

**OFFICIAL SOCIAL MEDIA PLATFORMS AND EFFECTIVE INFORMATION
DISSEMINATION OF OFFICE MANAGERS IN PUBLIC TERTIARY INSTITUTIONS IN
RIVERS STATE**

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ABSTRACT

This study explored official social media platform and information dissemination of office managers in public tertiary institutions in Rivers State. The aim of the study was to determine the relationship between official social media platform (official whatsapp and official Skype) and information dissemination (timely information sharing and timely feedback) of office managers in public tertiary institutions in Rivers State. Four (4) research questions and hypotheses were postulated to guide this study. The study adopted the positivist research philosophy and the cross-sectional research design. The population of the study comprised 1,500 office managers of nine (9) public tertiary institutions in Rivers State. A sample size of 306 office managers was used for the study. The sample size was determined using Krejcie and Morgan sample size determination table. A structured questionnaire was used as the main instrument for data collection. The data collected were analyzed statistically while the hypotheses were tested using Spearman Rank Order Correlation Coefficient (ρ) and SPSS software program version 24. The findings revealed that official whatsapp has significant relationship with timely information sharing of office managers in public tertiary institutions in Rivers State. The study also found a significant relationship between official whatsapp and timely feedback of office managers in public tertiary institutions in Rivers State. The study equally discovered a significant relationship between official Skype and timely information sharing of office managers in public tertiary institutions in Rivers State. A significant relationship was also reported between official Skype and timely feedback of office managers in public tertiary institutions in Rivers State. Based on these findings, it was concluded that official social media platform such as whatsapp and Skype significantly enhance information dissemination of office managers in public tertiary institutions in Rivers State. Therefore, it was recommended that public tertiary institutions in Rivers State should create an official social media platform such as whatsapp and Skype it would enable office managers disseminate information on time.

Keywords: Official social media platform, official whatsapp, official Skype, information dissemination, timely information sharing and timely feedback.

INTRODUCTION

The office is an environment where administrative jobs in any organization are performed. All documentation and paperwork relating to the core activities of an organization takes place in the office environment. These documentation and paperwork are coordinated and managed by the office manager. The office manager prepares memos and letters and sends them to the different persons, departments and units within the organization to ensure smooth workflow in the office environment. This information dissemination function performed by office managers is crucial to the organization as failure to disseminate information on time could ruin the activities of the organization. According to Clement (2018), timely dissemination of information is important in any organization because it ensure smooth workflow in the office. Failure to disseminate information on time will delay feedback and this could ruin the activities of the organization. Therefore, to ensure timely dissemination of information, public tertiary institutions need to create an official social media platform to complement their electronic mail medium often used by office managers to disseminate information to members of the organizations.

Social media is a platform for interaction where people create, share, exchange and comment on content (information, photos and videos) posted in this platform. Andreas and Michael (2016) defined social media as a form of internet-based application that allows users to create, share and exchange content such as information, pictures and videos. Examples of social media platforms are: wikis, whatsapp, facebook, skype, Instagram, weblogs, social networking sites, MySpace, LinkedIn, instant messaging (Assaad & Gómez, 2011), social book-marking, podcasting, social search engines and RSS (Rich Site Summary) feeds (Maged et al., 2017). These social media platforms connect people with their friends and loved ones in different locations, build relationships, and facilitate effective communication and information sharing in the workplace (Musiał & Kazienko, 2013). These platforms support social and business relationships and more importantly facilitate smooth workflow in an organization via information sharing and quick feedback.

Creating official social media platform in tertiary institutions is important in facilitating timely dissemination of information across the various offices within the institution. It enables office managers to disseminate information in a timely and cost effective manner. Maged et al (2017) posited that official social media platforms enable office managers to share and discuss information relating to work activities in the institution. Voice note, photos and video clips can also be shared on the official social media platforms to enable concerned persons, department and unit to get clarity of information disseminated to them (Andreas & Michael, 2016). Mathiasen and Dalsgaard (2016) stated that tertiary institutions need to create an official social media platform where information can be shared and feedback received instantly. By creating an official social media platform, office managers in tertiary institutions can send memos and letters to different offices, departments and units on time to ensure smooth workflow in the institution. It is against this backdrop that this study explores the relationship between official social media platform and effective information dissemination of office managers in public tertiary institutions in Rivers State.

