

YOUTUBE SOCIAL MEDIA AS AN INTERNET RESOURCE FOR RECORDS MANAGEMENT LEARNING TO IMPROVE KNOWLEDGE AND JOB SATISFACTION

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Abstract

This article is a concept paper that brings together previous studies that give concepts to the things studied. The aim of this study is to find out the extent to which YouTube can be used as a channel in obtaining information related to Records Information Management by Records Managers other than face-to-face learning methods in the classroom through workshops and courses attended. It is my belief that using the knowledge gained through YouTube as an internet source facilitates Records Managers in performing work in the department more efficiently and smoothly. Next will result in satisfaction in themselves when evaluated high performance by management as well as promotion opportunities. This paper's argument seeks to highlight values, characteristics, and the importance of knowledge through YouTube media sources as it can be used to solve immediate daily problems in the department and result in employee satisfaction. This study only focuses on the use of social media YouTube-Video recorded by Record Instructors and uploaded to YouTube to be viewed by the public and Record Managers, especially to teach and practice Records Information Management methods in the department. Consequently, it is hoped that it will be able to diversify learning methods, namely online through social media and not only face-to-face in a boring and less effective classroom, in addition to reducing costs and suitable for the Covid-19 situation. We consider YouTube to be an effective tool that can enhance the learning experience if the video is indeed relevant to the subject being studied. It is recommended that instructors integrate YouTube into their respective courses to benefit from the advantages inherent in the context of learning and teaching. The effectiveness of the use of YouTube as a source of information search can be proven in the literature review.

Keywords: YouTube Social Media, Records Information Learning, Improve knowledge, and job satisfaction.

Introduction

The advancement of world technology has given a rapid impact on the field of Communication in Malaysia, especially in information acquisition activities with the creation of social media through Web 2.0 Communication Technology (Ahmad, 2014). Technology is ubiquitous and it is impacting society with each rapid change it undergoes itself. We're seeing a vast transformation via the Internet and the rise of social media. In fact, social media is poised to transform society in an even more fundamental manner (Jagdish N.Sheth, 2018). This is because

social media is able to provide space for the community to share and obtain information more easily (Salleh & Ilham, 2017). It is interactive and emphasizes the concept of two-way communication (Kaplan & Haenlein, 2010), and it also facilitates users to find information (Salleh & Ilham, 2017). The rapid pace of the digital age has now transformed the level of education in educational institutions around the world into virtual learning. Where educational institutions and government organizations have begun to focus continuous efforts by allocating substantial funds to develop e-learning programs for consumers. Through the creation of virtual networks and communities, social media is a computer-based technology that allows the exchange of ideas, opinions, and information. Social media can take the form of a wide range of technologically enhanced activities. Photo sharing, blogging, social gaming, social networks, video sharing, business networks, virtual worlds, reviews, and other activities are among them. Even governments and politicians use social media to communicate with voters and constituents. Globally, there are more than 3.8 billion social media users. New social media apps like TikTok and Clubhouse appear every year, joining the ranks of major social networks like Facebook, YouTube, Twitter, and Instagram. The ability to connect and share information with everyone on the planet, or with a large number of people at once, is the power of social media (Pew Research Centre, 2021). Buffer Marketing Library researched statistics that YouTube was ranked second among the top 20 social media sites in 2022, behind Facebook, with 2.2 billion monthly active users (MAUs). Every day, users watch a billion hours of video on YouTube, which is a video-sharing network. After its parent firm, Google, YouTube is frequently referred to as the second largest search engine. YouTube has become a global platform that can provide opportunities for those interested in creating video content to share knowledge in an immersive medium as well as provide space for comment and discussion or help each other (Maya Deori et.al, 2021). While Maziriri et al. (2020) have studied students' perceptions of the use of video tutorials shows become learning only. According to Pedro V.Staziaki et al. (2021), there are various advantages to using YouTube to disseminate knowledge. The most crucial benefit is that viewers can study at their own pace because they can pause, fast forward, rewind, restart, and re-watch videos as needed. YouTube can be accessed for free with commercials, enabling access to a wider audience, because producers often earn cash through advertising revenue or donations from customers. This is significant, given how difficult it is to collect most records information. Another feature of YouTube is its accessibility, which includes the ability to enable, create, and update closed captions, as well as easy transcription in the video description section and translation into multiple languages. Once the content producer enables the built-in "Translation & transcription" feature, English subtitles can be generated automatically and for free. After that, the automatically generated text may be simply adjusted to ensure that it is accurate and consistent with the video.

