

Assessing the Uses of Social Media for Internal Organisational Communication in Nigerian Television Authority, Headquarters, Abuja, Nigeria

Ochanya Mercy LAMAI (PhD)

Department of Broadcasting and Media Studies,
Nasarawa State University, Keffi, Nigeria
ochilamai.ol@gmail.com
+23407035968803

Armstrong Aduku IDACHABA (Prof)

Department of Mass Communication,
Veritas University, Abuja, Nigeria.
idachabaa@veriras.edu.ng
+234 08033330224

Joshua Aghogho ERUBAMI (Ph.D)

Department of Journalism and Media Studies,
Delta State University, Abraka, Nigeria.
jaerubami@delsu.edu.ng
+23408065108405

Ahembba Tavershima Enoch

Department of Theatre and Cultural Studies,
Nasarawa State University, Keffi
ahembadacruz@gmail.com
+23407066510963

Wada Ibrahim

General Manager,
NTA 24 Abuja, Nigeria
wada1970@yahoo.com
+23408033791487

Abstract

It is impossible to exaggerate the importance of communication in man's daily activities. It has long been seen as the most practical method of problem-solving available to humanity. Communication is the human activity that binds individuals together and creates relationships. Organisational communication including broadcast establishments has continued to improve due to the advent of social media. Therefore, the crux of this study is to assess the uses of social media for internal organizational communication in Nigerian Television Authority, Headquarters, Abuja, Nigeria. The study assessed the types of social media used, the extent of use, impact and challenges. It made use of the Technological Determinism Theory. Data were obtained from 234 respondents through the application of the survey method. The study found that social media was the fastest and cheapest way of sharing information internally. WhatsApp was the most used social media type for internal communication. Data also revealed that social media improved and built communities for effective message delivery and performance of tasks. The study found the challenges to include spread of misinformation, privacy concerns, distractions, information overload, among others. The study

concluded that despite some challenges, social media has emerged as a strong tool in internal communication, paving ways for more dynamic, impactful, efficient and responsive organisational message dissemination. The study recommended among others that NTA Headquarters Abuja should also balance the use of social media for its internal communication with the need for focus and concentrations, and also set boundaries and expectations on when and how to use social media for work-related purposes.

Keywords: Assessing, social media, internal organisational, communication, uses

Introduction

It is impossible to exaggerate the importance of communication in man's daily activities. It has long been seen as the most practical method of problem-solving available to humanity. Communication is the human activity that binds individuals together and creates relationships (Okwuagwu, et al (2017). He argues that the main way in which people relate to one another is through communication. It acts as the organisation's unifying principle. According to Blazenaite (2011), there has been numerous evidence that communication is pivotal to maintaining a business, as a system of humans, working together to achieve success in an organisation. In this difficult and ever changing 21st century, an organisation must be able to respond immediately, and this is possible through the use of communication. For workers in any organisation to perform their duties effectively, communication must be accurate and comprehensive. Anjali (2018), in Onyinyechukwu (2023), corroborates that for company or firm to carry out its responsibilities optimally, effective communication is required. This implies that messages must be disseminated and interpreted in order for a business to operate efficiently. In other words, effective communication requires an atmosphere that promotes the exchange of ideas and one in which every employee may voice their opinions without being intimidated. Since ensuring open interaction with a free flow of information, managing organisational communication processes, and developing an open and adaptive communication system does bring significant organisational benefits.

Organisational communication including broadcast establishments has continued to improve due to the advent of social media. Scholars such as Enyinda et al (2020), and Nazir (2024), contend that social media networking sites are on a daily basis becoming important communication tools in organisations, transforming the way companies, businesses interact and disseminate information externally and internally. Lovita and Prabantoro (2020), corroborate that the use of social media for internal organisations communication enhances staff engagement, streamline message dissemination, promoting team work in organisations, in due course, enhancing the effectiveness of internal information sharing. When companies leverage the use of social media communication platforms, they can improve and strengthen their internal communication systems, improving workers' contentment, output, and organisational performance (Warnakulasuriya & Jayasinghe, 2025).

