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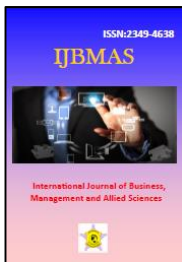
### PROJECT MANAGEMENT TOOLS FOR SOCIAL MEDIA SUITABILITY

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#### ABSTRACT

The purpose of this research work is to find out how and to what extent Facebook or similar social media service should be used in project management. Students use Facebook as a project management tool in their projects. However, there are several dedicated project management applications on the market that are better suited to many aspects of project management. This paper explores project management and introduces the social project management ideology and its implementation to the project organization. The empirical section discusses the impact of using Facebook/social media on project management aspects through experience gained sports event "African Nations Championship-2014". The paper also compares the applicability of Facebook features as a project management tool with two project management dedicated services. The labour market is increasingly shifting to project work. Using social media in project management, when used properly, provides an undeniable benefit to project work, improving communication within the project organization and with stakeholders. Facebook should only be used to improve communication. Other aspects of project management, such as scheduling, delegation of tasks, and progress monitoring, should be done in a dedicated project management service.

Key Words: Social Media, Project Management, Tools, sports event, Management Services

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#### 1.0 Introduction

##### Social Media Strategy and Management

One of the best tools to achieve results and achieve objectives is the implementation of a correct social media strategy. That is why we use social networks as a means to establish, as well as improve, the online reputation of each of our clients. Generating in this way direct traffic from your target audience, which is a great help to improve the direct communication channels of the company with the

public. Not only are we certified, but we collaborate with the best management tools to achieve the desired objectives and results in no time.

In the evolution of marketing, the extension of the concept from strictly economic and business scenarios to social marketing and ideas is especially relevant, which means that its application is extended to all types of companies and organizations regardless of their philosophy of action and whether or not they have a lucrative purpose. The different approaches and orientations related to marketing from that first incipient stage to its consolidation phase - making clear the step of the approach based mainly on mass production towards a market orientation, marketing -, results in a type of activity that not only It aims to achieve organizational objectives, but to achieve a better long-term society. Analyzing the purposes and purposes of marketing involves, necessarily, investigating its own nature based on human needs, desires and demands. The transit of the deficiencies to their satisfaction through the achievement of desired products, taking into account the essential concepts of the value and satisfaction of users as the ultimate purposes of marketing requires understanding the characteristics and distinctive features of these transaction and exchange processes both in tangible lands as intangibles and relationships with each other. With regard to relationships, they are stable and consolidated relationships over time that have emerged as one of the basic premises of current marketing from the perspective of obtaining greater benefits for all parties involved in the exchange, improving the satisfaction of each of them and giving rise, on the other hand, to the consolidation of the so-called relationship marketing as the culmination of the evolution of isolated transaction marketing. This in turn leads to the achievement of a personal and individual treatment to each of the users with whom long-term relationships are maintained, which leads to the emergence of the so-called one-to-one marketing. The notions of commitment and trust are essential conditions for the implementation of modern marketing and these concepts are also transferred within the organizations to analyze their impact and impact on internal marketing.

In this present research work I will discuss the suitability of Facebook to be used as a project management tool. Facebook includes many services that are suitable for project work, from file sharing to event creation and video conferencing.

The increasing transition of the labor market to project work gives reason to explore existing project management software as well as existing untapped alternatives such as social media services. The services that are commonly used by social media are mostly free. In turn, project management software commonly used by companies is subject to a fee. For small and young project-based companies, it makes sense to study the suitability of free services for project management. One of the big issues is the security of social media services. Corporate espionage against competitors or other outside parties must be taken seriously in every for-profit company and project.

The paper is intended to be used as a source of information when the project organization is considering implementing Facebook as part of the project management and project environment. The purpose of this study is to be able to refer to the justification for implementing a service in a project organization, or similarly, to justify the failure to implement Facebook or the service it contains.

### 1.1 The research problem

The research problem of this paper is to find out which of the services offered by Facebook are suitable as project management tools. In addition, the purpose is to find out how well they perform when compared to cheap and free dedicated project management applications, and to find out which aspects of project management should be excluded from Facebook.

