Facebook’s Effect on the Collaboration of Business Departments

McNair Scholar: Cory Long
Faculty Mentor: Professors Nicole Schultz

Abstract:

This project focuses on how companies implement Facebook to generate content marketing. We ask if and how this has necessitated changes in company organizational policy, strategy, practice and governance. Data stems from ten local small-to-medium-sized companies that include health care, tourism, general public retail, social services, radio, news, and software production. The findings suggest ways for organizations to better acclimate to constant technological change—an anticipated result. An unanticipated result of the project was a picture of how Facebook drove up the level of honesty between a company and its customers.