On the other hand, observations have shown that the incorporation of social media communication networking sites in internal information sharing of organisations also comes with some risks and challenges. There have been issues concerning data security and breaches, workers distraction, and the possibility for the spreading of negative information or misleading messages have made some firms to be careful in their adoption and use of social media for internal communication.

Scholars have conducted studies on the use of social media for internal communication in organisations (Warnakulasuriya & Jayasinghe, 2025; Swart & Moola, 2024; Men, O'Neill & Ewing, 2020; Grawe,

Nkoala & Makwambeni, 2023; Lucas, 2024). However, a specific study on the uses of social media for internal organisational communication in Nigerian Television Authority, Headquarters, Abuja, Nigeria is lacking. This was the gap in knowledge that this study filled.

Objectives of the Study

1. To find out the types of social media platforms mostly used for internal organisational communication in Nigerian Television Authority, Headquarters, Abuja, Nigeria.
2. To assess the extent of the use of social media platforms for internal organisational communication in Nigerian Television Authority, Headquarters, Abuja, Nigeria.
3. To examine the impact of the application of social media platforms for internal organisational communication in Nigerian Television Authority, Headquarters, Abuja, Nigeria.
4. To explore the extent of the impact of the use of social media platforms for internal organisational communication in Nigerian Television Authority, Headquarters, Abuja, Nigeria.
5. Issues associated with the use of social media platforms for internal organisational communication in Nigerian Television Authority, Headquarters, Abuja, Nigeria.

Review of Literature

Impact and Issues Associated with the Use of Social Media in Internal Organisational Communication

The effect of the application of social media platforms in organisations' internal communication is multidimensional. Social media paves way for better information spreading and exchange of timely messages between and among workers in organisations, as well among management team. Enyinda et al (2020), aver that social media improves and enhances message dissemination between workers and their managers or bosses, enabling timely communication within the company workers and facilitating teamwork in an organisation. Moreso, social media communication platforms have the potential to boost staff participation, engagement and collaboration, giving the employees a sense of belonging and community regardless of geographical locations, leading to better problem solving and productivity. In addition, the real-time characteristics of social media information sharing enables firms to respond more quickly to changing business environment, workers needs, and market situations (Swart & Moola, 2024).

A statement from Vorecol Editorial Team (2024), further emphasises that social media remains a significant communication tool to organisations, improving their internal communication practice; the capability of social media to foster and facilitate instant and seamless message sharing between and among units or departments in organisations, and among leaders in establishments is unquantifiable. Through social media platforms like WhatsApp, Facebook, X and the likes, organisations' members can engage in discussions, share ideas, ask questions and get instant reply. Social media does not only facilitate information flow in establishments, but also nurtures a culture of togetherness, transparency and engagement, leading to increase in production (Vorecol Editorial Team, 2024). Social media is a powerful information sharing platform which can be employed to reach and interact with important stakeholders and employees in organisations (Swart & Moola, 2024).

While social media has remained a useful tool in internal organisational information sharing, it has also been criticised for its information overload, security and privacy concerns, blurring of professional and personal boundaries and decreased productivity. Jennings (2022), avers that that use of social media in internal organisational communication is challenged by how to control the information shared by employees, maintaining professionalism in social media information dissemination, and building trust with the online community. The author further contends that, deciding how much and the type

and appropriateness of the messages to share is also an issue, as well as dealing with negative feedback or reply from the people you shared information with on the social media platforms. Swart and Moola (2024), further state that the fundamental issues with the application of social media in internal organisation communication include policy issues concerning the use of social media, transparency, privacy, decision-making, and how to monitor the internal information shared on social media. Lynn (2020), contends that the use of social media in internal organisational communication may expose organisations to risks of information leakage, misinformation or reputational damage if the employees share sensitive information or inappropriate information online. Also, the use of social media for internal organisational communication can overwhelm workers due to too much of information, noise, or notifications, causing them to feel stressed (Lynn, 2020).

