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Abstract

Social media integrates digital media including combinations of graphics, electronic texts, flopping images and audio in a way that people in a computerized environment finds it easy to interact with others for appropriate purposes. The research sought to examine the influence of social media as one of the modern tool of communication on project implementation, the research was specifically guided by the specific research objectives:- Communication tools, perception and adaptability. Descriptive research design was used to answer question of who, what, where and how. In order to answer the research questions, the targeted population of 150 respondents were selected by means of stratified sampling technique, most of the respondents were the beneficiaries of the project I suku iwacu. From the target population of 150, slowvans formula was used in deriving the sample size of 109. Primary and secondary data was used to collect information that was relevant in establishing the relationship between social media and project implementation, primary data was gotten by carrying out interviews on specified respondents while secondary data was gotten in the documented information like journals, related research, newspapers etc. Questionnaire was logically designed to capture all the needed information as per the research objectives as well as research questions. Data was collected and analysed using statistical package for social sciences. According to the findings, out of 109 respondents, 107 agreed to be using social media, which is a representation of 98.1%. Those who claimed not to be using any of social media platforms were 2 (1.8%). It was also evident that 97(89%) of the respondents had a positive perception that social media was appropriate for project communication, because majority of the respondents were able to access different social media platforms. As per the performance of projects, it was established that good communications lead to timely completion of the projects, this was supported by 88(80.7%) of the respondents who agreed, without efficient and effective communication, projects might not be completed on time. 98% percent of the respondents had a positive perception on social media being one of the most efficient tool in project communication, It was noted through the study that most respondents are willing to adapt or switch from traditional media of communication tools to social media, which is cheap and easily accessible, compared to traditional media that is expensive and slow.

Keywords: *Social Media, Project Implementation, Adaptability, Perception, Communication tool*

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1.0 Introduction

Timely Project implementation is a direct ambition for all project managers since it is positively correlated with project profitability Kossai. A (2014). project communication is a vital element of a well-managed project. There are two main groups of the stakeholders and the project team. Every project is sponsored by a part of the business with stake outcome, its likely be represented on the project board, which sets the objectives for the project and monitors over time. The project board is to include others with a stake in the outcome, for example, those who need to implement the project outcomes and those who need to supply resource once the project outcomes have been met. All these stake holders need regular updates and it's imperative that communication with them is regular, clear and complete.

1.1 Problem statement

Social media such as Facebook, Twitter, and Blogs have become part of everyday communication in many people's lives and are changing the way people communicate, work and play (Giles, 2010) As Perryman observes, "social networking is everywhere today and is being used by people of all ages for the widest variety of purposes" (Lupton, 2011). Although social media may not have been originally created, for professional purposes, research evidence, suggests that academics are increasingly embracing these tools in their professional lives (Lupton, 2014; Seaman & Tinti-Kane, 2013; Vantsianos, 2012; Manca & Ranieri, 2016) as more and more scholars are realizing the potential benefits offered by these sites and incorporating them into their work. A survey report by Seaman and Tinti-Kane (2013) revealed that faculty are significantly accepting and using social media technologies and that practically all higher education teaching faculties are very much familiar with the major social media sites, more than three-quarters visited social media sites for their personal use while nearly one-half posted content. The report further found out that over 90% of faculty are adopting social media in their professional lives: either in courses they're teaching or for their professional careers outside the classroom (Seaman & Tinti-Kane, 2013).

Social media is now considered important for academics in their daily communication activities. The emergence and development of social media is changing the way scholars work in almost every aspect of their professional lives (Gruzd & Staves, 2011). Research evidence has shown that academics are interested in using social media for enhancing their professional reputation and interacting with wider communities to generate increased interest in their work (Knight & Kaye, 2014). Participatory Internet technologies may offer expanded opportunities to scholars for professional endeavours, transforming the ways academics engage in teaching and research (Greenhow et al. 2009; Katz 2010). For example, scholars can maintain ongoing interactions with geographically dispersed colleagues, post drafts of their manuscripts online and invite colleagues to comment and critique their work prior to formal publication (e.g. Conole 2011), or they can work with others on a large scale, capitalizing on a group's collective intelligence and division of labour, to solve hard problems (Gowers & Nielsen, 2009)

A survey of research scientists comprising life science academicians found that survey results that majority of scientists indicate that the respondents found social media especially helpful for exchanging knowledge with colleagues worldwide in a timely manner much faster than having to wait until a research paper is published to receive feedback, which can take years. (Collins, Shiffman & Rock, 2016). Despite the fact that social media presents great tools to scholars for connecting with those who share their interests, research point out that they may not be taking full profit of what social media has to offer as relatively few academic scientists currently use these tools in their professional practices. Collins, (2016) observe that majority of scientists have not yet discovered the advantages of using social media or are not using it enough. Literature review on this topic reveals two major gaps. Prior research on social media in higher educational contexts has mainly focused on developed countries (Seaman &

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Tinti-Kane, 2013; Manca & Ranieri, 2014) and mainly on the general analyses of the benefits of and potentials of social media for teaching and learning and on usage patterns (Van Noorden, 2014; Valetsianos & Kimmons, 2013; Valetsianos, 2012). There is a gap between awareness and actual use of social media tools within scientific communities, (2011). This observation is in line with Valetsianos' views that the ways that these media are used and experienced by scholars are poorly understood (Valetsianos, 2015). Additionally, there is little regarding how such trends are impacting on scholarly practices (Gruzd & Goertzen, 2013). There remains a need to understand the “state-of-the-actual” rather than the “state-of-the-art” (Selwyn, 2011).

