

**THE USEFULNESS OF SOCIAL MEDIA TO SIERRA BULLONES LOCAL
GOVERNMENT UNIT EMPLOYEES**

**COLLEGE OF TECHNOLOGY AND ALLIED SCIENCES
BOHOL ISLAND STATE UNIVERSITY
ZAMORA, BILAR, BOHOL**

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JUNE 2022

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GOVERNMENT UNIT EMPLOYEES**

**A Thesis
Presented to the Faculty of the
College of Technology and Allied Sciences
Bohol Island State University
Zamora, Bilar, Bohol**

**In Partial fulfillment
of the Requirements for the Degree
in Bachelor of Science in Office Administration**

**Mary Ann C. Caduldulan
Ma.Lourdes C. Krowel
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June 2022

APPROVAL SHEET

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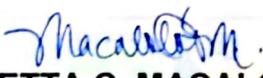

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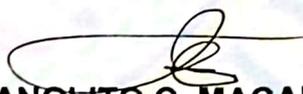

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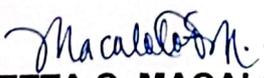

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ABSTRACT

This study was conducted to determine the usefulness of social media to the Local Government Unit employees of Sierra Bullones, Bohol. Specifically, it sought to (1) find out the profile of the respondents in terms of age, gender, and unit assigned; (2) respondents social networking sites used; and (3) respondents' degree of usefulness to social media. In this study, the researchers used the descriptive method and adapted the (WSMQ) The Work-Related Social Media Questionnaire (Lander, R.N., and Callan, R.C., 2014) as the main instrument in gathering data from the respondents to determine the degree of usefulness of social media to the respondents' and likert scale method in the survey questionnaire ranging 1-5 which serves in answering the specific questions that this study had focused on. The data gathered were treated using the weighted mean formula. The study was conducted in the Local Government Unit of Sierra Bullones, Bohol. The subjects of the study were the Local Government Unit Regular Employees with a complete enumeration of 50 respondents. The findings of the study most of the respondents were between the ages of 57 and 65; 28 were female and 22 were male. Majority were assigned to the Municipal Treasurer. Many of the respondents used facebook, messenger, and youtube among other social networking sites and the overall weighted mean of 2.25 states that the use of social media to the Local Government Unit employees was useful. It has been concluded that social media is moderately useful where LGU employees have benefited from the use of social media when it comes to performing their work more effectively and have used social networking sites as a tool to communicate

and access information easily that provide them advantage to accomplish tasks and make informed decisions about social media issues in the organization. This study indicates that if not well managed social media may lead to affect employees work performance. This was evident from the findings which indicate that social media offers new medium for knowledge creation and offers organizations the potential to enhance productivity. Usefulness of social media at work can be achieved when proper and effective ways of managing employees social media participation exist. However, social media is being useful in a moderate manner accordingly and appropriately at Sierra Bullones LGU and channeled in an effective way to unleash the potential of social media that benefits the Local Government Unit as the uses of social media are going to continue and grow. The researchers recommend that LGU officials should continue on giving opportunities to every employees from using social media and focus on how they can make sources from social media use to their employees as well as their organizations.

Chapter 1

THE PROBLEM AND ITS SCOPE

Rationale

Social Media has a wide range used by most people throughout the world. It is very useful to interact with a lot of people in ways we could never imagine. Social media has become a need in a competitive and changing environment of an organization where it enables the workplace to better understand the needs and wants of their customers and clients. Organizations are getting more concerned about the use of social media with a traditional view that it may interrupt their work. It will help employees to reach out to their friends and other companions at work and get more information, especially to those who are newly hired. It can be an effective communication tool that helps employees to collaborate, and share data and common interests. Thus, employees are an eminently important aspect of every organization today, especially in engaging the business world as one by the use of social media.

Employees who are proficient in advanced knowledge and technique have a very essential role to play in increasing economic growth. The employees can grasp more advantages of social media usage to reach out to their clients and to have better results in their performance. Social media usage can be more practical in offices. Social media includes a huge impact on the workplace by means of socializing. It will be more useful at the workplace to the staff at the identical time as corporate, especially nowadays. The employment of social media is quickly

spreading and is functional to be used at work. It's helpful to the staff utilizing communication (Carlson et al.,2016). However, overusing social media could affect their work and their work productivity.

In connection with this, the researcher turned to focus the study on the Usefulness of Social Media to Sierra-Bullones Local Government Unit Employees, Sierra-Bullones, Bohol in order to know about what employees are doing on social media and how it became useful at work. The researchers also want to know how useful social media is to Local Government employees. As a result, the Local Government Unit will spend less time and effort preventing employees from using social media at work. Instead, they will concentrate on how they can make social media sources useful to their employees. It will also assist the LGU administrator in recognizing the extent to which employees use social media and, as a result, making more informed decisions regarding the use of social media for work purposes and determine the areas of concern for the remedial guide.

Wherein, this study becomes relevant to the course Bachelor of Science in Office Administration (BSOA) to manage well the use of social media in the workplace as they become office workers in the future. Where future office workers are in need to be more productive and know how to differentiate between personal and professional use of social media.

Literature Background

The following related readings served as legal bases for the study:

Social Exchange Theory asserts that individuals work out in a manner that can enhance their usefulness (Molm, 1997). Through Knowledge Exchange, social media use can strengthen work performance (Jafar, et al., 2019). It is a mediator between the use of social media and work performance (Leftheriotis et al, 2014). It is now possible to interact on social media through mobile phones.

