

THE TREND OF USING SOCIAL MEDIA AMONG SOCIAL WORKERS IN THEIR PROFESSIONAL PRACTICE

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ABSTRACT

Social work profession is to help individuals who are physically, socially and mentally ill in society. This study objective was to understand the advantage of social media in the circle of social work practices, professional social workers uses social media by enhancing their abilities and facilitate in their profession. It helps in their literature purpose and also for connecting with other foreign professional social workers. Descriptive analytical technique was used that consisted of 200 professional social workers (both male and female) in this present study. The researchers designed a questionnaire based on the socio economic background, job satisfaction, problems faced by them, social media uses, learning new technologies and knowledge etc. The outcomes showed that use of social media is increase the knowledge and information of professional social workers but mostly have poor social connections thus they face many difficulties in their work place.

Keywords: Social media, Social Identity, Facilitate, Trend, Psycho social effects, Social Work.

INTRODUCTION

Social work is a professional service that improves the quality of life of individuals (Shah, 2018). It provide directly professional support to needy ones in society (Howe, 2009). Besides dealing with psycho social, emotional, spiritual, economical and personal issues (Sheafor & Horejsi, 2006) to provide healthy life as well with human accessories (Bisno, 1957).

The objective of social work, as stated in National Association of Social Workers (NASW), is to improve people's unpleasant lives and to aid those who lack sufficient resources and employment opportunities. In fact it provides morally support to their customer/client in a society (Hare, 2009). According to the famous social worker Bamford, in society, is to maintain people around is the main essence and this job is to maintain a stable, but not static.

Social work in Pakistan was familiarized in the form of short-term training programs or courses to provide social services and that was the best start of professional social work in a good initiative (Bashir, S., Zia, M. F., & Abrar, N. 2020). Social work profession has a huge influence because society

looks at professionals then believes that responding to social aspects is the ideal method to solve their problems (Cree, 2011). Professionals consider their career, opportunities and comfort of living in contemporary social work (Jamil I. S., Shah N. A., Bashir S. (2019). working under to their ethics, methods and principles (Hartocollis, 2019). Hence, their main aim is to fulfill human basic need and rehabilitate them (Banks, 1998).

In the world, people have a bridge between them that is called as identity (Mohsen, 2018) and it is present inside the people (Asiri, 2004). Also it has multiple elements like physical, psychological and emotional etc. (Mitchell et al, 2016) that show their own personality (Dawaq, 2016). So, as far as we can say in social work profession, professionals have to need to show their identity by their work and expertise in their country as well in other countries.

According to present research, researchers highlight the social media use can increase the knowledge and information and also the advantages psycho social effects of social media on professional social workers in Pakistan. As noted in the previous literature there was no related data found so

researchers want to work on it. In recent years, the usage of social media has exploded (Kemp, 2020). Social media is a service developed and designed by concerns in order to attract the maximum possible number of users (Farooq, K., Bashir, S., Zafar, H., Zarar, R., Sadiq, W. (2021). Also it is a source of getting knowledge, information, sharing ideas, activities (Salim, 2008). People in society utilize a variety of social media websites, including Facebook, WhatsApp, Instagram, and others (Hamed, 2018). It is a basic and helpful tool use for more commendably and help experts in their field/work (Turner, 2016).

Using blogs, videos, and gaming sites to provide educational ideas to new comers (Ito, et al., 2008). In education, social networking plays a vital role in learning (Farooq, K., Aslam, N., Bashir, S., Nadeemullah, M., & Ali, A. (2022). Enhancing technological initiatives and gaining unique experience to develop individual's creativity (Muzayd, 2012). To improve human status or social skills, provide a chance to learn how to convey respect, tolerance, and constructive conversation on global challenges (Abdul Jalil, 2011). The importance of social media is very essential for social work practice, research, professionalism and modernize (Stanfield, 2019). In the face of innovation, extreme opinions are widespread, and polarized opinion is a characteristic of modern social media analysis (Fuchs, 2017). But one more thing social media is also risk taking tool as well, colleagues and staff in organizations are supported to take a risk for individual's betterment (Greer, 2016).

