

SOCIAL MEDIA AND INFORMATION MANAGEMENT FOR THE PROCESS OF SOCIAL ENGAGEMENT IN ORGANIZATIONS

MÍDIAS SOCIAIS E GESTÃO DA INFORMAÇÃO PARA O PROCESSO DE ENGAJAMENTO SOCIAL NAS ORGANIZAÇÕES

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ABSTRACT

Objective: The use of media information and communication technologies offers important elements for organizational development. The objective of the article is to reflect the contribution of media technologies to customer engagement in organizations.

Methods: The methodology consists of a systematic review of the literature in international databases. The research is qualitative and descriptive. **Results:** The data demonstrated relevance in the study of the theme, contributing to development and competitiveness. It was possible to build a conceptual framework with the dimensions of the indicators from the interrelation of information management and social media applicable in organizations. The conceptual model is a guide capable of contributing to the management and engagement of organizations that use media technologies for the development of the company. **Conclusions:** The systematic review of the literature identified authors from various continents who study the topic addressed. The use of media technologies requires organizations to invest in the qualification and training of professionals. The organization's social engagement brings more visibility and notoriety within the scope of social media.

Descriptors: Engagement. Information management. Media technology. Organizations. Social media. Social networks.

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1 INTRODUCTION

The media technologies are digital information platforms available to society and little explored to build knowledge and develop strategies in organizations (LAWSON *et al.*, 2012). Therefore, themes on technology and management are emerging themes with constant theoretical, methodological, conceptual, and social practical advancement (CORREA; ZIVIANI, CHINELATO, 2017).

The valuation and use of information present in digital social platforms are essential for professionals to carry out information management and favor economic development. Thus, it is evident the importance of better use of information from social media to the process of customer engagement in organizations, since the network society triggers interpersonal and interinstitutional development in an accelerated way (FUGAZZA; SALDANHA, 2017).; LORENTZEN, 2008).

The influence of information and communication technologies encompasses several elements, such as individual creativity, the construction of knowledge, the quality of knowledge sharing between people, the dissemination of information and the adoption of innovations that can impact organizations (CASTELLS, 2012; PHELPS; HEIDL; WADHWA, 2012).

In this context, social media indicators can serve as a guide for the application of models and working methods aimed at information management in organizations. Based on such reflections, the problematic starts from the following questions: how can media technologies contribute to the process of information management and customer engagement in organizations?

Thus, the objective of the article is to reflect the contribution of media technologies to customer engagement in organizations., considering that, currently, the engagement of consumers present in social media are fundamental elements for the competitiveness of organizations. In addition, the article aims to demonstrate the interrelationship between information management and social media for the area of Science.

Information management has been applied to the development of training

courses in several areas. However, this article is used as a process in order to contribute to the management of media technologies to promote engagement through social media. The union of these themes can contribute to the competitiveness of organizations. Media technologies are very evident in the organizational environment and are fundamental to the economy, especially those in developing countries.

Thus, the importance of effectively using information from social media applied to the process of customer engagement in organizations is highlighted, as the network society triggers rapid interpersonal and interinstitutional development.

The combination of these themes can contribute to the competitiveness in organizations. Media technologies are evident in the organizational environment and are fundamental to the economy, especially in developing countries.

2 INFORMATION MANAGEMENT IN ORGANIZATIONS

Information has been increasingly understood as an important element for the construction of knowledge in the social or professional sphere, and Information Management (IM) becomes a fundamental resource for better decision making in several areas (ALMEIDA; VALENTIM; CONTANI, 2005).

For Araújo (2010, p. 99), “The first reflections on IM focused on its physical nature: reducing excess, improving circulation, accurately identifying the necessary ones and discarding the useless or redundant ones”. Researchers started to observe and apply research to identify some characteristics of the information that could be improved in the use and utilization. So, both in the internal and external environment of the organizations, in order to apply fundamental criteria that would contribute better with the objectives, managerial development and professional productivity (SANTOS, 2009).

Hoffman, (2009, p. 13) defines information as “[...] data that is understood, can be audible or visible, and where there is an issuer and an issuer”. Information, when processed and used for an objective, becomes knowledge and can be explored according to the individual's competence. In this aspect, IM is essential for knowledge to be generated in the environment in which the individual is

inserted (VALENTIM, 2008; HOFFMAN, 2009).

The main objective of IM is to promote the best possible use of existing information resources in an organization, as the activities are developed; the growth in the volume of information makes the professional determine the best form of management.

Organizations need trained professionals, therefore, “the professional must adapt to the necessary changes during the work process for better decision making” (TARAPANOFF, 2001, p. 44).

In this context, it is important to note that the search for IM consists in meeting the needs of the work and social environment in which the professional is involved. Such aspects are fundamental for smart and innovative actions to be applied, generating differentials in the current information society (VALENTIM, 2008; HOFFMAN, 2009).