Therefore, countries are developing mobile phones as primary sources to access the internet. Through these applications, people can spread information easily (Kane, 2017). Furthermore, social media can be applied to all organizations to easily reach their friends, clients, and customers to enhance and share their knowledge (Aichner& Jacob, 2014).

According to the Regulation Act of 2017 Section 4, social media must be an observed and fair exercise of this right to free expression and opinion.

RA 6713 "Code of Conduct and Ethical Standards for Public Officials and Employees", this law provides that public officials and employees shall at all times be accountable to the people, lead modest lives, and uphold public interest over personal interest.

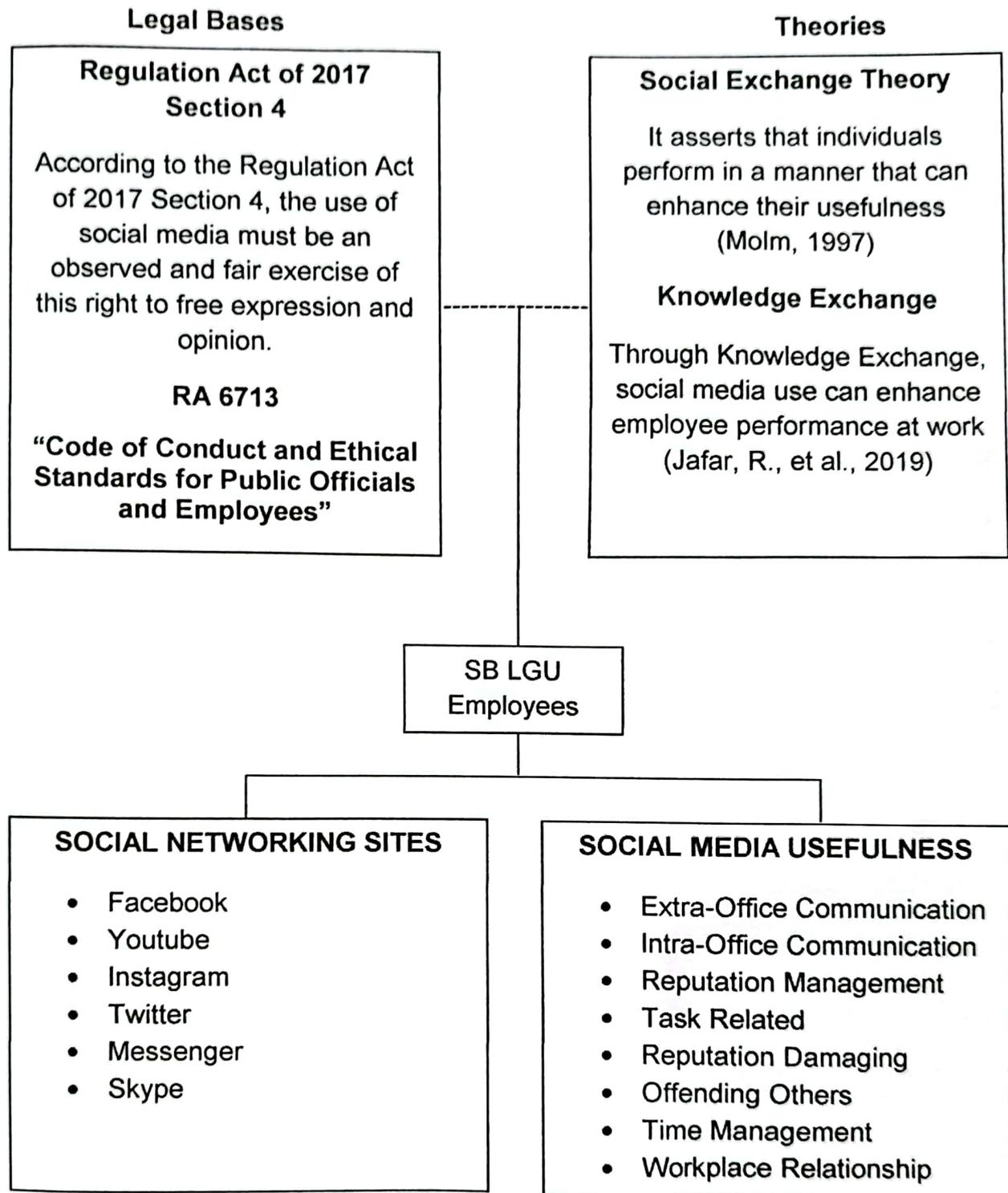


Figure 1. Theoretical-Conceptual Framework of the Study

Section 14 of the RA 2017 requires concerned agencies to take the lead in ensuring proper social media use through employee education and capacity-building, where they will be made aware of the risks, legal restrictions, and responsibilities as social media users.

A vast number of individuals throughout the globe own a smartphone and have access to social media. As technology advances, the popularity of social media grows, with nearly everyone who owns a smartphone using it. Everyone can easily connect with people from all over the world by sharing common interests, challenges, beliefs, and values (Dang Tuan Dat, 2019). Social media usage is increasing all over the world. It is without a doubt one of the most popular online activities among users. According to 2019 social media statistics, there are 3.5 billion social media users worldwide, and this number is only increasing. This equates to roughly 45 percent of the population (Emarsys, 2019). One reason for the high usage of social media is the opportunities provided to users, which makes their work easier and allows them to access social media from anywhere. Through socializing, social media has a significant impact on the workplace and any company. It will be more useful in the workplace to the employees at the same time as the corporation, especially nowadays.

