Using Social Media Tools to Share a Knowledge in Organizations or Institutions

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I. INTRODUCTION

As we know that human life is in progress after the advent of technology and information explosion. Knowledge management plays a major role in running organizations and institutions on the ideal path. After the data has been processed to become information, knowledge lies in the order and organizing of this information. Therefore, knowledge management has many tools, the most significant of which is social media. To share knowledge among employees of organizations and institutions through social networking, it is important to completely understand what social media is, and how to use it in an appropriate way to manage the knowledge owned by organizations or institutions. According to Zhang et. al., there has been a high demand for the use of knowledge recently; in addition, many researchers focus on the relationship between social media and knowledge management while they are conducting a research that relevant to knowledge management field (2015). Thus, institutions or organizations that are keen to exchange information between their employees and transfer seniors' experiences among them should identify social networking sites so that it will be easy to use theses sites by employees. Social media is defined as the sharing or exchange of information and opinions between persons in a particular community (Zhang et. al., 2015).

Sharing employees' ideas and opinions leads to increased productivity of career performance. The meaning of this is that the professional leader who allows the opportunity for employees to participate in the decision making so that there are many possibilities regarding to particular issue, and these ideas will contribute to facilitate that issue in terms of obtaining a huge numbers of alternative solutions and evaluating them based on certain criteria (Masterson, 2019). As a result, sharing knowledge is a most important aspect in knowledge management because it provides discussed information from many different minds.

The Evolution/Development of the Knowledge Management (KM) Tools

In this paper, I and Alazemi chose WhatsApp, Twitter, Facebook, and Instagram as a social media tools to share a knowledge amongst organizations' employees or participators, so we will discuss the improvements of these tools, and how these tools will be used efficiently and effectively in organizations or institutions to obtain their advantages.

WhatsApp Application as a Tool

The purpose of the WhatsApp application is to exchange messages between users via the internet, but an account is created in that application by personal phone number. After the account creation process, users communicate by sending messages to each other without charge for a text sent (Alsaleem, 2013). Not only users can contact by text but also they can share photos and videos. Moreover, there is a feature in that application which allows users to voice call and video call. Also, WhatsApp allows users to create a group so that a creator can add any one who wants to be in that group. In the current era, WhatsApp has been very popular for users who have a smartphone (Bouhnik, Deshen, & Gan, 2014). Thus, the benefit of that application will reflect a good communication between organizations' employees whether regards to work's duties or communicate with each other. According to Bouhnik et. al., utilizing WhatsApp application in schools offers many benefits for students, some of which are giving student more than one chance to ask about a particular point addressed to the teacher directly, the availability of educational materials, dialogue any time between students and teachers, and urging students to participate and express their opinions regards to specific points (2014). According Smit, WhatsApp was applied to assist varied students whom they can't reach the North-West University's Vaal Triangle Campus to participate and attend the class with their classmates via that application, or even sharing classmates' notes after the class (2015). Thus, WhatsApp is one of the learning tools that used in educational organizations or institutions to facilitate and ease the learning operations. In a different purpose organizations or institutions, it is more benefit to utilize that application to allow new employees attain a perfect background from seniors' experiences about many different fields.

The feature of creating a group in WhatsApp application advocates a shared knowledge operation to be applied in a specific group for particular purposes. Therefore, organizations' employees can share their ideas and opinions regards to specific point which is about career tasks or educational needs. For example, educational organizations can create one group to be managed by the leader or even the lecturer. With many advances in the world, such as the emergence of the internet, smart phones, and many applications intended for messaging by writing or even voice messaging has become the educational process available to all users of these applications, including the BBM BlackBerry Messages and WhatsApp which achieve the increasing prevalence in communities (Alsaleem, 2013). As a result, WhatsApp application can improve the writing process while users type

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what they want to share with other participators. As we know, there are some writing skills that users may not be familiar with, but after using WhatsApp to write their ideas may accomplish these writing skills, the most important is organizing their thoughts during the typing process. Sharing a knowledge reflects an information that has been organized well to illustrate the writer's point appropriately. As a work group, information organized has been required to be properly conveyed to recipients and completely understood so that recipients can apply these knowledge in their career activities and activate that knowledge in their lives work; also, information technology and communication (ICT) has facilitated the operations of arranging information, and ICT allows participators in one specific institution to work purposefully in order to get a perfect consequences at the end (Cardoso, Boudreau, & Carvalho, 2019).

