The Impact of the Applicability of Social Media and Social Networking Sites on Business Firms' Effectiveness and Profit Field Study: Telecommunication Sector in Jordan

Shaima Abukhater

Al-Balqa Applied University
MBA student

Dr.Basem Lozi	**Dr.Mashhoor Maharmah**
Al-Balqa Applied University	Al-Balqa Applied University
Dept. of Finance, Al-jubiha, Amman, Jordan	Dept. of Finance

Abstract: *The purpose of this study was to investigate the impact of the Social Media and Social Networking sites on Business Firms' effectiveness and profit. In order to achieve the objectives of the study, a questionnaire was developed and circulated by hand to the 37 employees of telecommunication sector which was the target field of the study. The simple random sample was used in order to ensure a sound representation of population. Different statistical tools were used to make analyses for the data collected. The study findings indicated that there is a majority of opinions confirming that social media and social networking sites affect positively and have a significant impact on the firms' effectiveness and profit especially in the telecommunication sector. The study also finds that there is an obvious and tangible difference between Social Media and Social Networking sites conceptually and applicably. Based on the results a set of recommendations were proposed.*

1. INTRODUCTION

Technology defined as the collection of tools, including machinery, modifications, arrangements and procedures used by humans, has changed the face of the world and has become a crucial element in the development process in all sectors; social, cultural, medical, agricultural, and industrial in addition to the telecommunication sector. Based on what's mentioned above, these changes have led to create a lot of either problems, opportunities or challenges for all kinds of businesses' owners in order to be a part of the global or even local competition, to be more effective and of course to make and gain more profit and get the biggest share of the " pie ".

According to this, business firms have started to look for what might distinguish them and help them to enter the technological race and win the competition. So, at this point entrepreneurs and creative people unique ideas have been always a good target and a good hunt for business owners as they employ such remarkable ideas in their businesses the thing that can definitely add a great value to them and make them more effective and efficient. Social media and social networking sites are two important tools recently used in the market as a good example of the technological development in the way people have started seeing things and dealing with them. These tools are supposedly created to be beneficial but they can also be problematic. So, in this study we will find out whether using these tools is right or wrong, good or bad and we will apply this to one of the sectors in Jordan; the telecommunication sector and come up with some recommendations.

1.1. Research Problem and Questions

As challenges are increasing in the business world due to rapidly changing environment and growth of global competition; the urge of using different and unique tools has become a necessity. In response, many startups, firms, companies and enterprises have tended to use social media and social networking sites to connect more with their clients and the world, be more effective and get more profit, some others could not nail it and never reached to this target and other organizations never used them from the very first place. This study will try to answer the following questions:

- Is the social media and social networking enhancing the effectiveness and profit of the firms in the telecommunication sector in Jordan. This question will be answered through multiple secondary questions:

- What aspects of social media and social networking exist in the telecommunication sector in Jordan?

- What is the nature of the relationship between social media and social networking in the telecommunication sector in Jordan?

1.2. Objectives of the Study

The main objectives of this study were to show the impact social media and social networking on the effectiveness and profit of the firms in the telecommunication sector in Jordan, more specifically:

- studying and identifying the nature of the relationship between social media and social networking and effectiveness and profit

- Showing the level of social media and social networking that have been used in the telecommunication sector in Jordan.

- To recommend solutions to support, reinforce and facilitate the applicability of social media and social networking sites in the telecommunication sector in Jordan and make it possible and easy to be applied.

1.3. Research Design and Approach

This study examines the impact of social media and social networking on firms' effectiveness and profit in the telecommunication sector in Jordan. A Likert scale survey was used to measure the dependent variable firms' effectiveness and profit and the independent social media and social networking. The participants were employees in telecommunication sector in Jordan.

Response choices on the questionnaire were coded as 1 (Highly Agree), 2 (Agree), 3 (Neutral), 4 (Disagree) and 5. (Highly Disagree).

1.4. Research Sample

The sample consists of employees who are working in the telecommunication sector in Jordan, in order to make sure about the quality of collected data. The sample consists of 74 questionnaires, which were handled to various employees with deferent level of education, positions and experiences. The distributed questionnaires were 74 questionnaires and got 70 questioners back with percentage of 94.5%.

