pressures for further technological development and adoption.
v. **Irreversible Effects:** Technological changes are irreversible and have profound and long-lasting effects on society.
vi. **Societal Dependency:** Society becomes increasingly dependent on technology, affecting all aspects of life.
vii. **Deterministic View of History:** History is viewed as a series of technological advancements driving social change rather than the result of human agency or other factors.

The theory is relevant to this study because, the adoption of social media platforms for corporate communication by telecommunication companies is seen as an inevitable consequence of technological progress. As social media became more ubiquitous, companies naturally gravitated towards using it as a communication channel. Social media platforms operate independently of individual companies, influencing communication practices and strategies in the corporate world. The introduction of social media has reshaped the dynamics of corporate communication, decentralizing information dissemination and providing opportunities for direct interaction with customers. Once telecommunication companies embraced social media for communication purposes, there arose pressures to continually innovate and adapt to changing social media trends and platforms. Technological determinism provides a framework for understanding how the adoption of social media in corporate communication by telecommunication companies is not just a strategic choice but also a product of broader technological and societal forces.

Empirical Studies

The following studies were reviewed to enrich the current research. Gomez-Vasquez and Soto-Vélez (2011), in their study titled *"Social Media as a Strategic Tool for Corporate Communication,"* focused on the use of platforms such as Twitter as tools for corporate communication. Their research, which employed a qualitative design, found that social media platforms are effective, particularly in developing countries where there are fewer network constraints. This study offers valuable insights into the strategic use of social media, especially in contexts with limited infrastructure. However, while the findings are relevant, the study does not address the specific context of telecommunication companies in North-Central Nigeria, nor does it explore the unique challenges and opportunities faced by firms operating within that region.

Likewise, Likeh (2022) examined consumer impressions of advertising innovation across four telecom operators: MTN, Airtel, Glo, and 9Mobile. Guided by the Elaboration Likelihood Model, the study found that advertisements with a balance of divergence and relevance were considered innovative by consumers. Interestingly, most subscribers admired the advertisements of one network while subscribing to another, suggesting that creativity in ads does not directly translate into customer acquisition. This study is similar to the present one in terms of industry focus but diverges by emphasizing advertisement perception over social media communication.

Obabuike, Amangala, and Wali (2020) investigated mobile marketing strategies and their impact on customer patronage across Nigeria's four major telecom networks. Using a cross-sectional survey and Spearman’s Rank Correlation Coefficient, they found a strong positive relationship between mobile marketing tools (such as SMS and mobile websites) and customer patronage. This aligns with the current study’s focus on digital communication strategies, particularly social media, underscoring the increasing relevance of mobile and internet-based communication in customer engagement.

Iheanacho and Adigwe (2021) focused on the impact of celebrity endorsement on consumer switching behavior in 9Mobile. Their findings revealed a strong link between trust in celebrities and consumer porting decisions. The study recommended aligning celebrity traits with product messaging and integrating endorsements within broader promotional strategies. The relevance to the present study lies in the use of promotional communication; however, the emphasis here was on celebrity influence rather than the use of social media platforms.

Bello (2021) investigated the influence of consumer-oriented sales promotion strategies on the repurchase behavior of MTN subscribers in Kano metropolis. This study employed a descriptive survey design and focused on a target population of 5,480,694 MTN subscribers in the region. A sample of 384 respondents was selected using simple random sampling, with sample size determination guided by the Krejcie and Morgan (1970) table. The research aimed to examine the effect of four promotional tools—price discounts, coupons, buy-one-get-one-free offers, and free samples—on repurchase intentions. Using SPSS version 21 for data analysis, the hypotheses were tested at a 5% level of significance through regression analysis. The findings revealed a significant positive effect of three promotional tools (buy-one-get-one-free, free samples, and price discounts) on repeat purchases, whereas coupons did not exhibit a significant impact on repurchase intentions. Based on these results, the study recommended that MTN

Nigeria Plc. prioritize buy-one-get-one-free offers and price discounts to enhance subscriber loyalty. Furthermore, the research suggested that the company should increase awareness of coupon benefits through comprehensive marketing campaigns to better educate mobile subscribers on their advantages.