Paid project management software is usually too expensive for a start-up company or student-centered project organization. This is why Facebook has become a valuable tool for students in project management for school projects. However, the project organization generally does not have information on the security of the services it uses. There is no definition of how social media services

should be used in project management. There is also no definition of what aspects of project management should be excluded from social media services. The needs of each project are unique to the projects. For this reason, I believe that the common rules governing the services and software used should be defined separately.

## 1.2 Research plan

The theoretical part of the present research work introduces project management and defines different aspects of project management and defines the needs of project management software. The purpose of the theory section is to support analysis of the suitability of different services and applications as a project management tool by component. The practical section shows how social media was utilized in the organization of the African Nations Championship-2014 event in Tripoli, Libya. The section assesses the benefits and drawbacks to each component of the project.

Dedicated project management services under investigation are Basecamp and Redbooth. More expensive commercial project management software is not included in the study, as this present research work is intended to help small and zero budget projects in particular. Of the social media services under closer scrutiny, in practical terms, Facebook has been strongly influenced.

## 2 PROJECT MANAGEMENT

### 2.1 Project as a concept

In order to discuss project management, you must first define the project as a concept. "A project is a set of work that is done to achieve a defined one-off result." Thus, projects are temporary in nature. Each project has a beginning, a production phase and an end. A project ends when one or more of the following conditions are met:

- The objectives set have been achieved
- It is recognized that the objectives set cannot be achieved
- The need for the project disappears
- The client / sponsor / project owner wants to suspend the project<sup>1</sup>

### 2.2 The goal of the project

Each project aims at a unique product, service or result. Even though a project has the same product as another project, the project product retains its individuality. This is due to the changing project organization, schedule, resources available, etc. The result of a project can be tangible, such as building a detached house, or intangible, such as a research result on a desired subject<sup>2</sup>.

Projects can be launched with a variety of objectives. These goals can be sorted as follows:

- A component to be added to the product, an upgrade to the product, or a completely new end product
- Service or ability to provide service
- Improved product or production line

A report on a research topic or other intangible outcome that adds important information<sup>2</sup>

### 2.3 Working on a project

Project work is different from normal work. These differences are reflected in the uncertainty regarding the final product of the project regarding three aspects: cost, schedule and quality. Two of these three dimensions are easy to follow. Quality and timelines can be particularly well taken care of when resources are plentiful and costs need not be neglected. Similarly, costs and schedule are easier to control when quality can be compromised. Project work can be new to employees. Take, for example,

a situation where a factory line worker is involved in a project, in contrast to his usual tasks, to develop a more efficient production line. The new job description requires adaptation to the project organization, new colleagues, and future job responsibilities. As a result, project work requires better project planning from both the project manager and the entire project organization<sup>1</sup>.

## 2.4 Project Organization

The project organization is the appropriate organization set up to carry out the project. Each project has a project organization, even if it is made up of only one person. Projects can be very different in nature and size. For this reason, different issues are emphasized in different organizations. For small projects, the main resource is the project manager. In this case, it is sufficient to designate only one supervisor for the project, who is responsible for the management team<sup>1</sup>. According to the Project Institute, a project organization is often referred to as a system complementary to the basic organization that supports the operation of the permanent structures of the organization<sup>2</sup>. In this case, project teams in the project organization are responsible for developing a new method, service, product or system. After the project, the end result is transferred to the use and responsibility of the parent organization. At the same time, the project team will cease to exist. In addition to the project group, the project organization may also include other structures and roles defined for the duration of the project, such as the project manager, the project owner, and the project steering group. A project organization can also be understood as an organization that operates solely according to the principles of project work and there are hardly any permanent structures. Such an organization is called a pure project organization.

Typically, a project organization includes:

- The project fitter, who decides on the launch of the project and appoints the management team. Be responsible for ensuring that the project has the necessary resources. (Funding the project.)
- The project management team, which represents the project fitter. Appoints a project manager. Defines project goals. Makes key decisions for the project. Decides to end the project. Accepts project result.
- Project Manager, who has overall responsibility for the project and its design. Creates a project plan. Monitors progress of work and distributes tasks to project team members. Prepares the final report and completes the project.
- A member of a project team who is required to have professionalism and co-operation in their area of responsibility. Participates in the preparation of a project plan for his / her area of responsibility. Document your work. Report your progress to the project manager. He takes care of the quality of his work.
- Project secretary / project assistant working under the authority of the project manager. Carries out the assigned part of the project manager's duties. Eg Create and keep track of schedules. Plans and guides the categorization and archiving of project documentation. Responsible for meeting arrangements and reporting.