The basic activities of the IM process include:

Identification of information needs and requirements, collection of information, classification and storage of information, treatment and presentation of information, development of information products and services, analysis and use of information (BEUREN, 2007, p .68).

The construction of an informational environment adds knowledge that permeates the internal environment, where each member contributes directly to the construction of their own knowledge and that of others involved in work activities. An organization has a main objective and all individuals who are part of this process become responsible for the expected results of the group (BEUREN, 2007).

Therefore, it is extremely important that the professional understands the values of information. Recognizing the value of information and treating it with more appreciation is a new form of management that triggers several factors related to decision making and strategic actions (SALAÜN; ARSENAULT, 2008).

3 INFORMATION AND COMMUNICATION TECHNOLOGY (ICT)

In the mid-1970s, with the emergence of new informational tools, Information Technology triggered an advance on the global stage (REGIS;

CAMPOS, 2013). The emergence of the internet originated in the United States by DARPA (the US Department of Defense's advanced research project agency), with the intention of defense by the Soviets, also by the tracks left by the end of the Cold War (CASTELLS, 2012).

The advancement of information technology has made it possible to include technological equipment worldwide. Thus, "In the scope of ICT there are video cameras, DVD, CD, flash drive, memory cards, webcam, mobile phone, pay TV, E-mail, internet and the Web" (BUENO, 2013, p. 31). Altogether, there were 30 years of technological evolution, going through the Information Age as a driver for the world economic turnover (LAUDON; LAUDON, 2007).

ICTs have revolutionized communication levels, allowing accessibility and transmission of information in a more continuous and accessible way, including, economically (CORREA; ZIVIANI; CHINELATO, 2017). The use of information provides competitive advantages for organizational managers.

The Web, in special, is a mechanism for interconnecting data and information between the interceptor and the receiver, providing a flow of information that transmits in real time to anywhere in the world through the internet. Bueno (2013, p. 31) emphasizes that "The Web is constituted as a system where documents that can exist in different forms of media, are interconnected and can be executed through the structure offered by the Internet".

Therefore, technological tools play an important role in building users' knowledge in organizational environments. The internet is widespread in computer systems and allows professionals to use information systems to communicate in the work environment. The flow of information is quite intense and all content that matters to the organization must be measured and used correctly (CORREA; ZIVIANI; CHINELATO, 2017).

In this context, the act of using social media establishes underlying elements related to the social communication needs provided by technology. Santos (2011, p. 131) emphasizes that the new ICT "[...] characterized as media, are, therefore, more than simple supports. They interfere with our way of thinking, feeling, acting, relating socially and acquiring knowledge. It creates a culture and

a new model of society". Therefore, social media can favor the construction of knowledge of the individual and strengthen their relationships in several ways.

The systematization offered by the media power of communication is increasingly present in people's lives, strengthening social and professional bonds.

4 SOCIAL MEDIA: THE CONCEPT

The world economy received a large contribution with the implementation of information and communication technologies. As a result, the need for interpersonal and interinstitutional interaction allowed society to become a network. The network society, at the end of the 21st century, defined that the exchange of information and knowledge (not only capture or broadcast) was the most relevant element of the Information Age (CASTELLS, 2012).

Several types of social media promote interactions between people on digital platforms, which are available on the internet by the online system.

Digital social networks are inserted in platforms that work through the internet, without a connection to the Web it is not possible to gain access to the networks. The sites that host information from social profiles such as Facebook, Instagram, Twitter, among others, are characterized by informational data systematized through the computer. However, a social network can exist without even having a relationship with the Internet (RECUERO; BASTOS; ZAGO, 2015).

According to Kaplan and Haenlein (2010), social media can be grouped into six categories: blogs, content communities, social networking sites, collaborative projects, virtual games, and virtual environments. Social network is a type of social media, as they are digitally inserted into online and computerized platforms.

There are several types of social media that promote interactions between people on digital platforms, these being made available on the internet by the online system. Social media have a panorama of elements that make them up. Figure 1 identifies blogs, content communities, social networking sites, collaborative projects, virtual games and virtual environments. All of these virtual sectors have a distinctive feature from the other, however, they are part of the

same context that represents digital network communication, considering the specific aspects of each one, as each of them will be explained below.