Mugaza (2018), discovered that using social media at work increases teamwork because it allows employees to share and receive feedback from coworkers. An employee can form relationships with coworkers more quickly, and social media participation at work makes the staff happy and attached to the

organization or work. It was also agreed that the organization allows employees to use social media at work, which makes them feel valued because it considers their social life; as a result, they must develop a positive attitude at work.

Some studies show one-half of employees claimed social media helped them get mental boosts but the opposite remaining half claimed social media was a distraction, while one-fifth said social media contributed negatively to their work. An expert argues that for each minute an employee is on social media, 25 minutes of labor time is lost. Therefore, organizations need to strike a balance and maximize positive impacts and minimize the negative impacts of social media use (Opti, 2017). Pruning employees completely from social media or social networks end up in hostility and results in a rebellious attitude towards the foundations of employees. In organizations where everyone seems to be told what to try and do, this usually results in disengagement from the workers and results in low morale and productivity (Aleari, 2015). Therefore, organizations must strike the proper balance between the employees' social media use and time of work. Social media usage may be more practicable in offices. Different organizations have diverse points of view about social media usage within the workplace and its impact on employees. However, many organizations gain functionary benefits from implementing advanced communication applications by effectively engaging with customers and stakeholders (Odoom, et al., 2017).

THE PROBLEM

Statement of the Problem

This study aimed to determine the usefulness of social media to Sierra Bullones Local Government Unit Employees, Sierra Bullones, Bohol.

Specifically, this study sought to answer the following questions:

1. What is the demographic profile of the respondents?
 - 1.1 age;
 - 1.2 gender; and
 - 1.3 unit assigned
2. What social networking sites do respondents usually use?
3. What is the respondents' degree of usefulness to social media in terms of:
 - 3.1 extra-office communication;
 - 3.2 intra-office communication;
 - 3.3 reputation management;
 - 3.4 task-related;
 - 3.5 reputation damaging;
 - 3.6 offending others;
 - 3.7 time management; and
 - 3.8 workplace relationship?

Significance of the Study

The findings of this study would become helpful and vital to the following entities:

Employees. This study would help the employees to simplify their time rest. They could use social media during their break time instead of looking for someplace to go. The results of the study would provide them with insights into how social media help employees become more knowledgeable and productive in their work. It also provides a deeper understanding of how social media can be useful to employees' performance at work.

Researchers. The researcher would understand the usefulness of social media at work and manage its use well at the workplace as they become office workers in the future. Where future office workers are in need to be more productive and know how to differentiate between personal and professional use of social media.

Sierra Bullones Local Government Unit. Local Government Unit would limit the time and strength they spend on preventing employees from using social media in the workplace. Instead, they would focus on how they could make sources from social media suitable for being used by their employees. It would also help the LGU administrator recognize the extent to which employees use social media and in what ways it might result in their work performance, and accordingly make more informed decisions concerning the use of social media for work purposes.

RESEARCH METHODOLOGY

Design

The researchers used the descriptive method to determine the usefulness of social media made through the adapted questionnaire.

Environment and Participants

The study was conducted at the Local Government Unit of Sierra Bullones, Bohol to determine the usefulness of social media to the LGU Employees Remedial Scheme.

The Municipality of Sierra Bullones is a third-class municipality in the province of Bohol, Philippines. According to the 2020 census, it has a population of 26, 095 people. It is 71 kilometers away from Tagbilaran City.

The researchers have focused on Sierra Bullones Local Government Unit regular employees with a complete enumeration of 50 respondents.

Instrument

In the conduct of the study, the researchers used an adapted questionnaire. Researchers used the Likert Scale Method in the survey questionnaire ranging from 1 to 5, which serves in answering the specific questions that this study had focused on. The questionnaire is composed of the following parts, Part I - The demographic data sheet; Part II – Social Networking Sites the Respondents Used; and Part III – The respondents' degree of usefulness of social media;

The researchers used the questionnaire from "Validation of the Beneficial and Harmful Work-Related Social Media Behavioral Taxonomies: Development of

the Work-Related Social Media Questionnaire" (WSMQ), (Lander, R.N and Callan R.C., 2014).

Procedures

The researchers asked approval from their adviser to conduct the study. Upon approval, the researchers have secured permission from their College Dean through a transmittal letter for the distribution of the questionnaire.

Additionally, the researchers secured a letter of permission from the Mayor of Sierra Bullones and a permit for the Head of units. The questionnaire was personally given by the researchers to the respondents. It was recommended that the questionnaire would be answered immediately so that the researchers could entertain questions from the respondents.

