Review of Scientific Literature on Social Networks in Organizations

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Abstract - **The present investigation aims to analyze the research contributions that support social networks in organizations; a qualitative approach research was developed, with a population of 30 articles whose journals. The results revealed that interaction platforms have become a very important phenomenon with no return that also covers the organizational field opening new possibilities. The opportunities opened by the use of social networks by organizations also cover customer communication, which can improve their satisfaction. Finally, as a conclusion, one of the most important results was that social networks are an innovative tool within the organizational environment because it facilitates the transmission of information to the public due to the fact that there is a massive agreement within which there is a large number of prospects who can obtain advertising information based on their needs through digital segmentation, it is also very important that it allows not only communication with customers.**

Keywords: **Technology, Customer, Marketing, Scientific Production**

I. INTRODUCTION

The inappropriate use of social media can cause various problems, such as the deterioration of the organizational image, which is why proper management by trained personnel is required (Rodrigo Jácob Moreira de Freitas et al., 2021). Furthermore, Sixto-García et al., (2021) conclude that a large part of organizations have not considered the integration of social media because they do not contemplate the wide range of benefits that can be generated from it.

Meanwhile, Acevedo Niño, (2024) concluded that, The findings reveal that social media plays a crucial role in adolescents' lives, offering opportunities for self-expression, social connection, and identity development. However, risks are also highlighted, such as cyberbullying, online aggression, and exposure to inappropriate content. At the same time, Matassi & Boczkowski, (2020), concluded that, We propose some paths for future studies, including the carrying out of comparative work, the incorporation of relational perspectives in the treatment of networks, the addition of mixed, experimental and computational methodologies, and the consideration, from the research design, of the acceleration of technological change and the need to generate questions and conceptualizations capable of surviving the passage of time.

Cambronero-Saiz et al., (2023) found that Asia and North America were the regions that published the most articles. The most studied social networks were Twitter (37.4%), Facebook (17.6%) and WeChat (14.3%). Twitter, Facebook and Instagram were positively valued as information tools (91%, 80% and 83.3% respectively), while in WeChat and Weibo the percentages are reduced (45.6% and 50%). Likewise, Martín Critikián & Medina Núñez, (2021) concluded that, although some members of this social group claim to feel insecure, angry and even sad if they do not receive the expected response (translated into likes or comments after publication), they do not modify or adapt the type of content they share publicly based on the number of likes they can get. Finally, although they say they don't give much importance to the feedback they receive, they usually activate their notifications on social networks to stay up to date with possible interactions (Branitskiy et al., 2019).

Jaen et al., (2024) concluded that these platforms are directly supported by the internet connection, hence the wide accessibility for a large number of people to connect and share and at the same time search for information of interest. In addition, Lasheras-Pérez et al., (2024) indicate that social networks are considered as massive interaction platforms

where there is a convergence of a huge number of people worldwide (Goswami & Pandya, 2021).

For (Beltrán España et al., 2024), the integration of social networks allows organizations to communicate with clients from different parts of the world and also allows them to reduce trade barriers. Likewise, at the national level, Otero-Carrillo et al., (2024) concluded that the preservation of the private data of people who register their information on social networks in the name of organizations is required, which is why it is also necessary to invest in security infrastructure (Yesmin & Abdul Karim, 2020).

Bautista-Quispe et al., (2023) concluded that there are a large number of organizations that have used social media as a strategy to reach people in order to transmit advertising information and at the same time collect their requirements. Casimiro-Urcos et al., (2022) mention that, while it is true that there is no precise information about the contribution of marketing through social media to the growth of the organization, its importance for communication is widely known (Kolomeets et al., 2019).

Meanwhile, Estrada Araoz & Gallegos Ramos, (2020) concluded that interaction platforms have become a very important phenomenon with no return that also encompasses the organizational field, opening up new possibilities. Likewise, Espinoza-Portilla & Linares-Cabrera, (2020) stated that the opportunities opened by the use of social networks by organizations also extend to customer communication, which can improve customer satisfaction.

Erazo-Moreno et al., (2024) concluded that the integration of social networks is truly representative in organizations because it helps to shorten the distances with the client. Finally, in recent times there has been a wide boom in social networks that has covered the organizational field to improve communication (Rodrigo Jácob Moreira De Freitas et al., 2021).