Further, empirical literature exists on the impact and challenges of the application of social media in internal organizational communication. For instance, Men, O'Neill and Ewing (2020) assessed the impacts of internal social media application on workers engagement. The study obtained data from 1, 150 respondents from the United States of America through the adoption of the online survey research design. Finding indicated that the respondents' use of social media for internal communication has contributed to an improved level of transparency of the establishment and organisational identification, which in turn, led to workers' engagement. The study concluded that social media has become important tool to organisations in sharing information internally. The study, therefore, recommended that organisations should continue to invest in social media communication technology, time and resources so that they can effectively utilised social media platforms for internal communication.

Similarly, Warnakulasuriya and Jayasinghe (2025), conducted a study on the usage of social media platforms for effective internal message sharing in organisations. Data for the study were gathered from secondary sources. The study revealed that the usage of social media in internal organisation communication has made sharing of information easier, allowing organisation members to communicate in real-time, facilitating employee engagement, and fostering more responsive and lively internal message spreading. The study further found some challenges with the use of social media for internal organisation communication to include privacy issues, security concerns and control of content shared on social media. It was concluded that social media platforms have the prospective to foster more streamlined, real-time message dissemination, teamwork, and engagement among workers and management staff across various units and locations in organisations. The study, therefore recommended that for the use of social media in internal organisation communication to be successful, organisations must ensure that such use agrees with their cardinal objectives and communication culture.

In the same vein, Grawe, Nkoala and Makwambeni (2023), study paid attention to the application of social media for internal communication. The study was conducted in local government areas in South Africa. The study's thrust was to find out the challenges associated with the use of social media in internal communication. The study employed both qualitative and quantitative research methods. It made use of the Grunig's two-way symmetrical system. The study findings showed that lack of social media policies, adherence and compliance with the social media policy and lack of support for the use of social media in South African local government setting were some of the challenges. These challenges limited the usage of social media for internal communication, thereby making the use of social media ineffective in these local government areas. The study suggested that these challenges should be tackled as this will lead to increase in the understanding and use of social media for internal communication in the municipalities.

The crux of Lucas' (2024) investigation was on the adoption and application of social media tools for engagement by public relations practitioners in broadcast firms in Plateau State, Nigeria. The study examined the types of social media platforms, the factors that necessitate the use of social media, the benefits and issues associated with the use of social media by PR professionals in broadcasting organisations. The study adopted the Technological Determinism Theory; data were collected through the use of the survey method from 58 participants. Finding indicated that social media has become useful communication tools for PR practitioners in broadcasting companies. The study further identified insufficient funds, high rate of fake information on social media, and too much information to handle, among others as challenges of the application of social media for PR activities in broadcasting organisations.

Furthermore, the focus of Swart and Moola (2024) study was on internal use of social media for organisational communication. The study, which employed the content analysis research approach, examined the benefits and challenges of the application of social media in internal organisation information sharing. The study established that the use of social media in internal organisation message dissemination has become imperative due to the fact that social media facilitates instant message sharing and feedbacks. Social media enables employees and management team to interact and solve organisational problems almost immediately. The study concluded that the usage of social media in internal organisation communication has brought about faster collaborations, instant message sharing, a strong sense of belonging to a community, and faster decision-making.

In the same vein, Nyitse and Elele (2024), examined the role of online media platforms in internal organisational information dissemination. The study, which adopted Technological Determinism Theory and the Actor-Network Theory, collected data from secondary sources. Finding revealed that digital media are important in spreading organisation information at a quick and stress free level. The use of online media in internal organisational communication also improves employees' morale, promoting a cohesive organisational culture. Finding further indicated that in spite of the impactful role of social media in internal organisation information dissemination, challenges such as security breaches and risks, too much of information on digital media (information overload), digital divide and access to digital media enabled tools and support facilities like electricity, network and data, distractions, continue to undermine the effectiveness of the application of social media in internal organisational communication. The study findings therefore underscore the importance of the use of digital media in organisations information sharing. It concluded that online communication platforms have emerged as powerful organisational communication tools. The study recommended among others that organisations should invest in digital literacy training and facilities, as this will help to tackle the digital literacy gap, thereby ensuring equitable access to digital communication facilities.