Statement of the Problem

The major issue that prompted this study is the consistent delay in information dissemination by office managers in public tertiary institutions in Nigeria. Many office managers in public tertiary institutions do not send circulars, memos and letters to the various departments and units on time, resulting to the slowdown of work processes within the institution. Consequently, circulars, memos and other correspondences are accessed very late, resulting to delay in administrative feedback which ruin daily activities of the institution. It appears that there is no official social media platform to facilitate information sharing and interaction among office managers in many public tertiary institutions. It is disturbing to observe that some office managers are still sending information very late in this present era where social media is dominating other medium of communication. Several studies have examined the importance of creating official social media platform to facilitating communication and information sharing in organizations (Musiał & Kazienko, 2013; Mathiasen & Dalsgaard, 2016; Andreas & Michael, 2016; Maged et al, 2017). However, none of these studies provide empirical evidence on the relationship between official social media platforms and effective information dissemination by office managers in public tertiary institutions in Rivers State. This has created a gap in empirical literature which this study is motivated to fill from the Nigerian perspective.

Conceptual Framework

The conceptual framework of official social media platform and effective information dissemination of office managers is shown in figure 1 below:

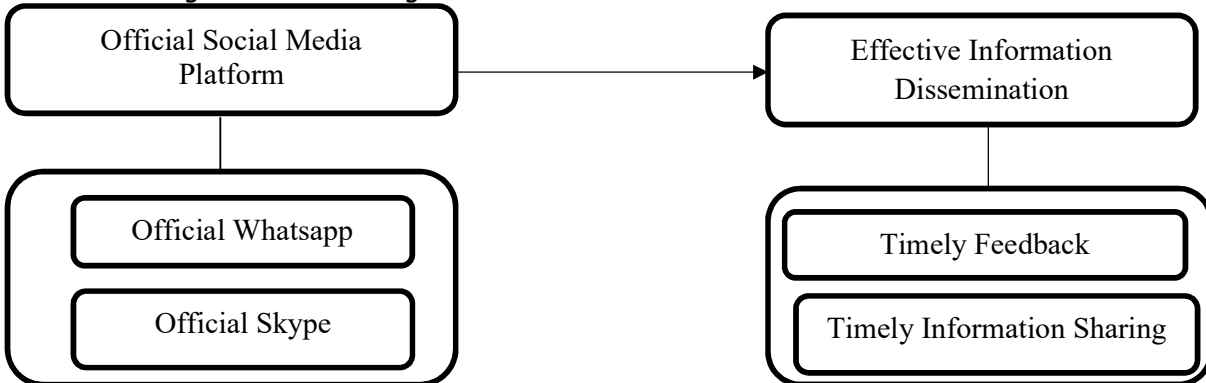


Fig. 1: Conceptual framework of official social media platform and effective information dissemination of office managers in public tertiary institutions in Rivers State
Sources: Mathiasen & Dalsgaard (2016); Andreas & Michael (2016); Maged et al (2017).

Aim and Objectives of the Study

This study is aimed at exploring the relationship between social media platform and effective information dissemination of office managers in public tertiary institutions in Rivers State. The specific objectives are to:

1. ascertain the relationship between official whatsapp and timely information sharing of office managers in public tertiary institutions in Rivers State.
2. determine the relationship between official whatsapp and timely feedback of office managers in public tertiary institutions in Rivers State.
3. ascertain the relationship between official Skype and timely information sharing of office managers in public tertiary institutions in Rivers State.
4. examine the relationship between official Skype and timely feedback of office managers in public tertiary institutions in Rivers State.

Research Questions

The following research questions were answered in the course of this study:

1. What is the relationship between official whatsapp and timely information sharing of office managers in public tertiary institutions in Rivers State?
2. To what extent does official whatsapp relate to timely feedback of office managers in public tertiary institutions in Rivers State?
3. What is the relationship between official Skype and timely information sharing of office managers in public tertiary institutions in Rivers State?
4. To what extent does official Skype relate to timely feedback of office managers in public tertiary institutions in Rivers State?