Background of the study

In an organization employees are a very valuable asset. Therefore the welfare and progress of the work of employees must be taken care of and preserved. Knowledgeable employees are necessary for performing a job more efficiently and smoothly. Therefore, continuous training must be implemented by the management to enable an employee to perform the work directed from time to time without negligence and effectively. The employment organization is no exception to having an impact on the technological advancement of this world. Training is a deliberate investment that affects long-term returns on the improvement of economic structure (company productivity) and the standard of living of society (improvement of knowledge, skills, and values) (Pasban, M., & Nojedeh, S.H, 2016). In the workplace, it is important for all employees to take off their well-being and maintain it to the fullest. This condition is closely related to employee satisfaction. Employee satisfaction can be attained when an employee is in a "pleasurable emotional state" while working due to several factors like reasonable salary range, quality of supervision, and organizational climate within subordinates (Guinot et.al. 2021). Once feel frustrated and experiences a traumatic experience, it will lead to employee dissatisfaction (Judge et al. 2020). Nur Hafizah Ishak et.al, (2021) has provided several suggestions to training providers in order to identify and emphasize training as compulsory to enhance employers' engagement. Therefore, employees feel job satisfaction at an optimal level. Organizations that care about the welfare of their employees will respond in the form of job satisfaction, commitment, and positive behaviors toward the organization (Wnuk, M., 2017). Rana Muhammad's study (2019) shows that the use of social media can improve employee performance. Social media can foster employees' social capital and in turn facilitate the transfer of knowledge. Both social capital and the transfer of

knowledge help to improve the performance of work. Based on Xiongfei Cao Hefei's research, Xitong Guo and Douglas Vogel (2016) found that the use of social media managed to form capital. Social, trust, and transfer of knowledge among employees. The result of Naheed Ashraf's study, Tasawar Javed" (2014) shows that social media has a strong impact on the working atmosphere in the organization. Records in the organization must be kept as institutional memory and future reference, as well as evidence of governance in decision making and direction. The purpose of records management is part of organizational governance and a broader risk management function. However, in the department, there is still less of a medium of Records Information Management, especially for civil servants in improving employee knowledge and satisfaction. In both cases, Records Managers and Archivists must ensure that all access restrictions are properly captured and linked to the records to which they apply, Greg Kozak. Production Teams for the Web and Social Media Patricia C. Franks (2010) made recommendations in her book. According to Schellenberg (1956), founding agencies primarily need records for administrative, fiscal, legislation, and operational objectives. Further use of the record is for administrative, economic, legal, social, and cultural management including research, thus responding to the broader needs of the audience. The makers of activity records, as well as other persons and organizations, appreciate and use them for a range of current social and organizational goals. They facilitate the continuity, consistency, and efficacy of human action by allowing for informed planning and decision-making. They are communication and interaction vehicles. Activity records serve the role of law enforcement authorities and the judiciary by providing evidence of rights, entitlements, and responsibilities. Some activity records are retained as a continuing source of value to the individual, organization, and society. " (McKemmish, p. 8; McKemmish, 1993, p. 8). From the time a record is created until it is archived or destroyed, it goes through a series of separate processes. Records management activities are defined as "the creation, receipt, maintenance, use, and disposition of records, including the processes for capturing and maintaining evidence of and information about business activities and transactions in the form of records," according to the ISO 15489: 2001 standard. Many organizational concerns, such as enterprise information management (EIM), business intelligence/analytics (BI/BA), regulatory compliance, and disaster recovery, require effective record management throughout the lifetime. Records and information management (RIM) and records management (RM) are other terms for the same thing (RIM).