Theoretical Framework

Technological determinism theory was used to explain the crux of the study. Marshall McLuhan was the brainchild of this theory, which he propounded in 1982. This theory seeks to establish the causal relationship between technology and the characteristics of the society. Karl Marx posits that technology is deterministic, stating that progress and innovations in technology, particularly in production, serves as the fundamental drivers of human social interactions. According to this viewpoint, social relationships and cultural practices are in due course shaped by the technological foundation of a society. This theory states that technology underpins all human endeavours.

Technological determinism theory operates basically on two hypotheses. The first one explains that the technological advancements of a society are significant in shaping its various modes of existence.

The second hypothesis states that transformations in technology of a society serve as the main and most important vehicle for modifying changes in society.

Based on the aforesaid postulations, it can be inferred that technology significantly impacts the diverse decisions human beings make, signifying that changes in any society can be linked to progresses and developments in technology. In addition, traditional media like newspapers, magazines, television and radio, have integrated the Internet to enhance effective distribution of information. The theory points that societal development and advancement is connected to technological innovations and inventions, which in turn follows an unavoidable course. McLuhan's investigation states that technology of the media shapes how people in the society think, feel and take actions, pointing out how the society equally operates as technology continues to influence human activities from one technological age to another. This means that, all the actions that we take, the way we feel, learn new things as relate to new media technology is largely linked to messages we receive through the current online media technology.

In the view of Lievrouw and Livingstone (2006), referenced in Odemelam (2024), technological determinism is the belief that technologies have great influence in determining the kind of actions that humans' take, which helps in bringing changes to the society. From this position, it is clear that the innovation of social media technology has altered the way information is generated and shared. That is why, local, national and international government, private and non-governmental organisations have social media platforms.

As regards the crux of this research, NTA Headquarters, Abuja as a broadcast organisation makes use of social media technology platforms for internal communication. The social media tools also provide the workers and management team in NTA Headquarters, Abuja the avenue to share ideas, and ask questions from each other and get instant reply. This implies that the innovation of social media technology has brought a new dimension to the communication styles of a broadcast organisation like NTA Headquarters, Abuja, Nigeria. Thus, this theory was considered relevant in this study.

Methodology

The study adopted the quantitative survey strategy. The population of the study comprised of all workers in Nigerian Television Authority (NTA), Headquarters, Abuja, Nigeria. According to data collected from NTA Administration Department, the total population of staff in the Headquarters is 610. Furthermore, the sampling technique used in the study was the availability technique. The choice of this technique was because the researcher was unable to assemble all the staff of NTA, Abuja, so any of them that was accessible was given the questionnaire to fill.

Consequently, 234 people made up the study's sample size, which was determined through the Morgan and Krejcie sample size formula. The justification for the sample was because experts such as Morgan and Krejcie (1970) have argued that any population size that is 200 and above is capable of representing the entire population of a study. Tables, charts, frequencies, percentages and mean deviation of five-point likert scale of Strongly Agree (SA), Agree (A), Undecided (U), Disagree (D) and Strongly Disagree (SD), which the criterion mean was put at 3 is accepted result, while 2 is rejected result were used to present the data.

Data Presentation

The researcher distributed 234 copies of questionnaire and retrieved 219 which were found valid and used for the analysis.

