INFORMATION TECHNOLOGY

IMPACT OF SOCIAL NETWORKS IN ORGANIZATIONS WITH FOCUS ON A COMPANY OF HUMAN RESOURCES MANAGEMENT

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Abstract - The present research had the objective of analyzes the impacts of social networks in organizations, focusing on a company of Human Resource Management and Outsourcing Services, comparing the views of employees with the director's view. Whereas that people disclose their personal and professional information freely online, research aimed to analyze the organization's current situation regarding the use of social networks, by comparing views of different hierarchies, and suggest adjustments that improve the ambient, aiming to optimize the results. The field research methodology was descriptive and quantitative, held through forms completed by employees and interview with director. The flexibility of opinion is essential, and for an appropriate interaction between staff and leadership, the company's rules need to be concise and well defined. The employee needs to be properly guided on how to use social networks in a way that not denigrate the organization or himself. It is important that these rules be visible and easily accessible to the entire organization and why is extremely important fulfill them.

1. INTRODUCTION

The research is aimed at analyzing the impact of social networks in organizations, and the conflict of opinions between employees and leadership on the subject. The release of access to social networks in organizations is still a hot topic in business, because of the generating of subversions of ideas, visible in field research. The purpose of this research is to present the impact of social networking in business, and the advantages and disadvantages, considering that society experiences the twenty-first (XXI) century, where social networks directly commit the social and professional people lives.

To successfully search was necessary to compare the views of all staff and leadership, with the purpose of analyzing both hierarchical views, to perform descriptive and quantitative research, through forms, and compare both aiming to find the balance point between ideas.

The choice of subject came because of the topicality of the theme, which is still discussed in the media, in business and in society in general, and generates convergence of opinion whenever debated, though most often without scientific foundation, which generated interest in conduct research, and discuss the subject with scientific foundation, based in renowned authors on the subject and through field research.

The research was based on a Human Resources Company, analyzed the advantages and disadvantages of using social networks based on the opinions of employees contrasting with the leadership, and if indeed the release access in enterprises, commits in motivational factor, or if there is no influence.

The organization surveyed currently maintains social networks blocked, and in the course of the research will analyze the impact of this option. Through interviews and forms will discuss the advantages and disadvantages of social network access, and as the result find the balance that will bring improvements in the company.

2. Profile and History of the Organization

Founded in March 1993, the company operates in the areas of Human Resource Management and Outsourcing Services. Its headquarters are located in São José dos Campos (target search), but has branches in Taubate, Jacarei, in the Vale do Paraiba, and also in Itajubá and Pouso Alegre, Minas Gerais.

This is a serious organization, ethical and committed to their principles, and in addition provide to their client’s qualified structures for the development of tools geared for People Management through a team of qualified professionals with high technical ability.

Its portfolio of services is included consulting jobs, recruitment and selection, training and management of temporary labor, outsourcing, training and development of staff.
It is one of the most reputable companies in the segment in which it operates, because its main goal is total customer satisfaction. (Company does not permit disclosure of the brand, however the profile information are based on the site).

2.1 Social Network

Social networks, according to the definition of Marteleto (2001) represent a group of people who share ideas, values and interests in common. According to the author, despite the involvement of people in networks exist from the beginning of human history, through various forms of relationships, only in recent decades the networks of connections began to be perceived as an organizational tool.

Whitaker (1993) states that social networks are the interaction between individuals, either by reason or particular to represent an organization. These interactions may occur, or not, through computerized systems. It aims to bring about real change in people's lives, or in participating organizations.

Also according to Whitaker (1993), the daily interactions are characterized as informal social networks, which arise naturally through the subjectivities, needs and identities. But social networks can also be made intentionally, through "networks of professional contacts," where the subject acts on behalf of the organization.

Castells (1999) draws an analogy with the network society in the Information Age and defines as "interconnected nodes", which are represented by individuals or groups who depend on the types of networks to interact.

The concept of social network refers to a community in which people are somehow connected by affinities. Currently, the term "social networking" also refers to web platform where people connect with each other. This is basically a new way to communicate (POWELL, 2010).