Regarding the definitions of social networks, Claro Montes et al., (2023) defined it as a very important tool that allows not only communication with customers, but also with the general public. In addition, Jaen et al., (2024) established that it is an innovative tool within the organizational environment because it facilitates the transmission of information to the public due to the fact that there is a massive agreement within which there is a large number of prospects who can obtain advertising information based on their needs through digital segmentation. Likewise, according to (Aso et al., 2024), they defined it as part of the strategic organizational elements to expand advertising information on a massive scale, achieving coverage of a greater number of clients that will help increase profitability.

Corresponding to the theories of social networks, the theory of networks was considered, which was preached by Lozares in 1996 where he highlighted the convergence of different disciplines such as psychology, mathematics, sociology,

among others that allowed the creation of digital spaces known as social networks (Lozares, 1996). Likewise, the theory of virtual culture stands out for its inclination towards the use of digital platforms as part of the innovations that lead to new behaviors and the way in which information is collected to meet needs (Escribano, 2020). Next, the theory of digital transformation is representative in providing the opportunity for people from different parts to connect with organizations and their peers (Reyes-García et al., 2022).

Regarding the justifications, there is the theoretical one, within which the generation of contributions was sought to increase the contribution of readers about social networks in the organizational environment; Regarding the social justification, the improvement of the use of social networks by organizations was contemplated so that through this a better communication with the public is produced, listening to their requirements and satisfying their needs efficiently; Regarding the practical justification, the improvement of knowledge about the subject by organizations was made possible, as well as the exposition of the problems surrounding the subject; Regarding the methodological justification, it was based on the use of the scientific method for the collection of relevant data in addition to the integration of a valid instrument that can be used later in other studies on a similar subject.

Based on this, the following objective was raised: To analyze the contributions of scientific production that support social networks in organizations.

II. METHODOLOGY

A qualitative research approach was developed by considering theoretical information about the exhaustive review of various articles to meet the objective (Cvetkovic Vega et al., 2021). It also presents an exploratory-descriptive scope when addressing the integration of procedures to explore the various investigations related to the topic addressed in order to reduce doubts about the topic along with the opening of greater knowledge (Posso Pacheco & Bertheau, 2020).

The bibliography was reviewed as the fundamental technique for collecting data. For this reason, the identification of articles published about the use of social networks by organizations was developed, within which the criterion of validity between 2021 and 2024 was also taken into account, as well as scientific articles linked to the topic within the organizational sphere. In total, there were 30 indexed articles that were considered within the study.

Concerning international ethical principles, autonomy was fulfilled, through which the freedom was provided so that the researcher could freely choose the topic presented; beneficence, because essentially the search for information that could be beneficial for the analyzed organizational field was intended; non-maleficence, because negative procedures that could generate problems for the proper functioning of the

organization were not considered; justice, through which the rights and other fundamental factors of those involved were preserved; APA standards were also used together with compliance with the provisions of the regulations of degrees and titles of the Cesar Vallejo University. In Table I shows the characteristics of publications on social networks.

