

The Approach to Personnel Management in Using Good Information Technology Systems and Using Online Social Media Creatively

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Abstract

At present, both public and private organizations use information technology and social media systems within the organization and are an important part of the organization's operation. There is a risk of problems from both the system and the personnel who use it. The risk of problems can cause damage to the organization in its operations, therefore personnel management guidelines for using a good information technology system and using social media have 3 components: Information technology systems, personnel and social media. The organization applies the principles adopted by international standards and laws on electronic transactions to formulate policies and plan to manage systems and use of online media accordingly and manage personnel to know how to use the system and online media effectively for both the organization and the organization itself.

Keywords: Personnel management, Information technology systems, Online social media.

Introduction

Management of both public and private organizations at present is necessary to bring information technology to be an important part of the operation in order to speed up and increase efficiency. Connecting to communicate around the world without borders and when the situation with the COVID-19 virus spreads, organizations have to change management and practice methods of personnel, including switching to work from home. Therefore, information technology, both offline and online networks, must be used to manage and control personnel in the organization. Information technology management in the organization consists of the organization of technological communication and personnel management in the use of the organization's technology system. Technological communication systems are in addition to the network technology systems that the organization has built in and there are also social networks used for general communication.

The risk of using the organization's technology system is a problem for both the management system and the organization's personnel. Most of the problems facing organizations are that social media use can lead to reduced productivity and impact on relationships, such as the interest in using social media leads to a lack of attention to the work which causing the work in the function to be impaired, using social media to communicate with outsiders until the lack of interaction with colleagues and disputes with executive colleagues by using inappropriate messages that cause controversy then escalate into organizational problems. (Saribut, 2011).

Therefore, risks can arise at any time from the information technology systems, personnel and the use of social networking media. Organizations should adopt a human resource management approach in using good information technology systems and using standardized and modern social media within the organization in order to prevent and mitigate risk problems until it is acceptable.

Information technology management of the organization

Information technology management has developed in government organizations such as Information management to enhance the organizational quality of Thai state enterprises. Factors affecting the success of information management include support from the executives, management process, personnel competency communication and participation. The approach to effective information management consists of strong internal management, personnel skill enhancement, support in all processes of management working together as a team and system management and information technology. (Rodmor, 2018).

For the private organizations, the office of the Securities and Exchange Commission has established the approach to good supervision and management of information technology based on the framework of the Information System Audit and Control Association (COBIT) (Information System Audit and Control Association, 2019). This is a control framework and overseeing information technology, which is recognized internationally. Focus on the process of governance in information technology, according to the COBIT standard framework, consisting of 5 main processes: 1) Governance framework setting and maintenance; 2) Risk optimization; 3) Benefit delivery; 4) Resource optimization; 5) Stakeholder transparency (Securities and Exchange Commission, 2019).

Both public and private organizations have adopted a good information technology system management approach that is an international standard for internal management. The management of the technology system structure within the organization is based on development principles Information Security Management System (ISMS) according to international standards ISO/IEC 27001 by applying the pattern PDCA model (Plan Do Check Action) which is the same structure as the international management system used around the world. That is an information security management system in order to be effective in all 3 areas as follows: 1) Confidentiality 2) Integrity 3) Availability ISMS which is dynamic system use structure PDCA therefore, the system is constantly rotating to improve constantly and endlessly. (ACIS Professional Center, 2021).

Finally, both public and private organizations can use such standards to develop and manage information technology systems within the organization to ensure that the system is safe and is an international standard.

Personnel and the use of the organization's technology system

An organization's personnel are users of the organization's information technology system who may cause risks in the organization's technology system. Personnel risk means risks arising from personnel related to information technology operations of the organization, which including planning, auditing the work, assignment of duties and rights of personnel. The working group involved in the conduct of all parties thoroughly due to provide personnel with knowledge and understanding of use. Viewing and securing information technology systems as well as external personnel involved both directly and indirectly are at risk. Personnel risk is one of the major risks. (Fish Bridge Organization, 2017). Organizations are increasingly implementing enterprise social networks (ESNs) for improved communication and collaboration, as well as enhanced knowledge sharing and innovation among employees. The findings illustrate that the likelihood of ESN use is significantly influenced by technological, organizational, social and individual factors. A successful ESN use within an organization involves the nexus between these 4 factors and recommendations are made, as guidelines for organizational actors about how ESNs usage can be increased. (Chin et al., 2015). Transforming the future will require a reinvention of how, where and when we work - a new COVID-19 safe workplace model, as well as a new workplace contract between employer and employee. Employers must ensure trust, flexibility and choice, as well as the highest quality digital experience, and most importantly a COVID-19 safe workplace. Employees must accept autonomy with responsibility, each accountable for their own performance and productivity. Success will require balance, a shared vision and great leadership. (O'Rourke, 2021). Therefore, organizations should focus on having a personnel management plan to use information technology systems to effectively prevent risks in personnel operations.