Statistical Treatment

The researchers used percentages to determine the profile of the respondents and the social networking sites they used. The percentage is computed using the formula:

$$P = \frac{f}{N} \times 100$$

Where:

P = percentage

f = frequency

N = complete enumeration of respondents

Average Weighted Mean was used (AWM) to determine the degree of usefulness of social media:

$$WM = \frac{5(f5) + 4(f4) + 3(f3) + 2(f2) + 1(f1)}{N}$$

Where:

WMS

f5 = frequency of response for Extremely Useful

f4 = frequency of response for Very Useful

f3 = frequency of response for Moderately Useful

f2 = frequency of response for Slightly Useful

f1 = frequency of response for Not at all Useful

N = number of respondents

The Average Weighted Mean was interpreted using the scale:

Numerical Rating	Range	Interpretation
5	4.21 – 5.00	Extremely Useful
4	3.41 – 4.20	Very Useful
3	2.61 – 3.40	Moderately Useful
2	1.81 – 2.60	Slightly Useful
1	1.00 – 1.80	Not at all Useful

DEFINITION OF TERMS

To facilitate the understanding of this study, different terms are herein.

Code of Conduct. It refers to the policy outlines the company's principles, standards, and moral and ethical expectations for employees and with the organization.

Employee. It refers to the person who is working in an office or an employed person for wages.

Respondents. It refers to the employees of Sierra Bullones Local Government Unit (LGU).

Sierra Bullones Municipal Local Government Unit. It refers to the place where the researchers conducted the study about the usefulness of social media to LGU employees.

Social Media. It refers to the communication tool used to reach out to friends and other companions at work and get more information.

Social Networking Site. It refers to an online platform that allows LGU employees used to access social media.

The usefulness of Social Media. It refers to the value of social media at work.

WSMQ (Work-Related Social Media Questionnaire). It refers to the questionnaire adapted by the researcher to determine the usefulness of social media to LGU employees

Chapter 2

PRESENTATION, ANALYSIS, AND INTERPRETATION OF DATA

The chapter deals with the presentation, analysis, and interpretation of data based on the result of the questionnaire that was prepared by the researchers and distributed to the Local Government Unit Regular Employees in Sierra Bullones, Bohol.

Table 1 presents the demographic profile of the respondents. The table shows that in terms of age 12 (24%) of respondents were between the age of 57 – 65, There were 11 (22%) between the age of 39 – 47 and 21 – 29, and 9 (18%) were between the age of 48 – 56, and 7 (14%) were between the age of 30-38. In terms of gender, it was found that the majority of the respondents were females. Out of the total of 50 respondents, 28 (56%) were females and 22 (44%) were males. In terms of units assigned there are 11 (22%) respondents in the department of Municipal Treasury; 5 (10%) in Municipal Agriculturist; 4 (8%) respondents in each department, Municipal Assessor, Municipal Health Officer, and the Secretary of Sangguniang Bayan; 3 (6%) respondents in Municipal Accountant, Municipal Budget Officer, Municipal Civil Registrar, and Mayor's Office; 2 (4%) in Municipal Circuit Trial Court and Municipal Disaster Risk Reduction and Management Office; and 1 (2%) in the department of Municipal Planning and Development Coordinator, Municipal Engineer, Municipal

Information Officer, Municipal Social Welfare and Development, Municipal Disbursing Office, and Department of Environment and Natural Resources.

Table 1
Demographic Profile of the Respondents
N=50

AGE	Number of Respondents	Percentage (%)
21-29	11	22
30-38	7	14
39-47	11	22
48-56	9	18
57-65	12	24
Total	50	100
GENDER		
Female	28	56
Male	22	44
Total	50	100
Unit Assigned		
Municipal Treasury	11	22
Municipal Assessor	4	8
Municipal Accountant	3	6
Municipal Planning & Development	1	2
Municipal Budget Officer	3	6
Municipal Engineer	1	2
Municipal Health Officer	4	8
Municipal Civil Registrar	3	6
Municipal Agriculturist	5	10
Municipal Information Officer	1	2
Municipal Social Welfare & Development	1	2
Secretary of Sangguniang Bayan	4	8
Municipal Circuit Trial Court	2	4
Municipal Disbursing Office	1	2
Mayor's Office	3	6
DENR	1	2
MDRRMO	2	4
Total	50	100

Table 2 presents the social networking sites that the respondents used. The table shows that 47 (94%) of respondents were using Facebook, 43 (86%) were using Messenger, 38 (76%) were using YouTube, 9 (18%) were using Gmail-Electronic-mail, 6 (12%) were using Skype, 4 (8%) were using Google, 3 (6%) were using Zoom, 2 (4%) were using Viber and WhatsApp, 1 (2%) were using Yahoo mail, Google meet, and Line and zero number of respondents used Twitter.

Table 2
Social Networking Sites Used
N=50

	Number of Respondents Used (f)	Percentage (%)
Facebook	47	94
YouTube	38	76
Messenger	43	86
Gmail/ E-mail	9	18
Viber	2	4
Skype	6	12
Zoom	3	6
WhatsApp	2	4
Yahoo Mail	1	2
Google meet	1	2
Google	4	8
Line	1	2
Twitter	0	0
Total Respondents	50	100

Table 3.1 revealed the results of the study with regards to the respondents' degree of usefulness of social media in terms of extra-office communication category shown below.

Extra-Office Communication. The table shows that the use of social media in this aspect has the highest weighted mean of 3.9, it described that social media was "very useful" to communicate with existing customers while using an organization's official social media presence to a network is "moderately useful" with the lowest weighted mean of 3.28. It acquired an average weighted mean of 3.62, which revealed that social media was very useful under this category.