Several special tasks can also be assigned to a project organization. Especially in a larger multi-business project, this is profitable. These tasks could include, for example: Communications Manager, Cost Engineer, Contract Engineer and Scheduler.

## 2.4 Project Management by Areas

Project management consists of the knowledge, skills, tools, techniques, and activities that are needed to achieve the project goals<sup>2</sup>. According to Dr. Martin Barnes (President of APM from 2002-2012), in its most stripped-down form, project management is simply about getting people to work.

## 2.5 Social Project Management and Project Management 2.0

Social project management is an abnormal way to implement and manage projects. Its use is further increased by the shifting of project implementation to the responsibility of decentralized virtual teams. When employees do not get together and work under one roof, teams lose valuable communication information. In response to this problem, team members are driven by a strong desire to maximize open discussion<sup>3</sup>.

Because social project management is the answer to an organization that requires a technology solution for communication, teams often use social media-inspired collaborative software. These software's allow project work to be published in a so-called activity feed format. Activity feeds, or "Activity streams", are those published by an individual or entity, such as the Facebook homepage news feed, Tweets on Twitter, and the LinkedIn publishing feed. Although activity feeds originate from social media, companies are increasingly using it as part of their intranet activity<sup>4</sup>. Integration with the company's own social media enables the sharing of project work across the organization. Social project management adopts best practices from both traditional project management<sup>3</sup> and open collaborative WEB 2.0.

Project management 2.0 is sometimes mistaken for social project management, even though they are two different things. Unlike Project Management 2.0, Social Project Management recognizes the need for a project manager. While many projects can be managed through a freely structured structure and management, larger enterprise projects require centralized management combined with seamless collaboration.

## 2.6 Basecamp Project Management Service

Basecamp's strength lies in its speed and simplicity. The service is almost identical in features to the aforementioned Redbooth. However, the services are significantly different in terms of overall appearance and user interface design. While Redbooth opens from left to right in the user interface, in Basecamp the different sections are displayed on one page from top to bottom with their own sections. Clicking on any section will open a new page over the previous section with more detailed information on that section. I illustrate this overlapping layout in Figure 2. Like Redbooth, Basecamp does not require the user to install a separate program on the device, but operates through a browser.

Basecamp gets a 60-day free trial, which is enough for most school projects. With a monthly fee of \$ 20, you get 3GB of storage and the ability to manage ten projects at a time. I don't think the price is too high for a start-up.

## 3.0 USING FACEBOOK IN THE KALEIDOSCUP 2013 STUDENT COMPETITION

### 3.1 African Nations Championship-2014

Football is the most popular sport in Libya, the North African country with a population of around 6,800,000. The governing body is the Libyan Football Federation, which was founded in 1962. Libyans are passionate towards football. Most kids and teenagers in Libya usually play football in the streets as their favorite pastime. Most people leave their duties and jobs to go and watch a game. People in Libya have experienced many incidents during, before, or after derby games such as killing and some riots, this usually happens when Libya's top three clubs, Al-Ittihad Tripoli, Ahly Tripoli, and Ahly Benghazi face off. Though Libya has not achieved big on both International and Club level, Libyans are known to be skillful, having produced such talented players such as Tarik El-Taib, Jihad Muntasser, Ahmed Saad, and Fawzi Al-Issawi. Prior to national championships, football was held at regional level. There were three regional leagues: West, East and South. The first regional championships were held in 1918. In 2014 African Nations Championship the Libyan national team won its first title beating Ghana on penalties ([https://en.wikipedia.org/wiki/Football\\_in\\_Libya](https://en.wikipedia.org/wiki/Football_in_Libya)).

### 3.2 Using Facebook

One of the first meetings we decided was that Facebook would be the main communication channel. This decision was strongly influenced by the practicality of Facebook in the group. All four student assistants used the service daily, so creating a private group for in-house communication seemed like the ideal solution.

Facebook was always used from arranging appointments to sharing files. However, the service was mainly used for general topical discussion. In particular, mentioning users in a publication that leads to a notice on the user's home page increases the certainty that a person's publication will not be missed.