Few studies have focused on examine academics' reasons for using (or not) social media as part of their professional engagement. What factors influence decisions to use (or not use social media for professional purpose? How do academics perceive social media in terms of its usefulness for professional engagement? Specific attention examining how academics, particularly in developing countries are making use of these new media and fitting them into sound professional practices and for professional engagement are scarce. It remains largely unknown whether academics in developing countries, specifically Rwanda are adapting to and incorporating social media as part of their professional work and whether they perceive social media as useful tools for professional engagement. There have been numerous calls to study the topic social media in educational contexts in different countries (Manca & Ranieri, 2016, Chen & Bryer, 2012). To address the above empirical gaps, this study is designed to the use and perceptions of social media among academic scholars in isuku iwacu project to find out why social media is not incorporated as a tool of communication in project, and further establish the influence social media as a communication tool on project implementation.

2.0 Literature review

2.1 Critical Review and Research Gap Identification

Most researchers have indicated that Project is a time-bound, organized endeavour for providing service(s) and producing a product. Project management is the application of knowledge, skills and tools to ensure that a given project is accomplished successfully.

Jothie et al, (2011), writes Project often involve the need for the project manager to coordinate the work of a large group of people working on different aspects of the project (often referred to work streams). The project manager is required to ensure that everyone is clear about what he/ she must achieve and he/she needs to clearly report on the progress to the project board and or project sponsors. Project communication has been one of the greatest input necessary for the project implementation, two decades ago, project managers would hardly believe it was possible for them to coordinate a team without face-to-face meetings, newspapers, radios, televisions etc. communication technology has continued to facilitate communication in many projects. Despite the many developments in communication strategies employed by projects, traditional communication channels still remain to be the favourite yet proved to be costly and time consuming thus making a researcher to explore why social media is not incorporated as mean of communication in non-governmental organizations.

