

SOCIAL MEDIA DISTRACTIONS – The Impact of Social Media on Productivity



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The Impact of Social Media on Productivity

OBJECTIVES



1

Understanding the distractions in the big picture of Social Media

2

Having a greater understanding of influences of Social Media for managers

3

Enhancing the ability to visualize how Social Media distractions affect productivity

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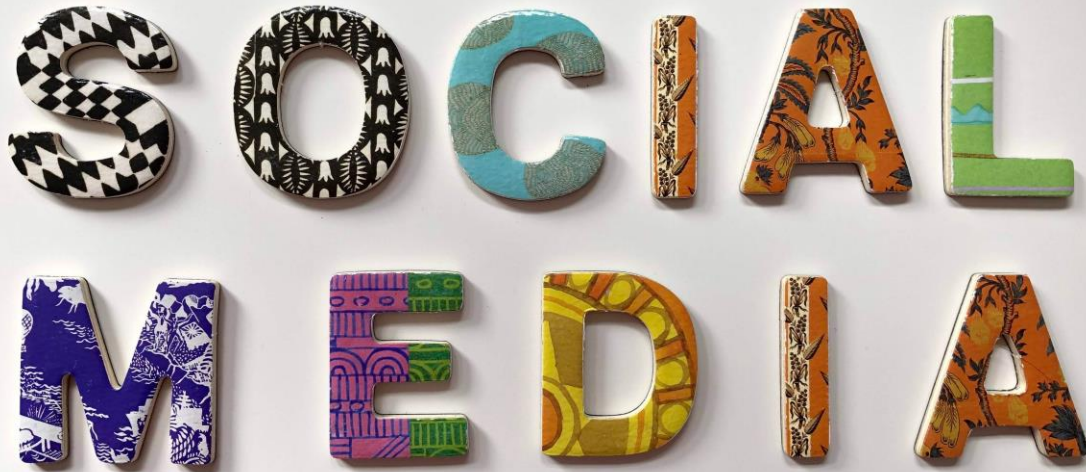


- 1 How big is the impact of social networks at work
- 2 How to reduce social network checking at work
- 3 Top 5 social distractions at work
- 4 How do Social Media distractions affect productivity?





How big is the impact of social networks at work



How many people use social networks? For example, Facebook, the world's most popular social networking site, currently has 1.5 billion regular users, or about one in five people use Facebook.

When new messages appear continuously on the phone at work, there is a desire to look immediately, or thoughts are distracted by the new message.





Influences of Social Media for managers

01

**Increased stress
levels and
nervousness**

02

**Habit strength,
addiction**

03

Unfilled free time

04

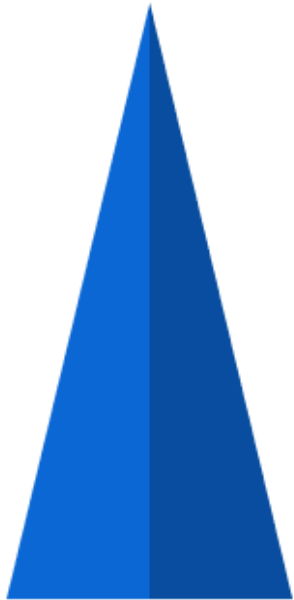
**Lack of
concentration and
focus**





How to reduce social network checking at work

100%



01

Turn off unnecessary notifications

Leave notifications only from e-mail or other applications needed for work.

02

Start a Morning Routine

Try to steer clear of your device for as long as possible in the morning.

03

Limit Your App Usage

Use this as a benchmark to look for improvement.