1.5. Data Collection Method

The data for this research are collected via primary and secondary sources. The primary data was developed by questionnaire which was directed to the employees in the telecommunication sector in Jordan in order to collect data for statistical analysis of the research in order to test the hypothesis. Secondary Sources can be gained from book, specialized International Journals, Publications and the World Wide Web; also the researcher can make use of what was written in the literature in similar fields.

1.6. Theoretical Model

The model of this study consists of two types of variables; the independent variables (IV) (Social media and social networking sites) and the dependent variable (DV) (Effectiveness and Profit) as shown in figure (1) below.
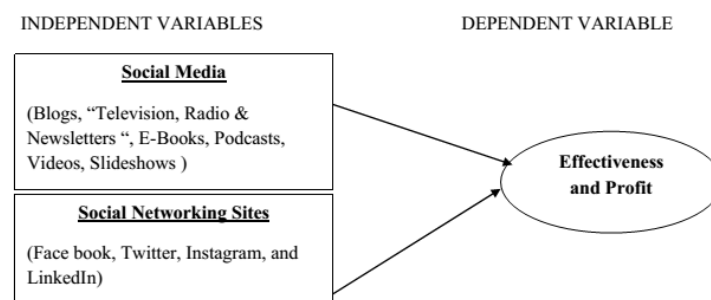

Fig1. *Theoretical Model of the study.*

1.7. Study Hypotheses

H0 (1): There is no significant impact to social networking sites upon business firms' effectiveness and profit.

H0 (2): There is no significant impact to social media upon business firms' effectiveness and profit.

1.8. Operational Definitions

- **Social Media:** is the media (content) that we upload; whether that's a blog, video, slideshow, podcast, newsletter or an eBook. It's considered as a one-to-many communication method. Although people can respond and comment, we own the content and have to produce (write/record/create) the media ourselves.

- **Social Networking Sites:** are sites like Facebook, Twitter, Instagram and Linked In that are all about engagement, creating relationships, communicating with readers, building followers and connecting with online audience.

- **Firms' Effectiveness:** is the extent to which an organization achieves specified levels of progress toward its own goals and the degree to which objectives are achieved and the targeted problems are solved. In contrast to efficiency, effectiveness is determined without reference to costs and, whereas efficiency means "doing the thing right," effectiveness means "doing the right thing."

- **Profit:** The surplus remaining after total costs are deducted from total revenue and the basis on which tax is computed and dividend is paid. It is the best known measure of success in an enterprise.

- Profit is reflected in reduction in liabilities, increase in assets, and/or increase in owners' equity. It furnishes resources for investing in future operations, and its absence may result in the extinction of a company.

2. LITERATURE REVIEW

Hanafizadeh et al. (2012) Stated that Social network sites (SNSs) such as My Space, Facebook, and YouTube have attracted millions of users, many of whom have integrated these sites into their daily practices. There are hundreds of SNSs with various technological affordances, supporting a wide range of interests and practices. However, the impact of SNSs is increasingly pervasive, with activities ranging from economic and marketing to social and educational. Among the wide impacts of social network sites, they are, becoming increasingly important in today's businesses. Thus, the purpose of their study was to present a literature review of and classification scheme for research works in business impacts of SNSs, with the aim of clarifying the ways SNSs impact businesses. The review covered 28 journal articles published from2000 to 2011and a few months of 2012. The 28 articles classified SNS applications in businesses into six distinct categories: the "marketing and advertising,""knowledge management," "social capital," "relationship management," "e-commerce, "and "economic model. "The findings revealed that "marketing and advertising" were the most frequently category has been considered in the literature. This review provided a source for discovering business impacts of social network sites and would help to simulate further interest in the area.

Rajasekera (2010) stated in his research that Social networking sites, such as Facebook and Twitter have added new meaning to spreading news and information. While the traditional information channels such as newspapers, radios, and TV, are one-way mediums. The presence of the Internet and social media has made communication a two-way extravaganza, he added. And the lack of any official control, supervision, or regulation has fueled a social media frenzy, which has proved to be a very effective method of rallying around a mass on any significant or even not so significant issue. He said that the recent banning of Facebook and other social networking sites by certain governments is proof that social media cannot be ignored. Though authoritarian governments can resort to such drastic methods, public corporations cannot afford to do so. Corporations have no other way than to live with social media phenomenon -- either countering effectively, when a crisis starts brewing or suffering the consequences when it grows out of proportions. Based on these thoughts Rajasekera explored in his study how the recall-troubled Toyota has handled the social media and what options are available for it in order to prevent the situation going out of control and harming the worldwide

