

# A communication management perspective

[Business](#), [Management](#)



The use of social networking does not only provide an interactive web presence but also reinforces the positive image of the company by informing the public about the organization's products, services, and activities including its business practices that would reflect good corporate citizenship consistent with the practice of ideal organizational communication. Theories of organizational communication posit that organizations need to relay itself not only with its internal customers (employees) but also with the external customers not only the positive activities that made them as an organization but also the values that help shape the organization thereby fostering not only understanding about the company but also reinforces its positive image as well (Dainton and Zelley, 2005). Social networking as a function of social media is also an excellent platform to communicate corporate culture that animates the organization enabling its intended audience to understand and relate with the company better.

Another social media category that can benefit an organization from a communication management perspective is the search category such as Google and Bing. This is essential because search engine ranking establishes the web presence of the organization. If the organization cannot be found on the search engine either through plain search or links, it would also be tantamount to being absent on the web. Even if the organization has an excellent website or social media page, it would be tantamount to nothing if it cannot be reached by its intended audience. In organizational communication, it is essential that the message of the organization must reach the receiver or the intended audience for the message to be useful. There is a difference in the use of social media between a person and an

organization. In personal use, the message could be candid and carefree as it is a communication between two familiar persons whose purpose is to foster personal relationships. It is different in an organizational setting. Since there is a goal, economic objectives, and shareholders to consider that makes up its agenda, utmost consideration must be given to communication competence (Chapter 9). The organizational message must be delivered with a high degree of professionalism. Content must also be business-like where the usual levity present in personal social media is carefully removed. It should also be aligned with the agenda set by the organization.