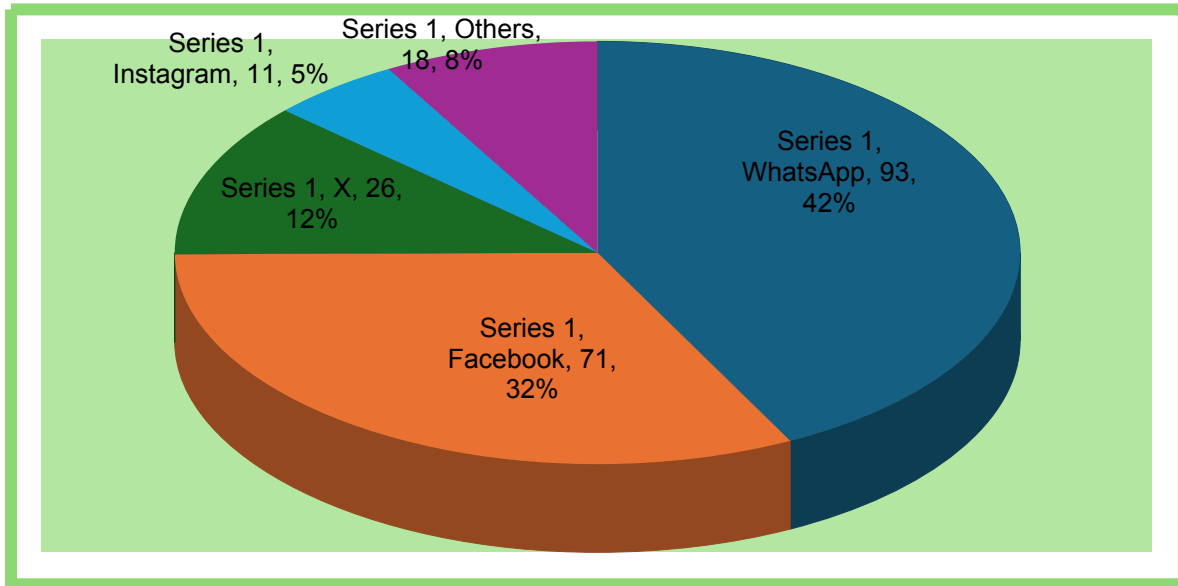


Figure 1: Types of Social Media Platforms Mostly Used for Internal Organisational Communication in Nigerian Television Authority, Headquarters, Abuja, Nigeria

The data displayed in Figure 1 indicates that WhatsApp, Facebook, X (formerly Twitter), and are the most frequently used social media platforms among the respondents, with WhatsApp leading. This prevalence of WhatsApp emphasises the dominance of this platform in facilitating social interaction and information exchange, particularly in the context of internal organisation communication.