reputation it has strongly and hardly built over the decades as a top quality auto maker. He affirmed that Toyota's recall has exposed a bit of "digitization in automobile" industry as well as clarifying that the digital technology in music and video industry, along with its exploitation by Apple using Internet and social media, basically pushed the old industry heavyweight Sony to the sideline. Could the same thing happen to Toyota? Can a new comer exploit the digitization in automobile, in conjunction with Internet and social media, to dethrone an established giant such as Toyota? He kept his questions open.

Kaplan and Haenlein (2009) found out in this research that the idea of social media is the top agenda for many business executives at the moment. Businesses are exploring ways of exploiting social media and social networking sites such as Facebook, YouTube, Twitter and blogs in their business operations. But despite this confusion concerning the application of social media in business, there is limited understanding regarding what social media is all about. Social media is collection of web-based applications that utilize the technological and ideological foundations of web 2.0 technology that facilitates the development and sharing of User Generated Content (UGC). Web 2.0 technologies are a set of functionalities that are vital for the functioning of the web such as adobe flash. UGC refers to the sum total of the ways in which individuals utilize social media. They Stated that social media offers various opportunities to businesses. First, collaborative projects facilitate the joint and simultaneous development of content by several end users. Collaborative projects comprise Wikipedia and Delicious. Collaborative projects are the sources of information for many buyers and firms can use it to update employees and to test ideas. Blogs are useful because they can be used to update employees, customers and shareholder regarding any developments. Content communities such as YouTube and Flickr are useful to firms as a channel of reaching its clients base and stakeholders. Facebook and Twitter can be exploited by firms in their marketing initiatives. The concept, "social marketing", has already gained popularity and is offering companies endless opportunities in marketing. Compared to other traditional channels, social marketing is cheap, can reach a wider audience, and fast. In order to utilize social media effectively, firms must choose carefully, pick the application, ensure active alignment, ensure access for all, and plan media integration.

Waters et al. (2009) Stated in their study that since social networking sites, such as MySpace and Facebook, began allowing organizations to create profiles and become active members, organizations have started incorporating these strategies into their public relations programming. As for profit organizations, they have used these sites to help launch products and strengthen their existing brands; however, little is known about how nonprofit organizations are taking advantage of the social networking popularity. Through a content analysis of 275 nonprofit organization profiles on Facebook, their study examined how these new social networking sites are being used by the organizations to advance their organizations' missions and programs, and how nonprofit organizations use Facebook to engage their stakeholders and foster relationship growth. They concluded that having a profile only will not in itself increase awareness or trigger an inflow of participation. Instead careful planning and research will greatly benefit nonprofits as they attempt to develop social networking relationships with their stakeholders.

Xiang and Gretzel (2009) Stated that Social media are playing an increasingly important role as information sources for travelers. The goal of their study was to investigate the extent to which social media appear in search engine results in the context of travel-related searches. They employed a research design that simulates a traveler's use of a search engine for travel planning by using a set of pre-defined keywords in combination with nine U.S. tourist destination names. The analysis of the search results showed that social media constitute a substantial part of the search results, indicating that search engines likely direct travelers to social media sites. The study confirmed the growing importance of social media in the online tourism domain. It also provided evidence for challenges faced by traditional providers of travel-related information. Implications for tourism marketers in terms of online marketing strategies were discussed.

3. THEORETICAL FRAMEWORK OF THE STUDY

3.1. Social Media and Social Networking Sites Overview

Social Media are computer-mediated tools that allow people to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks. It is defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content."(Kaplan and Haenlein 2010) Furthermore,

social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between organizations, communities, and individuals. (Kietzmann and Hermkens 2011) These changes are the focus of the emerging field of techno-self studies. Social media are different from traditional or industrial media in many ways, including quality, (Agichtein et al. 2008) reach, frequency, usability, immediacy, and permanence. (Morgan, Jones and Hodges 2012) There are many effects that stem from internet usage. According to Nielsen, internet users continue to spend more time with social media sites than any other type of site. At the same time, the total time spent on social media in the U.S. across PC and mobile devices increased by 99 percent to 121 billion minutes in July 2012 compared to 66 billion minutes in July 2011. (Nielsen 2012) For content contributors, the benefits of participating in social media have gone beyond simply social sharing to building reputation and bringing in career opportunities and monetary income, as discussed in (Tang, Gu, and Whinston 2012).

