

“Managing Workplace Distractions: The dual effect of Social Media on Employee Performance”

Keerti Bala Kori, Dr Kavita Kasliwal Kothari

Research Scholar (Senior Research Fellow), Assistant Professor

Institute of management studies DAVV Indore India, Arihant College Indore India

kkeertibala@gmail.com, kavitakasliwal@gmail.com

Abstract

Purpose-

The purpose of the study is to examine and evaluate the dual effect of social media on employee's performance at workplace. Social media usage is increasing continuously at workplace which helps in improving communication, work performance, team work etc. but it can also be a source of distraction which slowdowns workers productivity. There are some strategies adopted to manage these distractions.

Design /Methodology/ Approach-

Qualitative research design was used in this study. In-depth interviews were taken from the 20 employees and professionals of various sectors to know for what purpose they are using different social media platforms at workplace. For the study Purposive sampling was used to select participant. For analysing data Thematic analysis was used which is based on the themes like social media benefits, distractions, and management strategies.

Findings-

The findings provide valuable insights into developing workplace policies that enhance productivity while leveraging the advantages of digital connectivity This study explores the dual effect of social media on employee's performance. It provides opportunities for professional networking, communication, real time updates, information sharing on the other hand it creates distractions which can affect their productivity. In this study real world case study used to explain how the organisations are using social media to maintain balance between usage of social media and distractions at workplace.

Limitations-

Defining and evaluating the degree of social media use can be challenging. It may be difficult to distinguish between productive and unproductive use of social media. Not only use of social media but some other factors also that affect the employee's performance.

Contributions-

This study provides different way to balance social media use, minimizing distraction while improving productivity and optimizing its advantages. Using social media at workplace gives many benefits but it is challenging also to reduce unwanted distraction which divert the attention of an individual from the assigned task. The study further investigates strategies adopted by employees and management to balance social media use, ensuring optimal performance without over-restriction.

Keywords-

Social Media, Employee Performance, Workplace Distractions, Workplace Engagement, Productivity, Digital Management.

I.INTRODUCTION

Social media is that platform where people can connect, contact and collaborate with one another and also discuss their issues, thoughts, problems etc. (Balaswamy and Pallavi, 2017). There are different social media platforms like Facebook LinkedIn, WhatsApp, Instagram used by people to interact and communicate inside and outside the organisation. Online applications are used by the employees at workplace which brings efficiency in their work. (Cetinkaya, Ali Sukru and Rashid, Muhammad 2018). The widespread use of social media by the employees at workplace raises some questions that how social media usage increase output whether they are able to embrace technology and reduce risks that come at the time of use of social media. (Benjamin B. A., Al-Kassem, A.H., Mat Som, A.P., 2012)

According to (Zargar, W.A.,2018), Over the past few years, social media has become more popular around the world. Now it is used in every field. When we are talking about education sector it has proved very beneficial for both teachers and students but it has some negative aspects also. On the one hand it helps faculties in their activities, assigning assignment, research work etc on the other hand it reduces memory power, create distraction, we got used to the ease of access to material on social media.

Social media, according to (Hoffman et al. 2013), are web-based and mobile platforms that let people connect by sharing and producing content. Websites or apps that enable users to participate in social networking by producing and disseminating content are referred to as social media.

According to (Hanna B., Kee K., & Robertson, B. W. 2017) it was found from the study that Facebook users use it for better communication, relationship building, solving problem on the other hand it is difficult to find balance between posting careless comments on the Facebook.

The employees use social media for the activities like knowledge sharing, information exchange, team collaboration and communication. They can exchange their thoughts, ideas, and knowledge quickly, and easily without any restrictions (Zhao, J. et. al. 2021)

(Venkataramani, V., Labianca, G. J., & Grosser, T. 2013) it was found from the study that there were positive and negative impact of use of social media on employees' satisfaction in their workplace relationship.