III. RESULTS

TABLE I CHARACTERISTICS OF PUBLICATIONS ON SOCIAL NETWORKS

Author	Type of item	Year	Aim	Results	DOI
Acevedo-Niño, D.A	Revision	2024	To analyze how social networks participate in the construction of identity and socialization of today's youth, as well as to identify the risks and benefits associated with their use.	The findings reveal that social media plays a crucial role in the lives of adolescents, offering opportunities for self-expression, social connection and identity development. However, risks are also highlighted, such as cyberbullying, online aggression and exposure to inappropriate content.	https://doi.org/10.3781 1/cl_rcm.v8i2.11045
Duque-Rengel, V.K, Arriscado, P., Sousa, B., & Túñez López, J.M	Revision	2024	Identify the scope of the use of social networks in the environment of Spain and Portugal.	The inappropriate use of social media can cause harm not only to organizational perception but also by opening up collateral damage to participants.	https://doi.org/10.1584 7/obsOBS1812024231 6
Villalustre-Martínez, L., & Cueli, M	Revision	2024	Analyze the interaction profile in RSD based on sex, age, size of RSD and intensity of use	The untimely integration of social networks together with the transmission of images that are not faithful to reality can generate distortions regarding the perception of the real image of the organization.	https://doi.org/10.5209 /rced.83129
Pillacela-Chin, L., & López-San, S	Revision	2024	Determine the strategic guidelines to achieve the appropriate use of digital platforms.	It is necessary to incorporate specialized guidelines to ensure the correct use of social networks, so that they do not cause health problems for people.	https://doi.org/10.6216 1/revvisual.v16.5245
Flores-Jaen, M.P., Mora-Carpio, W.T., & Landaburu-Mendoza, J.R	Revision	2024	Describe social networks and their environment and define them as a tool that helps reduce the risk of failure in entrepreneurships	These platforms are supported directly by the Internet connection, hence the wide accessibility for a large number of people to connect and share and at the same time search for information of interest.	https://doi.org/10.5179 8/sijis.v5i2.760
Lasheras-Pérez, M.A., Palacios-Diaz, R.D., & Martínez-Jarreta, B	Revision	2024	Identify the ethical aspects related to the use of interaction platforms.	Social networks are considered as platforms for mass interaction where there is a convergence of a huge number of people worldwide.	https://doi.org/10.1016 /j.reml.2024.02.001
Beltrán-España, J., Soto-Chávez, M.J., & Rueda, C	Revision	2024	Determine social networks as a source of information	The integration of social networks allows organizations to communicate with customers from different parts of the world and also allows them to reduce trade barriers.	https://doi.org/10.1016 /j.rccl.2023.10.001
Farias-Batlle, P., Córdoba-Cabús, A., & Gómez-Calderón, B	Revision	2024	Identify the importance of proper management of social networks in organizations.	To achieve better interaction with customers, it is necessary to appoint qualified people to measure the traffic of shares through these means, in order to make correct decisions.	https://doi.org/10.5826 2/V32I78.13
Otero-Carrillo, F.A., Picoy Romero, P.R., & Espinoza-Rojas, R	Revision	2024	To determine the association between social media addiction and mental health consequences	The preservation of the private data of people who register their information on social networks in the name of organizations is required, which is why investment in security infrastructure is also necessary.	https://doi.org/10.2517 6/RFMH.v23i4.5920
Erazo-Moreno, M.M., Villa-Cordova, G.M, Avila-Sanchez, G.A	Revision	2024	Analyze the effect of using social networks within the organizational field.	The integration of social networks is truly representative in organizations because it helps shorten distances with the customer.	https://doi.org/10.5629 4/dm2024299
Collantes, K.D., & Tobar, A	Revision	2023	Establishing the relationship between social media addiction and self-esteem in college students	The results show a negative relationship between the levels of addiction to social networks and its dimensions: occupation (rho = -0.281), mood modification (rho = -0.402), relapse (rho = -0.310) and conflict (rho = -0.386) with the levels of self-esteem, in addition to the fact that no significant difference is found in the comparison of sex at a higher or lower level of addiction (p> 0.05).	https://doi.org/10.5671 2/latam.v4i1.300
Ruiz-Dodobara, F., Villanueva Moran, A.R., & Escurra Mayaute, L.M	Revision	2023	To analyze whether the variables of the Social Identity Model for Collective Action (SIMCA) mediate the relationship between the use of social networks	Adequate monitoring by trained people regarding the use of social networks is necessary because all kinds of information is shared there.	https://doi.org/10.3287 0/cys.v2023.8413
Dolores-Saldaña, L.C., & Roldan-Baluis, W.L	Revision	2023	Develop an analysis of the use of social networks in recent times.	In recent times there has been a broad boom in social networks that has covered the organizational field to improve communication.	https://doi.org/10.3399 6/revistahorizontes.v7i 29.605
Colonio-Caro, J.D	Revision	2023	Analyze the benefits of using social networks in organizations	Social media has opened a positive panorama for organizations to improve communication with their public, all due to the ease with which versatile connection is developed.	https://doi.org/10.2051 1/pyr2023.v11n2.1759
Bautista-Quispe, J.A., Velazco-Reyes, B., & Estrada-Araoz, E.G	Revision	2023	Analyze the use of social networks in the organizational field as an advertising medium.	There are a large number of organizations that have used social media as a strategy to reach out to people in order to transmit advertising information and at the same time gather their requirements.	https://rus.ucf.edu.cu/i ndex.php/rus/article/vi ew/3805
Cambronero-Saiz, B., Gómez-Nieto, B., & Segarra-Saavedra, J	Revision	2023	To analyze the 91 empirical articles indexed in PubMed and WoS that investigated the manifestations of mental health problems in social networks (RR.SS.) and their relationship with COVID-19	Asia & North America were the regions that published the most articles. The most studied social networks were Twitter (37.4%), Facebook (17.6%) & WeChat (14.3%). Twitter, Facebook and Instagram were rated positively as information tools (91%, 80% & 83.3% respectively), while the percentages were lower in WeChat & Weibo (45.6% & 50%).	https://doi.org/10.2031 8/recs.2023.7703