Hypotheses

The following null hypotheses were tested in this study:

- Ho₁: There is no significant relationship between official whatsapp and timely information sharing of office managers in public tertiary institutions in Rivers State.
- Ho₂: There is no significant relationship between official whatsapp and timely feedback of office managers in public tertiary institutions in Rivers State.

- Ho₃: There is no significant relationship between official Skype and timely information sharing of office managers in public tertiary institutions in Rivers State.
- Ho₄: There is no significant relationship between official Skype and timely feedback of office managers in public tertiary institutions in Rivers State.

Review of Related Literature

Concept of Official Social Media

Office social media is an electronic communication platform which is created by an organization to enable employees, departments and units share vital information, photos and videos relating to work activities (Dorn, 2010). It is an internet based application that allows the creation and exchange of information among members of an organization. This social media platform is created for official purpose only to enable employees create, share, exchange and discuss information, ideas, and other content relating to work activities using a multimedia mix of personal words, pictures, videos and audio clips (Kuppuswamy & Narayan, 2010). Office social media platform does not only give information to employees on work-related matters but also provide an avenue for heads of departments and units to connects, interact and discuss issues on mutual concern (Kaplan, 2017). Boyd and Ellison (2017) stated that official social media allows employees to construct a profile within a bounded work areas and share vital information to facilitate smooth workflow in their organization. Assaad and Gomez (2011) opined that official social media helps to connect the various departments together to work in line with the established processes and procedures set by the organization.

Dimension of Official Social Media

There are numerous social media platforms which an organization can create for official purpose. Some of these social media platforms include: wikis, whatsapp, facebook, Skype, Instagram, weblogs, social networking sites, MySpace, LinkedIn, instant messaging, social book-marking, podcasting, social search engines and RSS feeds (Assaad & Gomez, 2011; Musiał & Kazienko, 2013; Maged et al., 2017). However, this study focuses on whataspp and Skype platforms.

Official Whatsapp

WhatsApp is a mobile phone messaging service that operates through the use of smartphones (WhatsApp, in Kariuki, 2017). It is a social media application which involves direct messaging as well as sharing media including voice messages, videos, and photos among others (Steele, in Ali & Kootbodien, 2017). WhatsApp uses both data and WIFI, so it is not included in your monthly text-message subscription (Ali & Kootbodien, 2017). The app is available on relatively any device (initially free on smartphones) and is considered relatively safe and secure (Ali & Kootbodien, 2017). Kariuki (2017) stated that WhatsApp was introduced by Brian Acton and Jan Koum in 2009. According to her, the name of the application, WhatsApp, is a pun from the phrase 'what's up', which means 'what is happening.' The service enables users to send text messages, photos, videos and documents (WhatsApp, in Kariuki, 2017).

Creating an official whatsapp platform allows employees, departments and units to share documents, photos and video clips relating to work activities in an organization (Assaad & Gomez, 2011). Whatsapp document sharing is one feature that was recently added to whatsapp networking tool. Office whatsapp allows office managers to share documents, both on the Android and iOS versions of the application. Bolotaeva and Cata (2011) stated that whatsapp document sharing enable office manager to send and receive all forms of documents (Kingsley & Lucky, 2019). The whatsapp document sharing feature also allows the office managers to send attached documents to individual contacts as well as into groups. Teams or work groups can with this whatsapp feature send report documents easily and very fast to their superior officer. The

whatsapp document sharing is swift and happens in few minutes thereby proving to be fast and reliable.