It is possible to encourage the development of more connections and remove many of the traditional barriers associated with communities of practice by using social media to support their establishment (Reeves, 2017). Instant chat, group messaging, and multimedia sharing, video, photos, and files are all available on these social networking platforms (Rajah, 2019).

According to the Health Foundation there are some guidelines for the social workers in online care setting, social media usage, including advice on how to use it more effectively and why other people should be encouraged to do so in order to create more vibrant communities of practice.

(Benazir, B., Bashir, S., Zarar, R., Ahmed, M., & Farooq, K. (2021).

A study conducted by Stanfield in (2019), goes some way to proving that professional social media use among social workers has expanded since that time and it can be seen in present research the majority of respondents using social media for their official and academic use.

As part of their training, newly certified social workers are being encouraged to use social media. But for this profession, there are some limitations and right to privacy in which they work and expose their skill and knowledge through social media (Bashir, S., Shah, N. A., Karim, H., Farooq, K., & Ahmed, Z. N, 2021).). For social workers and organizations, the social media usage in direct exercise appears to be the area of most ambiguity (Stanfield, 2019). It is observed in this research professional social workers using it as well for their organizational success, promotion to people getting aware and will taking social services. The present research shows the brief history, contemporary issues, their future opportunities, some of the significant issues that are worth, enhance the quality of professional social workers and finds out how much they use social media as a tool for their work.

REVIEW OF LITERATURE

Organizations ready to spirit staff development for experts by social media usage (Rossi, 2015). For at least 30 years, In conference of Human Services in Technology Association, social workers and their service colleagues have been formally interested in the computer using and information systems in practice (Ballantyne, et al, 2017). In another research was aimed to determine not just how digital technology may help professionals, but also the present level of usage and awareness with in the profession. While average no. of respondents indicated they had use to a smartphone as part of their job, less were able to use it to access notes and other important documents while they were not at work (Waseem Sadiq, D. S. B., Zafar, H., Zarar, R., TahiraNaudani, M., & Ali, T. (2022). Researchers note that in Karachi, professional social workers at Interactive Research and Development (IRD), Indus Hospital Korangi, Dehli House Nagan

Chowrangi, Agha Khan Hospital, and Liaquat National Hospital use smart phones and other technology in their job.

The excessive no. of survey participants in senior professions were using social media like Twitter, LinkedIn, Facebook, and YouTube (NHS Confederation survey, 2012). Morgan in (2004) highlight the hidden merits of social media with in organizations, he said that when social worker use it in their work they have to provide complete outline for organizational betterment.

People and corporations, particularly those accessing social networking sites like Dropbox, or to interact and exchange documents remotely, are concerned about General Data Protection Regulation (GDPR) and cyber security issues. It's critical to have reliable security systems and software, as well as effective employee training (Jameson, 2014). While there is limited research in the social services sector, studies conducted by the Local Government Association and the local government professional magazine show that organizational investment in training has a significant long-term benefit, not only in terms of falling risk but also in terms of improving overall proficiency (LGA, 2016).

The existing condition and potential future of social media as a facilitator of co-production in health and social care is researched by Daneshvar and Anderson in (2017). Daneshvar, Anderson, and colleagues (2018) conducted additional study on how specific platforms like different sites might enhance co-production principles in social work with older people. They discovered that various platforms facilitate conversation and increase clarity in their practice.

Social work in Aotearoa New Zealand is embedded in a bicultural framework and driven by the values of Te Tiriti o Waitangi, resulting in a distinct practice environment and cultural identity that greatly impacts social work practice in this nation. In this regard, there is research on how social networking sites effect Maori identity in Aotearoa New Zealand, as well as it will create development of cultural identity (Muhammad- Brandner, 2010). Another study conducted by O'Carroll in (2013) said about how adolescent use social media. These research examples illustrate the need for more research into the many contexts in which social media exist, how

this effects our experience of participating with social media, and the significance of such interaction among social workers. It is proposed that social work has a natural duty to promote knowledge in this area. The merits of the internet and social media's global nature are numerous, but the negatives related with their power are enormous, and many hazards are inherent in this, including the subordination of the demands of local and oppressed communities (Siraj, B & H. Zafar. 2017)

It is a multitasking and fulfilling job but at the same time, it provides bad job satisfaction and high rate of tiredness and stress among professionals. Besides them it can see that people are less focused towards social work profession and treat badly (Canadian association of social worker (CASW, 2020).

