



Influence of Social Media on the Business Processes of Corporate Organisation

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Abstract: *The integration of social media into business strategies has become an indispensable component for fostering customer engagement, enhancing brand awareness, and optimizing internal processes. As digital transformation continues to reshape industries, social media stands as a crucial pillar in advancing corporate objectives and staying competitive in an increasingly dynamic market. This study aimed to explore the opportunities social media gives to corporate organizations in their business process using, Nigerian Commercial banks as a case study. To achieve this objective, the study examined the Technology Adoption Theory (TAM) which explained that behavioral intention to use leads to actual IT usage behavior and attitude-intention-behavior connection predicts user acceptance of new technologies. By examining different literatures it was ascertained that Social media enables companies to increase knowledge flow between all areas of the company by allowing employees an increased support system of variable knowledge and skill sets, social media provides several options for increasing brand exposure, reaching heterogeneous groups, and creating identity, it enables commercial banks to enhance customer engagement and interaction using content marketing and storytelling as well as enable these organizations handle crises and restore their images in the public eye. In conclusion, the use of social media in corporate organizations, particularly in the banking sector, offers immense potential for growth and innovation. However, organizations must also be mindful of the risks and challenges associated with social media use and develop strategies to mitigate these risks.*

Keywords: *Business; Corporate, Influence; Organisation and Social media*

I. Introduction

In today's interconnected world, social media has evolved from being a mere communication tool to a powerful force that influences nearly every aspect of business operations. For corporate organizations, the integration of social media into business strategies has become an indispensable component for fostering customer engagement, enhancing brand awareness, and optimizing internal processes. The widespread use of platforms such as Facebook, X (Twitter), LinkedIn, and Instagram has enabled businesses to access valuable insights into customer behavior, engage directly with their audience, and build meaningful relationships that drive customer satisfaction and loyalty (Usman et al., 2022). As digital transformation continues to reshape industries, social media stands as a crucial pillar in advancing corporate objectives and staying competitive in an increasingly dynamic market.

The Nigerian banking sector, in particular, has witnessed the transformative power of social media in achieving corporate goals. By leveraging these platforms, banks have enhanced communication with customers, improved their brand visibility, and streamlined internal operations. Social media's role extends beyond marketing, serving as a vital tool for knowledge sharing, collaboration, and organizational learning. However, despite its growing significance, research exploring the full impact of social media on business processes remains limited. This paper seeks to examine the essential role social media plays in the success of corporate organizations, using Nigerian commercial banks as a case study. By exploring the opportunities and challenges presented by social media, this study aims to shed light on how

banks can optimize their social media strategies to enhance business performance and foster sustainable growth (Onyejelem & Msughter, 2024a).

The digital era has made social media and the Internet become a common business practice for firms. Social media now has a significant impact on public relations practices, marketing, organizational practices and customer engagement (Boateng, 2014). The use of social media in recent times is beyond mere trends as business organisations use various platforms to market, and access information about their customers, market and competitors as well as use it as avenue to engage their customers and as such helps to build customer relations due to its popularity, cost efficiency and minimum technological requirement (Sharma, 2022). Social media now significantly contribute to internal and external business objectives by affecting the internal communication, operations of employees, product and services innovation, growth of processes and systems as well as management and optimization of business processes (Onyejelem & Msughter, 2024b). Hence, social media management and involvement in business management helps corporate organisations achieve customer satisfaction, loyalty and increase sales (Prodanova & Looy, 2019).

The use of social media in organization process has altered the traditional working environment where workers are not necessarily constrained by time and space (Mojaye & Aondover, 2022). Employees are not necessarily required to be physically present at the office before performing their responsibilities which allows the firms to manage large workforce spread over different time zones simultaneously. Social media improves the communication between co-workers, increase efficiency, boost motivation and morale as well as foster organizational culture (Bogea and Brito, 2021).

Companies are increasingly keen to use social media for business purposes, particularly as part of marketing, communication and recruitment strategies (Meyrowitz, 2005). In the last few years, marketing mediums and communication tools have dynamically changed. The twenty-first century has been an era of dynamically increasing globalization and expansion. Advances in technology, sciences, communication and transportation have been considered to be the major driving forces of globalization. These advancements have resulted in the spread of business ideas, information and knowledge amongst the heterogeneous as well as scattered people that are located around the world.