Table 3.1
USEFULNESS OF SOCIAL MEDIA
N = 50

	WM	DI	RANK
Extra-Office Communication			
1. I communicate with existing customers or clients via social media.	3.9	Very Useful	1
2. I maintain contact with existing customers or clients using social media.	3.82	Very Useful	2
3. I reach out to potential new customers and clients using social media.	3.76	Very Useful	3
4. I've identified potential customers and clients by searching social media.	3.6	Very Useful	4
5. I post on my organization's social media site or group page.	3.38	Moderately Useful	5
6. I used my organization's official social media presence to network.	3.28	Moderately Useful	6
Average Weighted Mean	3.62	Very Useful	3

Legend:

Range	Description	Descriptive Interpretation	Description
		Range	
		4.21-5.00	Extremely Useful
		3.41-4.20	Very Useful
		2.61-3.40	Moderately Useful
		1.81-2.60	Slightly Useful
		1.00-1.80	Not at all Useful

Table 3.2 revealed the results of the study with regards to the respondents' degree of usefulness of social media in terms of intra-office communication category shown below.

Intra-Office Communication. It shows that respondents rated differently in this aspect has the highest weighted mean of 4.28, it described that social media was "extremely useful" to contact coworkers when unable to reach them by other means, and the lowest weighted mean of 4.02 means it was "very useful" to maintain contact with other people in the organization with an average weighted of 4.15, which revealed that social media was very useful under this category.

Table 3.2
USEFULNESS OF SOCIAL MEDIA
N = 50

	WM	DI	RANK
Intra-Office Communication			
1. I use social media to contact my coworkers when I am unable to reach them by other means.	4.28	Extremely Useful	1
2. Through social media, I maintain contact with other people in my organization.	4.02	Very Useful	2
Average Weighted Mean	4.15	Very Useful	1

Legend:		Descriptive Interpretation	
Range	Description	Range	Description
		4.21-5.00	Extremely Useful
		3.41-4.20	Very Useful
		2.61-3.40	Moderately Useful
		1.81-2.60	Slightly Useful
		1.00-1.80	Not at all Useful

Table 3.3 revealed the results of the study with regards to the respondents' degree of usefulness of social media in terms of reputation management category shown below.

Reputation Management. It shows that the majority of the respondents rated "moderately useful" in this aspect. The highest weighted mean of 3.54 means that social media is somewhat useful in taking action when someone posts negatively about the organization and the lowest weighted mean of 2.9. It acquired an average weighted mean of 3.22, which revealed that social media was moderately useful in this category.

Table 3.3
USEFULNESS OF SOCIAL MEDIA
N = 50

	WM	DI	RANK
Reputation Management			
1. I have found pictures, videos, or other content on social media of a coworker that may harm his or her reputation and warned him or her about them.	3.2	Moderately Useful	3
2. I have told my coworker about slander others have posted on social media about him or her.	2.9	Moderately Useful	4
3. When someone posts something negative about our organization or its employees on social media, I try to do something about it.	3.54	Very Useful	1
4. If I find something on social media that will harm the reputation of my coworkers or our organizations, I let people know.	3.24	Moderately Useful	2
Average Weighted Mean	3.22	Moderately Useful	4

Legend:		Descriptive Interpretation	
Range	Description	Range	Description
		4.21-5.00	Extremely Useful
		3.41-4.20	Very Useful
		2.61-3.40	Moderately Useful
		1.81-2.60	Slightly Useful
		1.00-1.80	Not at all Useful

Table 3.4 revealed the results of the study with regards to the respondents' degree of usefulness of social media in terms of task related category shown below.

Table 3.4
USEFULNESS OF SOCIAL MEDIA
N = 50

Task Related	WM	DI	RANK
1. I've found tutorials and lessons on social media to help me learn how to perform my job better.	4.04	Very Useful	1
2. I have used social media to learn how to perform better at my job.	3.88	Very Useful	2
3. I request help from people on social media when I am having trouble solving a problem at work.	3.52	Very Useful	5
4. When I can't solve a problem at work, I ask for help on social media.	3.32	Moderately Useful	6
5. I have taken advantage of the technical features of social media (like file-sharing or scheduling functions) to accomplish work tasks.	3.84	Very Useful	3
6. I have used software pictures on social media to accomplish a work task faster or more easily.	3.82	Very Useful	4
Average Weighted Mean	3.74	Very Useful	2

Legend:		Descriptive Interpretation	
Range	Description	Range	Description
		4.21-5.00	Extremely Useful
		3.41-4.20	Very Useful
		2.61-3.40	Moderately Useful
		1.81-2.60	Slightly Useful
		1.00-1.80	Not at all Useful

Task Related. It shows that most of the respondents rated differently in this aspect. The highest weighted mean of 4.04, means that lessons and tutorials on

social media were "very useful" for performing the job better, and the lowest weighted mean of 3.32, described that social media was "moderately useful" in asking for help when unable to solve problems at work. It acquired an average weighted mean of 3.74, which revealed that social media under task-related was very useful.

Table 3.5 revealed the results of the study with regards to the respondents' degree of usefulness of social media in terms of reputation management category shown below.