Future study on this research topic has several options from the overhead literature. Knowing what professional social workers do is essential to our work. Their issues and career, academic opportunities, their psycho social effects and social media usage can get knowledge and information among them. Here are some objectives as follows:

OBJECTIVES

To know the problems faced by professional social workers.

To explore the trend of using social media among professional social workers as a tool in their fields.

To know the self-satisfaction of professional social workers in their respective area of field.

Hypotheses

The hypothesis of the present research study are to determine:

The social media usage is increase the knowledge and information of professional social workers.

METHODOLOGY

The data was collected from Karachi which was used to deep rooted variables of use of social media and expertise of professional social workers in society. The simple random techniques and snowball techniques were used for this research. The total number of respondents were 200 in which (male 92, Female 108). Data is collected using a descriptive survey approach that includes 147 questions vis-a-vis socioeconomic status, use of social media, salary and job satisfaction. Researchers utilized chi-square to

test the hypotheses and final relationship between the two variables after finishing the tabulation in a simple statistical manner.

FINDINGS

According to Potgieter (1998), profession of social work use beliefs, knowledge, skills, and methods to resolve problems and challenges that arise from social interactions. It is a service that aims to improve people's quality of life.

Table: 1

Age of Respondents

Ages	Frequency	Percentage
25-30 years	115	57.5%
31-35 years	34	17%
36-40 years	17	8.5%
41-45 years	7	3.5%
46-50 years	13	6.5%
Above 50 years	14	7%
Total	200	100%

In the present research as shown in Table: 1 discussed about the age of professional social workers, it has observed that the majority of respondents are between the ages of 25-30 that is 57.5%. The second maximum number of respondents were in 36-40 year-old age, which formed 8.5%. It indicates that the majority of young professionals work in a profession out of a desire to help others, as well as poverty and unemployment. 7% of respondents are over 50 years old that work in the public sector. While the age group 41 to 50 years old has the smallest number of respondents 3.5% of the entire population. The particular character and aim of social work, as well as the national and ethnic environment in which it is conducted that all contribute to its complexity (Turner, 2016).

Table: 2

Nature of Respondent's institute

Nature of Institute	Frequency	Percentage
International Government	2	1%
Private	102	51%
Government	52	26%
NGO's	22	11%
Trusty	11	5.5%
Welfare	9	4.5%
Other	2	1%
Total	200	100%

Social work profession is the unique profession in which social workers provide social services to

needed people and help them physically and mentally (Hare, 2009). According to present research as shown in Table: 2, it can be shows that (51%) of respondents are working in a private sectors like in schools, in hospital as receptionist, in stationary shops as workers, as polio health workers etc. while the (26%) participants working in Government sector as social welfare officers, as professors, as assistant professors, as police officers, as advocates etc. Only (1%) respondents said their institute nature is International Government.

Table: 3

Respondent institute's area of work

Objectives	Frequency	Percentage
For women welfare	52	26%
For children welfare	40	20%
For youth welfare	21	10.5%
For mentally retarded people	23	11.5%
For social evils	20	10%
Do work for education	36	18%
Other	8	4%
Total	200	100%

The survey on a need for more and better use of digital media in regular work, which professionals said would not only increase their capacity to work more easily, but also might be utilized to build stronger relationships with individuals who use services (NHS Digital, 2018). In Table: 3, Researchers have found that (26%) of participants institute's main objective is work for women's, (4%) said they work for physically ill people etc.

Table: 4

Nature of work of Respondents

Nature of Work	Frequency	Percentage
Administrator	17	8.5%
Counselor	36	18%
Field worker	27	13.5%
Researcher	21	10.5%
Trainer	29	14.5%
Manager	17	8.5%
Advocator	1	0.5%
Teacher	36	18%
Other	16	8%
Total	200	100%

In the above table 18% of respondent's work nature is counselor and teachers because in social work fields they don't get job easily due to lack of organizations, less job experience and low salary. Another 14.5% of respondents said they trainer in

their fields. 13.5% of respondents show they are field workers. 10.5% of respondents said they are researchers. While only 8.5% of respondents said their nature of work are administrator and manager. 8% of respondents are in other fields like they are shopkeeper, marketing officer, designers etc. In last only 0.5% of respondents are in advocacy field. According to Jackson in (2019) said that Anxiety among both professionals and organizations about the possible obstacles, issues, danger associated with social media use is one of the most prominent hurdles to its adoption in social services.