New Media tools and technologies have perhaps been most powerful tools in the creation of linkages amongst the people. Internet, Mobile telephony, tablets, social networks and various related new media devices have greatly contributed in the creation of seamless globalized society not limited by the physical distances, significantly altering concepts of space, location and time. Such devices have become highly pervasive that daily lives are becoming more and more centered around them (Rauf, 2015).

Now, many corporate businesses have started using social media as part of their digital transformation. 83% of B2B companies use social media, which makes it the most common marketing tactic (Pitt et al., 2018). More than 70% of B2B companies use at least one of the "big 4" social media sites such as LinkedIn, X (Twitter), Facebook and YouTube. Additionally, 50% of the companies stated that social media has improved their marketing optimization and customer experience, while 25% stated that their revenue went up. Even though corporate firms are benefitting from the use of social media, it is argued that research on that area is still in the embryonic stage and future research is needed (Juntunen et al. 2020). There is a limited

understanding on importance of social media on the business processes of corporate firms (Pappas et al. 2018).

1.1 Research Problem

People and organizations engage in social media activities on Twitter, Facebook, and Instagram for a variety of altruistic as well as self-interested reasons: for fun, connecting, learning and sharing, as well as for self-promotion, and the pursuit of profit. Regardless of motive, participation in social media is predicated on the belief that doing so yields some meaningful benefit, ranging from enhanced financial performance and customer service to improved stakeholder relationships, knowledge leadership, and organisational learning. Yet there are also considerable reputational and productivity-related risks involved with social media use. Overall, as Scott and Orlikowski (2012) argue, social media can be both a blessing and a curse for organizations.

Increasingly, corporate organisations are being aware of the fact that social media is a critical factor in the world of business. This is through achieving successful communication within its internal and external stakeholders to maximize their knowledge and improve their relationships. As the current business environment has changed drastically, where the consumers have shifted to the online social community (Abuhashesh, 2014). Yet, some businesses may not be familiarized with the observable benefits that social media may contribute to add value to their businesses when implemented by its functional departments as parts and therefore their business strategy as a whole. The primary objective of this study is to examine the essential role of social platforms in the success of corporate organisations using Nigerian commercial banks. Given the substantial potential benefits and costs, it is critical to understand precisely how and in what ways social media can deliver organizational returns.

The study intends to view how social media impacts on corporate organisation in terms of achieving its corporate objectives and compete competently in the wider market and relative industry (Kurfi et al., 2021). In the outset, the study aims to understand the importance of social media platforms to any organization's strategy; to the level of involvement and engagement of its stakeholders in this window of technology that proves to be influentially dominated in the world of today business. Thus, the seminar aims to answer the question "What are the opportunities that social media gives to corporate organizations using, Nigerian Commercial banks as a case study?"

II. Research Methods

2.1 Theoretical Review: Technology Adoption Theory

The technology Adoption Theory (TAM) was proposed by Davis in 1986 (Davis, 1989) to explain and predict users' adoption/acceptance or rejection of new technologies. TAM is conceptually based on the Theory of Reasoned Action (TRA) which postulates two behavioral beliefs, perceived usefulness (PU) and perceived ease of use (PEOU), as fundamental determinants of attitude towards behavioral intentions and actual usage behavior (AB). Perceived usefulness is defined as "the degree to which a person believes that using a particular system would enhance his or her job performance". Perceived ease of use is defined as "the degree to which a person believes that using a particular system would be free of effort" (Davis, 1989).

In technology adoption theory, behavioral intention to use leads to actual IT usage behavior. This theory proposes that the personal attitudes towards the technology influence the adoption and use of that technology. Therefore, TAM's belief-attitude-intention-behavior connection predicts user acceptance of new technologies (Idris & Msughter, 2022).