Chart 1 – Description of social media types

Media type	Media dimensions
<p style="text-align: center;">Blog</p> 	<p>A blog (contraction of the term web log) is a page on the Internet used by the author (blogger) to write about a particular subject or to describe his life as a kind of virtual diary open to the public. Some companies also use blogs to interact with their customers.</p>
<p style="text-align: center;">Content communities</p> 	<p>Content communities, or media publishing sites, are intended for users who create a profile with personal information for entertainment purposes. After creating the profile, the user can share several videos so that the public has free access to the content.</p>
<p style="text-align: center;">Social networking sites</p> 	<p>Social networks can exist inside or outside the media, when it comes to social networking sites it is called as social media. Social media allows people to dialogue and share information. For example: Facebook, WhatsApp, Instagram.</p>
<p style="text-align: center;">Collaborative projects</p> 	<p>Such platforms are designed to offer cultural and collaborative content. The purpose is to share information and knowledge built by all employees. The Wikipedia platform is open for editing, all internet users can collaborate with content insertions.</p>
<p style="text-align: center;">Virtual Games and Virtual Environments</p> 	<p>The platforms of virtual environments are characterized as three-dimensional. Users interact as if they are in the real world, however, they are simulating an illusory experience. Organizations can create virtual robots representing humans to talk and interact with society.</p>

Source: survey data (2020)

The Chart 1 shows the technological evolution in the world of social media. This evolution is characteristic of the revolution in the information and communication technology industry, making life easier for people around the world.

Therefore, social media makes it possible to display corporate brands, products, and services. The Facebook is the social network most used by companies, providing a greater number of engaged users due to the ease of access and the practicality that the tool provides (FUGAZZA; SALDANHA, 2017).

For Pariser (2012) the social media, more specifically Facebook, offers users the possibility to personalize searches, thus the website receives information from users. Consequently, it is possible to issue advertisements according to the tastes of the customers (FUGAZZA; SALDANHA, 2017).

“The attempt to learn as much as possible about their users has become the fundamental battle of our age between Internet giants like Google, Facebook, Apple and Microsoft.” (PARISER, 2012, p. 12). In short, making the right and ethical use of information is a way for organizations to evolve and contribute to society. Social media has a large amount of information, so all information coming from users needs to be analyzed so that users' rights are not violated. (FUGAZZA; SALDANHA, 2017).

Thus, the social media is the next theme discussed.

5 SOCIAL MEDIA ENGAGEMENT

Engagement in social media is the trend of the 21st century. By showing what engagement in social media is, it refers to the behavior of users in front of a social page of an institution, organization, and it can also be a social profile of the person common (KHAN, 2015; PERREAULT, 2017).

Some engagement characteristics can be represented by demonstrations and signs of satisfaction with the social page, according to the type of content. Social media are increasingly present in people's daily lives, a routine that accompanies and gains space in people's lives without prior notice, and can be at bedtime, waking up, eating, walking, leisure, among other moments. In this way, people end up following the social life of others and having access to various content that they like, as well, they end up creating content to be shared (KHAN, 2015).

Khan (2015), through information sharing on online social networks, the media tool becomes a promoter of communication between individuals from

different locations. Social media can be described as follows: participatory, user-owned, conversational, open, mass collaborative, relationship-oriented, free and easy to use. Social media are also defined as: online platforms where users chat, share videos and photos, organizations create their fan pages, followers and more (PERREAULT; MOSCONI, 2018).

Perreault and Mosconi (2018) loyalty, participation and interaction are used as variables dependent on engagement. Therefore, the metrics to measure the engagement of virtual users can be established by the variables of liking, sharing, commenting, click-through rate and conversation rate. Some organizations and institutions have a social profile in the media to improve engagement and attract new stakeholders in the brand, product or service, thereby strengthening the bond and increasing engagement can generate benefits for both involved. The categorization of users' actions can show signs of user engagement. Thus, immediately afterwards, the categorization of metric resources that allow users to demonstrate their actions on social media is presented, according to Khan (2015).

Chart 2 – Metrics used on social media platforms

Metric resources from users	
To like	Express your positive feelings for liking content.
Do not like	Express your negative feelings about the content.
To share	Distribute the content on your social media.
Visit	Count the number of website visitors.
To view	The number of times the content was viewed.
To click	Counts the number of clicks on hyperlinked content.
To tag	Assigns content to a person.
Mouse over	Moves your cursor over social media content.
Check in	Announce and share your arrival at a location.
Fix	Shows interesting content at the top of the page.
Incorporate	Incorporates social media content into a blog or website.
Endorsement	Approves other people, products or content.
Upload Download	Add content to a social media platform.

Source: Adapted Khan (2015)

According to Chart 2, the characteristics mentioned by the author establish metrics to identify the signs of users' engagement in relation to the social page. This relationship between the parties makes it possible to identify fundamental factors to acquire improvements in the services provided and strengthen the

bonds. Each content published on social media represents a challenge, the search for social integration is an action strategy to strengthen and improve the expected results of the institution.