Official Skype

According to Sheppard (2016), Skype is a free computer program one can use to make calls such as telephone calls, conference calls and video calls over the internet, and to chat, and transfer files. Abdulezer et al (2017) stated that Skype can dramatically alter the way people exchange information, how they meet new people, and how they interact with friends, family, and colleagues. Chen and Cordier (2018) maintained that Skype offers one of the most popular voices over internet protocol services and with a computer, an internet connection, and a few simple steps, foreign language speakers and learners can connect with and call one another across time zones. They further explained that with Skype one can dial a contact and talk to a person from any country using a headset and microphone plugged into his or her computer provided the person communicating with has also downloaded Skype. Creating official Skype is essential for effective information dissemination in an organization. According to Abdulezer et al (2017), official Skype application allows office managers to make conference and video calls, and share vital information to colleagues in any part of the world (Kaplan, 2017). Skype constitutes a useful computer mediated communication tool for exchanging business or workplace knowledge and information (Doughty & Long, 2013). In addition, Skype allows employees and administrative staff to interact and exchange ideas that will move the organization forward (Long & Doughty, 2019).

Concept of Effective Information Dissemination

Within an organizational context, information dissemination is the process of sending work-related messages to members of an organization. It involves developing and sharing circulars, memos, and letters to employees, departments and units within an organization (Adeyemi, 2011). Information dissemination plays a vital role in ensuring smooth flow of work processes. It enables the various departments and units to align their activities with the directives of the top management team. When information is disseminated to the various departments and units, they will adjust their activities to reflect the changes and directives of top management team (Anyamene et al, 2012). Effective information dissemination is essential for improving job performance of office managers in tertiary institutions (Blokdyk, 2014). Office managers disseminate information by sending circular, memos, and letters to employees, departments and units in their organization (Ekiye, 2017). However, information dissemination is said to be effective if the receivers understand the message and provide feedback (Robbins et al, 2010).

Measures of Effective Information Dissemination

Effective information dissemination can be measured using various indicators. However, in this study, effective information dissemination is measured using timely information sharing and timely feedback.

Timely Information Sharing

Timely information sharing is the process of sending messages for a particular purpose as at when needed (Bowen & Pennaforte, 2017). When information lingers and delays more than the time required, it is no longer timely and may affect organizational performance (Okiki, 2013). Timely information is critical to the success of every organization be it public and private organization. What is most important is how timely employees, managers and administrator are notified. Timely information notification describes a situation where managers, administrators and indeed other employees are alerted of an important message, set of instruction, plan or policy early enough (Jiang, 2016). An information notification can be said to be timely only when it comes when it is useful to cause a change. Notification cannot be timely when it can be used to effect any meaningful change (Christensen, 2011). Bowen and Pennaforte (2017) stated that timely information

notification from the manager/administrators to the employees is crucial as it can lead to timely action.

Timely Feedback

Timely feedback occurs when the receiver of information responds quickly to the message received as expected by the sender (Blokdyk, 2014). Communication is bilateral affair as there must be a sender and receiver. The sender of the information or message expects the receiver to him or her a reply which represents feedback. In every organization, when information is sent out there is an expectation of feedback. Feedback is the reply gotten from initially sent information or message (Anyamene et al, 2012). Feedback can be in the form of action taken, change in process and behavior and or a reply in words (Jiang, 2016). Different people, groups, and institutions have different ways of sending feedback. The nature of feedback depends on the channels of communication allowed and available in an organization or institution (Okiki, 2013). Feedbacks can come late or come early. Whatever the case maybe, feedbacks go a long way to determine the next line of action in an organization which directly or indirectly affect performance, productivity, effectiveness etc. (Adeyemi, 2011).

Theoretical Review

This study is anchored on technological determinism theory which was developed by Thorstein Veblen in 2001. The theory states that emergency of technology and technological changes are the critical factors responsible for the changes in society. This theory explains how the emergence of technology has impacted on human thoughts and actions. It has changed the way people do things including the way we communicate with one another. Technological determinism theory tends to explain how the introduction of technology and the changes comes alongside with it (technological innovation) has influenced the way people perform a given task as well as the way they communicate with each other in an organizational setting. Social progress in the way we communicate is driven by technological development (Croteau & Hoynes, 2003).

The technological determinism theory is relevant to this study as it explains how technology has changed the way in which information is disseminated in tertiary institutions. The theory argues that the emergence of internet technology has caused a transition from paper works to computerized society. The theory explains that technology gave birth to social media communication which is often used in disseminating information in organizational setting. With the introduction of internet and cloud technology, office managers can now send information to other offices via social media platform and get instant feedback.