It was found from the study that Notifications, infinite scroll, autoplay are the most distracting element which create distraction while browsing social media. (Hao-Ping Hank Lee, et. al.,2025)

Dr. A. Shaji George, 2025 explored in their study that boundaries should be established around technology Use. While managing distractions strategies should be adopted like turning off notifications, notifications become seen as optional rather than urgent, messages remain unopened, not just silenced

In corporate sector social media plays a very important role in communicating CSR activities, which increases engagement of company stakeholders and also helps stakeholders to keep positive attitude and long-term relationship with the company. (Pons, A., et.al, 2021). Social media also helps in resource allocation, performance evaluation, motivation, governance and improves communication among stakeholders. (Carim, L., Warwick. 2013)

In the healthcare sector professionals are using these social networking sites to talk with the public, exchange information, discuss health care policy and practice concerns, encourage healthy habits, and engage with patients, caregivers, students, and coworkers. They use it to motivate patients, building a network, raise awareness of news and breakthroughs, and enlighten the public about health issues. (Ventola, C.L. 2014,)

It was found from the study that social media has fundamentally altered how information is exchanged and consumed. It enables everyone to instantaneously produce and distribute material on a global scale, with no filters or limits. As a result, social media gives a broad virtual platform for people to discuss and communicate ideas, information, news, thoughts, aspirations, concerns, and unease about a variety of economic, cultural, and social issues on a local and worldwide scale. (Batrancea, L.M., Balci, M.A., Akgüller, Ö. et al. 2024)

II. LITERATURE REVIEW

This study reveals a twofold influence of social media. There are both positive and negative aspects of social media, such as benefits of using social media and the distraction it causes. The literature study is organized into three sections: the good role of social media in the office, social media as a working distraction, and managing social media distraction.

According to (Cavazza 2010) social media was divided into seven categories they are online publications of information or opinions, content sharing websites, real-time discussion platforms, microblogging tools, social networking, tools, websites for network games and virtual networking systems.

(Wolf ,2018) stated that social media platforms facilitate relationships and connections among personal groups as well as organizational groups which do not always have very clear boundaries.

The Economic Times of India (2024) there is a report on social media affecting workplace productivity. The Report stated that according to a recent TeamLease research, employee productivity is being impacted by unrestricted use of social media at workplace. According to the World of Work Report, people spend 32% of their time on personal work on social media during working hours, which results in a significant loss of official resources and productivity. Furthermore, social media use alone results in a 13% loss in overall productivity.

It continues by saying that in addition to decreased productivity, employees' excessive use of social media has results in a rise in employee solicitation, defamation, misinformation, and the loss of private information.

According to a thorough analysis of usage patterns and time spent, Facebook is the most popular social media site. Of the 62% of employees who used social media during work hours, roughly 83% spent a significant amount of time on Facebook.

Social media addiction and the ensuing laziness are evidence that hobbies are becoming more engaging than work, according to Kunal Sen, Senior Vice President, TeamLease Services.

Instead of simply enforcing rules, firms should address the root cause of misuse and develop policies that make work more challenging and the workplace culture more aspirational.

- **The positive role of social media in the workplace**

Using social media at workplace having many benefits. It provides opportunities for networking, cooperation, engagement in virtual meetings, brainstorming sessions, knowledge sharing. Social media helps in communication, cooperation, real time updates, task completion, sharing of information, thoughts, and ideas.

According to (Moqbel, M. and Nah, F. F. 2017) it was found from the study that there are increases in workplace integration if enterprises using social media in their work activity.

The employees who are in contact with other people at workplace having interacting skills and problem-solving skills as they are using social media for connecting with other people at workplace. (Benjamin B. A., Al-Kassem, A.H., Mat Som, A.P., 2012)

It is investigated from the study that the workers who are making use of social media at workplace are more productive as compare to others (Fahmy, 2009)

According to (Leonardi, P.M., Huysman, M., Steinfield, C., 2013) they explored in their study that technology helps employees in fast communication, sharing knowledge, how to connect with new hires in the company, and creating better relationship among employees.