Social media are methods of communication online with people outside the organization. These methods offer various opportunities to businesses such as: Collaborative projects that facilitate the joint and simultaneous development of content by several end users like Wikipedia, Blogs that can be used to update employees, customers and shareholders regarding any developments and Content communities like YouTube that are useful to firms as a channel of reaching its clients base and stakeholders. (Kaplan and Haenlein 2010).

3.2. Definition of Social "Network" and Networking Sites

Social network sites are as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature of these connections may vary from site to site.

While we use the term ''social network site'' to describe this phenomenon, the term ''social networking sites'' also appears in public discourse, and the two terms are often used interchangeably. We chose not to employ the term ''networking'' for two reasons: emphasis and scope. ''Networking'' emphasizes relationship initiation, often between strangers. While networking is possible on these sites, it is not the primary practice on many of them, nor is it what differentiates them from other forms of computer-mediated communication (CMC).What makes social network sites unique is not that they allow individuals to meet strangers, but rather that they enable users to articulate and make visible their social networks. This can result in connections between individuals that would not other-wise be made, but that is often not the goal, and these meetings are frequently between ''latent ties'' (Haythornthwaite, 2005) who share some offline connection. On many of the large SNSs, participants are not necessarily ''networking'' or looking to meet new people; instead, they are primarily communicating with people who are already a part of their extended social network. To emphasize this articulated social network as a critical organizing feature of these sites, we label them ''social network sites.''(Boyd and Ellison 2007).

In addition to this, Abbreviated as SNS a *social networking site* is the phrase used to describe any Web site that enables users to create public profiles within that Web site and form relationships with other users of the same Web site who access their profile. Social networking sites can be used to describe community-based Web sites, online discussions forums, chat-rooms and other social spaces online. (www.webopedia.com).

3.3. The Difference between Social Media and Social Networking

The differences between social media and social networking are just about as vast as night and day. There are some key differences and knowing what they are can help gain a better understanding on how to leverage them for brands and businesses.

- **Definition**

Social media is a way to transmit, or share information with a broad audience. Everyone has the opportunity to create and distribute. All what is really needed is an internet connection and businesses are off to the races. On the other hand, **social networking** is an act of engagement. Groups of people with common interests, or like-minds, associate together on social networking sites and build relationships through community.

- **Communication Style**

Social media is more akin to a communication channel. It's a format that delivers a message. Like television, radio or newspaper, social media isn't a location that we visit. It is simply a system that disseminates information 'to' others.

With **social networking**, communication is two-way. Depending on the topic, subject matter or atmosphere, people congregate to join others with similar experiences and backgrounds. Conversations are at the core of social networking and through them relationships are developed.

- **Return on Investment**

It can be difficult to obtain precise numbers for determining the ROI from **social media**. How do we put a numeric value on the buzz and excitement of online conversations about a certain brand, product or service? This doesn't mean that ROI is null, it just means that the tactics used to measure are different. For instance, influence, or the depth of conversation and what the conversations are about, can be used to gauge ROI.

Social networking's ROI is a bit more obvious. If the overall traffic to a certain website is on the rise and a social networking base is diligently increasing, it probably could attribute the rise in online visitors due to the social efforts.

- **Timely Responses**

Social media is hard work and it takes time. Individual conversations can't be automated and unless it's a well-known and established brand, building a following doesn't happen overnight. Social media is definitely a marathon and not a sprint.

Because **social networking** is direct communication between people and the ones that they choose to connect with, conversations are richer, more purposeful and more personal. Networks exponentially grow as people meet and get introduced to others.

- **Asking or Telling**

A big no-no on with **social media** is skewing or manipulating comments, likes, digs, stumbles or other data, for our own benefit (personal or business). Asking friends, family, co-workers or anyone else to cast a vote just to cast it, doesn't do anyone much good for anyone and it can quickly become a PR nightmare if word leaks out about dishonest practices.