2.2 Conceptual framework

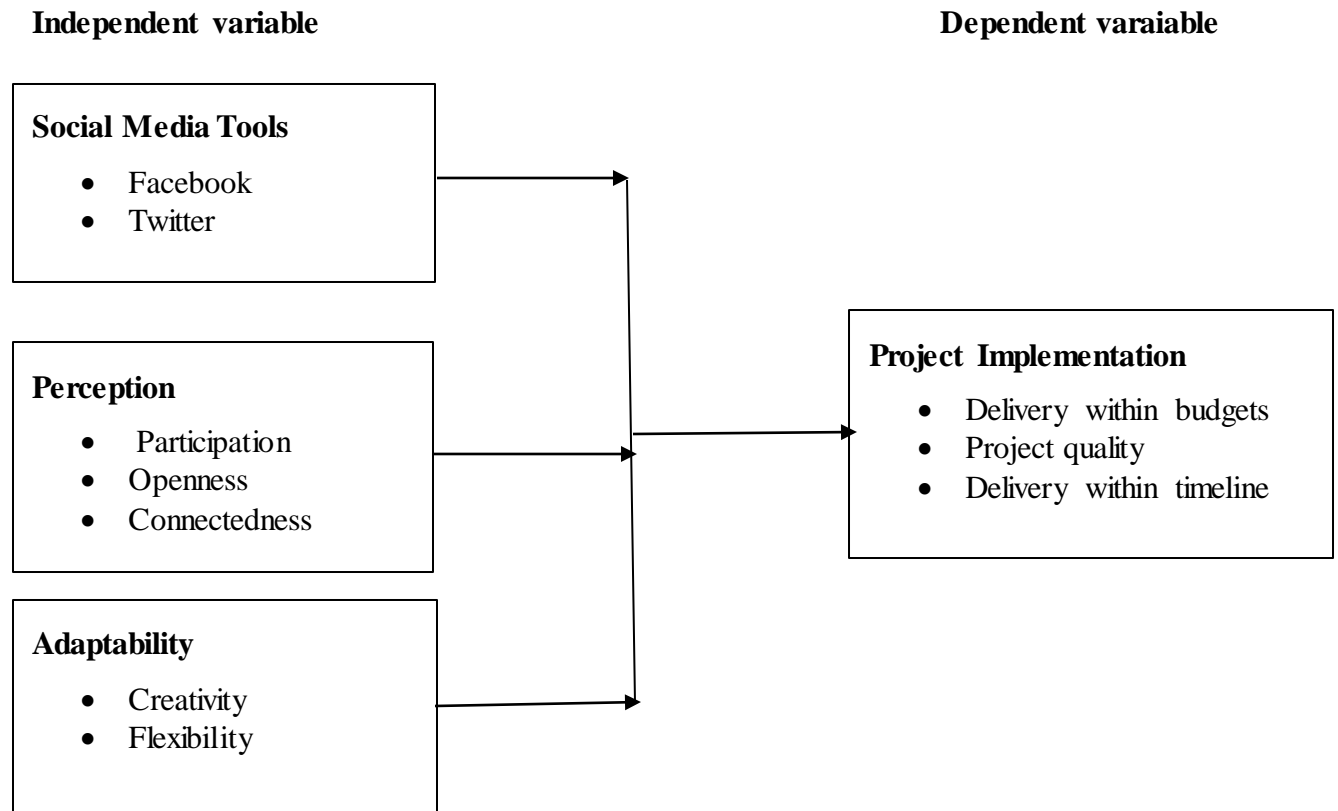


Figure 2.1: Conceptual framework

3.0 Methodology

The study employed descriptive research design as it was interested in answering questions like 'what is'. The target population of the study incorporated 150 beneficiaries of the project implemented by SNV Isuku iwacu in Gasabo District and also project staff. Stratified random sampling method was used in selecting respondents from two categories the communication managers and the project beneficiaries within Kigali.

4.0 Key results and findings

Table 1: Correlation Analysis Table

	Social media	Perception	Effects of adapting social media	Project implementation
Social media	1.000			
Perception	0.170 0.077	1.000		
Effects of adapting social media	0.308 0.001	0.140 0.148	1.000	
Project implementation	0.086 0.372	0.237 0.013	0.043 0.656	1.000

As per the Pearson correlation (r), two tailed which measures the strength and direction of the linear relationship between two variables, social media as a communication tool and its impact on project communication. As seen on the table above, there is a strong positive correlation between social media and project implementation.

As per the findings indicated on the table above, there was a strong positive correlation between social media as a tool of project communication and project implementation in isuku iwacu project, the correlation was significant at 0.308. some of the factors that makes social media a vital mode of communication is its fast response time compared to other traditional means of communication which are slow. As per the correlation analysis communication with fast response time was significant at 1.0 which implies a very strong positive correlation to project implementation.

Table 2: Regression

Model		Unstandardized Coefficients				
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.369	0.55		4.31	0
	Social media	0.147	0.135	0.111	1.092	0.278
	Perception	0.109	0.119	0.093	0.915	0.362
	Adaptability	0.009	0.109	0.008	0.083	0.934

Predictors: (constant) project implementations require communication tools with fast response, social media is appropriate for project implementations and social media can store information safely without potential leakage. As per the dependent variable, social media model was $Y=2.369+0.147X_1+0.109X_2+0.009X_4 +e$. The study established that there existed a significant positive impact of social media and project implementation constant as $r=2.369$, $t=4.310$, $p=0.01<0.05$. From the regression coefficient analysis, the study established that there existed significant relationship between social media as a tool of communication and project implementation as $r=0.147$ $t=1.092$, $p=0.03<0.05$. the study also established that social media is appropriate for project implementation and its ability to store information for future purpose without any potential leakage. The study findings resulted in a linear model. This implied that social media if well managed, it could play a great deal as communication tool to facilitate

project communication with less cost incurred than other traditional communication tools. The findings concurred with zwikael and ahn(2011) who also established that social media has a great role in project implementation.

5.0 Conclusion

According to objective one, it was concluded that majority of the respondents use social media at 98% while 2% don't use social media. It was also evident from the respondent that majority of them use social media in daily basis with 64% compared 11.9% and 22.0% who use internet on weekly & monthly respectively. The findings conclude that majority of the respondent's access social media and thus if well managed by project managers it will easily serve as a relied source of project communication. According to objective two, it was perceived that communication tool which is effective and efficient is a key element in project communication, majority of the respondents, 88(80.7%) agreed that their performance is stimulated by good communication unlike 21(19.3%). Projects will be finished on time if good communication is structured between the project managers, shareholders and stakeholders. Social media, which is fast and of low cost is vital in project communication. According to objective three, the nature of social media, which ranges from connectedness, safety, flexibility ranked the highest with the respondents, 82(75.2%) agree with safety of social media, and thus it was concluded that, the adaptability of social media in project implementation can be viewed differently as per demographic, social (sociability) and media (content). While younger users see the sociability, centric social media like SNSs as an effective means to connect to the world, older users view the world. With different views but if, well-designed, social media can play a crucial role in project implementation.

6.0 Recommendations

The study recommends that project manager/scholars in any given institution have to strategically adapt social media as a tool in project communication, for example if the project is designated to help in WASH programs, its timely and cost effective more than use of traditional communication tools. The study investigated the influence of social media on project implementation a case of stitching nederlandase vrijwilligers isuku iwacu project, the findings from this research recommends that a further study should be carried out to investigate the exact mode of social media to be employed by project managers/ scholars in various projects, it was evident during the research study that though there are various social media sites, some can work well compared to others when it comes to project communication.

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