Effective delegation of tasks to individuals and open discussion across the group allowed for close teamwork even though we did not actually meet face to face a few times.

A new website, Twitter account, Facebook page and Gmail email address were created for the competition. A broader integration of social media into pre-competition communications was thus an objective. During the actual competition, all questions that came to mind were advised to post on the competition's Facebook page. This created an internal environment for the event to search for information. In this way, all event organizers were able to answer questions or at least retrieve the information competitors needed. However, no questions were raised during the competition. The groups were able to come up with their own ideas and solve their problems. The Twitter account was also overlooked due to a lack of workforce. Focusing on updating Facebook and website met the communication needs brilliantly.

### 4 OBSERVATIONS ON FACEBOOK USE

During the project, a wide range of opinions on the use of Facebook emerged from the open discussion. However, it was important to find out from the present research work how the use of a social media service affects project management. At the end of the project, I asked our private team how the use of Facebook has affected project management and its various aspects. I got some answers from the project manager. In Table 1, I discuss the advantages and disadvantages of using the service. The information is partly compiled from the literature of the field and partly from the answers given, as well as from my own experience.

Table 1. Impact of using Facebook on project management by component.

Project management component	Advantage	Disadvantage
Project management	All written communication on the project via the web can be seen on one page.	Facebook automatically organizes publications based on how active a publication is. As a result, less active conversations become more difficult to find on the page.
Time management	Does not bind employees to certain hours worked. Depending on the employees, work can be done around the clock.	Employees may become annoyed when their work routines invade a milieu normally perceived as a leisure environment.

Quality management	Effective communication of information openly to the entire workgroup improves the use of human resources and thus enables better quality.	Disagreements about the product or process can lengthen the process, leading to a loss of resources and thus a reduction in quality. Thus, the role of the project manager or other similar person is emphasized.
Cost Management	Facebook can easily identify the needs of your team.	Social media services do not by themselves contain any intelligent (automated) costing or other accounting component.
Resource Management (People + Material)	Facebook is well suited for resource optimization in terms of man-hours, and helps determine workgroup material needs. However, this requires that the model of internal competition be abandoned and that the common objective be achieved. Responsibility should be spread throughout the organization	In larger organizations, the above model is more difficult to achieve due to a well-established work culture. Changes in the way you work, especially between multiple project managers, can cause the "More cooks, the worse the fool" effect. Eg assigning the same task to multiple people
Risk management	Active communication with customers through social media improves product usability.	Security is a questionable area when using social media services in a project.
Procurement and contract management	Social media can be effectively utilized when planning procurement by openly inquiring about the needs of the team.	Purchases must be registered outside the service. Contract management should not be done at any level in the social media service due to the lack of adequate security.

Each section of Table 1 contained my own observations on the use of Facebook. I used the literature when I talked about meeting people differently in the "People Leadership" section<sup>5</sup>.

In his responses, the Project Manager contributed to the following areas: Entity, Time, and Quality Management. He also commented on the use of Facebook in general: "My first experience of organizing things through FB was positive and I use it to manage several projects at the moment - it seems to be today. But channel selection is also important on FB: what's most effective at saying / discussing / agreeing with one or the other directly, what's sharing with everyone and whether the message is noticed correctly and they understand where it should lead. It will also leave an eternal trace. It must be both good and bad. "

In the same thread, we had a brief discussion about creating a separate SOME label. We came to the conclusion that a universal SOME etiquette is not needed as long as the group members agree on how to communicate within the service and what the common rules are.

However, I think it is possible that in a larger company, a defined SOME label might be necessary. With activity feeds containing hundreds of posts, it is difficult to avoid clutter without clear rules of the game.

Depending on the nature of the project, each project manager must weigh the pros and cons when considering integrating social media into the project. In my opinion, especially the importance of data security is emphasized when the purpose of the project is to produce a new product. In this case, it's important to exclude important product documents from social media. This reduces the possibility of data leakage.

## 5 SOCIAL MEDIA

Social media is called an Internet service whose content is mainly created by the users of the service themselves. Typically, each user has a personal profile that allows the user to express who they are and what interests them. Communication and communication between users play a key role in using social media. Depending on the service, different services have limitations on how users can communicate. As its name suggests, social media is meant to promote interactive social interaction on the Internet<sup>6</sup>.