Lesca and Almeida (1994) stated that "information is a strategic vector important because it can multiply the synergy of effort or annul the results of all the efforts." The use of social networking in organizations can be a great benefit to be explored, increasing productivity, if there is a joint effort, bringing together employees, creating an interpersonal bond, but must be well structured, so that the organization does not have problems relation to the limit of legality, not important and confidential information disclosed on social networking consequently being damaged.

Drucker (1992) adds that information is important production factor for achieving competitive advantage, since the traditional factors - land, labor and financial resources - in itself does not guarantee competitiveness.
The company needs to carefully look at its employees and social networking, to identify when the chat goes beyond the legal limits established code of ethics or virtual, prevent sensitive information from being disclosed in the company's social networking sites, or in the internal network to the intranet.

Information is always subject to the flow and it functions as an exchange with the outside world, which gives it its social character. Assimilated, internalized and processed by a specific subject, it is the basis for their integration into the world, providing continuous adjustments between the inner world and the outer world (TALAMO, 2004, p.1 our tradition).

Kunsch (2003), is an integrated communications philosophy that enables a synergistic action between the different sectors of the organization, bringing together corporate communication, marketing, internal and administrative, in turn, develops organizational communication. That is, large areas of organizational communication are integrated corporate communication, marketing communication, internal communication and communication management, all these forms of communication is that enable the organization to establish and maintain a relationship with its stakeholders and society. Thus, there must be isolated areas, but conjugated actions.

For França (2010), there are some future trends in communication, because it is a field that is constantly changing and technological advances and needs to be updated all the time, because the image and credibility of the organization is a major concern, since it influences directly or indirectly results in the company as it is the image that customers, suppliers and markets have in the organization. The new stage of the relationship between organizations and their publics asks that there be a democratization of power and knowledge, transparency and awareness through dialogue. It also states that with the digital age, one should reach the public much more quickly and efficiently, because the communication processes are more immediate, which also calls for creative and innovative actions. And with online communication, it is possible to go beyond the race for leadership, attract customers and consumer confidence. All these aspects are to reach the ultimate goal of communication, which is to make the company more human communication and as a participant in this process of understanding between people. Since currently the Internet can help companies get closer to their customers, focus on your real needs and your wants and thus be closer to its customers and its employees in the internal environment (intranet) and external (official site social networks).

2.2 Information and Communication in Organizations

Internal communication is the organization's commitment to establish channels of dialogue with your workforce and among elements of that public. It is important to focus on the relationship, agility and transparency. The communication and interaction in the work environment must be both vertically (manager and subordinate), but also in the horizontal (similar hierarchies), the organization that works well information, communication between employees, develops a better interaction between them, surely get better results. (BUENO, 2011).

Kunsch (2003) notes that internal communication should contribute to the exercise of citizenship and humans appreciation. As people spend most of their day at work cause the atmosphere to be pleasant is essential for your own good and for the good of the organization.
Therefore proper management of internal communication generates a multiplier effect on other public and internal multiplier is an audience.

Because the employee of a company can positively or negatively influence the image and credibility of the organization, for example, in your family and in your professional and social interaction, the employee will be a spokesman of the organization. Everything depends on your commitment to the company, the credibility that this arouses in him and he has confidence in their products or services, as is the interaction with internal colleagues and especially with their leader, if the work environment is pleasant or dull. Internal communications allow employees are well informed and the organization anticipates responses to their needs and expectations. This will help mediate conflicts and to seek preventive solutions, since according to many scientific studies and research an official satisfied, happy and feels comfortable in the organization, has higher throughput because search my goals that the company and not just a financial return, he wants grow and evolve along with the organization. (KUNSCH, 2003)

In the internal environment, Corporate Communication should contribute to increasing flows of horizontal and vertical communication, encouraging participation, plurality of ideas and critical spirit, making employees as subjects and not as objects of the communication process. (EMBRAPA 2002, p.16, our tradition).

