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NEXT STEP

SOCIAL MEDIA IN WORKPLACES

FOR DEVELOPMENT OR DISTRACTION?

Termed as a double-edged sword in many aspects of our lives of late, social networks like Facebook, Instagram, Snapchat, Viber etc. bear huge impacts in the work life of today's employees. Based on their applications and usage policies from one company to the next, social media can have employees judiciously treating it as an essential communication, promotion, and growth tool in the organisation or imprudently using it during work hours.

It can prove to be a challenge nowadays, for companies and managers to keep the millennial or gen Z employees focused on the work they're supposed to be doing rather than on the devices that keep inviting every form of distraction cluttered around in offices. So, should social media be openly accessible in work-places? If they are, to what extent can their use be justified during work hours?

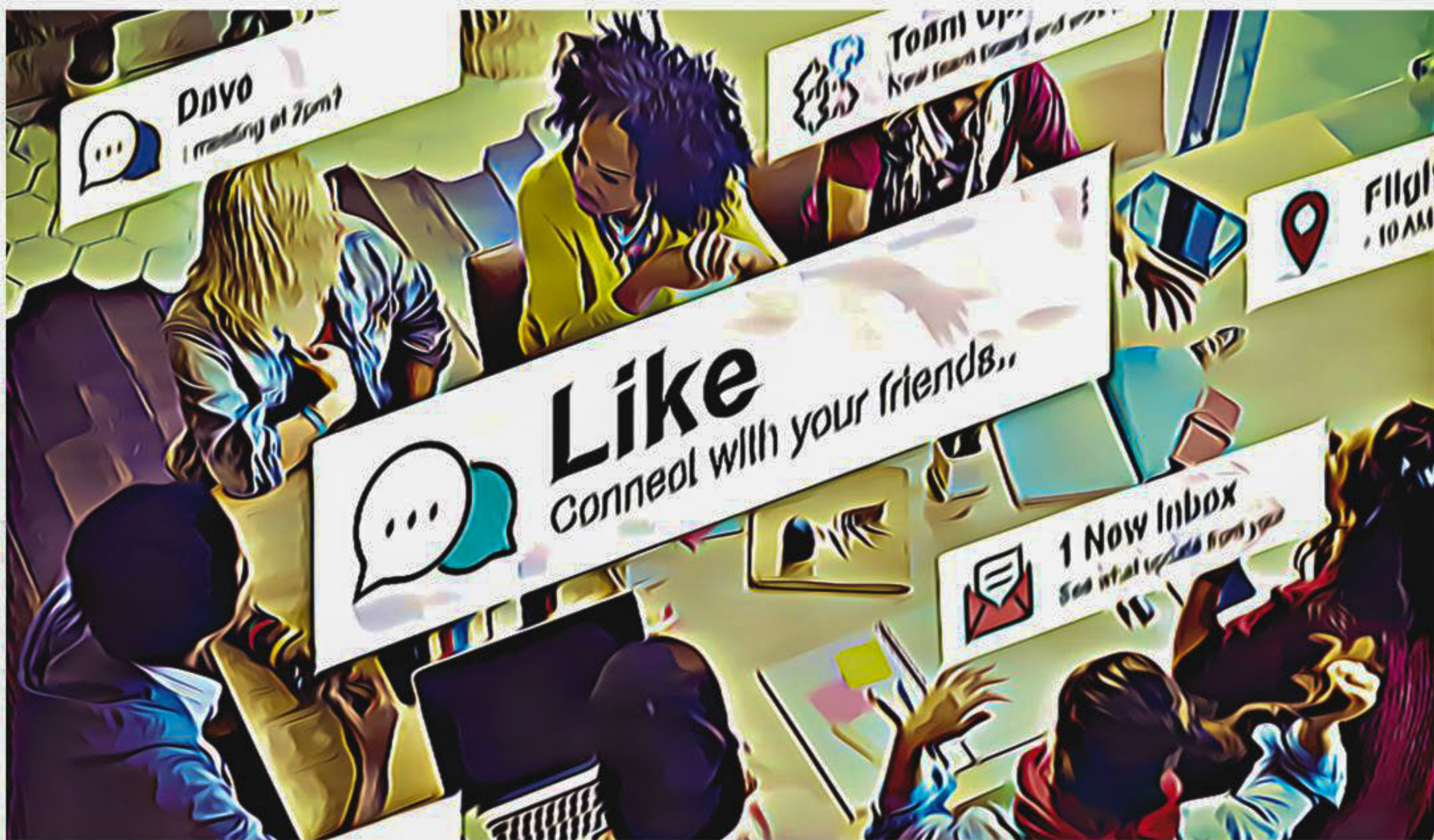
Companies like Marico Bangladesh Limited, Philip Morris International, Unilever Bangladesh Limited, Grameenphone etc. give liberty to its employees in terms of all kinds of social media usage. Some like British American Tobacco Bangladesh go as far as paying for employees' mobile phone bills and allowing them to access whatever they want to in the office, as long as it is via mobile internet.