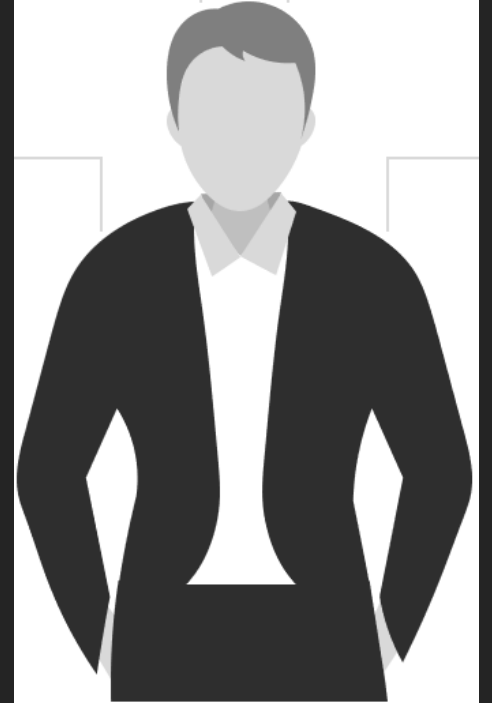
04

Establish No-Tech Zones

You can designate specific areas in your workspace where technology is or is not allowed.

The internet as a distraction

- An incredible 64% of employees admit to viewing non-work-related websites every day, showing that it's a common problem.
- Social media websites are the most common source of online workplace distractions.
- Companies can create a social media policy for their employees. It will clearly outline the company's rules and expectations as well as the employee's responsibilities.





**What about giving full access
to the internet at work?**

Many studies show that internet access and freedom increase job satisfaction, which in turn increases productivity. But does that mean giving full online access is right for the company?

According to the survey by Computerworld, full internet access was actually identified as harmful, by reducing work productivity by 1.5%.



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Real study on the influences of Social Media in the workplace



Technology boosts your productivity in some ways, but it hurts in other ways, according to the findings conducted in 2015 by CareerBuilder.

The study cited smartphones, the internet, social media and email as the primary workplace productivity killers. Specifically, more than half of the employers surveyed say the biggest distraction at work come from employees using their cell phones.



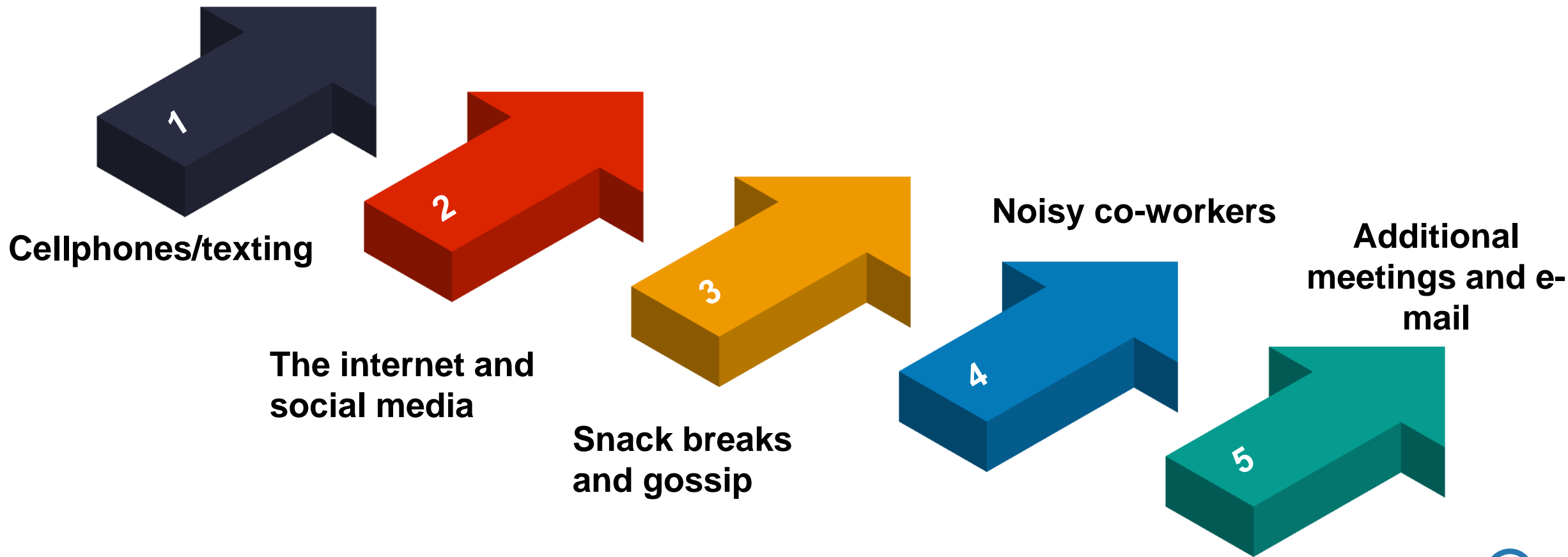
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Top 5 social distractions at work



