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SOCIAL MEDIA PLATFORM AND ORGANIZATIONAL SUSTAINABILITY IN SELECTED HOTELS IN AKWA IBOM STATE.

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Abstract
This paper focused on the impact of social media platform on organizational sustainability in selected hotels in Akwa Ibom State. The main objective of the study was to examine the effect of social media platform on dimensions such as, Facebook and YouTube on organizational sustainability in Akwa Ibom State. The research question and hypotheses were formulated in line with the research objective. Methodologically, cross-sectional research design was adopted in the study. The population of the study was 48 staff who were the marketing and media staff unit of the hotels. The collected data were further analyzed using simple percentage and Ordinal Logistic Regression at a 0.05 level of significance. Findings showed that the two independent variables (Facebook = 5.111, PV= 000 and YouTube = 7.298, PV= 002) were significantly associated with organizational sustainability in selected hotels in Akwa Ibom State. It was concluded that engaging of potential customers on social media platform leads them to make purchase decision, and the length of consultation time on Facebook and YouTube platform increase engagement of potential customer base. It was recommended, that practitioners and business owners should seek for knowledge in the effective use of the technology which will help their online businesses derive optimal value from the social media platforms.

Keywords: Social Media Platform, Organizational Sustainability, Facebook Platform, Youtube Platform

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Introduction

Social media is defined as a tool or as a communication channel where people relate, make new friends, change information and generate content at the end (Laine and Frahwirth, 2019). Social media is a platform for people to discuss their issues and opinions. Social media are computer tools that allow people to share or exchange information's, ideas, images, videos and even more with each other through a particular network. Now a day's, social media has been the important part of one's life from shopping to electronic mails, education and business tool. Social media plays a vital role in transforming people's life styles. Social media includes social networking sites and blogs where people can easily connect with each other (Abidin, 2016). Social media has revolutionized the way people view themselves, the way they see others and the way they interact with the world around them. Social media has many positive implications, including promoting awareness of specific causes, advertising businesses and helping foster friendships between individuals who may never have met without social networking (Shellabarger, 2016).

According to Safko and Brake (2010) using social media in the organization's business implies communicating with the consumers, collaborating inside the organization as well as with the clients, educating the consumers and the employees and offering applications and information in the form of entertainment. On the other hand, using social media in order to promote the organization's activity implies using certain marketing methods and technics, in which such strategic decisions require the approval and decision of the organization's management. Although organizational sustainability is a long process, digitalization is a driving force that is involved in attaining long-term success in organizations (Denicolai, Zucchella, and Magnani 2021).

The recent worldwide surge in social media platform users has substantially impacted the operations and procedures of organizations (Schivinski, and Dabrowski 2016). Organizations often embrace social media to accomplish various goals, such as information sharing, connection building, brand development, boosting awareness, and gathering customer insights (Kirchner 2022). In addition, the engagement of social media platforms within firms affects organizational decision-making processes and job skills. According to Dolan (2017) organizations are keen to engage with social media sites such as Twitter, Facebook, WhatsApp, Instagram, and LinkedIn, which is critical in building future understanding and implementing these new technologies for organizational sustainability. Businesses frequently communicate about sustainability via various social media channels, and simply creating a link on social media account to indicate a company's involvement in the global sustainability goal. Sustainability reporting demonstrates an organization's desire to discuss social challenges which helps in maintaining a positive connection with its stakeholders (Engelin, 2020). Therefore, this study sought to examine the influence of social media platforms on organizational sustainability in selected Hotels in Akwa Ibom State.

Statement of the Problem

All businesses, whether those supplying services or products, are in constant rivalry today as a result of the development of globalization and the removal of trade barriers that previously restricted international competitors. Using social media in a company's advertising is one way to ensure that it outperforms its rivals (Chive, 2008). Social media is among the communication channels that companies have adopted and used in order to improve their performance. Despite widespread diffusion and use of social media in the society, it is not yet reported how and to what extent the social media have contributed to improvement of organizational sustainability. Organizations are eager to interact with social media platforms like Facebook, Google, WhatsApp, Instagram, LinkedIn and YouTube which is important for

incorporating new technologies and developing future understanding for organizational sustainability. However, because of its widespread use, a number of concerns have arisen, including the dissemination of false information, cyberbullying and online harassment, issues with mental health, filter bubbles, echo chambers and effects on real-world relationships among others. A multifaceted strategy incorporating platform policies, user knowledge, and responsible use is needed to solve these issues. Promoting digital literacy, critical thinking, and empathy is essential while attempting to strike a balance between the advantages and disadvantages of social media. Since there has never been a study that specifically addressed the issue, carrying out this research was necessary in order to fill in the aforementioned gaps. The researchers set out to analyze the influence of social media platforms such as Facebook and YouTube on the organizational sustainability of selected hotels in Akwa Ibom State.