However, organisations like HSBC Bangladesh, Robi Axiata Limited, BRAC Bank Ltd, Samsung, and ACI have got varying policies for employees' social media regulation.

Anika Tasnim Ruhi, Brand Executive at Pharma Marketing Department at ACI Limited says, "In many ways social media is just another in a long line of workplace distractions, and ACI takes measures to contain its unrestrained use within employees. I am on-board with my organization's policy to restrict access to Facebook and Instagram from official devices. We can neither afford to, nor accommodate this indulgence if we intend to wrap up work at a godly hour. But as a Pharma Marketer, social media for me is more of a weapon than a source of distraction. For example, Viber is indispensable considering my field of work, and with an open office set-up like the one I am accustomed to here, so is YouTube. My office allows free access to these from all devices, because are necessary in employees' line of work."

Research has shown time and again that besides providing an effective communication platform and break-from-work opportunities, social media directly and indirectly enable employees to develop professional connections and foster personal relationships with co-workers. So as an employee, how exactly do you strike the right balance with the use of social media, then?

"In this day and age, one cannot go without the use of social media, be it to



help the staff with blowing off some steam in between the stressful work hours or promoting the company-work through them as and when needed. Strictly monitoring social media use or even blocking their access will probably in no way cure the distraction or bring a permanent fix to the problem. So rather, implicitly inducing it in the work culture should be the way to go," says Oroni Sheikh*, an employee in the logistics department of the same company.

Rakib Ibnay Hossain from BATB talks on a similar note saying, "We're all adults here, and everyone has to be mindful of their own responsibility once employed. It really is a personal decision as to how someone will make use of this privilege of free social media usage, if its use is granted as per company policy. As long as the job gets done properly and timely, it shouldn't matter how much time someone spends on social media while in the office."

Continuing on a similar note, Ahmed Tashfiq Rafsan, employed as a Management Trainee at Marico Bangladesh Limited, says "Empowerment and trust towards employ-

ees and whatever they choose to do with their time at work is practiced at my organization. The management is well aware that regardless of blocks and restrictions put up against social media usage, it is likely that employees will be using it without their knowledge. So despite the risks and doubts associated to it, management welcomes social media usage at work by highlighting all the positive sides, instead of banning or curbing its use."

Holding up employees' interests and concentration in 9 to 10, sometimes 12 hours' desk jobs can be quite challenging. Social media can be made use of as a reward-generating mechanism in such a demographic.

Shahrukh Ikhtear from Grameenphone addresses this idea saying, "If the work employees are engaged in is rewarding enough in a company that allows full freedom in terms of social media usage, then the employees themselves will regulate their usage of social media. Motivating employees intrinsically by giving them standard work and thereupon rewarding them with free social media use or some

other form of recognition can be an alternative course of action to be taken, to avoid wastage of time during office hours."