It is found from the study that use of work based social media can maximize work involvement of employees, which results in improves task performance, interpersonal support and job dedication. Additionally, it mitigates the detrimental impacts of work interruptions on task performance and job devotion. (Zhao, J. et. al. 2021).

(Kock, N., & Moqbel, M. 2019). The result explored that sometimes social media usage creates positive emotions like organisational commitment, increased in job performance.

- **Social media as a workplace distraction**

There are numbers of social networking sites which creates distraction which is very challenging for the management to handle as it directly affects employee's performance.

(Christina Koessmeier, Oliver B. Büttner, 2021) it was found from the study that the results showed that social media is main source of distraction. There are two types of distractions mentioned in the study one is social distraction caused due to being available all the time and staying connected always, fearing of missing out, and the other one is task-related distraction which is caused due to avoid tasks which is unpleasant, or to make situations which are uncomfortable more pleasant.

(Nema, P., Srivastava, R., Bhalla, R. and Chakraborty, A. 2023) it was found from the study that how social media distractions having effect on students' involvement in different activities and teachers' evaluation.

The findings indicate that the association between employees' performance and SNS addiction is mediated by self-management. Furthermore, self-management lessens the detrimental effects of SNS addiction on nurses' performance, according to the study's findings. (Asad Javed MS et. al. 2019)

According to (Hayes, M.,2020), the study discovered that certain components linked with social media cause distractions, such as positive and undesired messages, branding demands, and rival content. To overcome this distraction, some people turn off their social media accounts and give others control of them.

(Yu, L., Cao, X., Liu, Z. and Wang, J. 2018) it is found from the study that use of social media create three components of social media overload. They are communication, information and social overload.

People with higher degrees of mental wandering and less interest in a subject performed worse on difficult tasks. These people are more adept at sticking to their goals and avoiding distractions from unimportant information since they have a stronger working memory capacity. It has been repeatedly shown that people with stronger working memory capacities are less likely to daydream while working on a challenging activity (R. Benjamin Hollis, Christopher A. Was, 2016).

- **Managing social media distractions**

According to (Christina Koessmeier, Oliver B. Büttner, 2021) claimed that techniques that reduce external distractions (like turning off notifications or moving the device) might not be enough to reduce distractions because they still make social media easily accessible, depending upon internal control capacities, and can cause internal distractions (like continuously thinking about the messages not read or likes). More extreme tactics, including removing accounts or apps, were also mentioned by participants.

Case study

A well-known international beauty and cosmetics brand, Shiseido Japan has a long history of fusing Western technology with Eastern aesthetics.

To track social media success, Shiseido Japan's makeup marketing teams worked with agencies. They were unable to react promptly to any difficulties since they had to individually verify each social account or rely on reports from the agency.

Sprinklr's centralization of all media accounts on a single platform greatly improved Shiseido's social media administration. Better social media measurement was made possible by the marketing teams' ability to access real-time data through personalized dashboards and produce shareable, automated reports. The performance of owned media accounts as a whole increased by 244% in 2022 as a result.

A new data-driven mentality for social campaigns that moved away from guesswork was also made possible by the switch to Sprinklr. Teams might use historical patterns to verify concepts, assess campaign performance against social media KPIs (key performance indicators), and make the required corrections for subsequent initiatives. Campaign results improved as a result of this methodical strategy. In 2022, there were 406% more user-generated content (UGC) mentions of Shiseido's beauty brands on social media than in 2021. ([Sprinklr's Social Media Case Study on Shiseido Japan](#))

According to (Yemoh, M. and Amitai, F.I., 2022) it is found from the study that Advancement of technology and the devices are becoming more cheaper which is easily affordable and accessible by the workers. It is very difficult and complex matter to use of hand-held devices, accessible work place social media and measure performance of the workers. Workplace surveillance, CCTV, use of restricted work device, monitoring quantity and quality of output, some software used to monitor accessing of social media for personal use, and some other measures to restricted social media use at workplace. (Yemoh, M. and Amitai, F.I., 2022)

III. METHODOLOGY

- **Objectives of the study**

The objective of this study is to explores the dual effect of social media on employee's performance. It explains the benefit of using social media and also focuses on the difficulties faced by the workers to improve their productivity. These objectives are:

1. To study the dual effects of social media on worker productivity.
2. To determine the major distractions at the workplace caused by social media.
3. To investigate methods and strategies for controlling social media use in order to improve worker's performance.