Table: 5
Do Respondents use social media

Do Respondent Use Social Media	Frequency	Percentage
Yes	164	82%
No	36	18%
Total	200	100%

The use of social media in the professional domain is contentious through a field of different services (Susskind & Susskind, 2015). In this research, 82% said they use site of social connections where as 18% of respondents said they don't use it.

The survey conducted by Stanfield in (2019), he said that social workers were amenable to utilizing digital media for training and professional development, contact easily to other employers, qualifying bodies, and professional organizations that such possibilities were essential and relevant to them. He also illustrates that it's also beneficial for students in education.

Table: 6
Could We Bring Improvement in Society with the Help of Media

Bring Improvement	Frequency	Percentage
Yes	175	88%
No	25	12%
Total	200	100%

The research continually emphasizes that social workers should use common sense while using social media and should seek advice from a colleague or a senior member of staff if they are ever unsure (Dr. Siraj Bashir, Dr. Waseem Sadiq, Dr. Huma Zafar , Anjuman Murtaza and Parveen Naseer,2022). In the same way, when mistakes are made, organizations should not be afraid to learn from them. The research shows that having

frameworks and national level instructions in place to protect workers and service consumers will empower social care teams to innovate in their use of social media (Jackson, 2019).According to Table.6, 88% participants said that could bring improvement in society with the help of social media through short film, aware common people's problems and resolve them and through short advertisement.

Table: 7
Does institute give permission to go foreign for training?

Give permission	Frequency	Percentage
Yes	102	51%
No	98	49%
Total	200	100%

Boddy and Dominelli (2017) investigate the difficulties that have arisen as a result of the expansion in the usage of social media, which they state to as the "new ethical space." They talk about how importance to assist social workers make educated judgments. While the focus of this study is on direct involvement with service users and also provide worthy social services. In Table: 7, 51% of respondent's institutes allow them for foreign trainings because they want to gain experience, they want to improve domestic conditions and they were allowed for mental exposure.

Table: 8
Website used mostly by Respondents

Social connection	Frequency	Percentage
Facebook	120	42.8%
Twitter	23	8.2%
Gmail	30	10.7%
Hotmail	10	3.5%
Yahoo	10	3.5%
WhatsApp	10	3.5%
Other	77	27.5%
Total	280	100%

The use of smart phone is the basic necessity of job in which professional worker working. To keep in touch with colleagues, updating and sharing etc. (Greer, 2016a). According to Morgan (2004), a social worker who has written about positive risk taking, highlights the need of a culture of professional support for workers,

which often comes from superiors and their influence over practice. To provide staff members the confidence to encourage risk-taking in practise, managers should have a solid grasp of positive risk-taking and be able to express the rationale for it, with specified responsibility, transparency, and opportunity for reflection and adjustment if needed. As Morgan and others have shown, this risk-taking method requires a high level of trust and communication between social service teams and superior management, but the potential returns might be significant (Taylor, 2006).

Facebook and WhatsApp have been demonstrated to be potentially beneficial for social workers in studies and in research (Hardy, 2014). As we see in above Table: 7 specifies that 42.8% of respondents uses Facebook. 27.5% of respondents uses other site of social connections. 10.71% of respondents uses Gmail website. 8.2% of respondents use Twitter site and the remaining 3.5% of respondents use Hotmail, Yahoo and Watsapp site of social connections.

Table: 9

Do respondent face problems in institute?

Face problems	Frequency	Percentage
Yes	75	25%
No	125	75%
Total	200	100%

This Table: 9 clearly shows that 75% of participants are not facing difficulties and 25% of respondents said they are facing difficulties in their institution due to bad administration, social issues and also facing difficulties in field work. Many university social work departments are utilizing Facebook groups to encourage students to 'be creative' using applications such as YouTube, Snapchat etc. (Lomax, 2015).

Table: 10

Satisfied from their present job?