According to Grunig (1992), the organization that develops and fosters communication as two-way street, instills trust, reciprocity, negotiation and get more feedback, as it started to allow the free expression of its employees. Thus, one can awaken in employees a sense of pride of where they work prevents employees to discourage or managing information wrong informal conversations, complaints and grievances regarding the organization, leadership or co-workers and consequently generating a exhausting work environment and low achievers.

The negative facts should be part of the internal publications, with realistic communication channels, free and open, where the employee can make claims and get informed about strikes and accidents at work, for example, which are also extremely important information for your everyday life. (KUNSCH, 2003).

2.3 Advantages of Social Networking in Organizations

O'Brien (2002) states that the development of information systems can help companies to leverage a large competitive advantage in the market through these technologies is possible to develop products, services, processes and strategic capabilities in the business activities of the organization.

Information technology is an increasingly important lever willingness of companies to create competitive advantage. (PORTER, 2003)

According to Hagel (1998) the benefits of social networks reflect both the relationship with customers - ease of access to the product / service and agility in the process - as for suppliers - take advantage of new opportunities to expand their markets.
Almeida (2011), companies that invest in advertising in social networks have gained more recognition and financial returns because it is a means of obtaining more opportunities for dissemination to a wider audience and more diverse. Other benefits of social networking are: agility in the negotiation process, increase the collective knowledge of the organization and market differential. When a company uses this feature properly, can expand their market, facilitating customer access to it in order to develop a better inter-relationship, causing more resources to the organization.

Social networks impacted the corporate world. The discussions generated web started to be used strategically, offering opportunities for assessment of disability organizations, as well as the most efficient means to analyze the market. With the internet available to all, the market became much more competitive, making the use of networks, with planning, is essential nowadays (AFONSO, 2011).

I am in favor of total freedom of access, with only firewall to control potentially hazardous sites and access logs to track when necessary, employee who wants procrastinate procrastinating anyway, so it's more a matter of trust on your table than hits released or not. (SALGADO, 2012, our tradition).

The social network brings advantages in organizations for employee interaction, and to relax during some intervals, because all day is exhausting work, the employee who has free access to the social network does not use it all the time, but only intervals and during the hours of service or at lunchtime, leaving the day less stressful and more income, logically these accesses should be controlled by the leadership, not to exceed the space between intervals “service charge”, with convenience, and lack of responsibility over time for the service, the goals and obligations to be met.

Restrict or prohibit is stupid, and harmless. Anyone with a smartphone does what you want. The claim that the employee was killing time is ridiculous: go to the bathroom several times or the coffee machine is the same thing. The claim that the band spends too was no longer justified today (FRANCO, 2011, our tradition).

2.4 Productivity Assessment regarding the use of Internet

Young (1996) reveals that in a survey conducted in thousand companies, half of executives surveyed believe that the Internet undermines productivity at work. The survey showed that only 1/4 of the users used the Internet as a work tool.

Moreover, Nogueira (2010), states that it is possible to increase productivity through the use of social networks, provided that their use is well-managed. According to the author, a survey by Forrester Research revealed that employees access social networks for three reasons, namely: keeping up with the news, looking for ideas to help in the work and also collect information related to professional needs.
Nogueira (2010) complements emphasizing the need for professionals deem a return of their activities on social networks, in hours, to his leadership and colleagues in order to generate an understanding of the positive potential of social tools.

Patricia Peck Pinheiro, digital law expert, examines the issue of release of Internet use in the corporate environment as:

People need attention to work, whether the use is relevant and not generate impact of reduced productivity, loss of attention, dispersion, should be allowed. Otherwise, no.

Medeiros (2010) there is a need to observe and consider employee behavior in the networks, but at the same time leaving them free in order to make everyone feel part of the organization, resulting in employee motivation. From the moment the professional feels like an important part of the company, he will raise the banner of the organization, bringing these experiences to their online social networks. As a result, the employee will devote even more, demonstrating to consumers that the organization is transparent and modern. In this context, it is necessary to also be a limit on the information disclosed, to avoid compromising the strategic issues.

