

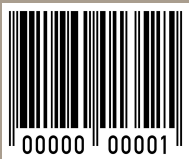
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MANAGEMENT OF BUSINESS RECORDS (IMR 652)

presents

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Editor's Note

First and foremost it is never too late for me to wish everyone a happy and promising new year 2022. Although we are still being surrounded by Covid-19, we are still observing our SOPs and never take this virus for granted.

This chapters in book is mainly focusing on how business records management functions and the applications of social media in organizations. All articles that are included in this e-publication are taken from research papers that have been done from 2011 to 2022. All of these articles are in the scope of "Social Media Engagement: is it a Need or a Want in Business Records Management".

The importance of good review paper is it can refine the state of knowledge, describe clear contradictions, recognize needed research and even create an agreement where none existed before.

The analyses of these articles are done by all of the team members thus I would like to express my gratitude and thank you to all of their support and commitment.

Last but not the least, strike for the best and strive for excellence throughout our most productive year in UiTM.

Have faith!



MS SURIANI JACK
Chief Editor

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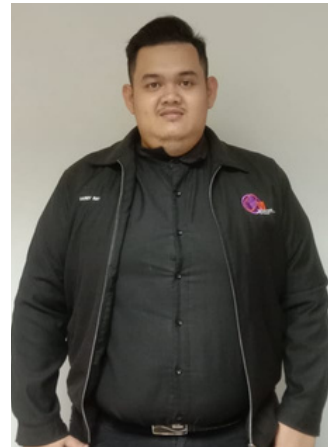
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EMPLOYEE IMAGE IN SOCIAL MEDIA AS A PROMOTION TOOL

**HARRY RAY ANAK
USAH**
SURIANI JACK

INTRODUCTION

In this modern day, there are quantitative or a lot of companies and brand that are deal with this modern market, by that they need to find out a new way and style in promoting their business activities. Other than promoting method they need to find out the most effective promoting style in the way to ensure that the products are really known to others and the details are very clear to be known by the user. The browsing algorithms are always changing in favor of personal accounts and this making the online browsing traffic to be packed and this it were necessarily to make a fee for a single post so that subscribers can view the products that they want without any disturbance such as advertisement that employee nowadays are being used as one of the communication and advertisement method in social media, by that employee are also can earn something such as pay for become the company model and in the same time they can promote themselves and can use that platform in the way to make their own business as they have been known by others while they promoting their company business activity in social media platform.



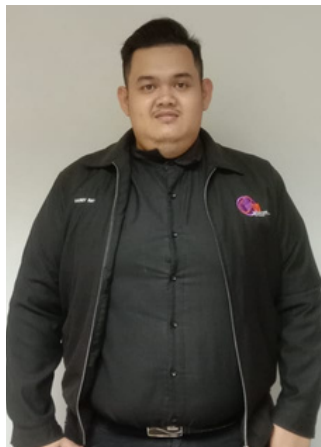
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EMPLOYEE IMAGE IN SOCIAL MEDIA AS A PROMOTION TOOL

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HARRY RAY ANAK
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A brand ambassador is the one is appointed by the company to promote the company products, by that they have to work for they company in the contracts that has been agreed by the both parties. By that they were hired to communicate the company products to the user or outsiders that are new about the products. This thing will raise the awareness of the user about the present of the products in the market and in the same time the company can rising their sales as there will be more buyer to have a try on the products

OBJECTIVES

The objectives of the studies and the research were to identified the best way to create or making a new brand ambassador on social media platform as this person will represent the model to people which they have to promote and tell people about the existence of the products in the market.

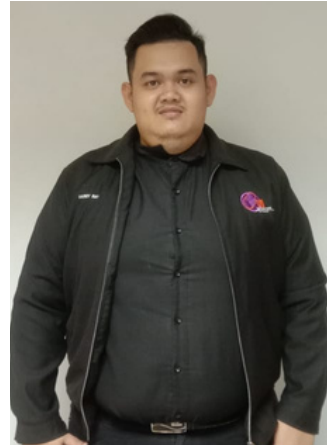
By that based on the feedback that has been collects its showing that the staff or employs can be acts as the brand ambassadors' than that the main purpose or objective of employees become a brand ambassador is to raise the brand awareness, to increase its promotional content. Which this is to ensure that the company brand objectives are achieved as. It is also become and important to identified the specialties or talent of the ambassadors which to avoid bad impacts towards the company brands.

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METHODOLOGY

In these studies, the research methodology that were used is built on the assumption that personal positioning is becoming the simplest and most easy way to promote the brands to other people is by using Data Collection. By that A company employee being present in social networks, forms a certain opinion in his audience which this will followed by imitations or spreads to an even larger group. Employees has become a part of the company representative as they are representing the company by advertise the company products or services to the user which this will lead the user to attracted to know more about the products and service.

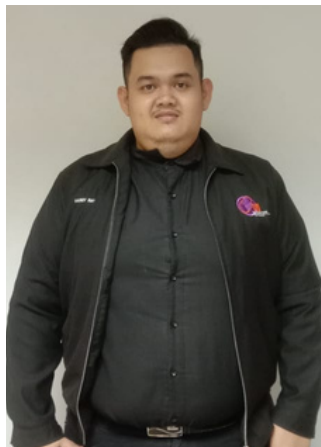


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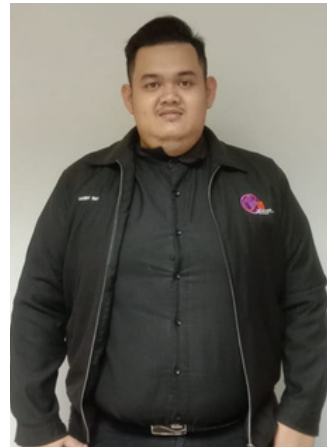
DISCUSSION AND FINDING

Employee is become one of the important main keys in the company or organization, by that the brands and services company are willing to do anything in the way to improve their employee's skill. This is because when their employees has a better skill they can used it as their promoting and development method, by that in this studies which about employees image in social media as a promotion tools has tell us a lot about the usage of employees talented and usage for the Company, By doing this it is not meaning that we are misuse employees talented and energy. It was used to enhance company rating and also company income which this will use and give back to the employees for the sleek of their pay. Younger generations seem to be more active in using social media platform beside other platform in their daily life, this is because younger generations are more exposed to the social media platform which it helps them to live life easier compared to the olden day's lifestyle. By that the brands and service company in this modern day can use their employees to become an apart of their promotion's tools in the social media platform.