Statement of the problem

Nowadays, most workers are able to interpret the information, provided by their employees. With the evolution of technology and its ability in delivering information, it is called the information age. The generation involved in this information age is often called the Information Society (Read-Smith et.al, 2002). According to Hilinski (2020) in her statement "Poor Record Management Risk", without a good record management strategy, the company may suffer miscommunications and data loss. There are piles of records in the department that are not properly managed, causing many records to be damaged, lost, stolen, and suffered disasters such as fires, floods, and pests consumed. Among the factors is the problem of employees who lack knowledge related to Record Information Management especially the Records Managers who are appointed to manage records as well as those who are new to serve. According to David Luyombya & Salmah Ndagire (2020), Records Management Strategies help ensure company data is efficient and productive. The findings revealed that although the organization maintains both manual and electronic records, it does not have adequate Records Management procedures, and records are managed on an ad hoc basis. There is also a shortage of trained records management staff, which leads to challenges with the creation, distribution, use, maintenance, and disposal of records, which affects service delivery. The findings of a study by J. Chirwa et.al. (2015) showed that low motivation among registration staff, lack of supply, poor and inadequate funding, shelving and filing equipment, insufficient storage space, difficulty in locating and retrieving active and semi-active contribute to failure by records management as a result of staff to perform their duties efficiently. This study recommends that organizations should develop and adopt records management procedures to ensure that there is a standard approach to managing records. In fact, the Malaysian Government has implemented the Electronic Government Policy (EG) to leverage Communication (ICT) for better progress in the public service. By the 21st century, many works that will involve the use of ICT and civil servants who refuse to use ICT will be marginalized (Public Service Department Strategic Plan 2021-2025). In

addition, in this 4.0 industrial age, equipment such as machines and sensors were designed for humans "Internet of Things, (IoT)" (Meylinda et.al, 2016). Patricia C. Franks (2010) recommended including expenditures in information technology offices. Launch research projects aimed at preserving digital items developed using new media and seek money to support these activities. The importance of keeping records safe can be seen during an interview with President Obama in a 2010 YouTube interview, according to him, Historical documents today are more temporary in nature, mostly existing only in electronic form. How can we ensure that historians will gain access to or records related to the social media deployment of federal agencies to help Haiti's January 2010 earthquake relief efforts not disappear, lit first, into thin air? Patricia C. Franks (2010). Currently, the world is affected by the COVID-19 pandemic. It is no longer appropriate to conduct record management courses, training, and workshops in the classroom face-to-face. Therefore, the use of YouTube-Video as a social media platform that connects Archival Officers in teaching Record Manager subjects to public employees/agencies is very much a benefit of saving money. The use of multimedia in today's learning is a necessity and a must to improve teaching and learning (Nayef, 2015), Among the methods of video, methods include, YouTube provides many opportunities for students to learn and it is also an effective way for them to become self-reliant as well as increasing their involvement and participation (Heriyanto, 2015). According to Freifeld (2016), it is a difficult struggle for any organizational management especially small businesses to have to spend more. Therefore, the Training Unit of the government agency is proposed to try new methods in using social media such as YouTube-video as a platform to conduct records management courses in workshops, talks, and briefings to officers and staff of records in government agencies. This is to replace the old method that has been done all this time, which is instead of face-to-face in class and visits to the department. Which the government actively utilizes to work with the people and stakeholders, especially government departments and agencies. According to Tshepho Mosweu (2019), in his study entitled "The good, the bad and the ugly: social media prospects and perils for records management", It has been evident that the availability of information and communication technologies (ICTs) and their associated benefits have resulted in an increased number of organizations adopting and using social media to reach out to customers and clients. With social media issues like security, privacy, service agreements, and standards are continually added and can change instantly. This study found that social media presents a volatile environment with both the good and the bad. Therefore, this study recommends that organizations that adopt and use social media platforms should put measures in place for the management of social media records to meet legal and business requirements. Therefore, it is clear that Social Media YouTube can be a channel for conveying information to staff in further improving the skills and satisfaction job of the Records Manager. Thus, this study will try to identify the level of acceptance of social media especially YouTube among employees especially Records Managers who are responsible for managing records in the department. In addition, it is known that there is a lack of research platforms such as YouTube in education and its influence on employee satisfaction in the Records Management Course. Research on YouTube as an educational video in meeting the learning needs among Public Sector employees may be extensive, as discussed later in the literature review. Somehow, its influence on employee satisfaction has yet to be explored in detail. Thus, this field is something that can be explored by researchers further. Moreover, there is little research both quantitative and qualitative on this topic as well.

Objectives of the study

The main objective of this study was the use of YouTube as an Internet source for searching for Records Information to increase knowledge and job satisfaction. While the specific objectives of this study are:-

RO1 - To determine whether YouTube is useful in learning record information.

RO2 - To determine whether YouTube is easy to use in improving knowledge and job satisfaction.

RO3 - To determine whether YouTube can be used as a records management teaching and learning tool.

Research question of the study

RQ1 - Is YouTube useful for records managers in learning records information management?

RQ2 - Is YouTube easy to use in increasing knowledge and job satisfaction?