Providing essential information and entertainment content that make people's lives easier can build trust and more harmony between interceptors and receivers. As it seeks to measure and analyze these metrics, it is necessary to identify a consensus of use to obtain better results in each publication. That is, all information made available or captured in the virtual environment can be managed and used strategically by the institutions, favoring and enabling the insertion and application of new strategic actions for the improvement and satisfaction of users, as well as the success in institutional planning (PERREAULT; MOSCONI, 2018).

In this way, understanding the concepts of Information Management and Social Media for the engagement of a certain audience with an institution triggers intricacies that support a procedural systematization according to a certain objective. Thus, identifying concepts that corroborate with the creation of strategies that promote the engagement of potential customers for organizations is the purpose of this research. Therefore, it is understood that social media provide a democratization of information and greater social accessibility, favoring the management processes of bringing organizations closer to the public. In this sense, developing a methodology that consists of reaching in line with the objectives of this research is what is discussed in the next chapter (PERREAULT, 2017).

6 GENERAL AND SPECIFIC OBJECTIVES

The general objective of the article is to reflect the contribution of media technologies to customer engagement in organizations.

The specific objectives: to expose the concept of Information Management; arrange IM's contribution to companies; expose the importance of social media for managers.

7 METHODOLOGY

The methodology involves a Systematic Literature Review (SLR) (BORDELEAU; MOSCONI; SANTA-EULÁLIA, 2018), as Database: Directory of Open Access Journals; Scopus; Web of Science. This method was chosen to understand part of the context of publications on the subject, based on information management and media technology and social media. The methodology consists of a systematic review of the literature in international databases. A table was constructed with the dimensions of the interrelation model applicable in organizations. A search protocol was developed as a guide to SLR so that the method can be reproduced in a transparent manner (TRANFIELD; DENYER; SMART, 2003). This protocol is shown in the following Chart:

Chart 3 – Protocol for Systematic Literature Review

Thematic	Media technologies for the management and engagement process in organizations
Period	2011-2021 (11 years)
Data base	Directory of Open Access Journals; Scopus; Web of Science.
Search criteria	International scientific articles and papers.
Inclusion criteria	Scientific articles that include media technologies, social media within organizations and their procedural elements of management.
Keyword: management in organizations	Management, Innovative organizations, Industry; Information Technology.
Keywords: media technologies	Engagement, Information technology, media technology, Social media engagement; Social media.

Source: survey data (2020)

The articles were selected by title and keywords, and abstracts were read to verify the relevance of the topic. The inclusion criteria were scientific articles published in magazines or congresses that include organizations and companies that focus on social media, competitiveness, decision making or innovation of processes and products, monitoring and prospecting for customers. The quantitative results showed that the topic is promising due to the trend of low-cost communication for society. Also, there are few articles studying the

interrelationship between information management and social media for customer engagement, as shown in the results.

8 RESULTS AND DISCUSSION

Media technologies are very important for organizations. In this context, articles were researched that address the main elements that information technology and media communication can provide. The results show the following benefits: Working with multidisciplinary and multifunctional teams; Long-term digital strategies; Schedule small digital experiments in corporate initiatives that have an impact on business; Talented workers; Guarantee leaders with the necessary vision to lead the digital strategy to the organization's objectives. According to the survey, the following data were found, as shown in Chart 4:

Chart 4 – Quantitative results of the Systematic Literature

General Quantity	Amount retrieved	Articles chosen according to the inclusion criteria
33	21	12
Total articles used as a parameter for the search results: 21		

Source: survey data (2020)

The collected articles were analyzed and then the dimensions that the authors addressed were selected, according to the proposal of this article. The dimensions are shown according to the name of the responsible author and year of publication in Chart 5.

Chart 5 – Dimensions of recovered items

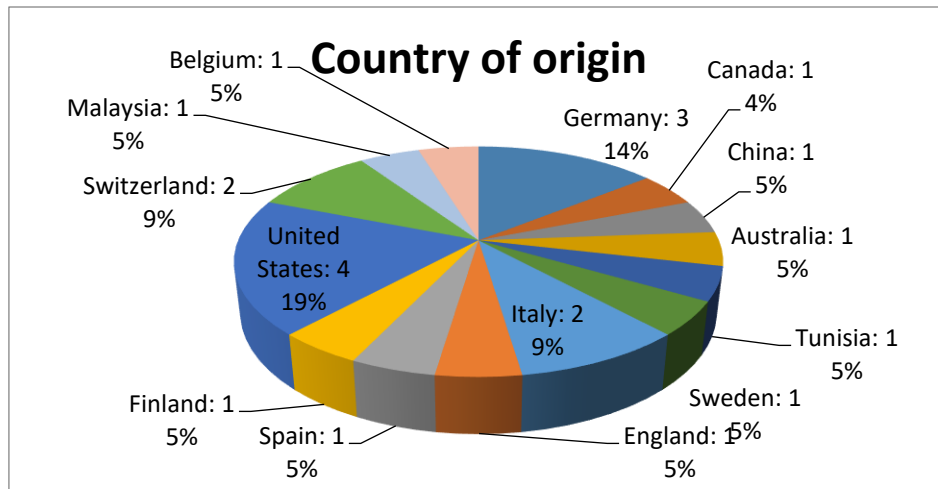
Authors / Year	Survey dimensions
Barraies, S. (2019)	Mediating factors of intellectual capital in the context of the company's social media.
Bertoni, M.; Chirumalla, K.; Johanson, C. (2012)	Collaborative multifunctional functions of social technologies.
Compatelli, G.; Richter, A; Stockes, A. (2016)	Competence and knowledge building of professionals through social technologies.
Crammond, R.; Omeihe, K. O.; Murray, A.; Ledger, K. (2018)	Conceptualization of social media and knowledge management in the context of SMEs (Medium-sized enterprises)