Rosangela Sandalwood (2009) explains that professionals must follow certain rules of behavior and security for Internet use at work. They are avoid using e-mail the company to resolve issues of a personal nature, as the computers are monitored, as space navigation is the company; It is necessary for the employee to know if there is some sort of restriction on the network and verify that accessed the contents are safe, any website that is not according to the function performed by the employee will hurt your income.

Hector S.Thiago Blum (2006) reports that the indiscriminate use of the Internet in organizations is a factor worries in the IT managers of enterprises. With so many casualties occur in productivity and safety caused by unmonitored Internet access in the corporate environment. According to research, approximately 24% of weekly hours of Brazilian workers are lost with navigation personal purposes on the web, but on the other hand, in another study the average time spent on the visitation of webpages unrelated to business objectives is three hours daily per employee. The author asserts that market is small and medium enterprises in the niche that proliferates over the navigation idle on the market.

2.5 Disadvantages of using Social Networking in Organization

To Berdnarz (2011), the use of social networks in the organization is considered a threat to data Security Company, since the emergence of multi-channel web results, proportionately, the danger of leaking sensitive information on the network, leaving completely vulnerable to protection data. Therefore, regulation of media Socials must be combined with usage policies.

The information systems are extremely vulnerable in the current era are hundreds of threats to the organization's database, they can be intentional - occur by deliberate manipulation systems in general - or unintentional - flaws in the computer system. It was observed that in the last decade the number and variety of crimes and fraud in business caused by the Internet has increased exponentially. (TURBAM MCLEAN, WETHERBE, 2002).
Chuahy Bruno (2012) explains that organizations have never been more vulnerable. Posts made daily can cause leakage of sensitive information, and even damage to organizations. Companies must create and manage security policies and educate employees rather than block access.

For Hector S. Thiago Blum (2006) the use of social networks not only causes the productive time of employees to decrease, but also contributes to the increased risk to security systems and other technological assets of the company, which means that the free Internet access can generate other damages. The downloads of personal contents cause unnecessary bandwidth. Therefore, it is necessary to adopt a policy of containment of web usage. Active systems to exchange text messages systematically disrupt the concentration of employees. Secondly, and as important as are the risks with the diversion of sensitive information and strategic enterprises. The misuse of information leakage can compromise the image and possibly causing injury to institutional organizations.

More than ever, so we need to develop secure, monitor and constantly renew our reputation, individuals plugged, with all these new technologies at their disposal, are able to put a check on the reputation overnight. (ULLMANN HUNT, 2010, p.14, our tradition).

For Wilson Bueno da Costa, an expert in Business Communication, limiting access is useless, why now is the immense amount of people who have iPhone, for example, and can access Twitter, Facebook and Orkut from anywhere. It is impossible to close access to these resources, but rather to educate and raise awareness, as occurred with the phone, email and other platforms, other resources. There is still the caveat that although the theory that it would be interesting to show that everyone could have access to everything, the reality today does not work well and that is a very private decision of each company.

There is an important trend that in a few years this situation will change so that it will be crazy to imagine that a company does not allow access to social networks. Especially because they will increasingly be - to the extent that there is this consciousness and this proper use - used as an environment for integration, dissemination, debate, socializing, etc., and not the contrary. (Bueno COSTA, 2012, our traduction).

Bueno (2009) reaffirms the thesis of anonymity, attitude, posture, which agrees with the case the employee can not express themselves freely within the company. War is war, he says. Why the employee is mistreated in the company and can not communicate, express their opinions, suggestions, criticism or praise will say outside the company and this can have a very negative outcome for the organization if the employee wishes to express is only dissatisfaction.

Employees of a company no longer wear the shirt of the organization easily much less for a lifetime. With information flowing quickly, the employees are always looking for new opportunities and change jobs easily (BUENO, 2003).