Empirical Review

Some empirical studies have been conducted on social media communication in tertiary institutions. For instance, For example, Adeyemi (2011) investigated the impact of ICT on effective management of Universities in South-West, Nigeria. The researcher adopted the ex-post facto research design where questionnaire was used for data collection, and frequency counts, percentages and Pearson Product Moment Correlation were used for data analysis. The findings revealed that social media platform is one of the ICT platforms used for effective management of public universities in South-West Nigeria.

Chidobi (2015) examined the application of ICT in management of administrative and student personnel record in the public universities in Enugu State. The study employed the survey research where data were collected using questionnaire and analysis was done using mean, standard deviation and t-test statistics. The findings revealed that social media platform is not adequately applied in the management of both administrative records in Nigerian universities.

Yusuf (2015) carried out a study to determine the extent of integrating ICTs in Nigeria's tertiary education. The researcher adopted the descriptive survey where questionnaire was used to gather

data for the study, and mean, standard deviation and Chi-square were used for data analysis. The study revealed that social media component of ICT is under-utilized as a mean of communication within the premises of tertiary institutions in Northern Nigeria.

Faloye and Oparah (2017) examined the relevance of ICT in education in tertiary institutions in Lagos State, Nigeria. The researchers adopted the descriptive survey and used questionnaire as their main instrument for data collection. After analyzing the data collected using mean, standard deviation and Chi-square, the researchers found out that social media platform is utilized in public universities but to a low extent.

Idowu et al (2011) explored the challenges of utilizing ICT in higher institutions in Nigeria with a particular focus on social media platform. The researchers adopted the descriptive survey where data were collected from staff in two universities in Lagos State using questionnaire. The data collected were analyzed using descriptive statistics such as percentage, frequency, mean, standard deviation while the t-test was used to test the hypotheses. Their findings showed that inadequate utilization of social media platform in public universities in Lagos State.

Oshi et al (2016) examined the impact of ICT on organizational productivity in public enterprises in Nigeria. Their study adopted the cross-sectional survey research design where questionnaire was used for data collection. After analyzing the data collected using Structural Equation Model (SEM) and both SPSS version 20 and AMOS version 18, the researchers found out that social media form of ICT has significant impact on organizational productivity in public enterprises.

Kairol et al (2017) examined the use of ICT and its effects on the performance of office technology and management practitioners in Malaysia. Their study adopted the qualitative research approach where semi-structured interview was used for data collection while thematic analysis was used for data analysis. The findings revealed that ICT competency is a major factor that contributes to the performance of the secretary in the organization.

METHODOLOGY

This study utilized the positivist research philosophy alongside with the cross-sectional research design. The population of this study consisted of 1,500 office managers drawn from nine (9) public tertiary institutions in Rivers State. A sample size of 306 office managers was used for the study. The sample size was determined using Krejcie and Morgan's sample size determination table. The sample size was selected from the population using proportionate sampling technique. A structured questionnaire was used to collect data from the respondents. The questionnaire was structured using a 4-point Likert scale which range from Very Great Extent, High Extent, Moderate Extent, and Low Extent. The questionnaire was validated using content and face validity while its reliability was confirmed using Cronbach's Alpha method. Having confirmed the validity and reliability of the research instrument, 306 copies of the questionnaire were produced and distributed to the respondents across the nine (9) public tertiary institutions in Rivers State. Out of the 306 questionnaire distributed in this study, 276 copies were retrieved which represents 90% retrieval rate. The data collected were analyzed statistically while the hypotheses were tested using inferential statistics such as the Spearman Rank Order Correlation Coefficient (ρ). The SPSS software program version 24 was used for the bivariate analysis.

Empirical Results and Discussion

The results of the bivariate analysis carried out on the predictor and criteria variables in the hypotheses are shown in the tables below.