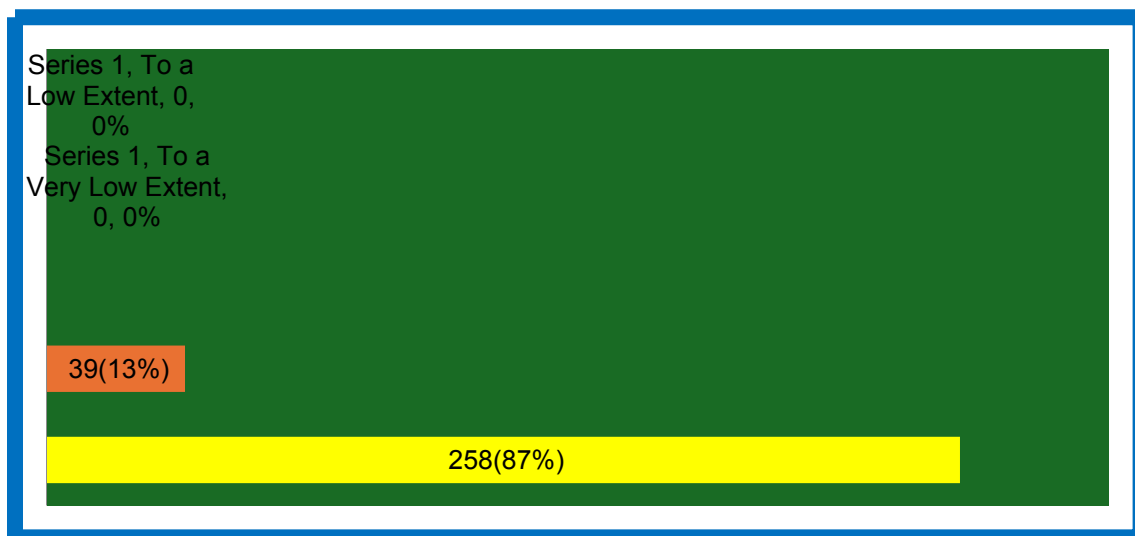


Figure 2: Extent of the Use of Social Media Platforms for Internal Organisational Communication in Nigerian Television Authority, Headquarters, Abuja, Nigeria

The data depicted in Figure 2 suggests that social media has become a primary communication platform for the respondents. The extent of usage highlights its significant role in daily interactions and information dissemination, reinforcing its importance in contemporary internal organisation communication dynamics.

Table 1: Responses on the Purpose of the Use of Social Media for Internal Communication

Options	AS	A	U	SD	D	Total	Mean Rating	Decision
Social media is the fastest and cheapest way of sharing information internally	194	5	0	0	0	219	4.5	Accepted
Social media improves and builds communities for effective message delivery and performance of tasks	201	18	0	0	0	219	4.9	Accepted
Social media enables workers in NTA Headquarters to react quickly to internal messages with immediate feedbacks	213	6	0	0	0	219	4.9	Accepted

Results in the Table is suggestive of the fact the currently, social media has become an important information exchange in organisations.

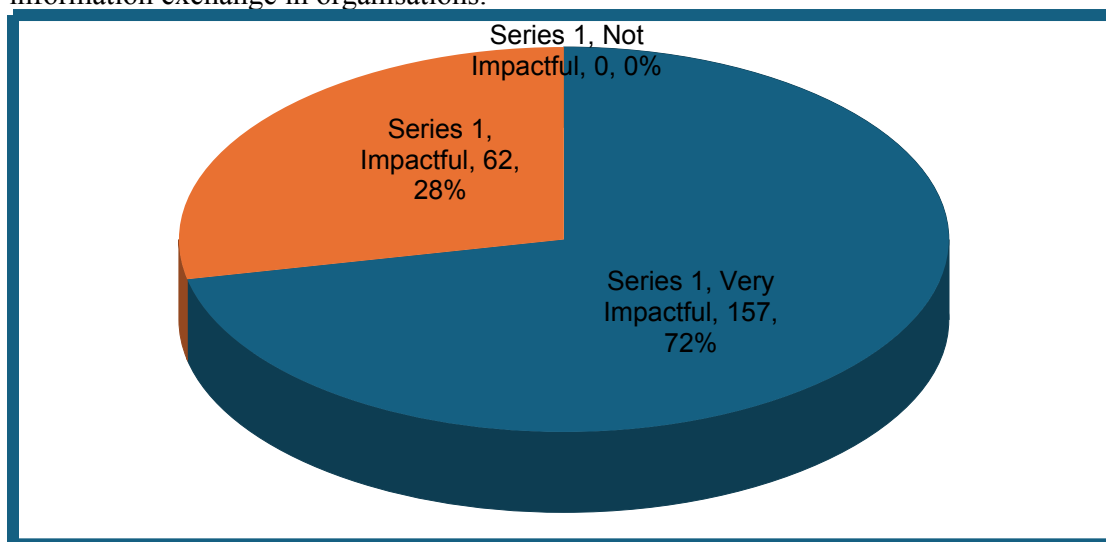


Figure 3: Extent of the impact of the use of social media platforms for internal organisational communication in Nigerian Television Authority, Headquarters, Abuja, Nigeria

The data presented in Figure 3 suggest that social media is highly impactful for internal communication in NTA Headquarters, Abuja. The high impact underscores social media's continued importance as a powerful platform for communication among both employees and management staff in NTA Headquarters, Abuja.