Table 3.5
USEFULNESS OF SOCIAL MEDIA
N = 50

	WM	DI	RANK
Reputation Damaging			
1. I have done poor-quality work using my organization's social media accounts.	2.26	Slightly Useful	2
2. When doing work for my organization on social media, I have done a poor job.	2.28	Slightly Useful	1
3. I've stolen information or other content from social media and used it as if it was my work.	1.84	Slightly Useful	4
4. I've submitted work that wasn't my own because it came from social media.	1.86	Slightly Useful	3
5. My friends have posted photos, videos, or content about me on social media that harmed my professional reputation.	1.8	Slightly Useful	5
6. Clients or customers have posted information about me on social media that harmed my reputation at work.	1.8	Slightly Useful	6
Average Weighted Mean	1.98	Slightly Useful	8

Legend:

Range

Description

Descriptive Interpretation

Range

4.21-5.00

3.41-4.20

2.61-3.40

1.81-2.60

1.00-1.80

Description

Extremely Useful

Very Useful

Moderately Useful

Slightly Useful

Not at all Useful

Table 3.6 revealed the results of the study with regards to the respondents' degree of usefulness of social media in terms of offending others category shown below.

Offending Others. It shows that the highest weighted mean of 2.4, described that social media to a small degree was useful in sharing inappropriate opinions that would offend others, and the lowest weighted mean of 2.04. It acquired an average weighted mean of 2.22 which described that social media was slightly useful in offending others. It was revealed that posting offensive content on social media was not considered useful.

Table 3.6
USEFULNESS OF SOCIAL MEDIA
N = 50

	WM	DI	RANK
Offending Others			
1. I have shared my personal opinions on social media that others in my workplace found inappropriate or offensive.	2.4	Slightly Useful	1
2. Other people at work have been offended by something I posted on social media.	2.04	Slightly Useful	2
Average Weighted Mean	2.22	Slightly Useful	6

Legend:		Descriptive Interpretation	
Range	Description	Range	Description
		4.21-5.00	Extremely Useful
		3.41-4.20	Very Useful
		2.61-3.40	Moderately Useful
		1.81-2.60	Slightly Useful
		1.00-1.80	Not at all Useful

Table 3.7 revealed the results of the study with regards to the respondents' degree of usefulness of social media in terms of time management category shown below.

Table 3.7
USEFULNESS OF SOCIAL MEDIA
N = 50

	WM	DI	RANK
Time Management			
1. When I want to use social media, I don't take a break from working, I just do both.	2.42	Slightly Useful	3
2. I access social media while I am doing other work.	1.98	Slightly Useful	4
3. I've spent time on social media while at work when I should not have.	2.58	Slightly Useful	2
4. I've used social media when I should have been working.	2.78	Moderately Useful	1
Average Weighted Mean	2.44	Slightly Useful	5

Legend:

Range

Description

Descriptive Interpretation

Range

4.21-5.00

3.41-4.20

2.61-3.40

1.81-2.60

1.00-1.80

Description

Extremely Useful

Very Useful

Moderately Useful

Slightly Useful

Not at all Useful

Time Management. It shows that the majority of the respondents rated "moderately useful" with the highest weighted mean of 2.78, that using social media while working was useful to a certain extent, and the lowest weighted mean of 1.98, which described that accessing social media while doing other work was useful to a small degree. It acquired an average weighted mean of 2.44, which

revealed that the use of social media under this category was to manage time properly in the use of social media at work.

Table 3.8 revealed the results of the study with regards to the respondents' degree of usefulness of social media in terms of time management category shown below.

Table 3.8
USEFULNESS OF SOCIAL MEDIA
N = 50

	WM	DI	RANK
Workplace Relationship			
1. I have invited a personal relationship with a client or coworker that I shouldn't have.	2.22	Slightly Useful	3
2. I have become close to someone I shouldn't have at work because of social media.	2.6	Slightly Useful	1
3. I have posted negative opinions about my coworkers or customers on social media.	2.1	Slightly Useful	4
4. I have discussed negative feelings towards clients, customers, or coworkers on social media.	2.4	Slightly Useful	2
5. I've created an uncomfortable situation by refusing connections with coworkers, supervisors, or customers via social media.	2	Slightly Useful	5
6. It felt awkward at work after I refused a connection on social media with someone at work.	1.64	Not at all Useful	6
Average Weighted Mean	2.18	Slightly Useful	7
Overall Weighted Mean	2.95	Moderately Useful	

Legend:		Descriptive Interpretation	
Range	Description	Range	Description
		4.21-5.00	Extremely Useful
		3.41-4.20	Very Useful
		2.61-3.40	Moderately Useful
		1.81-2.60	Slightly Useful
		1.00-1.80	Not at all Useful

Workplace Relationship. It shows that most of the respondents rated “slightly useful” in this aspect. The highest weighted mean of 2.6, illustrates that social media was “slightly useful” in becoming close to someone shouldn’t have at work and the lowest weighted mean of 1.64 described that it was “not at all useful” to connect on social media with someone at work with the total average weighted mean of 2.18 which revealed that usefulness of social media was to maintain a good relationship between coworkers.

Chapter 3

SUMMARY OF FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

This chapter covers the summary, conclusions, and recommendations based on the results of the study. Recommendations were itemized and provided to the Local Government Unit Regular Employees of Sierra Bullones Bohol to determine the degree of usefulness of social media basis for the remediation scheme.