Because of its universal applicability and due mostly to its parsimony, Technology adoption theory has become the most popular model and has been globally used in a diverse set of technology adoption studies. Different research using TAM has evidenced that perceived usefulness has constantly been a strong predictor of usage intention (Msughter et al., 2022). Different factors have been identified to determine the adoption and indicate perceived usefulness of social media, within B2B companies, is determined by image, perceived ease of use and perceived barriers as shown in Fig 1. Furthermore, organizational innovativeness and perceived usefulness significantly affect the adoption of social media.

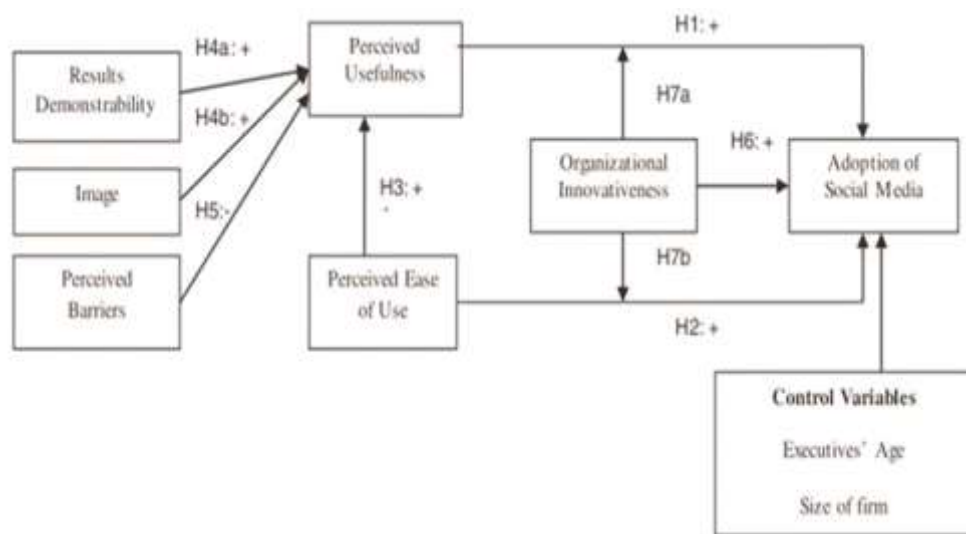


Figure 1. Social Media Adoption Model. Source: Siamagka et al., (2015)

2.2 Diffusion of Innovation Theory

Innovation can be described as an idea, exercise or object perceived new via a person (Rodger & Shoemaker in Aondover et al., 2023). The new thing here may not mean that the idea is entirely new but that the individual has no conscious disposition to it. Diffusion of Innovation can be viewed as the process of dispersing or spreading new ideas, practice or object as perceived new via specified channels through a social structure (Orr, 2013). It can be viewed as the strategic dissemination of information about new ideas, things, or practice with a focus to convince members of group to accept, practice, adopt and internalize it for their benefit (Rogers, 2003). This theory assumes that human interactions and the media help to provide information and influence the opinion of people. Also that the likelihood that a product or an idea will be diffused and adopted or not by members of a society is premise on research (Rudd, n.d.). According to Rogers (2003), the innovation-decision process involves these stages which follow sequentially such as knowledge, persuasion, decision, implementation and confirmation.

III. Results and Discussion

3.1 Social Media for Knowledge Exchange

The flow of knowledge in large and international companies can be severely disrupted due to barriers such as geography, time-zone differences, departmentalization and hierarchy. Additionally, when companies group individuals by skill sets it can be difficult to access specialist knowledge or alternative solutions to problems (Williamson, 2009). Social media may provide a way for companies to increase knowledge flow between all areas of the company by allowing employees an increased support system of variable knowledge and skill sets (Bennet et al., 2010a). In addition, utilising social media such as blogs, X (Twitter) and wikis can promote the sharing of knowledge from individuals to many employees simultaneously, as well as an online space to ask and answer questions and create collaborative documentation (Williamson, 2009). A number of companies such as Microsoft successfully use blogs during product development to share ideas and invite feedback, and this shared creation is also thought to help build a strong project team identity. Similarly, Nike runs a public blog which details product development with customers (Lee & Trimi, 2008).