With the lines between "personal" and "professional" becoming increasingly blurred when things are online, it is justified for many companies to be anxious to maintain specific guardrails to ensure that no company secrets or brand negativity are publicly shared online through social media.

Saleh Ahmed* from BRAC Bank Limited says, "Whether or not interval-usages or time allocation measures to restrain social media use at work are present, it is crucial that employees' personal lives are kept segregated. Keep in mind that anything that is posted on social media is written in permanent ink and cannot be erased, even if it can be deleted, which makes it all the more necessary for companies these days to explicitly outline its online sharing policies mentioning all the dos and don'ts."

*names have been changed to ensure discretion

ESHANEE SADHUKHAN



Two TYF winners win place in Oslo to represent Bangladesh

Out of the 8 finalists, Saima Mehedi Khan, and Sameen Alam from IBA, Dhaka University have won tickets to Oslo at the Grand Finale of Telenor Youth Forum, 2018 (TYF), held yesterday at GPHouse.

The winners of TYF 2018 will head off to Oslo, Norway, in December 2018 to join TYF delegates from seven other Telenor BU countries. Telenor Group, in partnership with the Nobel Peace Center, offers an opportunity for young people, aged from 18 to 28, from eight countries where Telenor has operations, to step up and present impactful ideas that can alter lives at the Telenor Youth Forum every year. This year's theme for the grand event was 'Bright Minds Reducing Inequalities'. The Bangladesh selection round for the sixth edition of TYF was organized by Grameenphone.

Over 1400 applications were screened to select 60 applicants who presented their idea on September 4 and September 5, 2018 at GP House to win the seven coveted spots in the TYF Grand Finale. The TYF Bangladesh finalists were: Tasneem Omar Ava, BRAC University; Sameen Alam, and Syed Sameen Shahrear, IBA Dhaka University; Tarek Musanna and Md. Nazib Intesar, BUP; Sabiha Sajju Ibne Abedin, IBA, Jahangirnagar University and Iftekher Mahmud from Army IBA. Apart from the top 7, Saima Mehedi Khan of IBA, Dhaka University was chosen as a 'wild entry' and allowed to present her idea in the finale stage.

On this occasion, Mustafa Jabbar, Minister of Telecom and ICT said, 'It is good to see that our youths are working with up and coming technologies to solve social problems. They are able to prove themselves at any stage of the world. I would like to thank Grameenphone and Telenor Group to provide them such a global stage.'

Michael Foley, CEO of Grameenphone, said, 'Since the beginning of TYF, it has been one of the most inspiring days of the year for me. Over the years it has become a bona fide platform for the future leaders of the country to work with concepts that can change the world.'

How often to upgrade your resume

A resume is the first touch-point between you and your recruiter. Whether you're looking for your first job or planning on shifting to a better-suited job, your resume is one of the most crucial elements of your job hunt. Your skills and responsibilities change over the different stages of your career and as such your resume should be revised to aptly reflect those changes.