El-Ella, N. A.; Stoetzel, M.; Bessant, J.; Pinkwart, A. (2013)	Implementation of social technologies for process innovation.
Evans, R. D.; Gao, J. X.; Martin, N.; Simmonds, C. (2017)	Sharing knowledge of employees in the industrialization of products and insertion of technologies and social networks in the processes.
Garcia-Sanchez, E.; Garcia-Morales, V. J.; Martin-Rojas, R. (2018)	Technology and organizational innovation for people management and competitive advantage.
Lea Hannola, Alexander Richter, Shahper Richter & Alexander Stocker (2018)	Conceptual proposal for knowledge workers in digital industrialization.
Degan Kettles; Robert D. St. Louis; Paul John Steinbart (2017)	Effect of social media on organizations.
D. St. Louis; Paul John Steinbart (2014)	Structural analysis of knowledge management in digital organizations.
Terence J. V. Saldanha; & M. S. Krishnan (2012)	Empirical model for the adoption of Web 2.0 technologies.
Alberto Sardi; and Patrizia Garengo (2019)	Contributions of an empirical and practical study that favors the use of social networks in organizations.
Shan, Zhang, Wang (2018)	Investigative study of the impacts of the integration of internal social network.
Craig Standing, John Mingers, Susan Standing (2018)	Analysis of collaborative tools for innovation in organizations.
Emanuel Stoeckli, Christian Dremel, Falk Uebernickel, Walter Brenner (2019)	Analysis of corporate and traditional digital systems.
EfraimTurban, Ting-PengLiang, Shelly P.J.Wu (2011)	Proposal of indicators to support decision making in the virtual environment.
Naser Valaeia, Sajad Rezaeib (2017)	Examine the structural relationship between the use of Web 2.0, aspects of quality of knowledge and innovation in small and medium-sized companies.
Muninger, Marie-Isabelle., Hammedi, Wafa., Mahr, Dominik (2019)	Construction of theory to derive a conceptual structure of resources that allow companies to benefit from using social media in their innovation processes.
Sievert, Holger., Scholz, Christina (2017)	Discussion on employee engagement and construction of empirical content.
Daniela Schuch mann, Sabine Seufert (2015)	The digital transformation as a contributor to learning and innovation.
Shankar Sundaresan, Zuopeng Zhang (2018)	Study on design and the effectiveness to facilitate knowledge sharing based on social networks.

Source: survey data (2020)

The articles collected and analyzed are of international origin, so the view presented here is from several countries that have researchers conducting research on media technologies in organizations. Thus, the countries of the first author and the amount of publication are shown, as shown in Graphic 1.

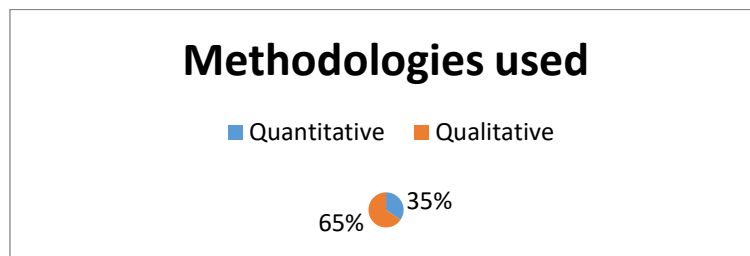
Graphic 1 – First author affiliation countries



Source: survey data (2020)

In Graphic 2, as shown below, the type of research that was carried out is presented, considering quantitative and qualitative methodologies. Qualitative and quantitative research is important to identify more deeply the meaning of the research and the content you want to share.