With **social networking**, we can tell our peers about our new business or blog and discuss how to make it a success. The conversations that we create can convert many people into loyal fans, so it's worth investing the time.

Social media and **social networking** do have some overlap, but they really aren't the same thing. Knowing that they're two separate marketing concepts can make a difference in how we position our business going forward. (Hartshorn 2010.) (www.socialmediatoday.com)

3.4. Benefits of Social Media

Social media is becoming an indispensable part of the marketing mix for many businesses and one of the best ways to reach customers and clients. Social media platforms, such as **blogs, Podcasts, E-Books** and Videos have a number of benefits for companies and are fast overtaking traditional media formats such as print and TV ads, brochures, flyers and email campaigns. Here are just a few of the many advantages social media has over traditional media.

- **Low cost**

Traditional media can be extremely expensive, especially for small businesses. In contrast, most social media platforms are completely free to use, the only cost to businesses being the time spent on updating profiles and interacting with contacts. This is one of the initial benefits of social media, in that it is accessible to more business owners because of the low cost barrier of entry.

The low cost of entry to social media makes it particularly useful to small businesses who often find the costs associated with traditional media prohibitive. Businesses can use social media to create and distribute promotional material, such as articles, videos and audio for a fraction of the money it would

cost for this content to appear in the press, on the radio or on TV. And distributing this content via social media provides more opportunities to entice others to link to the content.

- **Unlimited access**

In many ways, social media levels the playing field for businesses as it is accessible to anyone, regardless of company size, turnover and contacts. Social media tools are open to anyone, whereas reaching the traditional media often requires a lot of money and a good network of media industry contacts.

- **Simplicity**

A high level of skill, training and specialist equipment is involved in traditional media production. In comparison, social media channels are extremely simple to use, even for people with basic IT experience; all that is required is a computer and an internet connection.

- **Global reach**

Traditional media can reach a global audience but this is usually very costly and time-consuming. Through social media, businesses can communicate information in a flash, regardless of geographical location. Social media platforms also allow to tailor content for each market segment and give businesses the opportunity to get their messages across more widely than ever before. Indeed, once a piece of content goes viral, there is no limit to the amount of people it could potentially reach, all at no extra cost for the business.

- **Contact building**

Social media channels offer unparalleled opportunities to interact with customers and build relationships, largely due to their real-time, interactive nature. Companies can source feedback, test ideas and manage customer services quickly and directly online in a way traditional media could not.

- **Flexibility**

Social media's adaptability makes content management generally more flexible. Information can be updated, altered, supplemented and discussed in a way completely unknown to a printed advertisement, a newspaper article or magazine feature. What is more, information can be published in seconds, making it possible for businesses to ensure that their content is always up to date – a condition to a more prominent spot in the search engine rankings.

- **Measurability**

Social media stats are immediately measurable, whereas traditional media figures often need to be monitored over a long period of time. With social media, businesses can test marketing messages and approaches, gauge user responses and tweak the message accordingly. This is done through the ever-growing number of free, easy-to-use social media measurement tools. Although many businesses are getting on board with social media, others are still a bit cautious of completely breaking away from traditional media and embracing the social media. (http://www.organicseoconsultant.com/advantages-of-using-social-media/)

3.5. Benefits of Social Networking

Sharing content with thousands of followers at once isn't the only benefit of social media and social networking sites for business. Small businesses all over the world have been discovering the ways social media can contribute to success and growth in all areas of their companies. However, there are still skeptics who still don't see or understand the benefits of social media for their business. For this reason, we will state some of the benefits acquired by social media and social networking sites to businesses:

- **Social Networking is an easy way to learn about audiences**

For businesses in any industry, the key to success is: knowing the audience. Social networking makes this possible, and easier to accomplish than ever. With tools like Facebook Insights, the dominant languages spoken can be learnt among the audience, as well as their age and gender. This knowledge can help cater campaigns and product offers to target audience, which will provide a good profit and a better return on investment.

- **Social Networking helps target audiences more effectively**

Geo-targeting is an effective way to send a message out to a specific audience or demographic based on their location. Social networks like Facebook and Twitter have tools that allow communicating the right kind of content to the audience.

