

Abstract

The research was aimed at studying the influence of social media usage on organization performance of Commercial Bank Branches in Makueni County. The specific objectives of this study was; to establish how social media engagement influence the organisational performance of Commercial bank branches in Makueni County; and to determine the extent which social media measurement influence organizational performance of Commercial bank branches in Makueni County. The researcher applied a descriptive research design. The sample size of was 103 employees. A questionnaire was used to gather the responses from the study participants. The quantitative data was analyzed using both descriptive and inferential statistics while the qualitative data was analyzed thematically according to the study objectives. Inferential statistics, Pearson correlation, which was used to test the association between the dependent and independent variables. Multiple regressions were also used to determine the prediction factor of dependent variable caused by independent variables. The findings of this study suggested that there is a weak positive correlation and a significant relationship between social media engagement and organizational performance. The results also revealed that there is a negative correlation and a significant relationship between social media measurement and organizational performance. Facebook was found to be the most preferred mode of communication. It was customer friendly and most secure social media tool out of the three commonly used social platforms.