Eke, Ochor, and Adeyemi (2021) examined the use of new media for corporate crisis communication management at Nigerian Bottling Company Limited. The study followed an analytical descriptive survey design and focused on a population of 400 employees in the corporate communication, public affairs, product safety, and marketing departments. Using a census sampling technique, the entire population was surveyed with a specially designed questionnaire, which was validated and had a reliability coefficient of 0.85. Data analysis involved simple percentage, mean scores, and rank order. The study found that Nigerian Bottling Company extensively used new media platforms to engage with the public during crisis communication. These platforms were essential in bridging communication gaps, providing timely responses to crises, and disseminating vital information. The study concluded that new media plays a crucial role in enhancing crisis communication management, enabling organizations to react swiftly and effectively. It recommended that companies establish a crisis communication toolkit, incorporating new media strategies to monitor crises at their earliest stages and respond with efficiency.

Mzyece (2020) investigated the impact of social media on the operations of telecommunication companies in Zambia, specifically focusing on Vodafone Limited. The research aimed to explore the role of social media in crisis management, the necessity of social media in managing crises, and the impact of social media on communication between Vodafone and its customers. The study employed the Technology, Organization, and Environment (TOE) framework, consistent with the diffusion of innovation theory. A descriptive research design was used, and data was collected through questionnaires and interviews with key informants. The study also analyzed Vodafone's social media platforms, including Facebook, to assess the interaction between the company and its stakeholders. Findings revealed that social media has a significant impact on organizational communication, creating new opportunities for interaction between companies and their customers. The research highlighted that platforms like Facebook, YouTube, and WhatsApp are integral in maintaining continuous communication with customers. Despite its acknowledged potential, the study also noted that many organizations lack a comprehensive understanding of how social media impacts their operations. Social media serves as an important marketing platform, allowing companies to share updates on ongoing activities and engage customers more effectively.

Social media, unlike many other organizational knowledge management tools, typically requires less investment and maintenance. It provides organizations with a unique platform for ongoing interactions with consumers, making it an essential area for further research. Through social media, users can reveal previously invisible aspects of their behaviors, knowledge, preferences, and communication networks, thus enhancing organizational transparency. While this study emphasizes the efficiency of communication through social media, similar studies have primarily focused on the role of social media in crisis management, such as the research by Odunlami, Abioro, and Okeowo (2020), which specifically examined its effects in that context.

Odunlami, Abioro, and Okeowo (2020) investigated the impact of the promotional mix—comprising advertising, sales promotions, public relations, personal selling, and direct marketing—on customer patronage among telecom subscribers in Lagos and Ogun States, Nigeria. Using a survey research design, the study collected data via questionnaires, and employed descriptive statistics to analyze respondent demographics, with multiple regression analysis testing the formulated hypotheses. The findings revealed that all five promotional tools had a significant effect on the customers' choice of mobile telecom network and their spending behaviors. Based on these results, the study recommended that telecom companies enhance their customer engagement strategies by intensifying advertising, sales promotions, and direct marketing efforts, as well as fostering stronger relationships through personal interactions. While both studies explore the telecommunication sector, the focus of Odunlami et al.'s work differs, as it centers on promotional activities rather than communication efficiency.

Ifeoma, Purity, and Patient (2021) explored the effect of corporate reputation on the performance of telecommunication companies in Enugu State, Nigeria, specifically examining the relationship between managerial reputation and employee retention, and between product/service reputation and customer satisfaction. The study, grounded in the resource-based theory, adopted a correlation research design and used Pearson's product-moment correlation coefficient for hypothesis testing. The findings revealed a significant positive relationship between managerial reputation and employee retention. The study recommended that companies focus on building a strong managerial reputation to attract and retain quality employees. Although this study is distinct in its focus on corporate reputation, it shares similarities with the current study in its emphasis on organizational performance within the telecommunications sector.