A social network is a fertile environment for the spread of rumors and accusations, circulating rapidly and without field. When information flows over the Internet, in order to try to control what the public talks about the internal organization in social networks, some companies set policies or codes of conduct specific to social networking.
2.6 Vision of the leaders regarding the use of social networks

The author Li (2011) says that some more traditional leaders can not see the benefits of the Internet in corporative environment, most often they do not realize how much information sharing and decision making can be beneficial to the institution. Often these leaders already have some experience in the organization, thus these strategies corporative not have personal relevance, so they do not recognize the importance of this business strategy through this system so that the organization achieves its goals of leadership.

Also according to Li (2011) opened leaders recognize that the use of social media can help hiring processes, and help page traffic organization.

Nantes (2010) states that for a good sharing of ideas is necessary to obtain an investment for the company, allowing the use of social networks. This leads to reduced truancy, improve teamwork, values the work of the people, increases participation, provides innovative climate, improves productivity, enhances the company generates value, among many other benefits. If its trajectory across the Corporate Communication lifted the level of strategic tool in business, the next step is to implement the integrated communication, ie approaching a prospect of work involving various departments, and professional areas of corporate communication, leaders must use the social network to the company, its team approach, so that the goals are the same that its employees are in sync, satisfied with the organization, and communication are integrated and focused on the best outcomes for the organization. Since a company that has good results and that internal communication happens, a social network generates favorable because the credibility that customers have in the company, reflects the view that employees also have, because information is easily disseminated, through social networking sites, or informal conversations with family and friends, the positive or negative consequence of the organization's concern and the treatment she has with its external customers, but initially not least with his workforce. (BUENO, 2009).

3. METHODOLOGY

The development and implementation of field research in the organization were based on relevant scientific methods to the study, and for the design and analysis of the objectives used were descriptive surveys (questionnaires) and exploratory (interview). How to approach, the method was employed quantitative research, represented in figures opinions and information analyzed.

The descriptive research for Reis (2008) aims to present the case study and demonstrate through data collection, such as questionnaires or systemic observation, reason and the frequency with which events occur, clarify the causes of the phenomena analyzed. With descriptive research can identify, compare, discover and establish the relationship between the variables of the research object.
Bastos (2009) defines exploratory research as a means of increasing awareness about the issue at hand, according to the author this is possible because data collection in library research and case studies.

According Rampazzo, on how to approach the research, the quantitative aims to address the widespread and explanatory principles through the study of individual cases, for a given subject, and thus quantify the data obtained via statistical results and found widespread individual cases.

4. FIELD RESEARCH

The release of social networks in organizations is still a hotly debated topic in business as it addresses the divergence of opinions between officers and employees on the subject. If one hand is placed in doubt the income of employees, is charged by another increase of motivational factors in the company.

In an organization's Human Resources segment, where the social pages are blocked, officials array (total of 15) answered a questionnaire containing five questions about the release of the social networking company. The same questions answered by staff headquarters were directed to the director of the company through an interview.

When asked if the income / productivity would be hampered in carrying out their daily tasks at work, if social networks were released, officials responded as shown in the chart below:

![Figure 01: Reduced Productivity](source: Authors, 2012)
The 87% of employees who responded to the release of social networks would not harm the performance at work, which justified its obligations prevail as a priority, regardless of any other reasons, and that there would access their profiles on the internet if there were any pending service. Since the 13% who said their respective productivity decrease, revealed that distracted easily when using the Internet for these purposes.

For the director of the company, the employee tends to naturally entertain using these networking sites, and that most often do not realize how these attitudes affect the progress of the work. According to him, in many cases there are delays in finalizing the absurdities services due to the use of social networks.

On the issue of employee motivation to work with access to social networks, the result was as follows:

![Figure 02: Motivation](image)

Source: Authors, 2012

Of the 15 workers studied, 67% report that it is necessary for the practitioner and to communicate a part of groups in order to reintegrate the portion of social work, to make it more human and hence more motivating furthermore stated that this tool is necessary for the employee to feel more comfortable in the workplace, and that excessive regulations and restrictions overwhelm the employee. The other 33% of employees responded that access to social networks would not be a motivating factor relevant since the appointment of an employee is with the company's growth, and it would be nice to enjoy this benefit, but it would be indifferent in their motivation to perform their tasks.