RQ3 - Can YouTube be used as a records information management teaching and learning tool?

Significance of the study

When records can be managed well and efficiently by satisfied and knowledgeable employees, records are managed and compiled systematically so the quality of work of the department will be able to improve in delivering information to the public in a timely manner and can save costs. This will give a good image of the department to users and relevant organizations/stakeholders. Furthermore, this can indirectly comply with the procedures of the National Archives Act 2003 (Act 629) and the Guidelines and Circulars for Records Management issued by the Government. In terms of Theory, this study can provide a deeper understanding of the use of YouTube Social Media especially in conveying Records Management Information by instructors or records experts, and its impact on Records Managers.

Scope of the study

This study only focused on the use of social media YouTube -Video. Where video recordings are made for the title of the records management module taught in class and uploaded to YouTube for access by employees, students, or interested parties. Records Manager as a respondent around 10 to 15 people. This study was only conducted in Government departments and agencies. The teaching staff is records management experts from either the National Archives of Malaysia or MARA University of Technology or the National University of Malaysia. Where there is the teaching of records management subjects in the institution.

Keywords definition

Records are written and other documents that state facts, events, or other information, blueprints, pictures, cinematographic, electronic or qualities, and reproductions are all examples of record information. Management is in charge of ensuring that records are created, maintained, and disposed of in an efficient and methodical manner. (National Archives Act of 2003, Section 2) (Act 629). Records must be authentic, reliable, usable, and demonstrate integrity. (Patricia C. Franks, 2011)

Records Information is organizing record creation, using documentation of the Federal Government, as well as cost-effective management of agency operations (44 U.S.C. 2901). The process of gathering a large number of records in written and other formats and compiling them in a timely and methodical manner throughout the production, maintenance, and disposal of records (Read-Smith et.al, 2002). Regardless of the definition used, in general, a record should contain content that correctly reflects what was communicated or decided or what action was taken; and it should support the needs of the business to which it relates, so that it can be used for accountability purposes. The record should be authentic, reliable, usable, and demonstrate integrity, (Patricia C. Franks, 2010).

Job satisfaction is a metric that assesses whether an employee's demands are met at work and how satisfied they are with their overall job performance. Employee satisfaction is thus a subjective assessment of an individual's emotions and feelings, whether favorable or negative. (Matthew Wride, 2017). Job satisfaction, according to

Spector (1994), is the degree to which a person enjoys (satisfaction) or dislikes (dissatisfaction) their work. Job satisfaction is a concept that can contribute to psychological well-being at work (Robbins et al., 2003). Job satisfaction refers to instances in which employees like or are positive about their work, as well as the employee's emotional condition following an evaluation of the job and its performance (Shaikh et al., 2012).

Social Media, the term social media refers to a computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities. Social media is internet-based and gives users quick electronic communication of content, such as personal information, documents, videos, and photos. Users engage with social media via a computer, tablet, or smartphone via web-based software or applications. The largest social media networks include Facebook, Instagram, Twitter, YouTube, and TikTok. (Maya Dollarhide,2021)

Literature review

This previous survey study is based on the research questions that have been stated.

RQ1 - Is YouTube useful for records managers in learning records information?

Eventually, lots of scholars discussing on the usefulness of Internet-based learning (IBL) as the technology emerges over time, causing the administrators to use the Internet as one of the important platforms for disseminating information. After Yadav et.al (2017) compiled all journals related to IBL, it can be seen that YouTube is considered one of the technological platforms, frequently used by administrators to their users and learners. This is because there are several benefits of using YouTube as it is access-free, interactive, and engaging in beneficial discussions through comment sections (Yadav et.al, 2017). Administrators or educators should implement YouTube as an online learning platform. This is due to the fact that users perceive YouTube positively as YouTube is very helpful, together with its quantity and quality in managing users' learning needs (Zhou et.al, 2020). Besides, YouTube features like comments, sharing, and subscribing are able to connect users with one another and solve problems between each other, as well as YouTube, has the capability to provide positive learning outcomes among users via prior experience (Zhou et.al, 2020). Another aspect of positive learning outcome also has been studied by Lee et.al (2017). They highlighted that what makes YouTube interesting as an educational platform is that it heavily involves visuals and it appeals to users of all ages as well as YouTube's ability in empowering their learning outcomes by providing their views and shares through the comment section, executing sense of gratitude to the administrators and supply enjoyment to users to keep learning (Lee et.al, 2017). YouTube videos could be used as learning sources for shoulder physical examinations after the application of appropriate filtering processes, such as a review of the upload source and viewers' preferences (Heewon Lee et.al (2018).