Chen, T	Revision	2022	This paper attempts to answer the following questions: What kind of impact is this use and consumption having on young people in China? And what about new Chinese business models?	The main ones among them indicate that: the frequency of purchases of university students through social networks is most closely related to product attention (0.646), followed by the degree of trust in the products (0.625), with the correlation between the degree of trust in the product and the degree of attention being the smallest (0.549).	https://doi.org/10.4185/RLCS-2022-1740
Huamani Calloapaza, K.E	Revision	2022	Analyze various references regarding the impact of RSV on mental health.	The relevant results found showed that the use of RSV increased during the COVID-19 pandemic, in academic and social environments, generating a reflection on the need to promote a new approach that contributes to visualizing the opportunities and risks of RSV.	https://doi.org/10.56712/latam.v3i2.146
Valeria-Prato, A.V., Weckesser, C., & Segura, M.S	Revision	2022	Promote the formation of support networks and facilitate telecommunications technology development processes for organizations	It is made up of all those social interaction platforms that allow communication between individuals and also with companies.	https://doi.org/10.32870/cys.v2022.8144
Casimiro-Urcos, W.H., Ramos-Ticlla, F., & Casimir-Urcos, J.F	Revision	2022	Determine how the main virtual social networks are used in times of Covid-19 by university students	While it is true that there is no precise information about the contribution of marketing through social networks to the growth of the organization, its importance for communication is widely known.	https://rus.ucf.edu.cu/index.php/rus/article/view/3077
Yana-Salluca, M., Adco-Valeriano, D.Y., Alanoca-Gutierrez, R., & Casa-Coila, M.D	Revision	2022	To determine the relationship between social media addiction and academic procrastination in times of coronavirus (COVID-19) in regular basic education (EBR) students of a public educational institution (IE) in Peru.	The results show a high and very significant correlation between social media addiction and academic procrastination (r=0.710; p=0.01). As described, addiction has increased during times of confinement, corresponding to greater procrastination.	https://doi.org/10.6018/reifop.513311
Blasco Fontecilla, H	Revision	2021	To highlight the contradiction inherent in the term social network, and explore whether they fulfill other functions beyond those indicated.	Social media may have two faces, heroes and villains at the same time. A first approximation tells us that they serve to communicate and create communities; but looking a little deeper, perhaps their function is to pretend that emptiness and unhappiness are filled by shopping and gossip.	https://doi.org/10.15366/tarbiya2021.49.007
Martín Critikián, D., & Medina Núñez, M	Revision	2021	to analyze the importance and impact of the like on Generation Z, as well as to study the social context of social networks and investigate whether the like affects this generation and how.	Although some members of this social group claim to feel insecure, angry and even sad if they do not receive the expected response (translated into likes or comments after publication), they do not modify or adapt the type of content they share publicly based on the number of likes they can get. Finally, although they say they do not give much importance to the feedback they receive, they usually activate their notifications on social networks to be up to date with possible interactions.	https://doi.org/10.35669/rcys.2021.11.e281
Rodrigo-Jacob, M.F	Revision	2021	Identify the perception that adolescents have about the use of social networks	The inappropriate use of social networks can cause various problems, such as the deterioration of the organizational image, which is why proper management by trained personnel is required.	https://doi.org/https://doi.org/10.6018/eglobal.462631
Sixto-García, J., López-García, X., & Gómez De La Fuente, M. del C.	Revision	2021	Identify the use of social networks by organizations.	Many organizations have not considered the integration of social networks because they do not contemplate the wide range of benefits that can be generated from it.	https://doi.org/10.32870/cys.v2021.7679
Paniora-Marroquin, F.M., Mauricio-Avalos, R.M., & Paniora-Marroquin, Y.J	Revision	2021	Determine the relationship between social networks and academic performance	In recent times, social media has been used not only to share personal daily life, but also to enable organizations to have a better approach to their public.	https://doi.org/10.33996/revistahorizontes.v5i21.287
Blasco Fontecilla, H.	Revision	2021	To highlight the contradiction inherent in the term social network, and explore whether they fulfill other functions beyond those indicated.	Social media may have two faces, heroes and villains at the same time. A first approximation tells us that they serve to communicate and create communities; but looking a little deeper, perhaps their function is to pretend that emptiness and unhappiness are filled by shopping and gossip.	https://doi.org/10.15366/tarbiya2021.49.007
Estrada-Araoz, E.G., & Gallegos-Ramos, N.A	Revision	2020	Identify the importance of interaction platforms within the current organizational sphere.	Interaction platforms have become a very important phenomenon with no return that also encompasses the organizational field, opening up new possibilities.	https://doi.org/10.36097/rsan.v1i40.1393
Espinoza-Portilla, E., & Linares-Cabrera, V.J	Revision	2020	Determining the role of social media and women's empowerment	The opportunities that organizations open up through the use of social media also extend to customer communication, which can improve customer satisfaction.	https://doi.org/10.17843/rpmesp.2020.371.5092
Giraldo-Luque, S., & Fernández-Rovira, C	Revision	2020	It analyses the evolution of the results of a survey carried out in 2016, 2017, 2018 and 2019, in which questions are asked about the use and perception of the attention dedicated by them to social networks.	The data show that the young people analysed are spending more and more time on social networks and are also investing more time than they realise on mobile devices, mainly on two network-industries that are becoming oligopolistic: Instagram and WhatsApp.	https://doi.org/10.3145/epi.2020.sep.28