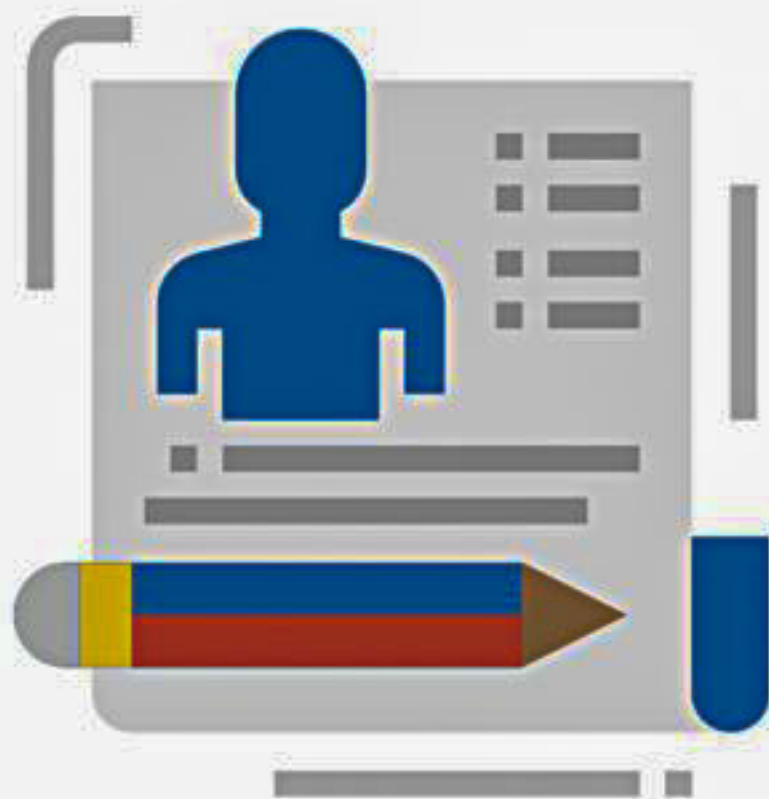
So, how often should you upgrade your resume? There isn't a one-size-fits-all approach. A student seeking a part-time job or internship should update it every semester, while someone in their mid-career with somewhat of a stable job description should do it every 12 months. This frequency depends on individual circumstances. However, it is considered wise to go through your resume every 6 to 12 months to check if it's still relevant.

In some cases, updating the resume becomes particularly important. You should update it when you:

1. Complete an important project
2. Get certified
3. Obtain a degree
4. Develop new skills
5. Get a promotion

Keeping the resume updated may seem unnecessary, especially while already holding a stable job with no intention of quitting. However, in the current unpredictable economic situation, an unforeseen downsizing could occur and leave even the most skilled people unemployed.

As such it's a smart move to always be prepared. Updating the resume on the go not only lets you start afresh as soon as you're ready, but also ensures an overall better resume. This is because, as time passes, we tend to forget the specific details of achievements. So for better recollection, it's



important to note down events when they happen. Having an updated online resume is an excellent way to brand yourself as an awesome candidate to recruiters who are prowling

around the internet looking for interesting and well-accomplished profiles.

Even if you do end up retaining your current job, an updated resume is useful even for your performance review as it reminds your evaluators about all the things you've accomplished for yourself and the organization in the past year. It also creates a good brand for yourself in front of your coworkers which becomes all the more useful if you regularly do gigs or freelancing work.

In the competitive world of today, it is quintessential to always have an edge over the rest just to survive. A good resume will give you that. However, don't just write it once and be assured that it will always suffice. A resume is a work-in-progress and requires updating at every stage of your employment.

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Making a DIFFERENCE

Bangladesh is rapidly moving towards middle income status by 2021. Our businesses definitely offer immense opportunities for the growing economy and this diversity needs a stage for the stories untold. See Bangladesh make its mark on the global map as Making a Difference brings you our proudest success stories from across the country.

4 more tips on meeting manners

Every work week brings with it more meetings, and more stress. We've got some tips for you, so that your life, and your meetings get just a little easier.



1. Food and beverage in meetings: Drinking water or beverages is fine even in professional meetings. However, unless everyone else is eating, it's preferable to have a snack only after the meeting is over. In case of a lunch meeting, the consumption business should be done quietly and without calling attention to yourself.
2. Maintain decorum like you'd do in a classroom: Side-talking, or exchanging notes with other attendees shouldn't be done during meetings, as these are disruptive and also give off the impres-

sion that you don't take your job seriously enough to pay close attention.

3. Understand the unwritten speaking rules: If you're being addressed with a question you don't know the answer to, be as straightforward and honest as possible. Not answering at all is better than giving the wrong one.
4. Don't save all your questions

for the end: Ask your questions at the appropriate time. You don't want to be that person who decides to ask questions when everyone's getting ready to go.

ESHANEE SADHUKHAN

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