The use of these tools may help form an organisational culture of knowledge-sharing as individuals will be able to share in a way that may expend less energy and resources. For example by creating an online FAQ, organisations can avoid the need to respond to multiple queries via e-mail or phone. Workers will also be able to see the impact of their contribution through elements such as 'liking', comments and other feedback and this will help create an online prestige and reputation which rewards employees with personal recognition and will therefore motivate them to contribute further, which may be harder to achieve offline (Bennet et al., 2010a). This has obvious advantages in that it allows for a more streamlined and quicker approach to problem-solving, however it may result in resentment for some middle-management (Msughter et al., 2023).

3.2 Raising Brand-awareness with Social-Media

When typing your company name into Google, what do you see? Perhaps the company website comes first, most likely followed by Wikipedia, news stories, Facebook and X (Twitter) accounts. All excepting the first are, to a certain degree, beyond the company's immediate sphere of influence and demonstrate the powerful standing that user-generated content and social media now have. To a large extent PR, marketing and company reputation has switched from a unidirectional monologue directed at consumers by professionals, to a consumer-contrived, interactive conversation that will occur with or without the contribution of companies (Jones et al., 2009). What may particularly concern companies is when this conversation is negative and damaging to the organisation's reputation and therefore profits. For example, following the BBC's panorama program which highlighted the use of child labour in Primark's supply chain, this became a top news story which dominated the top hits of Google searches and the X (X (Twitter) sphere was alive with pejorative comments that were tweeted and retweeted across the globe (Msughter et al., 2023). Disenchanted customers and employees too are turning to social media to share their views and experiences, but more importantly, others are listening.

One easy way to see this in action is to look at product reviews in comparison with sales figures. Quite simply, the better the reviews the more sales made (Chaovalit, 2014). A survey by Neilson (2012) found that online reviews and advice are the second most trusted source of information on products (after recommendations by family/friends) which in turn has an impact on purchasing decisions. Recently however, research has suggested that people

are not only influenced in to purchasing but their opinions of products and services they have used are also socially influenced. People rate previously positively-reviewed products higher than they would without seeing others' feedback, creating a positive bias towards products (Arai, 2013).

3.3 Brand Awareness and Visibility through Social Media in Commercial Banks

Social media has revolutionized brand awareness-building activity for companies operating in any line of industry, be it commercial banking or any other. Undoubtedly, brand success in the year 2023 will bank on online presence (Agboola et al., 2019). From this perspective, social media provides several options for increasing brand exposure, reaching heterogeneous groups, and creating identity.

Social media platforms such as Facebook, X (Twitter), Instagram, and LinkedIn are strong channels in which commercial banks increase exposure to their brand. Unlike traditional media, these social platforms allow the capacity to connect with their customers directly and in real time (Vitalis et al., 2023). Via banks, updates are shared about products, services, innovation, or anything related, but they also communicate with their followers through comments, likes, and shares. For example, through GTBank's #GTBankCares responders on X (Twitter), customers often engage and are promptly responded to, further cementing the bank's pledge toward customer service (Daowd et al., 2021). Sponsored advertisements on both Facebook and Instagram create brand awareness through targeted demographics, which ensure that the bank's brand message reaches the right audiences (Emeh et al., 2019). In this way, banks can achieve top-of-mind awareness among potential customers and thus boost brand exposure and credibility.

Social media possess the peculiar advantage of transcending geographical boundaries, thereby allowing commercial banks to reach out to local and global audiences simultaneously (Oreoluwa et al., 2024). Commercial banks make use of platforms such as LinkedIn to source prospective business clients and investors across the world, while localized content on Facebook or Instagram serves to target specific regions. For example, Zenith Bank, operating in many countries in Africa, creates and shares different content in various country-specific campaigns through its social media accounts (Rabiu et al., 2019). This shows how the bank customizes its messages across different market segments while maintaining a consistent global brand identity. Social media also assists commercial banks in accessing specific niche markets. Through targeted content creation and sharing that relates to different cultural groups or demographics, banks can extend their customer base well beyond traditional constituent boundaries (Adewole et al., 2019). Considering this fact, therefore, social media becomes an important tool for banks in expanding their reach and scaling up business across the globe.