RQ2 - Is YouTube easy to use in increasing knowledge and job satisfaction?.

Regarding the relationship between social media use and work productivity, studies have shown that work-related social media use could enhance the quality of communication and information exchange among employees, which in turn positively affected their work productivity (Leftheriotis and Giannakos, 2014). Razak et.al (2017) studied how usability features might attract students to use YouTube as a source of education. Aspects of login into a YouTube account, uploading videos, subscribing to a channel, sharing videos as "Favorites" and changing the language and location of video were measured in analyzing usability features. It turned out that the users are very satisfied with these five features and manage to complete the task within the stipulated time (Razak et.al, 2017). Another factor that makes YouTube easy to use is the YouTube literacy among users. Since most of the users are highly literate in using YouTube, there is no doubt YouTube does provide a perfect tool for educators in delivering educational instructions and has the power to empower users to perceive the learning process easily (Lee et.al, 2017). Users also will perceive YouTube easily once they get used to it. For first-timers, it may bring a bot

challenges for them to adapt. However, by using it frequently and exploring YouTube features extensively, they will feel that YouTube is actually easy to use. This was proven by research conducted by Rocha et.al (2017) where they evaluate the YouTube platform usability by carrying out two different assessments. The findings showed that in the first assessment, they face a bit of difficulty in browsing YouTube, but in the second assessment, they manage to keep it up by writing suitable keywords in the “search” section, mouse handling, and keyboard handling (Rocha et.al, 2017). According to Leftheriotis, I., & Giannakos, M. N. (2014), results confirmed that in the case of social media for work, employees make extended use of them no matter their age. We found also that both utilitarian and hedonic values influence employees to use more social media for their work. Last but not least, this study confirms that there is an important relationship between the use of social media and the work performed.

RQ3 - Can YouTube be used as a records information teaching and learning tool?

After assessing the usability factors and numerous benefits of using YouTube, it is clear that this social media site should be used for education and training purposes. The adoption of online can enhance teaching and flexibility in terms of its medium, place, and time (Ali et.al, 2017). In addition, as traditional classes via face-to-face become irrelevant during this pandemic period, the execution of multimedia tools like YouTube becomes a must for educators to use (Yaacob & Saad, 2020). Besides, implementing YouTube as a learning platform will also minimize human contact that will prevent users from getting infected by Covid-19 (Yaacob & Saad, 2020). At the same time, prior to using YouTube for educational purposes, records specialists must recognize a user’s personality (Pan, 2016). For the aspect of digital literacy, records specialist or educators must recognize their employees understanding of IT where some might be literate in using YouTube whereas some might be less tech-savvy in using YouTube (Pan, 2016). Furthermore, some employees tend to do old ways in conducting records management and have the old mindset that records management is not their job. Thus, an aspect of communication takes place where records specialists should advocate the benefits of using YouTube as an educational platform for communicating records management (Pan, 2016). Satisfaction can happen when there is two-way communication between educators and their users. Types of satisfaction can be in terms of users providing feedback in the comment section, clicking the “Like” button on the video, or sharing the video on their social media sites like YouTube. The professional organization does use YouTube in educating its audience. However, users tend to watch educational videos generated by other bodies like non-professional bodies where their content can be questioned (Carneiro & Dizon, 2019). Thus, the organization must have a good strategy for delivering the messages, understanding its audience, and providing accurate and transparent information in the video (Daabes & Kharbat, 2019). Challenges that have vitalized the theoretical discourse, but also generated problems that require an extension of the field of knowledge. These problems also have a societal interest, for instance, long-term preservation issues and the securing of integrity and authenticity of viable information objects. Questions concerning the use, users, and access have gained less attention, but have been accentuated in public debate during recent years due to political concerns about access and transparency on one hand and privacy on the other. It has for instance brought about initiatives and recommendations within the European Union (Recommendation No. R(2000) 13), and the development of E-government is related to records management and access to public records (The 24/7 Agency, 2000). In general textbooks, the purpose of usage, or the purpose of records rather than their actual use, is also framed. Th. R. Schellenberg’s distinction between the main and secondary value is a conceptual framework that has received widespread acceptance and is still relevant in both theories and practice. Creating agencies, according to Schellenberg (1956), require records primarily for administrative, fiscal, legal, and operational concerns. The use of records will be expanded for cultural purposes, including study, in order to meet a broader societal demand. Secondary-value records, on the other hand, are useful not just for external researchers but also for the organization that created them, at least in terms of their evidential value: According to Schellenberg, records are the evidentiary value of a warehouse of administrative expertise and experience for the government (1956, p. 8). They must make certain that his actions are consistent and unbroken. It establishes precedents for policies, procedures, and the like, and it can be utilized by government officials to address previous difficulties or, more significantly, to avoid past errors. It serves as proof of each agency’s faithful execution of the responsibilities entrusted to it, as well as a statement of what each prominent public figure owes the people he or she represents. Activity records are assessed and exploited by their producers and other individuals and organizations for a range of current social and organizational goals, according to McKemmish (1993, p. 8). It