Table 2: Responses on the Issues Associated with the Use of Social Media Platforms for Internal Organisational Communication in Nigerian Television Authority, Headquarters, Abuja, Nigeria

Options	AS	A	U	SD	D	Total	Mean Rating	Decision
Challenge of the rapid spread of inaccurate messages on social media due to social media informal nature	122	63	14	9	11	219	4.2	Accepted

Control of internal information shared by your organisation on social media is not guaranteed	79	111	10	12	7	219	4.1	Accepted
Issues of message distortion because social media information usually passes between and among individuals on an informal basis	144	65	6	0	4	219	4.5	Accepted
The use of social media for internal communication in NTA can be vulnerable due to security breaches, and NTA data can be loss making it difficult to protect sensitive internal information	86	101	13	8	11	219	4.1	Accepted
Employees' and management team personal information can be exposed on social media	63	111	19	12	14	219	3.6	Accepted

The finding suggests that, despite the significant influence of social media on internal communication in NTA Headquarters, Abuja, Nigeria, the same social media platforms can lead to internal message distortion and spread of inaccurate information.

Discussion of Findings

The results of this study, as presented above underscore the critical role social media played in the internal communication in organisation such as NTA Headquarters, Abuja, Nigeria. With communication evolving, social media has become an essential platform for providing real-time updates and other information exchange in organisations. Therefore, the first finding of the study revealed that platforms such as Facebook, WhatsApp, Instagram, and X (formerly Twitter) were the most frequently used by respondents, with WhatsApp taking the lead. These findings align with Lucas' (2024), who emphasised the increasing shift towards digital platforms such as WhatsApp for public relations activities in broadcast organisations. The dominance of WhatsApp and others like Facebook is not far-fetched due to their popularity among Nigerians. This approach reflects a broader trend in modern communication strategies, where communication is increasingly personalised to maximise reach and effectiveness. Both employees and management staff affirmed that these platforms facilitated direct and efficient communication between them.

The data illustrated in Figure 2 and Table 1 also revealed that respondents use social media to a large extent for a variety of purposes. Social media is the fastest and cheapest way of sharing information internally. Social media improves and builds communities for effective message delivery and performance of tasks. Lastly, Social media enables them to react quickly to internal messages with immediate feedbacks. This multifaceted use signifies the integral role social media plays in their daily lives and information exchange and consumption in broadcast organisations. Supporting, Nyitse and Elele (2024), state that digital media are important in spreading organisation information at a quick and stress free level. The use of online media in internal organisational communication also improves employees' morale, promoting a cohesive organisational culture.

Also, an earlier finding by Swart and Moola (2024), corroborates that the use of social media in internal organisation message dissemination has become imperative due to the fact that social media facilitates instant message sharing and feedbacks. The finding also justifies the adoption of the Technological Determinism Theory, which states that societal development and advancement is connected to technological innovations and inventions, which in turn follows an unavoidable course. Meaning that the current communication technology determines how people create and share information.

The findings of the study additionally showed the challenges that NTA Headquarters, Abuja faced while using social media for internal communication. Data in Table 2 showed that these issues range from rapid spread of inaccurate messages to lack of control of internal and guarantee of information shared in the organisation on social media. Others are distortion because social media information usually passes between and among individuals on an informal basis, information overload and security breaches. This finding aligns with an earlier result by Nyitse and Elele (2024), despite the importance of social media in organisations' internal communication, challenges such as security breaches and risks, too much of information, digital divide and access to digital media enabled tools and support facilities like electricity, network and data, distractions, continue to undermine the effectiveness of the application of social media in internal organisational communication.

Conclusion

The focus of the study has been on assessing the uses of social media for internal organisational communication in Nigerian Television Authority, Headquarters, Abuja, Nigeria. From the findings, the study concluded that social media platforms, especially WhatsApp have become an important internal communication tool in Nigerian Television Authority, Headquarters, Abuja, Nigeria. Social media has emerged as a strong tool in internal communication, paving ways for more dynamic, impactful, efficient and responsive organisational message dissemination. The social media, through its characteristics of providing diverse channels of information sharing, it fosters real-time communication, enabling collaborative communication and improving workers' engagement in organisations. This is, however, without some limitations such as information overload, misinformation, privacy concerns, distractions and the likes.