Twitter Website as a Tool

Nowadays, Twitter considers to be a large social media platform because it is popular in the sphere so that utilizing that platform to organizations or institutions to share their employees' knowledge is an ideal idea. According to Van Zoonen, Verhoeven, & Vliegenthart, using employees' accounts of Twitter website to communicate between each other assists to provide a high quality of the organizations' tasks, and it reflects a good knowledge transferring between employees, particularly senior workers (2016). Therefore, knowledge of the expert persons can be shared via Twitter by using tweets. Mankind lives have become relevant to social media accounts, or social media has been an important part in our lives, so employees are communicating with their colleagues regarding to work duties in a professional method or even personal way (Ollier-Malaterre, Rothbard, & Berg, 2013). As a result, Twitter can be used as a knowledge management tool amongst organizations or corporation in part of sharing their senior employees' knowledge. In Twitter platforms, users can create a hashtag about specific knowledge that they want to share it to specific persons, then after creating a hashtag that contains a specific knowledge regarding to particular issue or field, the creator of that hashtag can share it to whomever he wants to participate in that hashtag. Thus, persons who received that hashtag can discuss and reflect their opinions or thoughts around that topic. Which means that a knowledge has been shared or transferred amongst a particular community (employees' organization) through Twitter website.

To achieve the benefit of the knowledge, that knowledge has to be understood, so that knowledge will be used perfectly in the job tasks. "Social media afford employees the ability to express identities, share knowledge about their work or organization and engage in relationship with other professionals. Thus, workplace communication on Twitter involves knowledge sharing about the profession, organization and work behaviors, as these are important cues for employees' professional identities" (van Zoonen, Verhoeven, & Vliegenthart, 2016). Twitter may be used to collect all the expertise of some seniors of organizations or institutions to allow new employee getting a background about specific issue that he/she may be encountered in the future work. Therefore,

teaching employees how to overcome some important difficulties regards to their jobs will raise the quality of organizations' outcomes and will increase the productivity of the employees. "Social media use has often been linked to identification processes. Identification occurs at different levels: employees may identify with their workgroup, organization or profession. These identification processes can simultaneously coexist. When employees feel that their profession is a salient part of their self-concept, they can promote their identities through profession-related knowledge sharing" (van Zoonen, Verhoeven, & Vliegenthart, 2016). For instance, employees in one specific organization can use Twitter to share and exchange their knowledge with another organization's employees so that variations of minds and brains will bring a good knowledge about particular field or major. In addition, Twitter allows many users around the world to be a member of it, so one specific field could reflect many different persons from different cultures and different traditions.

Facebook Application as a Tool

Nowadays social media platforms are more important than before for many people because these allow them to share their knowledge and information easily. There are several tools that people and organizations use to share, such as knowledge, communication, or report news with others e.g. Facebook. According to the study, Facebook as an external social networking service that allows creating a profile with the aim to share information/knowledge to the followers (partners, potential, and customers) of their community page (Gaál, Szabó, Obermayer-Kovács, & Csepregi, 2015). Moreover, Facebook doesn't require its users to pay a monthly or even yearly fee, so users can get its advantages (Pi, Chou, & Liao, 2013). Also, Facebook could be a guideline for many issues or increase knowledge. For instance, people use Facebook to increase their knowledge about anything whether (products, news, issues, and culture).

According to Ryan & Gandoura (2018) the Facebook platform is proud of having around 1,284 million daily active users around the world, so this is an appropriate platform for sharing knowledge for the organization. Therefore, Facebook is the most common tool that people use around the world to share their knowledge. Facebook allows members to upload their photos and videos. Also, members can leave a text message to others who are offline. Most significant is that Facebook can keep the relationship between friends or employees. Moreover, it will develop knowledge between members group when they share their knowledge. Also, members can create a group and make it private of them in order to share their knowledge that means anyone can not join the group without permission. Thus, organizations can engage in Facebook App without any risk.

According to the study, organizations need not only focusing on the innovation of new products or services but also paying attention to active knowledge sharing, which is important for their success (Gaál, Szabó, Obermayer-Kovács, & Csepregi, 2015). When organizations use Facebook as a tool to share knowledge, they can establish many groups for their employees. For instance, the organization can create a group for their managers to share their information. Through that group,

managers can contact others easily. Also, they can discuss any news or issues related to their organization. Also, the benefits of knowledge sharing in the organizations allow employees to develop deeper knowledge-based relationships with customers, identify new business opportunities, and foster innovation. According to the article, Facebook has been one of the most common platforms for many people (Pi, Chou, & Liao, 2013).