METHODOLOGY

This research adopted the descriptive survey research design. Nworgu (2016) observed that descriptive surveys "are those studies which aimed at collecting data on and describing in a systematic manner, the characteristics, features or facts about a given population." Descriptive survey research design therefore has the quality of revealing current conditions of issues in order to illustrate areas where there is need for adjustment. The choice of the descriptive survey research design is therefore appropriate for this study as it allows the researcher to systematically gather and describe the characteristics of social media usage in corporate communication within telecommunication companies in North Central Nigeria. By capturing the views and experiences of relevant stakeholders, the research will provide a clear picture of the current state of affairs and identify areas where improvements or adjustments may be needed in the companies' social media practices.

The population of this study comprised 27,576. The total number of Staff was gotten from MTN, GLO, Airtel, MTN and 9 mobile as at December, 2020 which was drawn from the employees of the select telecommunications companies in the North Central. The sample consisted of five hundred and seventy seven (577) respondents drawn from the Benue, Kogi, Kwara, Nasarawa, Niger, and Plateau and Federal Capital Territory representing 5% of the 27,576 population of telecom staff in the North Central. According to Okorodudu (2013), the sample size must be representative of the parameters of the population of interest. The minimum sample values of 5%, was used as representative sample size of the population. According to Otokiti' (2005) the

best sample size is a complete census of the population and that all the elements of the population are expected to be included in the survey but where the population is high, 5% is acceptable as sample for the study. This makes the sample statistics valid estimates of the population parameters. The number of respondents was determined using proportional stratified sampling technique thus: Simple Fraction (SF) of 0.5 representing 5% of Telecom staff in each of the seven (7) States. The sampling fraction formula was used by dividing the sample size of 577 by the population of 27,576 which yielded a fraction of 0.5.

Thus,

Sample Fraction (SF)=$\frac{577}{27,576}$ =0.5 (5%).

Results

Table 4.1: Demographic Characteristics of Respondents

Sex	**Frequency**	**Percent.(%)**
Male	288	56.0
Female	226	44.0
Total	**514**	**100.0**

Source: Field Survey, 2023

Table 4.1 reveals that 288 responses representing 56.0% are male while 226 responses representing 44.0% are female.

In-Depth Interview of Respondents

	Frequency	**Percentage(%)**
Which of these networks do you operate in company?		
MTN	206	40.1
GLO	84	16.3
Airtel	125	24.3
9Mobile	99	19.3
Total	**514**	**100.0**
Overall, are your customers satisfied or dissatisfied with the service delivery of your mobile services		
Very Dissatisfied	103	20.0
Dissatisfied	64	12.5
Neither Dissatisfied nor Satisfied	125	24.3
Satisfied	179	34.8
Very Satisfied	43	8.4
Total	**514**	**100.0**
Do you have the intention of switching to another telecommunication network?		
Yes	123	23.9
Not Sure	286	55.6
No	105	20.4
Total	**514**	**100.0**

How satisfied are your customers with the quality of services provided by your service?		
Very Dissatisfied	103	20.0
Dissatisfied	64	12.5
Neither Dissatisfied nor Satisfied	125	24.3
Satisfied	178	34.6
Very Satisfied	44	8.6
Total	**514**	**100.0**
How do you rate the following services?		
very poor	92	17.9
Poor	64	12.5
Indifferent	125	24.3
Good	176	34.2
Excellent	57	11.1
Total	**514**	**100.0**

Source: Field Survey, 2023

Table 4.2 reveals that, 80 responses representing 9.5% suggests that they are from 1-3, 477 responses representing 55.6% are within 4-6, 253 responses representing 30.0% opines 7-10, 33 responses representing 3.9% are 11 and above. Table 1 also reveals that 206 responses representing 40.1% used MTN network, 84 responses representing 16.3% used GLO network, 125 responses representing 24.3% used Airtel network and 99 responses representing 19.3% used 9Mobile. The result indicated that most of the network respondents operate was MTN. Table 1 similarly reviews that, 103 responses representing 20.0% opines very dissatisfied of the overall service delivery of mobile company, 64 responses representing 12.5% suggests dissatisfied, 125 responses representing 24.3% indicated neither dissatisfied nor satisfied, 179 responses representing 34.8% views satisfied while 43 responses representing 8.4% were very satisfied.