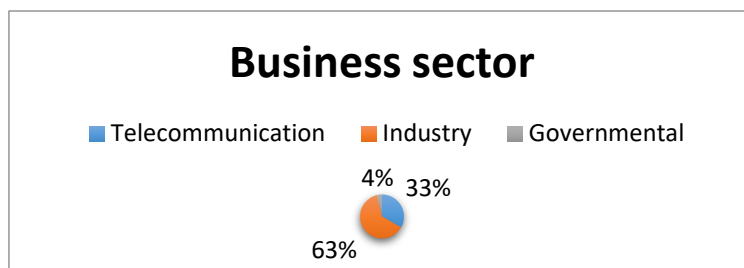
Graphic 2 – Methodologies used



Source: survey data (2020)

The literature review also made it possible to identify the sector of the companies that were surveyed, since all the articles collected developed a survey for a specific business sector. Thus, Graphic 3 presents the business sectors.

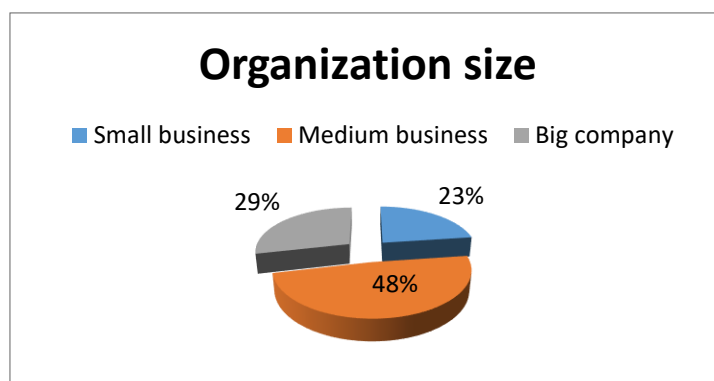
Graphic 3 – Business sector



Source: survey data (2020)

Graphic 4 contains the types of organizations identified in the data collection. The researchers studied the cases of small, medium and large.

Graphic 4 – Type of organization (Syze)



Source: survey data (2020)

The results showed that organizations can obtain several success factors with the use of media technologies, as follows:

- The networks, better social connectivity, and unexpected problem-solving discoveries.
- The improvement in the quality of processes and formation of groups with common interests.
- The transformation of the human knowledge economy into decision support systems.
- The improvement of the knowledge management capacity and proposes a model of management processes.
- The high level of management and active engagement of employees.
- The opening up new market opportunities using WEB 2.0 systems.

- The improvement of employees' technological skills and competences in obtaining results.
- The support for workers working with digital technologies for flexible production and managers.
- The support for workers working with digital technologies for flexible production and managers.
- The management instructions for knowledge organizations.
- Management instructions.
- The facilitation in the relationships, knowledge sharing and favors a measurement of high maturity performance.
- The external social network brings more benefits to organizations.
- The supporting the development of open organizations and improving innovation
- The contribution with a new perspective on how to balance new digital systems with traditional systems.
- The support for the adoption of virtual and social technologies.
- The stimulation with the development of ideas, creativity and innovation provides managers with guidelines for implementing social media strategies in practice.
- The favors the engagement of employees in the development of tasks, development of areas involved in management and organizational learning.
- The incentive policies to promote knowledge sharing on corporate social networks.

On the other hand, problems in the process of using media technologies in management processes are also reported. The study identified that organizations encounter barriers during the processes, such as:

- Increased competition and absence of innovations that favor intellectual capital.
- Lack of knowledge for innovation.
- Low tech skills.
- Requires long-term implementation.

- lack of intellectual knowledge and need for training.
- Absence of conceptual and practical knowledge in the digital environment.
- Low level of employee knowledge contribution
- Insufficient studies and little attention to the valorization of skills.
- Problems in the management and use of social media.
- Lack of empirical evidence for digital management.
- little strategic guidance regarding the use of social media.

Next, a conceptual framework was built according to the approaches and dimensions of media technologies and information management for the context of social media as a source of customer engagement in organizations. Chart 6 can provide guidelines for professionals to perform the management of social media information to promote customer engagement and innovation in management processes.

Chart 6 – Dimensions of the interrelation model applicable in organizations to improve the use of media technologies in organizations

Information Management and Dimensions	Media Technologies and Social Media	Indicator dimensions from the interrelationship of information management and social media in organizations
<p>Information management: Refers to managing information, reducing excess, improving circulation, improving information flow, accurately identifying necessary information, and discarding useless or redundant information.</p> <p>Information management procedures: Set of actions aimed at identifying needs, mapping formal flows (explicit knowledge) of information in the different environments of the institution, collecting, analyzing, organizing, storing, and disseminating, aiming to support the development of activities</p>	<p>Media technology: Digital social networks, or originally social networks, consist of informational tools that can form relationships, whether affective or professional, as well as the sharing of common interests and goals through the internet.</p> <p>Communication technology: A new communication system that increasingly speaks a universal digital language is promoting the global integration of the production and distribution of words, sounds and images of our culture as well as personalizing it to the taste of the identities and moods of individuals.</p>	<p>Social media are technological information tools that provide digital fields for inserting information for Internet users and users.</p> <p>Education institutions can establish contact with the public by providing information on products and services in the social profile, identifying the best time for publication.</p> <p>Designate a responsible professional to handle and organize the information entered and captured from the institution's social profile.</p> <p>The information should provide data on the history of the organization, institution,</p>