Satisfied from job	Frequency	Percentage
Yes	163	81.5%
No	37	18.5%
Total	200	100%

According to the world social condition like poverty these salary percentages, this is very low for social workers even for every individual to earn a low salary. We should have to highlight their abilities and

work for their increase in income. Vacant position for social workers are expected to expand by 16% between 2016 and 2026, substantially higher than the average expected rise of other occupations. Community agencies around the country are in desperate need of social workers to help them deal with severe social challenges (Dowd, 2018). In Table: 10 shows 81.5% are gratified with their present job because they have handsome salary package, institutes do work for good ambitions, it is about their interest and time period is good.

Table: 11

Professional social worker is a social scientist

Social scientist	Frequency	Percentage
Yes	145	72.5%
No	55	27.5%
Total	200	100%

72.5% of participants said they think professional social worker is a social scientist in which they can better understand and solve the problems of individuals in society, field work they are close to people and they likes them. While only 2% of respondents said they have broad store of knowledge and 27.5% said they don't think professional social worker is a social scientist.

Ravalier and Boichat (2018) investigated social worker well-being in depth in their study. They looked into how workload, support, and working circumstances affected social worker's stress and job satisfaction. While they do not expressly mention social media, they do point out some of the stress that may be created by it, notably in regard to societal criticism of social workers on social media platforms. Researchers checked the hypothesis that as follows by using the Chi-Square Test in light of the above discussion:

HYPOTHESIS-1

Problem Analysis:

- H1 = The social media usage is increase the knowledge and information of professional social workers.
- H0 = The social media usage doesn't increase the knowledge and information of professional social workers.

Statistical Tes

Chi-Square Formula: $\chi^2 = \sum \frac{(fo - fe)^2}{fe}$

Step-1:

The Contingency Table

Do Respondent use of social media	Increase the knowledge and information		Total
	Yes	No	
Yes	100	64	164
No	34	2	36
Total	134	66	200

Step-2:

Listing fe in Contingency Table

Do Respondent use of social media	Increase the knowledge and information		Total
	Yes	No	
Yes	100 (110)	64 (54)	164
No	34 (24)	2 (12)	36
Total	134	66	200

Step-3: Find $\frac{(fo - fe)^2}{fe}$ Of Each Cell Of The Contingency Table

$\chi^2 = 15.21$

Step-4: Result

The H1 is approved while the H0 is refused since the computed value is more than the tabulated value.

Conclusion of the Research:

The social workers working in many fields like medical, psychiatry, crime, child labor, women welfare, senior citizens and for handicapped etc. and to the main goal is to help individuals who are physically, socially and mentally ill in society. It is a vast field in which professional social workers are qualified and trained and doing more work for their better future and success with the help of social media use.

In this research, most of the respondents said they used social media for work, and there was uncertainty among them regarding the utility of social media in the workplace. As a result, the researchers concluded that professional social workers perform admirably in their professions by using social media for their good performance

and more knowledge. In fact it is noted that it's directly effect on their psycho-social behaviors like workload at work places, deficiency of awareness about this profession in society, manipulating negatively on their professional performance like confidence and presentation, difficulty to approach and to solve problems, which gradually low the interest of these professionals. Societal neglect is also a problem social workers are encountering, inappropriately treat by society, thus behaviors and lack of opportunities, They experience physical and emotional suffering that seriously slows down their work.

The usage of social media and the role of professional social workers in Pakistan have not before been the focus of any research. The results demonstrated that they had very poor socioeconomic backgrounds as a result of their low pay. Despite all obstacles, social workers play an important and growing role in society.

Professional social workers have versatile personality in which they are focused towards every daily issues as well as their responsibilities. We can say that it's not an easy job as far as social workers have many work load in their respected job field's even day by day their up grated their studies and knowledge as well. Professionals have big responsibility to fulfill their job goals. Unfortunately, limited time to manage their personal and social life.

Recommendations

Increase educational institution awareness seminars for professional social workers, giving information on the pros and cons of social networking sites.

Establish a bond of communication among professional and foreign social workers for their progress in their organizations.

Social workers need to be trained safe social media usage practices.

The organizations should built the relations/connection to foreign social workers for country betterment.

Government should increase the knowledge and information social connections by conducting lectures/ seminars.

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