Also, table 1 reveals 123 responses representing 23.9% agreed that they have the intention of switching to another telecommunication network, 286 responses representing 55.6% suggests that they are not sure and 105 responses representing 20.4% disagreed. In addition, table 1 shows 103 responses representing 20.0% were very dissatisfied of their quality of services provided by the company, 64 responses representing 12.5% suggests dissatisfied, 125 responses representing 24.3% point that they were neither dissatisfied nor satisfied, 178 responses representing 34.6% indicated satisfied while 44 responses representing 8.6% view very satisfied. Table 1 reviews that 92 responses representing 17.9% view very poor of the companies services,64 responses representing 12.5% views poor, 125 responses representing 24.3% indicated indifferent, 176 responses representing 34.2% suggests good while 57 responses representing 11.1% view excellent.

Table 4.2: How do you rate the following services?

s/no	Item Description	Very poor (%)	Poor (%)	Indifferent (%)	Good (%)	Excellent (%)
1	Recharge services	92(17.9)	64(12.5)	125(24.5)	176(34.2)	57(11.1)
2	Ability to check balance	91(17.7)	64(12.5)	125(12.5)	149(29.0)	85(16.5)
3	Time for credit to appear	97(18.9)	64(12.5)	125(24.3)	65(12.3)	163(31.7)
4	Correct amount of recharge added	95(18.5)	64(12.5)	125(24.3)	99(19.3)	131(25.5)
5	Availability of the recharge service.	80(15.6)	64(12.5)	125(24.3)	133(25.9)	112(21.8)

SOURCE: Field Survey, 2023

Table 4.3 shows that 92 responses representing 17.9% rates very poor of recharge services, 64 responses representing 12.5% rates poor, 125 responses representing 24.5% rates indifferent, 176 responses representing 34.2% rates good while 57 responses representing 11.1% rates excellent. Item 2, reveals that 91 responses representing 17.7% rates very poor of ability to check balance, 64 responses representing 12.5% rates poor, 125 responses representing 24.5% rates indifferent, 149 responses representing 29.0% rates good, 85 responses representing 16.5% rates excellent. Item 3 shows that, 97 responses representing 18.9% rates very poor of time for credit to appeared,64 responses representing 12.5% rates poor, 125 responses representing rates indifferent, 65 responses representing 12.3% rates good while 163 responses representing 31.7% rates excellent.

Table 2 also shows that, 95 responses representing 18.5% rates very poor for correct amount of recharge added, 64 responses representing 12.5% rates poor, 125 responses representing 24.3% rates indifferent, 99 responses representing 19.3% rates good and 131 responses representing 25.5% rates excellent. The table also shows that, 80 responses representing 15.6% rates very poor of availability of the recharge service, 64 responses representing 12.5% rates poor, 125 responses representing 24.3% rates indifferent, 133 responses representing 25.9% rates good while 112 responses representing 21.8% rates excellent.

Table 4.4: Frequency and Percentage Responses of the Effectiveness Reach of Social Media in Telecommunications Companies to Target Markets and Audiences in North-central Nigeria

s/no	Item Description	SD (%)	D(%)	I(%)	A(%)	SA(%)
1	The services do satisfactory reach the audience.	33(6.4)	62(12.1)	50(9.7)	195(37.9)	174(33.9)
2	The services I receive can be compared with the ideal/desired set of services	103(20.0)	64(12.5)	125(24.3)	111(21.6)	111(21.6)
3	The delivery of SMS, MMS, voice calls and other services of my mobile network are timely	83(16.1)	52(10.1)	159(30.9)	106(20.6)	114(22.2)
4	My mobile service provider	81(15.8)	75(14.6)	124(24.1)	137(26.7)	97(18.9)

	are truthful in keeping to promises					
5	Service provider always keep their words in terms of services delivery	49(9.5)	122(23.7)	92(17.9)	132(25.7)	119(23.2)

Source: Field Survey, 2023

Table 4.3 shows frequency and percentage responses of the effectiveness reach of social media in telecommunications companies to target markets and audiences in North-central Nigeria. The results reveals that, 33 responses representing 6.4% strongly disagreed that the services provided by mobile service provider meet reach every audience, 62 responses representing 12.1% disagreed, 50responses representing 9.7% indicated indifferent, 195 responses representing 37.9% agreed and 174 responses representing 33.9% indicated strongly agreed. The result also reveals that 103 responses representing 20.0 strongly disagreed that the services they received can be compared with the ideal/desired set of services, 64 responses representing 12.5% disagreed, 125 responses representing 24.3% point indifferent, 111 responses representing 21.6% agreed and 111 responses representing 21.6% strongly agreed.