Personnel and the use of online social media

In addition to the organization has already used information technology systems and there are also social media such as Facebook, Line and Twister, etc. They are used in the communication of the individual, including using public relations such as government organizations. National Legislative Assembly Studies have shown that social media is the most effective communication channel, is used to deliver corporate news to a large number of target groups at the same time with the benefits of being a fast media channel and there are no restrictions on time and place. However, public relations through such channels will be successful or not depends on the ability to write the content, news design and an interesting public relations presentation. Public relations with the use of online social media requires a lot of academic knowledge and strategy in various dimensions to be applied to real practice always. (Public relations office Secretariat of the Senate, 2018). The private sector found online social media experience is the most influential factor in online social media adoption while perceived ease of use of online social media did not affect social media adoption. As for the benefits obtained from using online social media found that the benefit of increasing sales and expanding the customer base is the greatest benefit from using online social media by small and medium-sized enterprises. (Somprasong, 2015). Therefore, it can be seen that the use of online social media is no less important to the organization than the information technology system and personnel, so organizations should have a plan for managing the use of online social media.

Personnel management in using good information technology systems and using online social media creatively

Personnel management to support the organizational structure in supervision, good corporate information technology management, and using online social media creatively. Then the organization should formulate policies and plans for the management of information technology systems and personnel in accordance with the main electronic transaction laws. These are the Electronic Transactions Act B.E. 2544 (Government Gazette, 2001) and the Computer Crime Act B.E. 2550 (Government Gazette, 2007). Standard management principles such as the management of the technology system structure within the organization is based on the development of Information Security Management System (ISMS) according to international standards ISO/IEC 27001. That is the use of PDCA model (Plan Do Check Action), supervision and management of good corporate information technology based on the framework of the Information System Audit and Control Association (COBIT) for internal management, for example, the State Enterprise Policy Office and the Royal Thai Police.

The State Enterprise Policy Office has established an approach for personal use of online media as follows: information dissemination and government confidentiality, maintain privacy and respect others, responsible and transparent, be a good member of the online community, know how to discriminate, fix it if something goes wrong, always think before post and establish an approach for using online media on behalf of the office. An approach should be the reliability and accuracy of information, communication style, online media interaction, systematic planning, presentation of useful information for work, building and connecting relationships within the organization and maintaining the corporate image at all times. (State Enterprise Policy Office, 2021).

The Royal Thai Police has established social media guide of police officials, think well-think-think-think before posting, 9 items should not be published and types of information that should not be released to individuals or the public both in the form of text, images and animations. For example, 9 items should not be published, including: 1) Information with reference content or negatively affect the nation, religion, monarchy; 2) Information that affects national security or affecting international relations; 3) Information with provocative, sarcastic, distorting, propaganda, and distorting content that creates divisions against agencies, organizations, institutions, society, including political neutrality; 4) Government confidential information according to the police regulations set forth; 5) Information that could be considered an offense According to the code of law on offenses related to both governmental and personal information, including violations of intellectual property rights and any criminal law such as

pornography, pornography, etc.; 6) Information that affects the credibility of legal evidence adversely affect the judicial process including affecting the operation of missions with strategic and tactical risks; 7) Information that creates social trends or causing panic without checking the facts and no corroborating evidence. 8) Threat information with information systems and networks, including all types of unwanted programs or malware; 9) Information that affects the good image of police officers cause amused negative criticism reduce confidence, faith in the work of the police both as an individual and a police organization as a whole. (Royal Thai Police, 2021). Which the police use social media inappropriately to the point of being in the news causing damage to the image and credibility from society. The use of online media to infringe upon others or committing illegal acts until the damage occurs or committing illegal acts until the damage occurs. This guide police officers at all levels to learn how to use social media useful and correct. By being a police officer, in addition to respecting individual rights responsibilities are also important. The police should be a role model for society by using social media.

Conclusions

The approach to personnel management in using a good information technology system and using online social media include: Information technology management of organizations in both the public and private sectors able to bring the main laws relating to electronic transactions is the Electronic Transactions Act B.E. 2544 and the Computer Crime Act B.E. 2550. Apply standard management principles such as Information Security Management System (ISMS) according to international standards ISO/IEC 27001 apply pattern PDCA model (Plan Do Check Action) and Information System Audit and Control Association (COBIT) (Information System Audit and Control Association, 2019). The most important risk to the organization is the personnel who use the technology system and the social media of the organization. The organization adopted the approach from government organizations that have established a manual on the use of online social media as a guideline for planning, managing, and controlling personnel to be able to work on the use of various systems and media to be effective and creative to the organization as well.

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