- **Social Networking helps find new customers and expand the audience**

Social networks like Twitter allow small businesses to locate their current customers or seek out potential customers. For example, if we open a new coffee shop in the neighborhood, we can create a geo search to locate anyone tweeting about needing a morning cup of coffee within our area. After locating those tweeting about coffee, we can start reaching out to them, and invite them to come try a hot bevy at our new coffee shop.

- **Social Networking allows to receive instant feedback from the customers' perspective**

Social Networking for business gives instant access to positive or negative feedback, which provides valuable insights on the customer perspective.

- **Improve market intelligence and get ahead of competitors with social Networking**

Social Networking helps gaining key information on competitors, therefore improving market intelligence. This kind of Intel allows making strategic business decisions in order to stay ahead of the competition.

- **Social Networking can help increase website traffic and search ranking**

One of the best benefits of social networking for business is using it to increase website traffic. Not only does social networking help direct people to websites, but the more social networking shares are received, the higher search ranking will be**.**

- **Share content easier and faster with Social Networking**

In the past, marketers faced the challenge of ensuring their content reaches their customers in the shortest possible time. With the help of social networking, sharing content got easier and faster. When social networking is used for business, specifically for sharing content about the business, all what is needed to do is simply share it on the brand's social network accounts. But getting the customers to share certain content with their follower's means it is needed to make sure that social media content aligns to the brand and interests the audience.

- **Social Networking helps generate leads for one third of the cost**

Social networking is an easy way to generate leads. For example, one of the company's marketing department was built around content and social platforms and Twitter ads has allowed it to scale, increase reach, and fuel demand generation. This company promotes two types of content via Twitter Ads: ungated content (free content requiring no email address for access) and gated content (free content requiring an email). Sharing gated content on social media is a great way for any company to generate leads.

- **Create meaningful relationships with customers through Social Networking**

Social Networking is great for creating meaningful relationships with the customers. For example, social networking allows tourism brands to create dialogue with travelers, therefore creating relationships with customers before, during, and after they have booked a trip with the company. This kind of social networking dialogue between brands and customers is something traditional advertising will never achieve.

- **Social Networking helps in increasing brand awareness and reach with little to no budget**

Social Networking for business has allowed companies to increase brand awareness and reach of their brand at little to no cost. The costs associated with these strategies are a lot higher with traditional advertising methods. Recently, marketing departments across companies started hiring community managers to increase brand awareness and reach through social media. Community managers foster relationships with online audiences in different regions. (Cisnero 2014). http://blog.hootsuite.com/social-media-for-business/

In other words and In addition to what's mentioned above, free social networking sites like Twitter, LinkedIn and Facebook are ideal for business networking. These sites will help businesses capture sales by appealing to a wide range of potential customers.

They will:

- Build customer base;

- Connect with customers;

- Enjoy 'Real Time' communication;

- Learn what customers think about the company;

- Find out what customers want;

- Build a referral base; and

- Sell products and services.

For Example:

- **Twitter**

We'll lose customers fast if all we do is blast sales ads. Soft selling is the best way to sell on social networking sites. However, Twitter is perfect for asking our customers about their interests, and promoting our most recent blog post by adding the link. Add a few words about the link to peak their interests so they will click through to our blog.

- **LinkedIn**

LinkedIn is a must for business networking. It is a virtual Rolodex where we can keep up with our contacts as they are promoted or move to different companies. We can identify prospects for our products and services, make connections virtually that would be hard to make otherwise, and cultivate referral sources. It is an ideal site for business to business connections: make a recommendation, start a discussion or ask a question.

- **Facebook**

Social networking for business is achieved easily with a Facebook fan page. Facebook is more informal than LinkedIn, and this is a good place to share the human side of the companies. Promote employees' outside interests, and post pictures and videos of the people that make the company great.

4. DATA ANALYSIS AND HYPOTHESES TESTING

4.1. Reliability and Validity of the Data

The criterion that was conducted to ensure the reliability of the measurement tool was the computation of the coefficient of reliability and the calculations of Cronbach Alpha which was **(85.01%)** and this ratio indicates a reliable measure, as the accepting limit is 60%.