• Research Questions

To find out the effect of social media on employees' productivity there are various research questions that need to be answered in order to determine the effect of social media on employee productivity.

RQ1. Does social media enhance productivity at work?

RQ2. What negative impacts do social media distractions have on workers' productivity?

RQ3. What methods and strategies do businesses and employees employ to control social media use?

• Research Design

Qualitative research design was used in this study. In-depth interviews were taken from the 20 employees of various sectors to know for what purpose they are using social media in the workplace.

For collecting information semi-structured interviews were conducted from employees working in healthcare sectors, education department and corporates.

Purposive sampling was used to select participant for the study.

• Data Analysis

Thematic analysis was used to analyse data. Themes were related to the study and structured around the objectives of the study. The data was divided into different themes related to social media benefits, distractions, and management strategies to manage distractions.

IV. FINDINGS AND DISCUSSIONS

It is found from the study that using social media at workplace to enhance employee's productivity, faster communication but it has also created distraction at workplace. For managing this workplace social media distractions different strategies adopted by the organisation which helps in making individual task oriented. It helps in tracking live status of workers.

This research examines how social media impacts employees focus, time management, task completion and work place efficiency. Real world case study were used in the study to find out the effect of social media and the strategies adopted by the organisations to manage social media distractions.

The employees who are in contact with other people at workplace having interacting skills and problem-solving skills as they are using social media for connecting with other people at workplace. (Benjamin B. A., Al-Kassem, A.H., Mat Som, A.P., 2012)

The study reveals that the workers who are using social media at workplace are more productive as compare to others (Fahmy, 2009)

According to (Leonardi, P.M., Huysman, M., Steinfield, C., 2013) They explored in their study that technology helps employees in fast communication, sharing knowledge, how to connect with new hires in the company, and creating better relationship among employees.

The strategies adopted by the organisation to manage social media distractions that organisation must make some policies and guidelines related to social media use. Allowing breaks to access social media which enhance productivity. Set some boundaries and turnoff notifications and also use some apps which helps in time management.

According to (Christina Koessmeier, Oliver B. Büttner, 2021) in their study some strategies adopted to minimise social media distraction like keeping devices in silent mode, turning off notifications, keeping device out of sight. These strategies help in avoiding distraction.

If there is proper use of social media by the employees in the activities related to their work then it reduces their work interruptions and increases their work engagement at workplace. (Zhao, J. et. al. 2021)

V. CONCLUSION

This study shows the dual effect of social media on employee performance. On one hand it facilitates communication and knowledge sharing, on the other hand it poses significant distractions.

It is found from the study that in healthcare sector social media is helpful in professional development and promoting issues related to health. But it is also dangerous if social media used carelessly. (Ventola, C.L. 2014)

The case studies discussed in the study showed that the organisations must implement some structured policies and strategies like social media breaks, avoiding unnecessary scrolling, self-control strategies etc. all these can minimise negative effect of social media and increases the positive influence of social media use on employee's performance at the workplace.

VI. RECOMMENDATIONS

Social networking is extremely crucial in today's workplace environment. The social media platforms like LinkedIn, Facebook and Twitter are used for networking and learning. It builds strong network in internal and external environment. Professionals are encouraged to use social media for business purposes. Employers should create such an environment which can train staff members to develop social media etiquette and digital well-being. RescueTime and Focus@Will like apps will be used to regulate social media use at workplace. To remove social media distractions some time limit for accessing social media should be there.