Table 1: Result of the bivariate analysis between official whatsapp and timely information sharing of office managers in public tertiary institutions

		Official Whatsapp	Timely Information Sharing
Spearman's rho	Correlation Coefficient	1.000	.623**
	Official Whatsapp		
	Sig. (2-tailed)	.	.
	N	276	276
	Correlation Coefficient	.623**	1.000
	Timely Information Sharing		
	Sig. (2-tailed)	.	.
	N	276	276

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS generated Output, 2025

Table 1 shows the result of the SPSS bivariate analysis carried out between official whatsapp and timely information sharing of office managers in public tertiary institutions in Rivers State. The result revealed that office whatsapp is strongly and positively correlated to timely information sharing of office managers in public tertiary institutions ($\rho = .623$) and this correlation is statistically significant at 0.01 level. As a result of this, we then reject the null hypothesis (H_{01}) and accept the alternate hypothesis which states that there is significant relationship between official whatsapp and timely information sharing of office managers in public tertiary institutions in Rivers State.

Table 2: Result of the bivariate analysis between official whatsapp and timely feedback of office managers in public tertiary institutions

		Official Whatsapp	Timely Feedback
Spearman's rho	Correlation Coefficient	1.000	.653**
	Official Whatsapp		
	Sig. (2-tailed)	.	.
	N	276	276
	Correlation Coefficient	.653**	1.000
	Timely Feedback		
	Sig. (2-tailed)	.	.
	N	276	276

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS generated Output, 2025

Table 2 presents the result of the SPSS bivariate analysis carried out between official whatsapp and timely feedback of office managers in public tertiary institutions in Rivers State. The result revealed that office whatsapp has a strong and positive correlation with timely feedback of office managers in public tertiary institutions ($\rho = .653$) and this correlation is statistically significant at 0.01 level. Consequently, the null hypothesis (H_{02}) is rejected and the alternate hypothesis is accepted. This means that there is significant relationship between official whatsapp and timely feedback of office managers in public tertiary institutions in Rivers State.

Table 3: Result of the bivariate analysis between official Skype and timely information sharing of office managers in public tertiary institutions

		Official Skype	Timely Information Sharing
Spearman's rho	Official Skype		
	Correlation Coefficient	1.000	.752**
	Sig. (2-tailed)	.	.
	N	276	276
	Timely Information Sharing		
	Correlation Coefficient	.752**	1.000
	Sig. (2-tailed)	.	.
	N	276	276

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS generated Output, 2025

Table 3 contains the result of the SPSS bivariate analysis carried out between official Skype and timely information sharing of office managers in public tertiary institutions in Rivers State. The result revealed that official Skype is strongly and positively correlated to timely information sharing of office managers in public tertiary institutions ($\rho = .752$) and this correlation is statistically significant at 0.01 level. Based on this result, the null hypothesis (H_{03}) is rejected and the alternate hypothesis is accepted. This means that there is significant relationship between official Skype and timely information sharing of office managers in public tertiary institutions in Rivers State.

Table 4: Result of the bivariate analysis between official Skype and timely feedback of office managers in public tertiary institutions

		Official Skype	Timely Feedback
Spearman's rho	Official Skype		
	Correlation Coefficient	1.000	.839**
	Sig. (2-tailed)	.	.
	N	276	276
	Timely Feedback		
	Correlation Coefficient	.839**	1.000
	Sig. (2-tailed)	.	.
	N	276	276

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS generated Output, 2025

Table 4 presents the result of the SPSS bivariate analysis carried out between official Skype and timely feedback of office managers in public tertiary institutions in Rivers State. The result shows a very strong and positive correlation between official Skype and timely feedback of office managers in public tertiary institutions ($\rho = .839$) and this correlation is statistically significant at 0.01 level. As a result of this we then reject the null hypothesis (H_{04}) and accept the alternate hypothesis which states that there is significant relationship between official Skype and timely feedback of office managers in public tertiary institutions in Rivers State.

Discussion of Findings

This study reported a significant relationship between official whatsapp and timely information sharing of office managers in public tertiary institutions in Rivers State. This finding was deduced from the result of the correlation analysis carried out on two variables in table 1. The result revealed that office whatsapp is strongly and positively correlated to timely information sharing of office managers in public tertiary institutions ($\rho = .623$) and this correlation is statistically significant at 0.01 level. As a result of this, we then rejected the null hypothesis (H_{01}) and accepted the alternate hypothesis which states that there is significant relationship between official whatsapp and timely information sharing of office managers in public tertiary institutions in Rivers State. This finding is consistent with the research conducted by Ali and Kootbodien (2017) and Ariffin and Omar (2018) as both studies revealed that whatsapp utilization enable office managers to share information on time.