Most organizations may have not taken full advantage of the power of social media applications in their works. Or probably they might be out of the fear of these sites being used inappropriately in an institutional setting. Thus, some organizations might still mostly rely on outdated methods of promoting information sharing, like promoting organization events through word of mouth between managers and employees or printed materials such as flyers and posters on the walls. However, social media platforms well benefit organizations and customers of sharing knowledge. Organizations may have a gap in using social media effectively between themselves and their employees or customers. Therefore, if organizations want to reach their employees and customers eastly, they need to meet them in the new technology.

Instagram Application as a Tool

Instagram has been one of the most popular App nowadays in many countries. According to the Riley-Smith, over 150 million users across the world using the Instagram App today (2013). Instagram is about posting pictures and transmission short videos, so that platform highly recommended to be used both sharing organization knowledge and selling organization products to its customers because it combines photo sharing, video sharing, and ease of use. The feedback of the previous purchasers is considered to be the knowledge sharing for the new customers who are looking to buy that particular product. Therefore, that means people who want to buy that product can know about it from the feedback that has been posted by a previous purchaser. As we know, the most important for any organization is the relationship between the institution and customers, so from this point, the Instagram application can be a perfect tool for the organization to contact with their employees and customers.

According to the article, social media platforms could be utilized for communication, presentation, and marketing (Jones & Harvey, 2019). Thus, Instagram can be employed as a marketing tool because it contains many activities, such as enabling communication between customers and their organizations, facilitating product discussions, following announcements on products and courses. Also, the Instagram application could be an account for the organization to share resources and links related to the organization. Furthermore, the Instagram platform is easy to use than other platforms or traditional models of customer outreach, such as fliers and posters (para. 12). Organizations and employees need to create an account on Instagram to start sharing their knowledge. When the organizations post a video or photo on Instagram, it will be exhibited on other accounts that follow them. Also, people will see posts from others whom they select to follow. In addition,

Instagram could be used as a reference for the organization because any post from the organization will be saved.

Social media platforms such as Instagram App can help organizations to share their knowledge through several methods. For instance, Instagram App allows users to post images and videos on their accounts, and they can get feedback from others. Once the organization emits any post their followers will be able to see it and they can interact with it. Also, Instagram App helps users to publish their posts to many users by creating a hashtag. Because the Instagram App has many features, the organization should use it. Consequently, knowledge sharing is fundamental for the organization to achieve success. Not only to share knowledge between employees but also to develop the organization's work. According to Yu Qian, "Instagram does not only give one self-knowledge, but it also molds one's self-knowledge by making one's trajectory more visible" (2019).

Obviously, it is important for the organization to share knowledge with its employees in several different ways, such as storytelling, knowledge cafe, or any new technology methods. For instance, social media, email, databases, internet, and repositories. Because there are many benefits for the organization in sharing knowledge, the organization should share their experts' knowledge with new employees to increase its performance, making a smart decision, and innovation efficient. Although the Instagram App has several features, some organizations have a fear to use it because they may worry about the safety and security in the Instagram App. Thus, it's clear that sharing knowledge properly can bring many benefits to the organization.

Outcomes and Impacts

In this section, we will illustrate some important points to apply these social media websites and how these sites work on behalf of knowledge sharing to provide the assistance for organizations' employees. Thus, we stated and discussed the important points that reflect the results or consequences of our project, which are implementation plan, measures of success, and organizational changes for each website. In addition, how can these four social media networking, which are WhatsApp, Twitter, Facebook, and Instagram assist organizations to retain the knowledge that theses have and share the knowledge between their employees.

WhatsApp Application

According to WhatsApp application, to be utilized well on behalf of the organization and its tasks, administration of organization should create a group for each department that organization has, so each member will be assigned in an appropriate group to discuss the work duties. According to Bennani & Sekal, WhatsApp application is a good tool to speedily communicate and discuss affairs that are relevant to organization's tasks between employees; moreover, WhatsApp application secures and protects the information and data has been discussed (2018). Thus, if there is knowledge that has to be transferred or shared amongst one organization's employees after the work times, the perfect platform to accomplish that is WhatsApp platform because it is easy access, any time access,

and anywhere access. Knowledge sharing amongst employees of organization becomes easy with WhatsApp application.