The business world is currently in the midst of a social media revolution. New businesses are able to compete with big companies by taking advantage of social media. Rather than paying the PR style office for normal visibility, these new "social ventures" focus on creating audiences and rigorously refining their products. The public in this context refers to people who follow company articles and news almost daily on social media and the internet. With a thousand-headed fanbase on the Internet proclaiming the good news of your product for free, trading is much easier<sup>7</sup>.

Social media enables more effective conversations between the customer, the producer and the management, leading to better customer satisfaction and a better market-driven product overall. These reasons strongly speak in favor of social media implementation.

Social media services include many tools that can be harnessed for project work. The most notable of these, in my opinion, is the ability to share files, communication platforms and private groups. In addition, Facebook has the ability to create group-specific events.

### 5.1 Social Media as a Communication Tool

The purpose of the communication tool is to connect two or more people to each other, allowing for a conversation between the parties.

In my opinion, Facebook stands out among the social media services in general use. In the service you can set up a group to invite people you want. You can define a group as either private or open. An open group means anyone can see the group's publications and can join the group. Private group publications are only visible to group members, and you must be specifically invited to join the group. The in-group activity feed allows you to have an open discussion with everyone in the group. In addition, Facebook allows more people to chat. For this feature, Facebook has its own mobile app that makes it easy to use on mobile devices. In open, visible groups, you can control the privacy of your publications separately. Facebook also allows for face-to-face video calling. It is the versatility and widespread use of the service that makes Facebook, in my opinion, the most widely available social service and the most suitable for project management and effective integration between the company and its clients.

As a service, I think Twitter is especially good for attracting interest and directing customers to other publications such as a corporate blog. Short announcements are also a good fit for Twitter. Twitter content is affected by a restriction placed inside the service, which limits each message or "tweet" to a maximum of 140 characters. On Twitter, each user has his or her own activity feed, which consists of the "tweets" mentioned above. These are public for everyone. The service also allows private messages.



In an interview with Entrepreneur Messaging, Minna Valtari, Someco's senior consultant, describes Twitter as follows: "Twitter is a good B2B channel. It's a handy place to network with potential customers. Instead of letting static content, Twitter should be the focus of discussion"<sup>8</sup>.

## 5.2 Facebook Security

One way to categorize social media services is to use your own name or an optional nickname on the service. Facebook is the most well-known community where users should only appear with their own identity. The use of a pseudonym or an invented identity is prohibited in the rules of service<sup>9</sup>.

There may be someone in the project organization who does not want to create a Facebook profile. This decision must be respected by the project organization, as acceptance of the Facebook Terms of Use includes acceptance of the transfer and processing of personal data abroad<sup>10</sup>.

In this case, alternatives to action are:

- Develop a way for the person to stay up to date on different aspects of the project / Customize project management
- Change the project management service to be more staff friendly / Change the way the project works
- Change the project employee to someone who is not prevented from accessing Facebook. / Changes the project organization

On a project-by-project basis, the project manager or other person in charge of the project must decide what the right solution is. The last point is to be avoided, because for this reason, exclusion from the project carries the risk of inflammation of the atmosphere both inside and outside the project.

When using social media services, you should first find out the basic rules that are followed. Please read the Terms of Service when signing up for the service. For example, copyright to material uploaded to the service is not self-evident when using the services. The Facebook Terms of Service reads:

"You grant us the following express licenses for copyrighted content such as images and videos (copyrighted content), in accordance with the privacy and application settings you choose: You grant us a non-exclusive, transferable, sub licensable, royalty-free, or Facebook. This copyright permission will expire when you remove the copyrighted content or user account, and unless your content has been shared with other users who have not removed the content<sup>11</sup>. Facebook needs these rights to work. Many Facebook-based applications would be impossible without these permissions. Because copyright laws vary from country to country, this policy protects Facebook from legal prosecution. Some users are afraid that Facebook will sell material or images they produce for commercial use. However, it is known that this has not actually happened, and Facebook has stated that it will not continue to do so in the future. However, it should be borne in mind that such activity is theoretically possible, and evaluating this risk is a key consideration when considering the introduction of Facebook.