supports the continuity, consistency, and efficacy of human action by allowing for informed planning and decision-making. They are communication and interaction vehicles. Activity records serve the role of law enforcement authorities and the judiciary by providing evidence of rights, qualifications, and obligations. Some activity records are kept because of their long-term significance to individuals, organizations, and society.

Methodology

Study Design: The survey method will be used in this study to have an in-depth understanding related to the use of YouTube as a source of Records Management information acquisition among Records Managers in the department. This study relies on quantitative and qualitative research methods.

Target Population: The population for this study consists of records managers who manage records in government departments and agencies.

Study Sample and Sampling Procedure: In this study, the sampling design involved a total of 140 respondents consisting of records managers from various government departments and agencies.

Research Instruments: Three research instruments will be used to collect quantitative and qualitative data in this study. The instruments used were interviews, questionnaires, and focus group discussion guides. Interview guides were used to collect data from record managers of government departments and agencies. Using interviews, investigators collected data from participants in face-to-face contact. Self-Administered Questionnaires were used to collect data from small-scale records managers as well as focus group discussions were appropriate for these small-scale records managers. Where FGD is effective in terms of obtaining data that cannot be obtained through the use of questionnaires.

Reliability of findings: The reliability of data collection instruments will be tested by pilot instruments. This is done in a pilot test that will be conducted in a course class and record management workshop either organized by the department or the National Archives of Malaysia.

Instrument Validity: The instrument will be certified by other expert instructors from the National Archives of Malaysia as well as from the University of Technology MARA or the National University of Malaysia who already have instructors who teach records management subjects at the University. They will critically examine the face value and content of the instrument. That is teaching materials that consist of module recordings for records management subjects before being uploaded to YouTube. If anything is unsatisfactory it will be fixed.

Data Collection Procedures: Primary data were collected through the use of questionnaires and focus group discussions held with small-scale records managers and interviews were conducted with instructors, and records officers of the Research agency, using authorization letters from departments and agencies conducting the course. Both informants will be assured that all feedback will be kept confidential and data will be published in aggregate form only. Secondary data were collected from official records, monthly and annual work plans, the internet, and handbooks and circulars Acts related to records management were obtained from departments and agencies as well as from the National Archives of Malaysia.

Data Analysis: Questionnaire results will be coded and data analyzed using Statistical Package for the Social Sciences (SPSS) version (20.0). Qualitative data will be analyzed thematically using content analysis, as themes and sub-themes emerged from the data. Feedback from subjects will be categorized according to emerging themes. This allows for objective and critical interpretation, to make valid decisions for the correct conclusions and recommendations of the study.

Conclusion

In short, experts and recording specialists benefit greatly from the use of YouTube for educational and training purposes. To enable easy search of records management information online. This will give an edge to the employee's attention, be able to evoke enthusiasm for work, make the employee look fun, and increase the level of understanding of the work being done. Maziriri et al. (2020) also claim to have performed a study on students' impressions of the utilization of video tutorials on YouTube as a learning platform for information. It is apparent that the film had a beneficial impact on the students. This study focuses on the key reason why YouTube has become a popular medium for learning at all levels, from elementary schools to universities. Employees must learn the concept and apply it in their everyday tasks, as professionals or records specialists published the video on a records management course. This is because completing that duty efficiently makes them happy, and their job satisfaction rises, as a result, exact a good totally professionals. The willingness to communicate with your clients in order to develop a dialogue is at the heart of the social media philosophy. It's a fair trade; you provide them with interesting content, and they provide you with information to help you improve your work." (Barnes and Sipes, 2010).

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