The result further shows that 83 responses representing 16.1% strongly disagreed that the delivery of SMS, MMS, voice calls and other services of my mobile network are timely, 52 responses representing 10.1% disagreed, 159 responses representing 30.9% were indifferent, 106 responses representing 20.6% agreed and 114 responses representing 22.2% strongly agreed. 81 responses representing 15.8% strongly disagreed that they mobile service provider are truthful in keeping to promises, 75 responses representing 14.6% disagreed, 124 responses representing 24.1% indifferent, 137 responses representing 26.7% agreed while 97 responses representing 18.9% strongly agreed and 49 responses representing 9.5% strongly disagreed that when their mobile service provider promise to do something by a certain time, they adhered to it, 122 responses representing 23.7% disagreed, 92 responses representing 17.9% view indifferent, 132 responses representing 25.7% agreed and 119 responses representing 23.2% strongly agreed. This result implies that there is effectiveness reach of social media in telecommunications companies to target markets and audiences in North-central Nigeria.

Table 4.5: Frequency and Percentage Responses of the Types of Social media platforms employed in corporate communications by the selected telecommunication companies in the North central Nigeria

S/no	Item Description	SD (%)	D(%)	I(%)	A(%)	SA(%)
6	Only Facebook is employed	102(19.8)	85(16.5)	124(24.1)	132(25.7)	71(13.3)
7	Facebook, WhatsApp and Linkedln are employed	97(18.9)	122(23.7)	113(22.0)	103(20.0)	79(15.0)
8	Only Face book is employed	119(23.2)	127(24.7)	62(12.1)	95(18.5)	111(21.6)
9	WhatsApp only is employed	95(18.5)	109(21.2)	105(20.4)	116(22.6)	89(17.3)
10	No social media platform	108(21.0)	111(21.6)	119(23.2)	102(19.8)	74(14.4)

	is employed

Source: Field Survey, 2023

Table 4.5 shows frequency and percentage responses of the types of social media platforms employed in corporate communications by the selected telecommunication companies in the North central Nigeria. The result reveals that 102 responses representing 19.8% strongly disagreed of their companies employs only Facebook and twitter, 85 responses representing 16.5% disagreed, 124 responses representing 24.1% indicated indifferent, 132 responses representing 25.7% while 71 responses representing 13.3% strongly agreed. The table also reveals that, 97 responses representing 18.9% strongly disagreed that they do not employed Facebook, twitter, WhatsApp and LinkedIn, 122 responses representing 23.7% disagreed, 113 responses representing 22.0% view indifferent,103 responses representing 20.0% agreed and 79 responses representing 15.0% strongly agreed.

Item 8 result reveals that, 119 responses representing 23.2% strongly disagreed with opinion that they did not used only Facebook, 127 responses representing 24.7% disagreed, 62 responses representing 12.1% indifferent, 95 responses representing 18.5% indicated agreed and 111 responses representing 21.6% strongly agreed. Also, the result of item 9 reviews that, 95 responses representing 18.5% strongly disagreed to have employs WhatsApp and Twitter, 109 responses representing 21.2% disagreed, 109 responses representing 21.2% indifferent, 105 responses representing 20.4% indifferent, 116 responses representing 22.6% agreed and 89 responses representing 17.3% strongly agreed. Item 10 reveals that, 108 responses representing 21.0% strongly disagreed to employed any social media, 111 responses representing 21.6% disagreed, 119 responses representing 23.2% indifferent, 102 responses representing 19.8% agreed while 74 responses representing 14.4% strongly agreed. The result implies that the type of social media platform employs in corporate communications by the selected telecommunication companies in the North central Nigeria are Facebook, WhatsApp, twitter and LinkedIn hence majority of the responses agreed.