A well-built brand identity is critical to creating customer loyalty, and that begins with social media (Hile et al., 2023). The path to creating a distinctive online identity requires consistent branding, consistent tone, and consistent messaging-often referred to as the holy trinity of communications. For example, FirstBank Nigeria has adopted a harmonious visual identity throughout all its social media platforms by using its iconic colors of blue and white, its logo, and slogans (Nwankwo & Agbo, 2021). This consistency will create the stickiness in the minds of its customers, relating those elements with the bank for better recall and loyalty. Moreover, social media allows for showcasing a bank as human through behind-the-scenes content, employee stories, or any form of corporate social responsibility initiatives (Oko,

2019). Such an approach keeps them personalized in front of viewers and enables one to believe in the bank.

3.4 Customer Engagement and Interaction in Commercial Banks

Customer engagement and interaction have become key drivers of commercial banks' success in today's digital era. Social media has emerged as an indispensable tool that enables commercial banks to enhance customer engagement and interaction (Mogaji et al., 2021). It has helped them evolve by connecting with customers in real time, offering better customer service, and creating longer-term loyalty through community-building efforts.

One of the strongest opportunities that social media avails any bank is that for real-time communications. Through X (Twitter), Facebook, and Instagram, commercial banks respond to customer inquiries, complaints, or compliments instantly. For example, GTBank uses X (Twitter) in Nigeria to respond to customer complaints in real time and informs them about issues related to delays in transaction processing or network downtimes (Aondover et al., 2023). This immediacy will enhance customer satisfaction and thus build trust whereby clients appreciate timely responses to their concerns. Furthermore, posing responses publicly to questions or issues maintains that banks are transparent, which, in turn, can be used to boost their reputation further (Owoseni & Twinomurizi, 2019).

Customer service was revolutionized through social media due to the ease and directness of feedback. Other companies such as Barclays and Chase have embraced the practice of using social media as a channel for customer service (Gana et al., 2019). The customer write their concerns or questions on the wall, and the bank can reply publically or via private message. This reduces the need to make lengthy calls or branch visits, hence a frictionless resolution process (Ita et al., 2020). Banks also hold polls, surveys, or comment sections for real-time feedback on new services or policies. This will aid the banks in effective data-driven decisions to improve their services.

Commercial banks are also using social media to build a strong community and ensure customer loyalty. For instance, Standard Chartered Bank has been able to create online communities from its campaigns, which encourage customer activities and responses on social media (Ogbuabor et al., 2020). Therefore, with a community, one is given an avenue through which customers can tell their experiences, ask questions, or engage others among the clients. This makes consumers feel that they are part of something, and this inspires loyalty (Oyedokun, 2019). Banks are able to maintain the engagement of their audience and even reward their loyalty by simply posting financial tips on a regular basis, offering exclusive deals, or running some sort of competition (Ibekwe, 2021).

3.5 Content Marketing and Storytelling in Commercial Banks

Aondover et al., (2022) observed that content marketing and storytelling have emerged as big tools of commercial banks in a bid to engage their customers and sell their services to them. In the digital age, for example, customers would no longer be interested in a simple 'transactional relationship' with any financial institution; rather, they want personalized experiences, useful information, and a lot more affection for the brand (Ibekwe, 2021). Content marketing makes this quite possible with the ability of any bank to create unique, engaging, and shareable content that is appealing to their target audience (Oyefolahan et al., 2019). On the other hand, storytelling humanizes a brand and will make people trust it and be loyal to it (Ogbuabor et al., 2020).

For competitive reasons, commercial banks rely on engaging and shareable content to have a marked difference in their audiences (Olusegun et al., 2020). The development of sharable content is key to amplifying brand visibility and reaching larger audiences. Commercial banks implement various forms of content format through blogs, articles, videos, and social media postings to educate about finance, saving tips, and also investment opportunities (Inyang et al., 2022).

Video content flows really easily and tends to be more engaging, having in it the potential to pass on emotion, trust, and credibility. In the case of Zenith Bank, for example, using video tutorials on topics such as financial literacy, online banking tips, and even investment opportunities has helped to demystify banking services for a bigger audience (Nwakoby et al., 2020). This includes visual storytelling on how the services of the bank could make a difference in the daily lives of its customers, be it providing convenience through online banking or suggesting ways of saving for the future (Madugba et al., 2021). GTBank also uses videos in their digital storytelling; short films and promotional clips show a human side to the brand (Akani & Obiosa, 2020). Videos on new launches, customer success stories, and community involvement create this air of trust and make the customer feel relatable; they feel personal with the bank.