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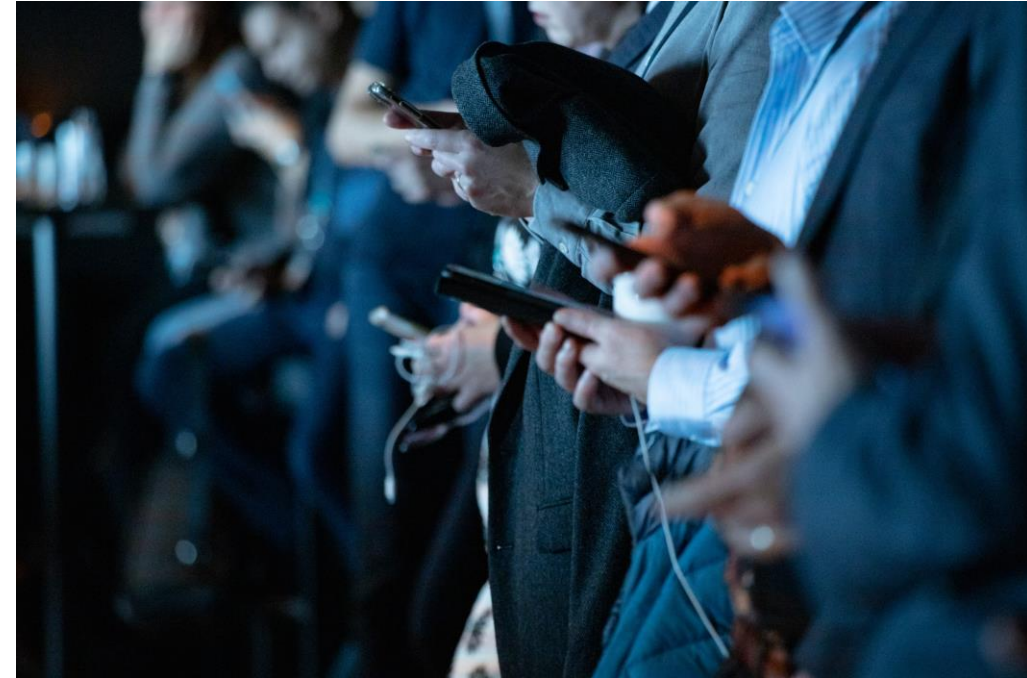




How do Social Media distractions affect productivity?



Employees and managers may not be talking about the distractions that come up during the work day, but they should. By not addressing distractions in the workplace, and what can be done to reduce those interruptions, tension and resentment can build in the workplace, which can spill over, negatively impacting relationships between co-workers and the company's overall culture. Employers don't have to take drastic measures, though. One of the best ways to cultivate a culture of productivity in your office is for employees to take regular breaks, Haefner said.



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How to stop social media distractions?

Each time you check your feed or receive a notification, your brain releases dopamine, desperately looking for instantaneous gratification. It is an irresistible temptation to check the phone once you hear a notification.