## 5.3 Facebook as a Project Management Tool

To get a better idea of Facebook's applicability as a project management tool, you need to compare its services and usage with the actual project management software. The comparison is made in the table below: Table 2. "Facebook Comparison to Dedicated Project Management Services".

Table 2. Comparison of Facebook with Dedicated Project Management Services

Area Requirement	Facebook	Redbooth	Basecamp
timetables	Enables events for the project team. You can give the project milestones and a description of the event. This way, project team members will see that entry in their Facebook calendar.	Project milestones and deadlines can be viewed from a traditional calendar view, or from a more streamlined Gantt chart. Sends an email reminder of a late or upcoming deadline if desired.	On the homepage, the Project Overview shows the deadlines that are overdue and are coming soon. The calendar view has a color-coded deadlinet for different tasks
Resource load	Requires effective naming conventions for internal project events. Otherwise there is a risk of confusion	Seamless project-to-project mobility is enabled with a single click of the service front page.	The service is built around the principle that each task requires one responsible person, as well as a deadline. Within the task, you can create a to-do-list to track the progress of the task.
Multi project control	No in-service ability to track project budget.	Seamless project-to-project mobility is enabled with a single click of the service front page.	Enables effective simultaneous control of multiple projects
project budget	No personal register, but people who like the company / project page are visible. If a person stops "liking" the project / company pages, his / her name disappears and thus direct contact.	No in-service ability to track project budget. But it can be integrated with external systems, increasing service coverage.	There is no in-service ability to track the budget, but a wide range of integration and add-on services effectively fill the gaps.

personal register	No dedicated financial management solution. In Apps, a personal finance tracking tool The service is chargeable (\$ 15/6 months or \$ 24 / year) after a one month trial period	Can be integrated into a personal registration service.	Can be integrated into a personal registration service.
Household Management	No dedicated financial management solution. In Apps, a personal finance tracking tool The service is chargeable (\$ 15/6 months or \$ 24 / year) after a one month trial period.	Can be integrated with accounting service	Can be integrated with accounting service.
Document management	It is possible to attach files to a private group, but their order changes with views, likes, and comments. For this reason, you should use another service where the files are accessible to everyone. Ex: Dropbox.	Integrates with many cloud storage services like Dropbox, Google Drive, Box.	Integrated with cloud storage services. For example, Dropbox, Google Docs, Evernote.

Computer Networks	Allows you to extend the privacy of your publications. This enables communication with customers and other cooperating companies. Integration with another company's data networks is not possible.	Expandable functionality to display data in your company's ERP system. However, this service will cost you if you do not use a pre-scalable service such as OpenERP	Allows you to display tasks and communication to clients. The downside is that each assignment or discussion published within the program must be decided individually.
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From the above considerations, it is clear that despite the intelligent, widespread and creative use of social media services, Facebook is clearly not the best option as the primary application for project management.

After all, Facebook has been created as a forum for people to talk about making it open and hassle-free. This is where Facebook does well. However, activity feed itself is not a powerful project management tool, and social media does not provide enough project management tools to compete against dedicated services.

## 6. Conclusions

The research problem of this present research work was the suitability of different services provided by Facebook as a project management tool. As a whole, the use of Facebook should be limited to the communication component of project management. Insufficient security due to extensive rights to published material calls into question the sharing of sensitive documents within Facebook. Publications do not stay in the group chronologically, but change positions according to likes and views, which causes confusion. However, Facebook is a powerful tool for communicating with project members and potential stakeholders. Its benefits in this particular area make it a significant addition to the project's communications arsenal.

Instead, dedicated project management software such as Redbooth and BaseCamp<sup>12</sup> will better meet other project management needs. It must be remembered, however, that these too are not sufficient to cover all areas, but require the integration of several services in order to reach their full potential.

For a project team of five or smaller, I recommend the Redbooth project management tool, as its size organization will get access to the key features of the service for free. In addition, the Redbooth service has the same level of security as the banks, except for the human element, since the material uploaded to the service and the conversations are encrypted using the same technology<sup>12</sup>.

In the end, I feel that I have achieved my goal by producing work that will allow the project organization to decide whether to implement Facebook or other social media as part of project management. I highlighted the features of Facebook and the benefits of using it. I critically evaluate potential risks and threats related to using the service. I also pointed out that there are free and cheap dedicated services that better serve the needs of project management.

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