Summary of Findings

The study primarily aimed to determine the usefulness of social media to Sierra Bullones Local Government Unit Regular Employees. Specifically, it sought to answer the following: what is the demographic profile of the respondents in terms of age, gender, and unit assigned; to know the respondents' social networking sites used, and to determine the degree of usefulness of social media to Local Government Unit Employees. This study was conducted in Sierra Bullones Local Government Unit province of Bohol. The researchers used the descriptive method through the adopted questionnaire to gather information for the study. The data were analyzed using percentage, and average weighted mean. There was a complete enumeration of 50 respondents who took part in the study.

After a thorough analysis of the study, the researchers came up with the following findings.

The study found that most of the respondents were between the ages of 57 and 65; 28 were female and 22 were male; Of the 50 respondents" the majority

were assigned to the Municipal Treasury; many of the respondents used Facebook, Messenger, and Youtube among other social networking sites; and the overall weighted mean of 2.95 states that the use of social media to the Local Government Employees is moderately useful or to a certain extent it was useful. Extra Office Communication with an average mean of 3.62, very useful; Next is Intra-Office Communication ranked first in all categories with an average weighted mean of 4.15, indicating work-related media is very useful for communicating with coworkers or other people at work; followed by Reputation Management has the average weighted mean of 3.22, moderately useful; Task Related having an average weighted mean of 3.74, very useful; Reputation Damaging has the least average weighted mean of 1.98, slightly useful; Offending Others has the average weighted mean of 2.22, slightly useful; 2.44, slightly useful obtained by Time Management; and lastly, Workplace Relationship with an average weighted mean of 2.18, slightly useful; and. It was revealed that social media was very useful to employees in terms of communication, managing reputation, and doing work-related purposes in Sierra Bullones Local Government Unit.

Conclusions

Based on the findings of the study, the following conclusions were drawn.

It has been concluded that social media is moderately useful where LGU employees have benefited from the use of social media when it comes to performing their work more effectively and have used social networking sites as a tool to communicate and access information easily that provide them advantage

to accomplish tasks and make informed decisions about social media issues in the organization. This study indicates that if not well managed social media may lead to affect employees work performance. This was evident from the findings which indicate that social media offers new medium for knowledge creation and offers organizations the potential to enhance productivity. Usefulness of social media at work can be achieved when proper and effective ways of managing employees' social media participation exist. However, social media is being useful in a moderate manner accordingly and appropriately at Sierra Bullones LGU and channeled in an effective way to unleash the potential of social media that benefits the Local Government Unit as the uses of social media are going to continue and grow.

Recommendations

After a careful review of the findings and conclusions of the study, the following recommendations were proposed:

1. Local Government Unit should continue providing departments' technology devices (desktop computers, wireless fidelity, work phones or allow employees to use their own devices) that could be a great help at work and should continue giving opportunities for every employee to improve their communication tool that can put their work perform better.
2. The local Government Unit must intensify the conduct an orientation on social media policy, which shouldn't be too restrictive. Separate personal and professional use, and manage the time spent on using social media at

work and should upgrade tracking of employees' social media use and performance at work.

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APPENDIX A
Letters



Republic of the Philippine
BOHOL ISLAND STATE UNIVERSITY – BILAR
Zamora, Bilar, Bohol

Vision: A premier S&T university for the formation of a world-class and virtuous human resource for sustainable development in Bohol and the Country.

Mission: BISU is committed to provide quality higher education in the arts & sciences, as well as in professional & technological fields; undertake research & development, & extension services for the sustainable development of Bohol & the country.

November 17, 2021

ARLEN B GUDMALIN Ph.D.

Dean, College of Technology and Allied Sciences

BISU – BILAR

Zamora, Bilar, Bohol

Ma'am:

The undersigned BSOA III students of Bohol Island State University, Zamora, Bilar, Bohol humbly request permission from your good office to conduct our Thesis entitled "Usefulness of Social media to Sierra Bullones Municipal Local Government Unit employee: Basis for Remediation Scheme", impartial fulfillment of the requirements for the degree of Bachelor of Science in Office Administration (BSOA).

May this request merit your approval. Thank you.

Respectfully yours,

(Sgd.) **JEREMAE A. RAMOSA**
Researcher Student

(Sgd.) **MARY ANN C. CADULDULAN**
Researcher Student

(Sgd.) **MA. LOURDES C. KROWEL**
Researcher Student

Sgd.) **DAISY S. PI-ANG**
Researcher Student

NOTED:

APPROVED:

(Sgd) **RENANTE M. AVERGONZADO, (d.I)** Thesis Adviser

(Sgd) **ARLEN B. GUDMALIN Ph.D.**
Dean, CTAS



Republic of the Philippine
BOHOL ISLAND STATE UNIVERSITY – BILAR
 Zamora, Bilar, Bohol

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November 17, 2021

HON. SIMPLICIO MAESTRADO JR.

Municipal Mayor

Municipality of Sierra Bullones

Sir:

The undersigned BSOA III students of Bohol Island State University, Zamora, Bilar, Bohol humbly request permission from your good office to conduct our Thesis entitled "Usefulness of Social Media to Sierra Bullones Municipal Local Government Unit Employee: Basis for Remediation Scheme" in, impartial fulfillment of the requirements for the degree of Bachelor of Science in Office Administration (BSOA).

In this regard, we humbly ask permission from your good office to allow us to administer the questionnaire to the selected department in your Local Government Unit. May this request merit your approval. Thank you.