Table 4.6: Frequency and Percentage Responses of the Effectiveness of the use of social media for workflow communication within the telecommunications companies of the selected telecommunications companies in Nigeria

s/no	Item Description	SD (%)	D(%)	I(%)	A(%)	SA(%)
11	Only Facebook is effective	89(17.3)	67(13.0)	125(24.3)	176(34.2)	57(11.1)
12	Facebook, twitter, WhatsApp and Linkedln are all effective	88(17.1)	64(12.5)	128(24.9)	149(29.0)	85(16.5)
13	Only Linkedln is the only effective media	93(18.1)	64(12.5)	125(24.3)	65(12.3)	167(32.5)
14	No effective social media in my area	92(17.9)	64(12.5)	125(24.3)	102(19.8)	131(25.5)
15	All social media platforms are effective	80(15.6)	69(13.4)	125(24.3)	133(25.9)	107(20.8)

Source: Field Survey, 2023

Table 4.6 shows that 89 responses representing 17.3% strongly disagreed that facebook is not the only effective social media for workflow communication within the telecommunication companies, 67 responses representing 13.0% disagreed, 125 responses representing 24.5% were on indifferent, 176 responses representing 34.3% agreed while 57 responses representing 11.1% strongly agreed. Item 12, reveals that 88 responses representing 17.1% strongly disagreed that facebook, twitter, WhatsApp and Linkedlin are effective, 64 responses representing 12.5% disagreed, 128 responses representing 24.3% indifferent, 65 responses representing 12.3% agreed, 167 responses representing 32.5% strongly agreed.

In a related development, the result of item 13 shows that, 93 responses representing 18.1% strongly disagreed that not only linkedlin that is effective,64 responses representing 12.5% disagreed, 125 responses representing 24.3% indifferent, 65 responses representing 12.3% agreed while 167 responses representing 32.5% strongly agreed. The result further shows that,92 responses representing 18.1% strongly disagreed that no effective social media in the areas, 64 responses representing 12.5% disagreed, 125 responses representing 24.3% indifferent, 102 responses representing 19.8% agreed and 131 responses representing 25.5% strongly agreed. The table also shows that, 80 responses representing 15.6% rates very poor of availability of the recharge service, 64 responses representing 12.5% strongly disagreed that all social media are effective, 69 responses representing 13.4% disagreed, 125 responses representing 24.3% indifferent, 133 responses representing 25.9% agreed while 102 responses representing 20.8% strongly agreed. The result implies that all social media network are effective for workflow communication within the telecommunications companies.

Table 4.7: Frequency and Percentage Responses of the Challenges of social media in corporate communication in the selected organization in north central Nigeria

s/no	Item Description	SD (%)	D(%)	I(%)	A(%)	SA(%)
16	Communicating and Outreaching issues	114(22.2)	75(14.5)	75(14.6)	135(26.3)	115(22.4)
17	Running out of creative content ideas	85(16.5)	146(28.4)	81(15.6)	101(19.6)	101(19.6)
18	Lack of growth, direction or strategy	159(30.9)	64(12.5)	99(19.3)	79(15.4)	113(22.0)
19	Meeting Consumer Expectations	86(16.7)	73(14.2)	156(30.4)	119(23.2)	80(15.6)
20	Support for the consumers	60(11.7)	130(25.3)	146(28.4)	65(12.6)	113(22.0)

Source: Field Survey, 2023

Table 4.7 reveals that 114 responses representing 22.2% strongly disagreed with opinion that stated communicating and outreaching issues of challenge of social media in corporate communication in the organizations, 75 responses representing 14.5% disagreed, 75 responses representing 14.6% indifferent, 135 responses representing 26.3% agreed and 115 responses representing 22.4% strongly agreed., 85 responses representing 16.5% strongly disagreed on running out of creative content ideas of challenge of social media in corporate communication in the organizations, 146 responses representing 28.4% disagreed, 81 responses representing 15.6% view indifferent, 101 responses representing 19.6% agreed and 101 responses representing