The company's director agrees with the fact that the release of social networks can increase the motivation of employees in the company, but points out that every organization, whatever it is the business segment, has its rules and that these, in turn, should be followed and respected.
Social networks can also be used to benefit the company for branding and services, both the employees and the director were asked about the use of this tool for spreading the organization, and the relationship of the opinion expressed by the employees is shown in the graph below:

![Graph showing the relationship of opinion expressed by employees.]

**Figure 03: Disclosure of Company**

Source: Authors, 2012

All employees, 100% believe that social networking is an important tool for the dissemination of the company, according to survey data, they identify that social networks are platforms that enable interactive communication have contacts, plus shipping availability messages and photos at no cost. Thus, it is one of the easiest forms and practices contact your target audience: customers.

The director of the company also believes that social networking is an important tool for branding, as evidence of this need to create a corporate profile on the social networking company already offers Internet pages with your name, so the maintenance, publication, disclosure and inspection of these sites are made by a single person responsible for the business support sector, where it should only access, exclusively, the profile of the organization.

Was asked employees if the lock and director of social networks could be considered the same as underestimating the commitment of employees to the company, the search result was the following:
A total of 67% of employees responded yes to the question, that blocking social networks in business is the same as not believing in his commitment to work with the organization and the respect in which it operates, because if the company representatives block these hits is also because they do not believe that employees who are in it acts reputable professionals. The 33% of employees disagreed that this issue report that the rules of an organization exist for the security of organizational data and anything that may be related to factors of a personal nature, such as doubt the commitment of the employee.

For the director, the measure of blocking social networking sites should not be construed as suspected lack of employee commitment, but a prevensão against factors that may affect the dynamics of the service, and remember that the environment cooporativo is also a form of to relate to others, creating an internal network, so must be respected its rules and regulations.

The last question addresses the data security company, it is clear that the Internet is available for much of the world's population, and that anyone with a good knowledge about the specific area of IT and with bad character, may be able to invade to an organization's network and usufluir of sensitive data. Therefore, employees responded, as shown in the chart below:
The security of confidential company information, according to 88% of the evaluated employees, would not be threatened if social networks were released, as well as all other websites, social networks should be used responsibly and with security tools installed on all company computers.

The other employees, 12% of the total, believe that the security of the company information be compromised due to ease of hackers invade the system and clone the internal information.

The director says that this is one of the main reasons that led to the blocking of social networking in the enterprise, that is information security, because although the organization has a firewall system for information security, it is possible that at some point may occur human error in computer use, creating the publication of confidential information of the company.

5. IMPROVEMENT PLAN

With field research and analysis of scientific concepts, it is clear that social networks have multiplied through people, opinions, feelings and emotions, is disseminated on the Internet simultaneously, which creates a huge problem when the emotion of the moment unsatisfactory employee does a rant on social networks that can harm the company and himself, because once the information published on the internet it can take large proportions.

Speaking of social networks is important to say that this is not only virtual networks, however informal conversations with staff, spreading dissatisfaction or confidential information, has the same negative impact on the company, what sets it apart is the speed of dissemination of matter because through the internet you can reach millions of people in seconds.
The result of the research made it clear that according to most employees social networks should be released in the company, which contrasts to what the director said that it is against the release of social networks, currently locked in the company, yet both agree that social networks are important tools for dissemination of company. It is also clear that social networks are dealing in all media group, and not necessarily through the internet, thus the concern of the company, referring to the spread of dissatisfaction or confidential matters, can be made in informal conversations between employees, and even through the Internet, available in handset, during the very time of service.

The survey showed that 67% of employees feel more motivated to release access social networks in the enterprise, but the director says that the company has no rules including the release of access to social networks and must be met.

The research focused on identifying the advantages and disadvantages of the use of social networks in companies, and compares the views of employees and leaders, however as the central point of the research was stipulated to strike a balance between ideas.

So is proposed as an improvement, the company needs flexibility to present these ideas and this improvement was the tool used 5W2H, with seven stages.

**What will be done (what)** – social networks will be released for access during lunch hours will be created a manual with all company rules pre-established and visible mural to access all company employees.