Study Sample's Demographic Characteristics:

- **Gender**

Table1. *Study Sample Distribution according to Gender*

Gender	Repetition	Percentage
Male	18	48.6%
Female	19	51.4%
Total	37	100%

- **Social Status**

Table2. *Study Sample Distribution according to Social Status*

Status	Repetition	Percentage
Single	23	62.2%
Married	14	37.8%
Total	37	100%

- **Educational Level**

Table3. *Study Sample Distribution according to Educational Level*

Level	Repetition	Percentage
High School or less	6	16.2%
Faculty Diploma	1	2.7%
Bachelor Degree	16	43.2%
High Studies	14	37.8%
Total	37	100%

- **Age**

Table4. *Study Sample Distribution according to Age*

Level	Repetition	Percentage
Less than 30 years	17	45.9%
From 30 to 40 years	19	51.4%
From 40 to 50 years	1	2.7%
More than 50 years	-	-
Total	37	100%

Table5. *Means and Standard Deviations for the Sample's questions*

Question	Mean	Standard Deviation
SOCIAL NETWORKING SITES AND THEIR IMPACT ON THE ORGANIZATION		
1	4.4054	0.89627
2	4.4865	0.69208
3	4.3514	0.82382
4	3.9189	0.89376
5	4.2703	0.76915
6	3.9730	0.95703
7	4.2703	0.73214
8	4.1892	0.73929
9	3.5676	0.98715
Total Indicator	**4.159**	**0.5168**
SOCIAL MEDIA AND THEIR IMPACT ON THE ORGANIZATION		
1	3.5135	1.14556
2	4.0270	0.86559
3	3.2973	1.15145
4	3.3514	1.11096
5	3.9730	0.79884
6	3.6757	1.10690
7	4.2973	0.66101
8	4.2973	0.70178
Total Indicator	**3.804**	**0.6176**

4.2. Hypotheses Testing

Hypothesis (1):

H0 (1): There is no significant impact of social networking sites upon business firms' effectiveness and profit.

Table6. *Test of Hypothesis H0 (1)*

T Calculated	T Tabulated	F Sig	Result H0
13.641	2.0281	0.00	Reject

One sample T-Test was used to test our hypothesis and we found that (T Calculated=13.641) is greater than T Tabulated, so the null hypothesis is rejected which means there is a significance impact of social networking sites on business firms' effectiveness and profit.

Hypothesis (2):

H0 (2): There is no significant impact of social media on business firms' effectiveness and profit.

Table7. *Test of Hypothesis H0 (2)*

T Calculated	T Tabulated	F Sig	Result H0
7.918	2.0281	0.00	Reject

One sample T-Test was used to test our hypothesis and we found that (T Calculated=7.918) is greater than T Tabulated, so the null hypothesis is rejected which means that there is a significance impact of social media on business firms' effectiveness and profit.

5. RESULTS AND CONCLUSIONS

5.1. Study Results Analysis

The hypotheses testing have arrived to the following results and conclusions and below are the explanations of these results:

- **There is an impact to the independent variables "social media and social networking sites" upon the Jordanian telecommunication sector's effectiveness and profit.**

This impact had been supported by many previous studies and reviews.

- **There is a positive impact of the independent variable" social networking sites" on the dependent variable "business firms' effectiveness and profit."**

Social networking websites are becoming an indispensable part of our larger society, with many businesses using them as tools to enhance a better relational experience with their employees and customers. A careful look at the various types of existing social networking sites suggests that businesses could choose to adopt either an enterprise social networking or a consumer social networking site, or both, depending on the level of integration desired for matching organizational goals with marketing efforts, organizational learning, and public relations strategies. In this context, enterprise social networking sites are internal website primarily developed to promote internal work collaborations while consumer social networking sites are available in the public domain and accessible to all. However, both types of social networking sites carry enormous benefits that could increase business firms' effectiveness and profit. (Awolusi 2012).

- **There is a positive impact of the independent variable "social media" on the dependent variable "business firms' effectiveness and profit.**

Research released by digital marketing agency EPi Server reveals that businesses are spending longer on social media, and are seeing positive contributions to profits and customer loyalty. The new report from EPi Server 'Tackling the social challenge' shows that over the past year, almost a third (29%) of UK businesses have set up a new social media channel, and 17% reported an intent to set up more social media channels in the coming year.

5.2. An Hour a Day on Social Media

Businesses are also reporting that they're spending longer managing their brand on social networking sites like: Facebook, Twitter and LinkedIn. Marketers are now spending an average of an hour a day managing social media. More than half (52%) say they have increased the amount of time dedicated to managing social media, and 20% expect it to increase further in the next twelve months.