As we know, there is a lot of knowledge that seniors have in their field. And that knowledge has to be transferred to new persons who got hired in that field recently and don't have experience about that major as previous and old employees. The administration of organization should create some different group in a WhatsApp then every group should be named as a department name, finally every group named by the department name should consist of the employees whom they work in that department to share, transfer, discuss, and disseminate a knowledge amongst them.

Twitter Website

Twitter has a various issue discussed daily. In fact, news around the world has been posted in that website so that all people whom they live in a different country can easily know about the news of other countries via a Twitter site. Thus, the importance of that website evidences that it is a significant platform with respect of all other different social media websites. Moreover, mostly Twitter contains a truth news or knowledge with a lack of fake information. Therefore, it serves the organization to share a knowledge between staff if organizations registered on it. Organizations should create an own account in Twitter to share experiences between employees based upon particular hashtag that created. Sensitive knowledge has to be secured, and it isn't good to share it in that site. The most recommended things to be shared general knowledge and information that can't hurt the organizations when it has been posted because there may a lot of competing institutions which will steal that constative knowledge and apply it to achieve success.

The success of utilizing a Twitter site or even other social media on behalf of disseminating a knowledge around the staff will put the organization in a high level of knowledge sharing; for example, while creating an account on Twitter site for educational organizations, faculty members can interact with each other via that platform, and there is the possibility of exchanging scientific consultations between members of the organizations (Dennen & Jiang, 2014). That means Twitter facilitates the process of sharing a knowledge amongst any kind of organizations when it eases the educational operations for educational organizations. As a result, utilizing a Twitter site as a tool to share a knowledge amongst organizations' employees results success of the organization, and it will indicate to a high quality and a perfect productivity.

Facebook Website

According to the Facebook App, how it will be used in a perfect way behalf of the organization and its work. First, the organization has to create an account on the Facebook App that account will be related to the organization's name. Second, the organization needs to publish the account around all its employees in order to make sure all employees get their organization account. According to the article, Facebook App considers to be one of the most popular platforms for many people (Pi, Chou, & Liao, 2013), so that means could be most of the employees have an account on the Facebook App. Then, the organization has to establish several groups that related to

different departments, and all members have to access their particular group, so each member can know what is going on in their department. Also, members can share their knowledge inside their particular group site. Members can exchange their knowledge through such as discussion, posting images, and sharing videos. Furthermore, when the organization employees who have experience share their knowledge about any parts of the organization, the new employees will increase their knowledge worthily. Also, the new employees will obtain an excellent knowledge of their organization. Therefore, it is clear that if the organization joins the Facebook App, it will impact the organization in a positive way. In addition, if the organization share their vision on the Facebook App, it will help the organization to achieve its goals.

Instagram Application

Instagram application allows workers of organizations to illustrate their ideas and opinions by a photograph, figures, or any other thoughts by showing an image. The picture can talk a lot or allow workers to know about a particular topic by various thinking instead of saying that orally. Therefore, utilizing an Instagram application in organization to share a knowledge amongst employees is a perfect idea because employees can illustrate their knowledge regarding to specific subject by showing a picture of it then they can type an explanation of that picture. That will assist recipients to understand more about that poster which has been posted the picture and has been typed a brief about it, then they can open a long space of discussion about that poster and exchange what they thought about with an extensive way. Not only images can be posted, but also a short video can be posted which means presenting a particular idea by showing a live demo of it in addition to explain that video by the voice. Comparing with applications or websites, Instagram is featuring an images and videos with a small munites of show that allow users to share the stories with other users by mentioning them, such as Facebook and Twitter, so Instagram does not allow its users to create a text of contents before posting a picture; in addition; Instagram lets its users to post their pictures with a tracing of their locations (Lee, Lee, Moon, & Sung, 2015).

Using an Instagram application amongst organizations' employees to demonstrate one of the employee's knowledge via posting a picture and briefly write leads to share a knowledge successfully and is quickly understood to be discussed. Also, showing a video that contains a description of the desired points achieve the goal of knowledge sharing. According to marketing organizations, there are many factors allow them to share a knowledge about their products amongst customers, the most important of which are posting an illustrating picture of their products, posting a video about their products that shows all the features of the products, and typing a short summery of the products that gives users knowledge. Consequently, Instagram leads to success in attracting many purchasers based on the quality and efficiency of the organizations' postings. "Lee and Kotler (2011) also emphasized the push and pull technique, to grab the audience that use traditional communication channels such as advertising, public service announcements, special events, printed materials, special promotional items, signage

and displays and personal selling and push them to use the new marketing channels or the nontraditional options such as Facebook, YouTube, blogs, online forums, texting, Twitter, Instagram and mobile phones and websites" (Wally & Koshy, 2014).