<p>everyday life and decision making.</p> <p>Objective of information management: Promote the best possible use of existing information resources in an organization, as the activities are developed the growth in the volume of information makes the professional determine the best form of management.</p> <p>Identification of informational needs: The organization must treat information in a way that it can be useful in decision-making processes. Another very pertinent issue for GI is to develop an internal action in the organization so that all treatment related to information is valued and treated as a raw material for future strategic actions.</p> <p>Information management process: Identification of information needs and requirements, collection / entry of information, classification and storage of information, treatment and presentation of information, development of information products and services, analysis and use of information.</p> <p>Managing information through IM processes: It is not necessarily a strategy, but rather structuring the organization's informational processes, however, acting in a structured way to collect or form information, classify, store information, treat and present information.</p> <p>The information flow: It is characterized by a set of elementary factors for the organization to function consistently, since the information flows are varied</p>	<p>Information sharing: They gather the participation of individual and / or organizational actors in the networks. They can be formal – when relationships between actors occur due to organizational initiative. They can be informal - when relationships occur and are not planned. They enable the development of new ideas and processes, resulting from the conversation and exchange of information.</p> <p>The insertion of organizations and institutions from different segments in social networks: It provides a series of advantages, both for social and corporate subjects, due to the strong trends in the use of these means of communication triggered, mainly, by the information and communication technologies.</p> <p>Social media can be grouped into six categories: Blogs, content communities, social networking sites, collaborative projects, virtual games, and virtual environments.</p> <p>Formation of social media: Participatory society of groups of people who wish to share ideas, tastes and customs around common interests. Social media are also defined as: Online platforms where users chat, share videos and photos, organizations create their fan pages, followers and more.</p> <p>Social media engagement concept: It refers to when the Internet user is following and interacting with a certain</p>	<p>brand etc. in a personalized way.</p> <p>The information entered on the digital platform must be in accordance with the needs of the target audience.</p> <p>Identify the objectives: main institutions to provide accurate information that results in a satisfactory return. The public needs to become sympathetic to the published information, seeking a greater chance of success in student engagement.</p> <p>The main types of content to be published are texts, videos, photos, and links.</p> <p>The shared text can be flashy and have a limited number of lines, according to the tastes of customers, and can seek this information through a satisfaction survey.</p> <p>The shared video cannot exceed the interceptor resistance time. This identification can also be carried out through surveys applied directly to the public.</p> <p>The photo: shared must contain content that arouses the interest and attention of customers.</p> <p>The shared link can contain a call text that piques the student's interest and ensures that the opening is light and fast.</p> <p>The shared information must be clear and objective so that everyone can easily understand and interpret it.</p> <p>Open space for customers to express themselves, share doubts, feedback, etc.</p> <p>Monitor and analyze the signs of engagement by customers,</p>
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<p>and permeate their relativity to capital flows, information flows, technology flows, information flows organizational interaction, image flows, sounds and symbols, etc.</p> <p>Formal flows: They result from processes, activities and tasks that generate information in the organizational environment, and it is in information management that these flows are managed to support organizational processes and actions.</p> <p>Factors that make up the information flow: The information flow is composed of elements, such as the authors, transfer channels, information sources, information technology and communication.</p> <p>Flow as a process maintained between the three arenas: Create meaning, build knowledge and make decisions, so that information must add value to be passed on to the next mode. The information flows present in organizations are continuous and need a lot of analysis, respecting each process as essential for the continuity of the flows.</p>	<p>social profile that pleases and arouses interest and, at the same time, has deeper interests in the information provider, which may be an organization, company, institution, brand etc.</p> <p>Existing metrics to measure virtual user engagement: They can be established by the variables of liking, sharing, commenting, click-through rate and conversation rate. Like: Express your positive feelings for liking content. Dislike: Express your negative feelings about the content. Share: Distribute the content on your social network. Visit: Count the number of visitors to the site. Preview: The number of times the content was viewed. Click: Counts the number of clicks on hyperlinked content. Tag: Assign content to a person. Hover: Move the cursor over social media content. Check-In: Announce and share your arrival at a location. Pin: Shows interesting content at the top of the page. Embed: Embed social media content on a blog or website. Endorsement: Approves other people, products, or content. Upload Download: Add content to a social media platform.</p>	<p>always seeking to improve the provision of information.</p> <p>Ensure the quality of information, always offering information that adds value and advantages to customers.</p> <p>Analyze the signs of user engagement in social media and build meaning in the information absorbed, aiming to solve information needs and future strategic actions to pass reliability and consistencies in the services provided.</p> <p>The relationship with customers can be dynamic and cordial, following the profile of Internet users who seek to ensure satisfaction in the entertainment that social media aims to offer.</p> <p>Access and manage the shared information, recording the signs of customer engagement for later access if necessary.</p> <p>Use the tools that the social media site offers to analyze and identify the user's profile and point out improvements in the quality of the shared content.</p>
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Source: survey data (2020)

The Chart 6 provides the drivers for better use of media technologies to promote engagement with organizations' customers. The model of the interrelationship between the concepts of information management and social media is important for the construction of knowledge of professionals who work with information in organizational environments.