**Why is it done (why)** – the employee needs to feel motivated and satisfied in the company. There are studies that prove that an employee is motivated higher yield, Maslow's theory focuses on human needs, motivation and has great results.

"A musician must make, an artist must paint, a poet must write, if they wish to leave your heart at peace. [...] To this we need to give the name of self-realization. "Abraham Harold Maslow (1908 - 1970).

It is impossible to generalize what motivates people, because every human being has a need or desire different, so the importance of conducting research regarding employee satisfaction, having feedback monthly, will assist in identifying needs, which form through could the result of 67% clearly shows that the release of social networking is motivational factor in this company.

According to Hersey and Blanchard (1977, our tradition) People differ not only in their ability, but also in his ‘will’, or ‘motivation’. The motivation of a person depends on the strength of their motives. The reasons are sometimes defined as needs, desires or impulses within the individual. The reasons are directed towards goals, and these can be conscious or unconscious. Basically, the reasons or needs, are the springs of action.”

**Where will it be done (where)** – the company during the lunch hour, will be released access to social networks through central IT - (Information Technology) company.

**When will it be done (when)** – it is important to start immediately, because it is a job that will take time until people and leadership to integrate and see this alternative as the best option for both.
Who will do (Who) – First it is important that leadership authorize and initiate the project, but control only release in time for lunch should be made responsible for the company's IT, which may also support access through certain filters in order to keep the information confidential business safely.

How it should be done (how) – the company has a software called "PFSENSE" is a free version, because it contains the number of employees (15), is currently used to block access to social networks, throughout the day, however it will be used to maintain the blockade during working hours and free access at lunchtime.

This "software" which can classify the sites can be released, and define it through predefined schedules, group of people, etc hierarchy. It is also important that the business rules are concise and well defined, create a manual that contains all the rules and that is visible to all employees, making information transparent and established, it is easy to monitor, check the result and monthly reset if necessary, since the entire company will be aware of the rules and with easy access to them through the wall, which hamper future claims, if necessary relock for noncompliance with the rules.

How much do (how much) – the company will have no investment cost because the company already makes use of software "PFSENSE" (free version), used to block access to social networks during the day all day. The person responsible for maintenance of the network, the IT Company, through the existing program, the software adequara the new business need, the release of access only during lunch time. To identify how this software works, is illustrated an example, a server that holds 06 computers in the enterprise.

The server will receive the software for the information blockade. In in company surveyed has fifteen (15) employees, the lock should be done by content, ie, sites, social networks in general will be blocked for all PC's, during working hours, and will only be released on time Lunches. However when the server receive program information, will automatically block or allow access, for example, the server sends signal to release access to social networks, to computers at the time of 12h00 to 13h00, automatically blocking before and after this time as illustrated.

CONCLUSION

This research objective is to analyze the impact of social networks in enterprises, and by means of a case study, it was identified that the investigated company, releases no access to social networks for employees, because according to the director, the release have a negatively influence on the results and in many cases there are delays absurd in finalizing the services due to the use of social networks, unlike in the opinion of 87% of employees who understand that access no impact on its results, which supersede their obligations as a priority, regardless any other reasons.

According to the descriptive and exploratory research, 67% of employees feel more motivated with the release of social networking, which the director agrees, but believes that is unnecessary.
This research does not prove that the release of social networking in business in general is important and essential for improve motivational impact and consequently productivity, because the survey was conducted only in an organization and without comparison with other companies.

Clearly, if the search is extended to other companies, and generate comparative, where the results are similar, you can say that this research is relevant in general, and you can say that the release of social networks within companies influence directly in the motivational factor and income of the employee.

It is not possible say that the release is motivational factor in the general scope of organizations, but it can be said that the company surveyed, with 67% of employees believe that the release would motivate them and would not impact the negative income, however could positively influence.

It was concluded in this study that the equilibrium point, which was the main target of the research is to release at lunchtime, and motivational factor being necessary to the employee, and also will not hinder performance during working hours, thus eliminating the concern of the leadership.

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