Objective of the Study

The main objective of this study was to examine the effect of social media platform on organizational sustainability in selected hotels in Akwa Ibom State. The specific objectives are;

i. To examine the effect of Facebook platform on organizational sustainability in selected hotels in Akwa Ibom State
ii. To examine the effect of YouTube platform on organizational sustainability in selected hotels in Akwa Ibom State

Research Questions

i What is the effect of Facebook platform on organizational sustainability in selected hotels in Akwa Ibom State?
ii What is the effect of YouTube on organizational sustainability in selected hotels in Akwa Ibom State?

Statement of Hypotheses

Ho_1: There is no significant effect of Facebook platform on organizational sustainability in selected hotels in Akwa Ibom State

Ho_2: YouTube has no significant effect on organizational sustainability in selected hotels in Akwa Ibom State.

LITERATURE REVIEW

Concept of Social Media Platform

Social media gained dominance in year 2000 and the number of social media has tremendously increased. Curtis, (2019) stated that LinkedIn was created in 2003; both Myspace and Facebook started in 2005 and Twitter came to the limelight in 2006. Within the few years of the existence of majority of social media networks, their popularity and usage continued to soar among individuals, organizations and governments. For example, Facebook, WhatsApp and YouTube is widely used in Nigeria. Businesses have taken advantage of Facebook and YouTube networks to promote their brand, enhance their business management strategies and reduce operational costs.

According to Gannon and Prothero (2016), the Founder of social media, defined the platform as an online directory that connect colleges and universities using social networks. This statement by the founder indicates that social media was initially design for the academic environment to network but over the years, users of the platform has grown across different field of humanities. Decision makers, as well as consultants, try to identify ways in which firms can make profitable use of applications such as YouTube, Facebook, Twitter, among others (Geraldo, and Pinto, 2020). Traditionally, consumers used the Internet to

simply expend content: they read it, they watched it, and they used it to buy products and services. This represents the social media phenomenon, which can now significantly impact a firm's reputation, sales, and even survival. Yet, many executives eschew or ignore this form of media because they do not understand what it is, the various forms it can take, and how to engage with it and how to learn (Kietzmann, 2014).

The emergence of Internet-based social media has made it possible for anyone to communicate with literally thousands of people about particular products and the companies that provide them. Thus, the impact of consumer-to-consumer communications has been widely magnified in the marketplace. social media is a hybrid element of the promotion mix because in a traditional sense it helps firms talk to their customers, while in a nontraditional sense it only assists customers to talk directly to one another (Ukpong, Uwa, and Ekanem, 2022). It is often outside managers' direct control to monitor the content and the media-based conversations happening between consumers. This is in contrast to the conventional marketing communications paradigm whereby a high degree of control exists. Thus, managers ought to learn to form consumer discussions in a way that is complied with the organization's mission and performance objectives.

According to American Bureau of Statistics, as of October 2023, the number of people using social media is over 4.95 billion worldwide, with the average user accessing 6.7 social media platforms on a monthly basis. Popular platforms like Facebook have over 68.38% of their monthly users logging in to use social media daily. These users are increasing day by day, and social media is emerging as a strongest social force. Organizations are increasingly realizing this fact and incorporating social media-related activities in their core strategies. Sustainable performance and corporate communication are few factors that are significantly affected by social media (Ekanem, Ekanem, and Ajibade, 2023). The social media is one of the fastest medium of transferring any message, and person sitting in one part of the world can know in minutes what is happening in the other part. The change in behavior in one region can be witnessed by a person of another region. The change in behavior is offering a continuous threat to organizational marketing and production strategies and sustainability. Samuel and Sarprasatha (2016) argued that social media is emerging as a key determinant of business success in the world. The corporate communication and sustainability are also directly and indirectly linked with the firm's effective social media strategy (Ekanem, 2021).