V. LIMITATIONS

Some of the limitations of the study are

1. If the social media activity of the employees is being tracked as part of the study there is lack of honest response as employees are more concerned about their privacy, which influence outcomes of the study.
2. This study is focused on specific sector the findings may not be applicable to other sectors or culture.
3. Defining and evaluating the degree of social media use can be challenging. It may be difficult to distinguish between productive and unproductive use of social media.

VIII. FUTURE RESEARCH

Future Research could examine the function of AI-powered monitoring systems and how they affect productivity at work. Organizations must continue to be flexible as social media develops, making sure that digital tools enhance worker performance rather than detract from it.

REFERENCES

- Asad Javed MS et. al. (2019), Evaluating the effects of social networking sites addiction, task distraction, and self-management on nurses' performance, Volume75, Issue11, November 2019, Pages 2820-2833, <https://doi.org/10.1111/jan.14167>
- Balaswamy, B., & Pallavi, R. (2017). Role of social media in promoting sustainable development. Department of Journalism and Communication, Osmania University, Hyderabad, Telangana State, India
- Batrancea, L.M., Balci, M.A., Akgüller, Ö. et al. (2024), The impact of social media discourse on financial performance of e-commerce companies listed on Borsa Istanbul. *Humanit Soc Sci Commun* 11, 1411 (2024). <https://doi.org/10.1057/s41599-024-03894-6>
- Benjamin B. A., Al-Kassem, A.H., Mat Som, A.P., (2012), Social Media and Productivity in the Workplace: Challenges and Constraints, *Interdisciplinary Journal of Research in Business* ISSN: 2046-7141, Vol. 2, Issue. 2, (pp.22- 26)
- Carim, L., Warwick, C. (2013) Use of social media for corporate communications by research-funding organisations in the UK, *Public Relations Review* Volume 39, Issue 5, December 2013, Pages 521-525
- Cavazza, F. (2010). Social Media Landscape <http://www.fredcavazza.net/2010/12/14/social-media-landscape-2011>
- Cetinkaya, A.S. and Rashid, M.S. (2018) The Effect of social media on Employees' Job Performance: The mediating Role of Organizational Structure University, Selcuk University 1 October 2018 Online at <https://mpr.aub.uni-muenchen.de/91354/> MPRA Paper No. 91354, posted 09 Jan 2019 14:35 UTC
- Christina Koessmeier, Oliver B. Büttner, (2021), Why Are We Distracted by Social Media? Distraction Situations and Strategies, Reasons for Distraction, and Individual Differences, *Front. Psychol*, 02 December 2021, Sec. Human-Media Interaction, Volume 12 - 2021 <https://doi.org/10.3389/fpsyg.2021.711416>
- Dr. A. Shaji George, (2025) Reclaiming Agency in an Age of Digital Distraction, *Innovative Multidisciplinary Approaches to Global challenges: Sustainability, Equity and Ethics in an interconnected World*. Vivekananda Global University, Jagatpura, Jaipur, ISBN: 978-93-91535-70-4
- Fahmy, Miral (2009). Facebook, YouTube at work make better employees, Reuters, Yahoo Tech, http://tech.yahoo.com/news/nm/20090402/wr_nm/us_work_internet_tech_life, April 2.
- Hanna B., Kee K., & Robertson, B. W. (2017). Positive impacts of social media at work: Job satisfaction, job calling, and Facebook use among co-workers. *SHS Web of Conferences*, 33. doi: 10.1051/shsconf/20173300012
- Hao-Ping (Hank) Lee, Yi-Shyuan Chiang, Lan Gao, Stephanie Yang, Philipp Winter, and Sauvik Das. (2025) Purpose Mode: Reducing Distraction through Toggling Attention Capture Damaging Patterns on Social Media Web Sites. *ACM Trans. Comput.-Hum. Interact.* 1, 1, Article 1 (January 2025), 41 pages. <https://doi.org/10.1145/3711841>
- Hayes, M. (2020), an exploration of the distractions inherent to social media use among athletes, *Sport Management Review* Volume 23, Issue 5, November 2020, Pages 852-868
- Hoffman, D. L., Novak, T. P., & Stein, R. (2013). The Digital Consumer. In R. W. Belk & R. Lamas (Eds.), *The Routledge Companion to Digital Consumption* pp. 28–38.
- https://economictimes.indiatimes.com/jobs/social-media-affecting-workplace-productivity-report/articleshow/54915706.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst journal homepage: <http://www.elsevier.com/locate/resourpol>
- Kock, N., & Moqbel, M. (2019). Social Networking Site Use, Positive Emotions, and Job Performance. *Journal of Computer Information Systems*, 61(2), 163–173. <https://doi.org/10.1080/08874417.2019.1571457>
- Leonardi, P.M., Huysman, M., Steinfield, C. (2013) Enterprise Social Media: Definition, History, and Prospects for the Study of Social Technologies in Organizations, *Journal of Computer-Mediated Communication*, Volume 19, Issue 1, 1 October 2013, Pages 1–19, <https://doi.org/10.1111/jcc4.12029>
- MOQBEL, M. and NAH, F. F. (2017). Enterprise social media use and impact on performance: The role of workplace integration and positive emotions. *AIS Transactions on Human-Computer Interaction*. 9, (4), 261-280.