9 CONCLUSION

The discussions demonstrated that media technologies contribute for the professional to find information necessary for the development of the management process in organizations. Individuals share information since they are considered both consumers and producers of information. Therefore, themes on technology and management are emerging themes with constant theoretical, methodological, conceptual, and practical advancement.

Social media contains a quantity of information available free of charge and easily accessible, this fact contributes to the access, evaluation and use of information. In the organizational environment to have knowledge it is essential to use information and communication technologies. Social media can bring professionals and managers closer to customers.

This research contributes to the theoretical scope of the area of information management, media technology, social media and management in organizations, considering that there are few studies that deal with the subject. It is suggested as future research the development of applied research in organizations that use social media to show customers the products and services offered.

It is emphasized that the use of information from users of social media must be respected, guaranteeing the ethical and professional use of information. So, Public, and private companies, organizations and institutions can use social media to foster managerial development.

The authors concluded that media technologies contribute for professionals to find information for the development of the management process in organizations; the use of information must be ethical; professional training is necessary.

The investment in professional training is essential, as the knowledge construction occurs in the company there is the development of the quality of the raw material for the management process

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MÍDIAS SOCIAIS E GESTÃO DA INFORMAÇÃO PARA O PROCESSO DE ENGAJAMENTO SOCIAL NAS ORGANIZAÇÕES

RESUMO

Objetivo: O uso de tecnologias de informação e comunicação de mídia oferece elementos importantes para o desenvolvimento organizacional. O objetivo do artigo é refletir a contribuição das tecnologias de mídia para o envolvimento do cliente nas organizações. **Metodologia:** A metodologia consiste em uma revisão sistemática da literatura em bases de dados internacionais. A pesquisa é qualitativa e descritiva. **Resultados:** Os dados demonstraram relevância no estudo do tema, contribuindo para o desenvolvimento e a competitividade. Foi possível construir um arcabouço conceitual com as dimensões dos indicadores a partir da inter-relação da gestão da informação e mídias sociais aplicáveis nas organizações. O modelo conceitual é um guia capaz de contribuir para a gestão e o engajamento das organizações que utilizam as tecnologias

de mídia para o desenvolvimento da empresa. **Conclusões:** A revisão sistemática da literatura identificou autores de vários continentes que estudam o tema abordado. O uso de tecnologias de mídia exige que as organizações invistam na qualificação e na formação de profissionais. O engajamento social da organização traz mais visibilidade e notoriedade no âmbito das mídias sociais.

Descritores: Engajamento. Gestão da informação. Mídia social. Organizações. Redes sociais. Tecnologia midiática.

GESTIÓN DE LA INFORMACIÓN Y REDES SOCIALES PARA EL PROCESO DE PARTICIPACIÓN SOCIAL EN LAS ORGANIZACIONES

RESUMEN

Objetivo: El uso de tecnologías de la información y los medios de comunicación ofrece elementos importantes para el desarrollo organizacional. El propósito del artículo es reflejar la contribución de las tecnologías de los medios a la participación del cliente en las organizaciones. **Metodología:** La metodología consiste en una revisión sistemática de la literatura en bases de datos internacionales. La investigación es cualitativa y descriptiva. **Resultados:** Los datos demostraron relevancia en el estudio del tema, contribuyendo al desarrollo y la competitividad. Se logró construir un marco conceptual con las dimensiones de los indicadores a partir de la interrelación de la gestión de la información y las redes sociales aplicables en las organizaciones. El modelo conceptual es una guía capaz de contribuir a la gestión y compromiso de las organizaciones que utilizan las tecnologías de los medios para el desarrollo de la empresa. **Conclusiones:** La revisión sistemática de la literatura identificó autores de varios continentes que estudian el tema abordado. El uso de tecnologías de los medios requiere que las organizaciones inviertan en la calificación y formación de profesionales. El compromiso social de la organización aporta más visibilidad y notoriedad dentro del alcance de las redes sociales.

Descriptores: Encajamiento. Gestión de la información. Medios de comunicación social. Organizaciones. Redes sociales. Tecnología de medios.

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