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In this studies it has shown and tell us a lot about facts towards social media platform that were being used as the promotions tools and its produced all positive and good vibe, But in every research or studies there must be at least one or two improvement or comment should be done, so that based on this studies some of the facts that need to be going on criticize is about their vison which it showing that less care towards the staff welfare as they are already use their talent and energy to push up the brands and services sale. By that brands and services company need to add up more welfare care towards the employees to make the situation fare as it happens in certain organizations or company which they use their employees talents and even without giving any credits towards the employee and tis will make the employees to feel down and not contribute and doing well while the are become the ambassadors for the brands.

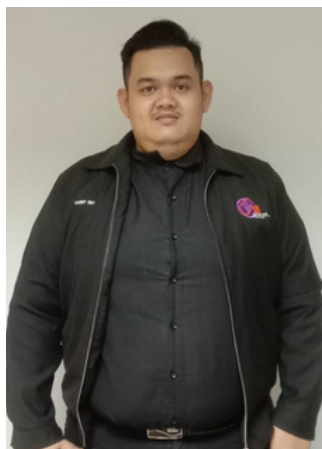


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As in the studies it were not showing a lot about the employees' importance and welfare that they can gain from working and becoming the brand ambassadors.

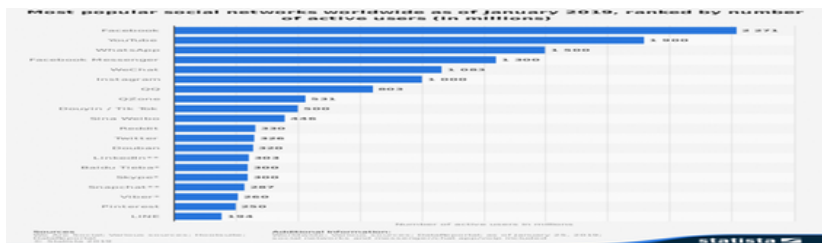
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Based on the studies it was based on the Aeroflot activities. Which in the soviet this Aeroflot are acts as one of the single airlines. Which the name of the airline is adopted as an abbreviation of general directorate of civil air fleet. Since 1992 it is Russians public private airline PJSC Aeroflot abbreviated name PAO which has derived from one of the divisions of the soviet Aeroflot and began to won the rights to this trade mark. Aeroflot airlines has become one of the main examples that were using by this article in finding its main points in doing this research. As we are aware that this are also affecting the communication style towards the company and the user as well as obtaining business records management in its activity.



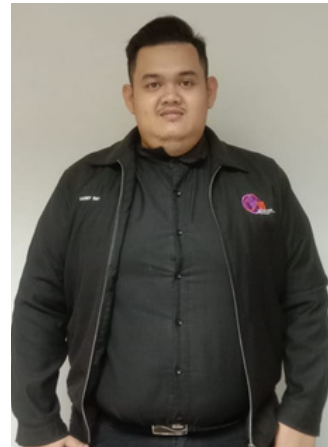
Social media user chart

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CONTRIBUTION TO BUSINESS RECORDS MANAGEMENT

In the studies article has giving us a lot of clue which their activities are contribute to the records management activities as the promotion that they are doing is all been go through one platform which is social media platform .By that we are all aware that social media platform is one of the medium where we can stored the document and records in its, by that the promotion that are being don by the brands and services company by suing the social media platform will contributing a lot business records management activity. Employees image in social media as a promotion tools title have given us a big picture of how the brand keeping their record by using social media, other than that they can use online application storage which it called as cloud storage, while promoting their brands by upload their ambassador image they can directly keep and upload all of the data that needed in cloud storage which this was contributing a lot to business records management activity.

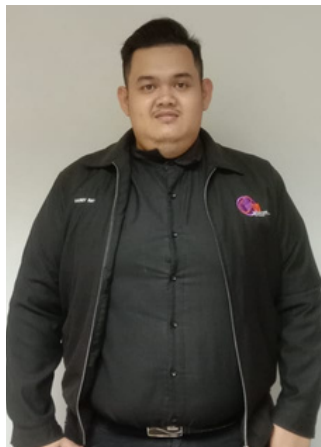


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CONCLUSION

For the conclusion, we are aware that organization has right to command their staff to involve in promoting their business activity through social media platform, but by that they need to make sure that they make useful of the employees image in promoting and should be thankful for the model that they have which is just around the office and this method are directly contribute towards business records management activity as the promoting data and other data of the company will be save via online which is through social media platform. Suggestion for improvements organization can apply a lot of strategies and invented a new work norm or technology which this can ensure that their organization, user and also employee to gain something better from effort that they have invented and done by that organization can make an improvement on:

- Employees skill, as the organization can send their employees to have some skill workshop on social media platform, by that their employees will know how to capture image while use it for promotional purpose.
- Organization are also advised to give more support to their employee which are involve in promotional job scope, this is by giving them appreciation in term of salary increment and also other specialties for example special leaves are given to staff that are completely involve in promotional job by using social media platform.