Infographics give banks an opportunity to summarize information and data into visually appealing and easy-to-understand formats. Access Bank, for example, uses infographics to explain savings plans, investment returns, and options for loans (Oladeji, 2019). The fact that infographics are such a visual medium means that customers can understand financial information much quicker and more effectively than would otherwise have been the case, thereby increasing the chances of passing on such information to others who might find it useful (Lappeman et al., 2022). Infographics lighten the data-heavy content and give a better storytelling experience to the customers for informed decisions.

Blogs are potent storytellers. Banks can use a blog to give detailed information on financial issues, tendencies in the financial industry, and personal finance tips. For instance, Stanbic IBTC has kept updating its blog with useful information on how one could manage personal finances, the importance of different investment portfolios, and planning for retirement (Siebu, 2019). In addition to this, knowledge and skill transfer is used as a means through which banks position themselves as trusted advisors rather than service providers (Igoni et al., 2020). Blogs also help in driving traffic to the bank's website through SEO, thereby increasing the chance of converting the readers into customers.

This, in turn, creates brand awareness and results in traffic and conversions for commercial banks. The effective goal of content marketing is to drive a potential customer further down the sales funnel—from initial engagement to conversion, whether it is signing up for an account, applying for a loan, or investing in a product (Oyinlola, 2022). Regular publication of quality, relevant content will help banks improve their visibility in search engines, and subsequently drive organic traffic to their sites. For example, United Bank for Africa and FirstBank have created various contents relating to subjects their customers are looking for online, such as what student accounts are best or how to apply for a mortgage (Beloke et al., 2021). These banks are, therefore, better placed to reach these potential customers, who already have a need for their services whenever they turn out high in the search result for such a query. Content is driving conversions by building trust. Consistent, on-topic information found from a bank by clients will mean in most cases that customers consider such business credible and reliable. This trust converts into conversions when users

decide to sign up for the bank's services (Rahman et al., 2022). For instance, Standard Chartered's blogs about managing one's wealth and smartly investing will often convert since they position the bank as an erudite authority on financial planning (David-West et al., 2020). When customers trust the advice, they become much more willing to invest through the bank's products.

3.6 Crisis Management and Public Relations: Social Media as a Tool for Managing PR Crises in Commercial Banks

These days, social media is proving to be an indispensable instrument on which corporates, including commercial banks, depend to handle crises and restore their images in the public eye. While banks are increasingly taking to social media like X (Twitter), Facebook, Instagram, and LinkedIn to reach their customers, they are also becoming increasingly exposed to public scrutiny and crises that could necessitate an equally effective crisis management plan (Oyefolahan et al., 2019). Social media provides an avenue to handle PR disasters quickly, transparently, and effectively, where the bank will address the problem and reduce damage to their reputation and regain public confidence (Owens-Ibie & Aondover, 2024).

Commercial banks are very often in situations that may spiral into a full-blown PR crisis in a matter of hours. These include data breaches, complaints from customers over serviced issues, accusations of corruption or fraud, and operational issues such as network outages (Soetan et al., 2021). Social media plays an important role in such crisis management, affording an immediate and direct means of communicating with the public (Ogbuabor et al., 2020). For instance, if there is a network failure while customers are trying to withdraw using an ATM or through the mobile banking application for banking services, they often take to social media with complaints (Adewole et al., 2019).

A proactive crisis management strategy would mean that such mentions will be tracked real-time by the commercial bank, and a reassuring response would be forthcoming in order to calm the public that, indeed, something is being done about it (Emeh et al., 2019). Quick responses to the problem on social media prevent customers from feeling that their concerns have been ignored, with regular updates on the resolution instilling trust in them. The issue is critical-one related to a data breach, for example-social media gives the bank an opportunity to issue timely and clear statements regarding the situation: what happened, what is being done to minimize or reduce the consequences, and how customers can protect themselves (Agboola et al., 2019). This level of transparency can greatly minimize the damage that could occur to the bank's reputation.