5.3. One in Five Sees Sales Rise from Social

Many companies said that they have seen tangible benefits from their social media work. A quarter of businesses reported that they have seen an increase in website traffic, while one in five (21%) attribute an increased sales turnover to the active use of social media. Just under a third (30%) also said they've experienced increased customer loyalty, and 31% report heightened customer engagement. (Austin 2012). (http://www.techradar.com/news/world-of-tech/roundup/businesses-see-a-positive-effect-of-social-media-1077749)

5.4. Study Recommendations

Due to this study we recommend the following in order to reinforce the usage of Social Media and Social Networking sites in Business firms to increase their effectiveness and profit.

- Knowing the exact difference between Social Media and Social Networking Sites to use them correctly and in a way that make the firms benefit from them right.

- Providing the employees with training courses and sessions to introduce them to the benefits, advantages and disadvantages of Social Media and Social networking sites so they would be up-to-date with everything that increase their productivity and effectiveness,

- Increasing the percentage of using Social Media and Social Networking sites in approximately all the departments in the business firms to reinforce their effectiveness and increase their profit.

REFERENCES

[1] Kaplan Andreas M., Haenlein Michael (2010). *"Users of the world, unite! The challenges and opportunities of social media". Business Horizons* Vol. 53, Iss.1, p. 61.

[2] H. Kietzmann, Jan; Hermkens, Kristopher, P. McCarthy, Ian, S. Silvestre, Bruno (2011). *"Social media? Get serious! Understanding the functional building blocks of social media". Business Horizons*, Vol. 54, Iss. 3, pp.241–251.

[3] Agichtein, Eugene; Carlos Castillo. Debora Donato; Aristides Gionis; GiladMishne (2008). *"Finding high-quality content in social media".* WISDOM – Proceedings of the 2008 International Conference on Web Search and Data Mining: pp. 183–193.

[4] Nigel Morgan; Graham Jones; Ant Hodges. *"Social Media".* The Complete Guide to Social Media from the Social Media Guys. Retrieved 12 December 2012.

[5] *"State of the media: The social media report 2012"*. Featured Insights, Global, Media + Entertainment. Nielsen. Retrieved 9 December 2012

[6] Tang, Qian; Gu, Bin; Whinston, Andrew B. (2012). *"Content Contribution for Revenue Sharing and Reputation in Social Media: A Dynamic Structural Model".* Journal of Management Information Systems. Vol.29, Iss. 2, pp. 41–75.

[7] M. boyd, danah, B. Ellison, Nicole (2007). *"Social Network Sites: Definition, History, and Scholarship".* Journal of computer-mediated communication. Vol.13, Iss. 1, P.2.

[8] Awolusi, Femi (2012). "*The impacts of social networking sites on workplace productivity."* The Journal of Technology, Management, and Applied Engineering. Vol. 28, Iss. 1, pp. 1-6.

[9] Austin, Marcus (2012). **"Businesses** *see a positive Effect of Social Media".* From techradar.pro

[10] Rajasekera, Jay (2010). "Crisis *Management in Social Media and Digital Age: Recall Problem and Challenges to Toyota."*Social Science Research Network *International University of Japan Graduate School of International Management Working Paper No. IM-2010-02*

[11] W. Friedman, Linda; H. Friedman, Hershey (2008). "The *New Media Technologies: Overview and Research Framework."*

[12] D. Waters, Richard; Burnett, Emily; Lamm, Anna; Lucas, Jessica (2009). *"Engaging Stakeholders through Social Networking: How non-profit organizations are using Facebook."* Public Relations Review, Vol. 35, pp. 102-106.

[13] Haagerup, Ulrik (2006). *"Media Convergence: 'Just Do It"* Nieman Reports. Winter, Retrieved March 18, 2008 from http://www.nieman.harvard.edu/reports/06- 4NRwinter/p16-0604-haagerup.html

[14] Hanafizadeh, Payam; Ravasan, Ahad; Nabavi, Ali; Mehrabioun, Mohammad (2012). **"*A Literature Review on the Business Impacts of Social Network Sites".* International Journal of Virtual Communities and Social Networking. Vol. 4, Iss.1.