Block Certain
Apps, Websites,
and News Feeds



Give Yourself a
Break

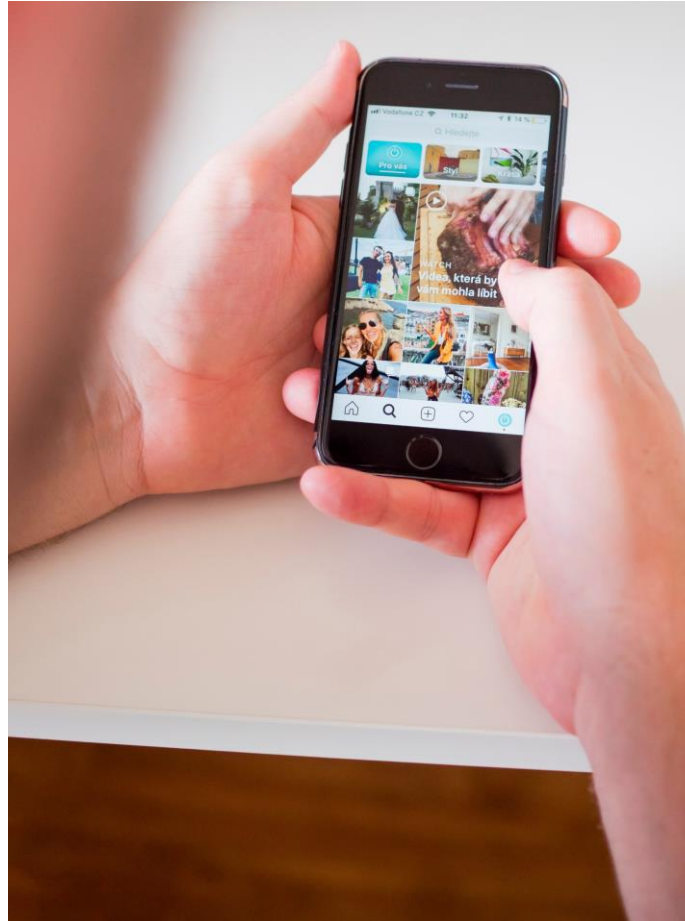


Keep Your Tabs
to a Minimum



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The Bottom Line



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Surrounded by technology, notifications, and other kinds of distractions, one may find it quite troublesome to stay focused at work. Keep a schedule and allow yourself to take a break from time to time.



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4 ways social media is distracting



You seemingly have to watch what everyone else is up to: liking posts and following the live feeds. Otherwise, you might miss something – right?



There are too many accounts and feeds to focus on and too many people to follow.



You ended up looking at what your friends were up to all day instead of doing your work.



If anyone does contact or mention you, you drop everything you're doing and respond instantly to any comment or communication that comes your way.

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Sound familiar?

- We all face distractions on a daily basis. Distractions not only lower our productivity; they also increase our stress. You probably already know what distracts you the most—phone calls, emails, selfies, texting, Internet browsing, interrupting co-workers etc.
- Strategies like scheduling email checks, turning off your phone and leaving the office for a quieter environment may eliminate distractions so that you get more done.





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Some Signs Your Social Media Use is Out of Hand

Losing track of time online



Having trouble completing tasks at work



Isolation from family and friends



Feeling guilty or defensive about your Internet use



Feeling a sense of euphoria while involved in Internet activities



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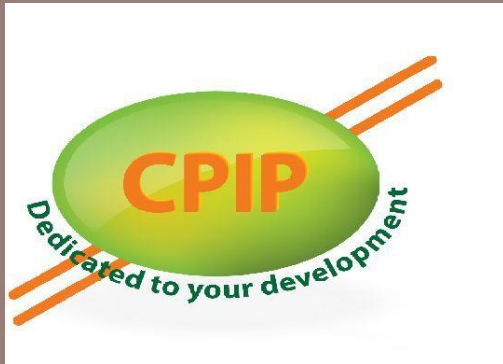
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THANK YOU

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