19.6% strongly agreed., 159 responses representing 30.9% strongly disagreed with opinion of lack of growth, direction or strategy, 64 responses representing 12.5% disagreed, 99 responses representing 19.3% indicates indifferent, 79 responses representing 19.3% view indifferent, 79 responses representing 15.4% agreed while 113 responses representing 22.0% strongly agreed. The table also shows that, 86 responses representing 16.7% strongly disagreed of the challenge of meeting consumer expectation, 73 responses representing 14.2% disagreed, 156 responses representing 30.4% indifferent, 119 responses representing 23.2% agreed and 80 responses representing 15.6% strongly agreed. The result also review that, 60 responses representing 11.7% strongly disagreed with support for the consumers as a challenge to social media in corporate communication,130 responses representing 25.3% disagreed, 146 responses representing 28.4%indifferent,65 responses representing 12.6% agreed and 113 responses representing 22.0% strongly agreed. This result implies thatcommunication and outreaching issues, running out of creative content ideas, lack of growth, direction or strategy, meeting consumer expectations and support for the consumers are regarded as challenge of social media in corporate communication in the organizations.

Findings

Based on the interpretation of the study the following findings were discussed:

Finding on the type of social media in telecommunications companies by GLO, Airtel, MTN and 9mobile established that there is effectiveness reach of social media in telecommunications companies to target markets and audiences in North-central Nigeria. Finding of Andoh – Quainoo and Annor – Antwi (2015) agreed that all the selected companies use Facebook often as public relations tool. However, there is more one- way communication resulting in less interaction to increase the relationship and foster closer relationship between the organization and its public. Achor, Nwachukwu and Azubuke (2014) supported the above finding which revealed that the use of Facebook by public relations practitioners ranked first, followed by twitter, blogs, myspace, etc. social media has positively impacted information management in terms of access, processing, speed of delivery/dissemination and flow of information in a multi-directional paradigm compared to unidirectional flow that characterize the traditional mainstream media practices or landscape.

Finding on the types of social media platforms employed in corporate communications by the selected telecommunication companies showed that the type of social media platform employs in corporate communications by the selected telecommunication companies in the North central Nigeria are facebook, WhatsApp, twitter and Linkedlin. This finding relates with Binshaikh (2016) who found that most of the telecommunication companies used Facebook to broadcast offers or post to announce don't have the analogous demand as those that engage guests and ask them for their opinion. Findings on the effectiveness of the use of social media for workflow communication within the telecommunications companies revealed that all social media network is considered to be effective for workflow communication within the telecommunications companies. The finding of Małgorzata (2018) agreed that social media is a vital tool for a company's workflow management. Similarly, Joo and Teng (2016) who found that social media has become one platform for creating and sharing content. In view of this, social media has changed the rules in public relations where it brings new challenges and opportunities to the profession.

Finding on the challenges of social media in corporate communication in the selected organization showed that communication and outreaching issues, running out of creative content ideas, lack of growth, direction or strategy, meeting consumer expectations and support for the consumers are regarded as challenge of social media in corporate communication in the organizations. Richardo and Lina (2015) finding revealed that there are challenges posed by cybercrimes on social media.

Conclusion

Based on the results of this study, it has been established that there is effectiveness of social media in telecommunications companies to target markets and audiences in North-central Nigeria, the types of social media platform employ in corporate communications by the selected telecommunication companies in the North central Nigeria include facebook, WhatsApp, twitter and Linkedlin and the staff are running out of creative content ideas, lack of growth, direction or strategy and meeting consumer expectations in North central Nigeria.

Recommendations

This study recommendation that:

Managers of the telecommunication firms are encouraged to enlighten their employees on the roles and significance of social media in achieving high quality of service, To maximize their effectiveness staff of telecommunication companies should deliberately do most of their internal and external communication through smart devices and digital platforms, Managers in telecommunications companies and other organizations should consciously work on developing their digital communication lettering talents. As a result, they will be able to communicate more quickly, improving their capacity to interact with others, process information, and make decisions, Since social media could help marketers to generate more income for the publishing firms, management should motivate them and create an avenue for capacity building so that they could learn more on how to maximise the use of relevant social media for marketing.

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