This study also found a significant relationship between official whatsapp and timely feedback of office managers in public tertiary institutions in Rivers State. This finding was obtained from the result of the correlation analysis carried out on two variables in table 2. The result revealed that office whatsapp has a strong and positive correlation with timely feedback of office managers in public tertiary institutions ($\rho = .653$) and this correlation is statistically significant at 0.01 level. Consequently, the null hypothesis (H_{02}) was rejected and the alternate hypothesis was accepted. This means that there is significant relationship between official whatsapp and timely feedback of office managers in public tertiary institutions in Rivers State. This finding is supported by Kariuki (2017) and Church and Oliveira (2013) as both studies revealed that office whatsapp enables receivers of information provide instant feedback that will facilitate smooth workflow in the organization.

This study discovered a significant relationship between official Skype and timely information sharing of office managers in public tertiary institutions in Rivers State. This finding was deduced from the result of the correlation analysis carried out on two variables in table 3. The result revealed that office Skype is strongly and positively correlated to timely information sharing of office managers in public tertiary institutions ($\rho = .752$) and this correlation is statistically significant at 0.01 level. Based on this result, the null hypothesis (H_{03}) was rejected and the alternate hypothesis was accepted. This means that there is significant relationship between official Skype and timely information sharing of office managers in public tertiary institutions in Rivers State. Mashau and Andrisha (2016) and Kayode et al (2019) agreed with this finding when they revealed that the installation of official Skype in tertiary institutions would enable office managers share organized information on time and complete their daily official tasks.

Finally, it was discovered that significant relationship exists between official Skype and timely feedback of office managers in public tertiary institutions in Rivers State. This finding was derived from the result of the correlation analysis carried out on two variables in the fourth hypothesis. The result shows a very strong and positive correlation between official Skype and timely feedback of office managers in public tertiary institutions ($\rho = .839$) and this correlation is statistically significant at 0.01 level. As a result of this we then rejected the null hypothesis (H_{04}) and accepted the alternate hypothesis which states that there is significant relationship between official Skype and timely feedback of office managers in public tertiary institutions in Rivers State. This finding is supported by Mark (2019) and Samson (2013) as both studies revealed that the provision of office Skype in an organization enable administrative staff to get quick feedback from the receivers of information.

CONCLUSION

This study explored the relationship between official social media platform and information dissemination of office managers in public tertiary institutions in Rivers State. From the analysis carried out, it was discovered that official whatsapp has significant relationship with timely

information sharing of office managers in public tertiary institutions in Rivers State. The study also found a significant relationship between official whatsapp and timely feedback of office managers in public tertiary institutions in Rivers State. The study equally discovered a significant relationship between official Skype and timely information sharing of office managers in public tertiary institutions in Rivers State. A significant relationship was also reported between official Skype and timely feedback of office managers in public tertiary institutions in Rivers State. Based on these findings, it was concluded that official social media platform such as whatsapp and Skype significantly enhance information dissemination of office managers in public tertiary institutions in Rivers State.

RECOMMENDATIONS

The following recommendations are provided for the study:

1. Public tertiary institutions in Rivers State should create an official social media platform as it would enable office managers disseminate information across various departments and units in their institution.
2. Internet facilities such as general Wi-Fi should be made available in the various offices in public tertiary institutions in Rivers State as it would enable office managers access the official social media platform and disseminate information on time.
3. Public tertiary institutions in Rivers State should create an official whatsapp group for employees and departmental heads as this would facilitate information sharing and timely feedback in their institutions.
4. Public tertiary institutions in Rivers State should provide official Skype in the office environment as this would enable office managers disseminate detailed information to concerned persons, departments and units in their institution
5. Public tertiary institutions in Rivers State should provide training and orientation programme for office managers with limited ICT knowledge particularly in the areas of Skype as it would enable them develop IT skills and utilize the official social media platform including Skype for information dissemination.

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