IV. DISCUSSION

The use of social media in organizations has transformed the way companies communicate both internally and externally. According to Ramírez Lozano, (2023), social media not only allows organizations to interact with their customers more effectively, but also fosters a collaborative environment among employees. This interaction can result in a significant increase in innovation and productivity, as social platforms facilitate the exchange of ideas and teamwork, something that was evidenced in a study (Heredia-Laura & Sullca-Tapia,

2022), who found that the adoption of social tools improves communication and engagement within companies.

Social media offers organizations the opportunity to build and manage their brand reputation more actively. As Reyes Hidalgo, (2023) points out, the ability of companies to influence public perception through social platforms has become crucial in the digital age. Organizations that implement effective social media communication strategies not only achieve greater visibility, but can also respond quickly to reputation crises, resulting in better corporate image management.

Furthermore, the role of social media in talent management has become increasingly relevant. Sánchez & García, (2023) indicate that social platforms are effective tools for recruiting and selecting talent, as they allow organizations to attract potential candidates more efficiently and less costly. Through social media, companies can communicate their organizational culture and employment benefits, thus facilitating the connection with profiles aligned with their values. This strategy not only improves the quality of hires, but also strengthens the employer brand.

On the other hand, the impact of social media on internal communication has been studied by various authors. According to the work of (Scasserra & Partenio, 2021), the use of platforms can break traditional hierarchies and facilitate more horizontal communication within organizations. This change in communication dynamics not only empowers employees, but can also lead to a more inclusive and innovative organizational culture. However, it is crucial that organizations establish a clear framework for the use of these tools, to avoid misunderstandings and conflicts between teams.

Social media use also presents significant challenges. A study (Romero-Polo et al., 2021) highlights concerns that overexposure to information can lead to saturation and confusion among employees, which could negatively impact productivity and morale. This suggests that while social media can be powerful tools, it is critical for organizations to develop clear policies and usage strategies that optimize its potential while mitigating its downsides.

V. CONCLUSIONS

They identified thirty investigations related to social networks in organizations, which was applied to different thematic areas between 2021 and 2024. One of the most important results was that social networks are an innovative tool within the organizational environment because it facilitates the transmission of information to the public due to the fact that there is a massive agreement within which there is a large number of prospects who can obtain advertising information based on their needs through digital segmentation. It is also very important that it allows not only communication with customers, but also with the general public.

Another of the most important results was that social networks were defined as part of the strategic organizational elements to expand advertising information in a massive way, achieving coverage of a greater number of clients that will help increase profitability.

In addition, the network theory was considered, which was advocated by Lozares in 1996, where he highlighted the convergence of different disciplines such as psychology, mathematics, sociology, among others, which allowed the creation of digital spaces known as social networks.

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