One of the prime advantages associated with the usage of social media in crisis management is that it allows an immediate response to distinguish whether comments or events are negative. Up until now, most organizations used to rely on traditional media sources for managing crises, such as sending press releases or informing TV news, which often are slow and less engaging (Makau, 2021). Nowadays, when a customer complains about an issue on the internet, banks can address such concerns directly in just minutes-just a way to nip the problem in the bud (Adewole et al., 2019). In fact, complaints may be received by a bank for unauthorized transactions in one or more customer accounts. It is very likely people will start passing them around if such complaints are not resolved, and before long, the bank will experience loss of customer confidence and damaged prestige (Gana et al., 2019). The bank also has responded via social media right after the complaints, spoken directly to the customers whose experiences must have been marred, and assured the public that something

was actually going on to make this stop (Oyedokun, 2019). Top commercial banks in Nigeria, examples of which include Guaranty Trust Bank, popularly called GTBank, and First Bank, have done this through their social media by responding quickly to customer complaints, inquiries, and even negative feedback (Mogaji et al., 2021). Such a proactive approach dissipates tensions and reassures the public that the bank is willing to listen to their complaints and fix problems.

During controversy, a bank has much to protect in terms of reputation. Social media provides commercial banks with a platform to set the agenda of discussion related to the issue through the release of accurate information, distortion of rumors, and advancement of their version of events (Daowd et al., 2021). With careful framing in messages, a bank has the capability to shape public opinion and influence media reporting on the crisis. For example, if a bank is accused of some unethical practice, overcharging on its customers, say, social media immediately allows the bank to make a public statement explaining its policies or actions (Oko, 2019). The bank may even engage directly with concerned customers, explaining what they have done or offering compensation when appropriate. This can stop misinformation from spreading and limit backlash.

Social media influencers, or persons with a high level of public trust, may also be utilized by banks to carry the message forward, ensuring that the bank's version of events gets wider coverage. By hammering this home constantly, the bank will have taken what could well be a PR disaster and used it as a sounding board to prove its true commitment to transparency, customer service, and condemnation of improper actions.

IV. Conclusion

In conclusion, social media has become an indispensable tool for corporate organizations, including commercial banks, in enhancing their business processes and achieving corporate objectives. The digital era has revolutionized how businesses operate, enabling them to transcend traditional barriers of time, location, and hierarchy. Social media not only serves as a platform for marketing and brand awareness but also plays a critical role in customer engagement, employee communication, and knowledge sharing.

For Nigerian commercial banks, social media has proven to be a powerful tool for increasing brand visibility and credibility. Platforms such as Facebook, X (Twitter), Instagram, and LinkedIn provide banks with the ability to reach a broad and diverse audience, both locally and globally. Through targeted campaigns, banks can customize their messages for different demographic groups, ensuring that their content is relevant and resonates with their audience. This ability to engage with customers in real-time allows banks to provide better customer service, address complaints promptly, and build lasting relationships.

The integration of social media into corporate strategies has also facilitated the digital transformation of businesses. Social media allows organizations to optimize internal communication, improve knowledge sharing, and foster a culture of collaboration among employees. By breaking down geographical and departmental barriers, social media enhances the flow of information and ideas within the organization, leading to more innovative solutions and better decision-making.

The Technology Adoption Model (TAM) provides a useful framework for understanding how organizations can successfully integrate social media into their business processes. By focusing on the perceived usefulness and ease of use of social media platforms, organizations can encourage their employees to adopt and utilize these tools effectively. As this study has shown, Nigerian commercial banks are already leveraging social media to enhance their operations and improve customer relations.

The use of social media in corporate organizations, particularly in the banking sector, offers immense potential for growth and innovation. By utilizing social media to its full potential, organizations can enhance their customer engagement, improve internal communication, and increase brand awareness. However, organizations must also be mindful of the risks and challenges associated with social media use and develop strategies to mitigate these risks. As the digital landscape continues to evolve, future research is needed to further explore the impact of social media on corporate performance and identify best practices for its effective implementation.

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