Recommendations

1. It is important for NTA Headquarters Abuja to filter and prioritise the information that is relevant and useful, while providing staff or workers with tools and tips on how best to manage their social media consumption and avoid information overload.
2. NTA Headquarters Abuja should also balance the use of social media for its internal communication with the need for focus and concentrations, and also set boundaries and expectations on when and how to use social media for work-related purposes.

References

- Blazenaite, A. (2011). Effective organisational communication: In search of a system. *Social Sciences*, 4 (74), 84-101.
- Enyinda, C. I., Opute, A. P., Fadahunsi, A., & Mbah, C. (2020). Marketing-sales-service interface and social media marketing influence on B2B sales process. *Journal of Business and Industrial Marketing*, 36,(6), 990. <https://doi.org/10.1108/jbim-01-2019-0053>
- Grawe, M. N., Nkoala, S. & Makwambeni, B. (2023). The use of social media for internal communication within South African local government. *Academic Journal of Interdisciplinary Studies*, 12(4), 203.

- Jennings, D. N. (2022). *Social media in an organization*. <https://medium.com/illumination/social-media-in-an-organisation-228ee3b72097>
- Lovita, E., & Prabantoro, G. (2020). *Risk management of social media using in higher education*. <https://doi.org/10.2991/aebmr.k.200331.041>
- Lucas, B. D. (2024). Adoption and use of social media for engagement by public relations professionals in broadcasting organisations in Plateau State, Nigeria. *London Journal of Research in Humanities and Social Science*, 24(13), 51-67.
- Lynn, C. (2020). *Let's talk about social media and internal communications*. <https://intranetconnections.com/blog/social-media-and-internal-communications/>
- Men, L. R., O'Neill, J. & Ewing, M. (2020). Examining the effects of internal social media usage on employee engagement. *Public Relations Review*, 46(2), 101880.
- Nazir, M. A., Rizwan, H., & Zhu, X. (2024). A thematic analysis of factors influencing small and medium enterprise adoption of social media marketing: A TOE framework perspective. *Qualitative Market Research An International Journal*. <https://doi.org/10.1108/qmr-10-2023-0143>
- Nyitse, G. T. & Elele, F. C. (2024). Exploring the role of digital media in internal organisational communication. *The Abuja Communicator: A Journal of Culture and Media Arts*, 4(2), 102-115.
- Odemelam, C.C., Ebeze, U. V., Ajashi, E. K. & Okorom, M. E. (2024). Social media and participatory health communication in Nigeria in the context of a pandemic. In E. S. Dandaura, A. Omotayo & S. Osime. *Health Communication, Media and Development in Nigeria*. National Institute for Policy and Strategic Studies (NIPSS), Kuru, Jos, Plateau State, Nigeria (pp. 654-677).
- Okwuagwu, O. K., Nnoje, G. C., Onoh, A. N. & Ikpezie, P. C. (2017). Enhancing organisational performance through effective communication. *Journal of Management and Corporate Governance*, 9(2), 31-45.
- Onyinyechukwu, P. D. (2023). *Knowledge and adoption of internal communication strategies in enhancing organisational performance of the Nigerian Television Authority, Abuja*. Master's Dissertation, Bingham University, Karu, Nasarawa State, Nigeria.
- Swart, C. & Moola, S. (2024). Internal social media and organisational communication: Opportunities and challenges. In the book "*Organisational Communication in Africa*", pp.35-62.
- Vorecol Editorial Team, (2024). The role of social media in enhancing internal communication. <https://blogs.vorecol.com/blog-the-role-of-social-media-in-enhancing-internal-communication-8648>
- Warnakulasuriya, T. & Jayasinghe, C. (2025) Application of social media communication tools for effective internal communication. *International Journal of Business and Management Review*, 13(3), 48-57.