Project Lessons

This part refers to the combination of these four-social media, which are WhatsApp application, Twitter website, Facebook site, and Instagram application to be used for organizations to share a knowledge amongst employees. Hence, the knowledge comes from information that has been organized which means organized information in a particular field, major, career, or general information. Lessons that we have learnt from this project are bulleted below.

Organization Events
- Posting the day and the time of organization's events.
- Posting a brief about that event by creating illustrating schedule of that event "activities will be done".
- Allow each member to propose or suggests ideas.
- Assigning persons' names whom will be participators in that event.

Organization Services
- Introduce followers about the service that are provided through that organization.
- A short summary illustrating each service to audience.
- Specify the responsible persons of specific service.
- Show information contact for those responsible persons.

Organization's Collections (If Applicable)
- Instagram is a good website to buy and sell.
- Arranging the products in a proper way.
- Showing each product price in specific label.
- Posting some images that cover all sides of that product.
- Posting a brief video of that product.

Other Institutions' News
- A good website or application to discuss other institutions' news is Twitter, WhatsApp, and Facebook.
- Discussing issues and problems that occurred in other organizations.
- Educate employees to avoid mistakes that occurred in other surrounding organizations.
- Try to find solutions for specific issue just in case if the organization may be encountered that issue in future.

Supporting Employees
- A good social media for that is Facebook or Twitter application.
- Introduce employees about organization's vision and mission.
- A brief about each task.
- Post a perfect employee weekly or even monthly.

- Post her/his picture and an important information about that perfect employee.

Sharing and Exchanging Thoughts
- Social media is an appropriate to share and exchange ideas between members.
- Every website has an own structure for its homepage.
- Pictures and videos can illustrate thoughts instead of speaking or typing.
- Social media facilitates meeting from vary locations.

Using WhatsApp Application
- Specify a phone number.
- Create many different groups with different duties.
- Specify group for an organization administration.
- Sign each person in belonging group that reflect his/her duty.
- Each group has specific duties.

Using Twitter
- Create an organizational account.
- Discussing a general issue regards to that organization.
- Following accounts that illustrate the economic status.
- Avoid talking about sensitive information.

Using Facebook
- Creating an own account.
- Sharing pictures of events and celebrations of organization.
- Sharing and exchanging thoughts and opinions.
- Posting issues that should be discussed.

Using Instagram
- Creating an own account.
- Instagram is a very visual platform, so make it work to your advantage.
- Use a proper hashtag.
- Share your organization pictures or images of celebrations or even events that done before.
- Make a brand for your hashtags.

II. CONCLUSION

Knowledge sharing is a significant factor in knowledge management that allow organizations to retain what they have. Social media facilitate the meeting of people regarding to works in many different locations around the world. Consequently, employees can share their knowledge via social media websites and meet each other through while they stay at home. Moreover, organizations or institutions can hire experts to consult them and obtain their knowledge in terms of specific field while those experts live in other cities, countries, or even continents.

Contributions
- Introduction section has been done by Bukhari & Alazemi.
- The improvement of WhatsApp application as a knowledge management tool part has been done by Ahmed Bukhari.

- The development of Twitter website as a knowledge management tool part has been done by Ahmed Bukhari.
- The improvement of Facebook application as a knowledge management tool part has been done by Mardhi Alazemi.
- The development of Instagram application as a knowledge management tool part has been done by Mardhi Alazemi.
- The outcomes and impacts of WhatsApp application part has been done by Ahmed Bukhari.
- The outcomes and impacts of Twitter website part has been done by Ahmed Bukhari.
- The outcomes and impacts of Facebook application part has been done by Mardhi Alazemi.
- The outcomes and impacts of Instagram application part has been done by Mardhi Alazemi.
- Project lessons learnt section has been done by Bukhari & Alazemi.
- Conclusion section has been done by Bukhari & Alazemi.
- Contributions section has been done by Bukhari & Alazemi.
- References section has been done by Bukhari & Alazemi.

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