Respectfully yours,

(Sgd.) **JEREMAE A. RAMOSA**
 Researcher Student

(Sgd.) **MARY ANN C. CADULDULAN**
 Researcher Student

(Sgd.) **MA. LOURDES C. KROWEL**
 Researcher Student

(Sgd.) **DAISY S. PI-ANG**
 Researcher Student

NOTED:

APPROVED:

(Sgd.) **RENANTE M. AVERGONZADO**, Thesis Adviser

(d.I) **HON. SIMPLICIO MAESTRADO JR.**,
 Municipal Mayor



Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY- Bilar Campus
 Zamora, Bilar, Bohol

VISION: A premier Science and Technology University for the formation of world-class and virtuous human resource for sustainable development in Bohol and the Country.

MISSION: BISU is committed to provide quality higher education in the arts and sciences as well as in the professional and technological fields; undertake research and development and extension services for the sustainable development of Bohol and the Country.

Dear Respondent,

Good day!

We are graduating students of Bohol Island State University, Bilar Campus, who will be conducting a study about the "Usefulness of Social Media to Sierra Bullones Municipal Local Government Unit Employees: Basis for Remediation Scheme". In this, we would like to ask for a little of your time to answer this survey questionnaire with honesty. We assure you that all the information provided will be kept in the strictest confidentiality.

Thank You so much!

QUESTIONNAIRE

Questionnaire A. Demographic Profile. Kindly answer the following questions by filling in the blanks and checking the space provided that best described your answer.

Name (optional): _____

1. Age: _____
2. Gender:

Male Female

3. Unit Assigned: *(please put a check)*

Municipal Treasury
 Municipal Assessor
 BIR
 Municipal Accountant
 Municipal Planning & Development Coordinator
 Municipal Budget Officer
 Municipal Engineer
 Municipal Health Officer

Municipal Civil Registrar
 Municipal Agriculturist
 Municipal Information Officer
 Municipal Social Welfare and Development
 Secretary of the Sanggunian Bayan
 Others (please specify)

4. What social networking sites do you usually use? Please mark check on the space provided.

Facebook

YouTube

Twitter

Instagram

Messenger

Skype

_____ others, please specify

Questionnaire B. Usefulness of Social Media. Kindly rate the degree of usefulness of social media with each statement. Please check the box for the appropriate answer. Where in,

EU = Extremely Useful

VU = Very Useful

MU = Moderately Useful

SU = Slightly Useful

NU = Not at all Useful

Items	EU	VU	MU	SU	NU
	5	4	3	2	1
Extra-Office Communication					
1. I communicate with existing customers or clients via social media.					
2. I maintain contact with existing customers or clients using social media.					
3. I reach out to potential new customers and clients using social media.					
4. I've identified potential customers and clients by searching social media.					
5. I post on my organization's social media site or group page.					
6. I use my organization's official social media presence to network.					
Intra-Office Communication					
1. I have used social media to contact my coworkers when I am unable to reach them by other means.					
2. Through social media, I maintain contact with other people in my organization.					

Items	EU	VU	MU	SU	NU
	5	4	3	2	1
Reputation Management					
1. I have found pictures, videos, or other content on social media of a coworker that may harm his or her reputation and warned him or her about them.					
2. I have told my coworker about slander others have posted on social media about him or her.					
3. When someone posts something negative about our organization or its employees on social media, I try to do something about it.					
4. If I find something on social media that will harm the reputation of my coworkers or our organization, I let people know.					
Task Related					
1. I've found tutorials and lessons on social media to learn how to perform better at my job.					
2. I have used social media to learn how to perform better at my job.					
3. I request help from people on social media when I am having trouble solving a problem at work.					
4. When I can't solve a problem at work, I ask for help on social media.					
5. I have taken advantage of the technical features of social media (like file-sharing or scheduling functions) to accomplish work tasks.					
6. I have used software pictures on social media to accomplish a work task faster or more easily.					
Reputation Damaging					
1. I have done poor-quality work using my organization's social media accounts.					
2. When doing work for my organization on social media, I have done a poor job.					
3. I've stolen information or other content from social media and used it as if it was my work.					
4. I've submitted work that wasn't my own because it came from social media.					
5. My friends have posted photos, videos, or content about me on social media that harmed my professional reputation.					

6. Clients or customers have posted information about me on social media that harmed my reputation at work.					
---	--	--	--	--	--

Items	EU	VU	MU	SU	NU
	5	4	3	2	1
Offending Others					
1. I have shared my personal opinions on social media that others in my workplace found inappropriate or offensive.					
2. Other people at work have been offended by something I posted on social media.					
Time Management					
1. When I want to use social media, I don't take a break from working – I just do both.					
2. I access social media while I am doing other work.					
3. I've spent time on social media while at work when I should not have.					
4. I've used social media when I should have been working.					
Workplace Relationship					
1. I have invited a personal relationship with a client or coworker that I shouldn't have.					
2. I have become close to someone I shouldn't have at work because of social media.					
3. I have posted negative opinions about my coworkers or customers on social media.					
4. I have discussed negative feelings towards clients, customers, or coworkers on social media.					
5. I've created an uncomfortable situation by refusing connections with coworkers, supervisors, or customers via social media.					
6. It felt awkward at work after I refused a connection on social media with someone at work.					

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Motto : "All things are possible with God"

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RESEARCHERS BIODATA



PERSONAL INFORMATION

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Zamora, Bilar, Bohol

Motto: " With God all things are possible"