- [Nema, P., Srivastava, R., Bhalla, R. and Chakarborty, A.](#) (2023), "Impact of social media distraction on student evaluation of teacher effectiveness", [International Journal of Educational Management](#), Vol. 37 No. 2, pp. 300-313. <https://doi.org/10.1108/IJEM-10-2022-0389>
- Pons, A., et.al, (2021) Impact of Corporate Social Responsibility in mining industries Positive and Negative Aspects, [International Journal of Management, IT & Engineering](#)
- R. Benjamin Hollis, Christopher A. Was (2016) Mind wandering, control failures, and social media distractions in online learning, [Learning and Instruction](#), Volume 42, April 2016, Pages 104-112
- [Sprinkl's Social Media Case Study on Shiseido Japan](#)
- Venkataramani, V., Labianca, G.J., & Grosser, T. (2013). Positive and negative workplace relationships, social satisfaction, and organizational attachment. [Journal of Applied Psychology](#), 98(6), 1028–1039. <https://doi.org/10.1037/a0034090>
- Ventola, C.L. (2014), Social Media and Health Care Professionals: Benefits, Risks, and Best Practices, P T, 2014 Jul;39(7):491-499, 520.
Vol. 8 Issue 3, March 2018, ISSN: 2249-0558 Impact Factor: 7.119
- Wolf, M., Sims, J. & Yang, H. (2018). Social Media? What Social Media? UK Academy for Information Systems Conference Proceedings. <https://aisel.aisnet.org/ukais2018/3>
- Yemoh, M. and Amitai, F.I., (2022) The cost of workplace distractions to labour productivity; personal use of social media and hand-held devices during working hours, [International Journal of Advanced Scientific Innovation](#) Volume 04 Issue 05, Sep 2022, ISSN: 2582-8436
- Yu, L., Cao, X., Liu, Z. and Wang, J. (2018), "Excessive social media use at work: Exploring the effects of social media overload on job performance", [Information Technology & People](#), Vol. 31 No. 6, pp. 1091-1112. <https://doi.org/10.1108/ITP-10-2016-0237>
- Zargar, W.A., (2018), Impact of Social Media on Education with positive and negative aspects, [International Journal of Management, IT & Engineering](#), Volume 8, Issue 3, Online ISSN 2249-0558
- Zhao, J. et. al. (2021), Work along Both Lines: The Positive Impact of Work-Based Social Media Use on Job Performance, [International Journal of Environmental Research and Public Health](#) 2021, 18(21), 11578; <https://doi.org/10.3390/ijerph182111578>