Conceptual Model

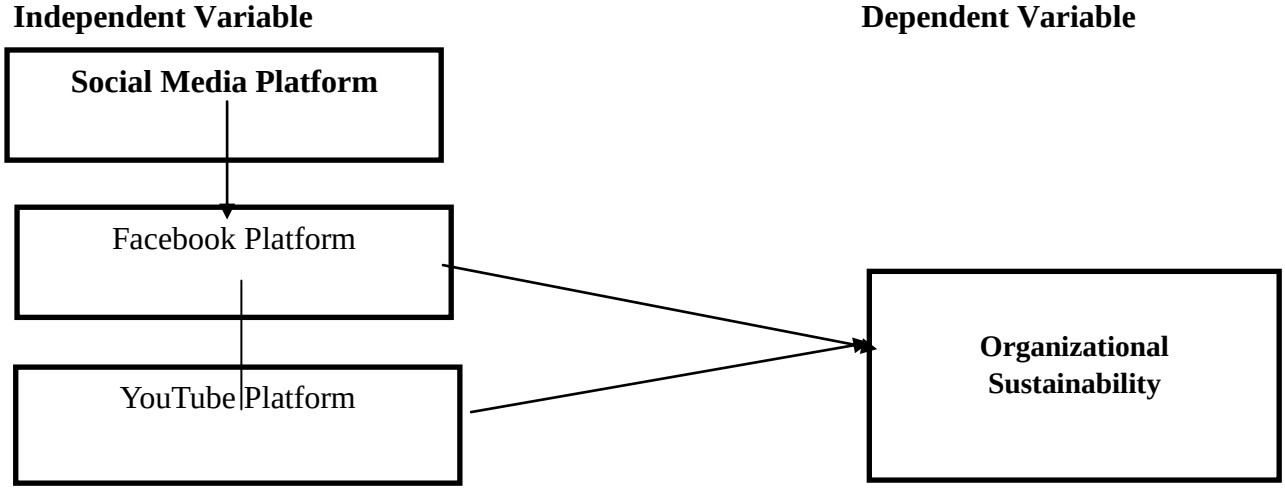


Figure 1. Model of social media and organizational Sustainability by the researcher, 2023.

Dimensions of Social Media Platform

Facebook Platform

Facebook has approximately 2.6 billion monthly active users in the world as of the first quarter of 2020 (Statista, 2021b) and considered as the largest social network worldwide (Tang, *et al,* 2016). In this case, active users imply the registered users who have logged into the system in the last month. The critical aspect of Facebook, which makes it easy to use both for personal and business purposes is its accessibility to mobile web users. This is enabled by various Facebook apps such as the Facebook Messenger. Facebook has been experiencing an increasing trend on its monthly active users. This makes it the platform with the highest potential to reach and engage customers (Ramsaran-Fowdar and Fowdar, 2013). Inferring from Holland (2016), Facebook serves as a vital and useful channel for generating leads to boosts sustainable business engagement and boost sales of products and services within any particular product or market niche. Due to the large presence of people on the Facebook platform, it guarantees that every business would have a significant audience to engage, regardless of their market niche. It is difficult for a business, especially an online one, to avoid marketing on Facebook. As compared to other platforms, advertising on Facebook is considered easy and straightforward and can also be highly customized and targeted. However, it is critical to note that the business owner would need some sustainable marketing knowledge, experience and strategies for maximization of the return on investment (ROI) and establishing a strong and specific customer group (Ekanem, Akpan, Ekanem, and Edem, 2023).

Holland (2016) identifies benefits of Facebook to include Friends, Group and entertainment. Facebook users easily connect friends and families by search of their names, education or companies. Sometimes, Facebook recommends who to follow on the user wall. This objective was achieved as many users now connect their old friends through Facebook. This is made possible with the algorithm system of the platform that allows users to fill basic information when they open account on the platform. The system sends a friend's request and who to add based on the interest and hobbies. The users have the opportunities to create page and group. The user can use this features to promote an idea or cause. There are many Facebook Group created to promote a cause. These groups are used in different fields. For example, University have Facebook Group page to share events and campus news. Holland, (2016), further stated that Facebook provide features that entertained users. Most comedians and TV programmes run their show on Facebook.

YouTube Platform

Advertisement always moves along with technological changes, from television commercials, online banners, to advertisements in social media (Dove, 2020). According to Barca, (2021) the advertising paradigm is now shifting from traditional advertising media (TV, outdoor, direct marketing, etc.) to digital-centric approaches and advertisers are increasingly investing digitally at the expense of the traditional format (Barca, 2021). Zenith Opti media predicts the value of advertising in online video is expected to touch US$ 35.4 Billion worldwide by 2019 (Bintoro, Belanja iklan 2020). According to Nielsen (2017), advertising spending in the digital sector was more than US$ 900 M, with the social media portion of up to US$ 600 M. The rapid penetration of smartphones, social media and online video caused the tremendous growth of digital commercial spending.

Organizational Sustainability

Sustainability is an economic, social, and ecological concept (Boudreau and Ramstad, 2018). It is intended to be a means of configuring civilization and human activity so that society and

its members are able to meet their needs and express their greatest potential in the present, while preserving bio-diversity and planning and acting for the ability to maintain these ideals indefinitely. Sustainability is providing for the best for people and the environment both now and in the indefinite future (Colbert and Kurucz, 2017). According to the 1987 Brundtland Report, sustainability is "meeting the needs of the present generation without compromising the ability of future generations to meet their needs. Colbert and Kurucz (2017) identified the colloquial definition of sustainability as being to keep the business going, whilst another frequently used term in this context refers to the future proofing of organizations. Boudreau and Ramstad (2018), referred to sustainability as achieving success today without compromising the needs of the future. The Charter of the Sustainability Committee created by the Board of Directors at Ford focuses on sustainable growth, which it defines as the ability to meet the needs of present customers while taking into account the needs of future generations (Ford, 2012). Sustainable growth encompasses a business model that creates value consistent with the long-term preservation and enhancement of financial, environmental and social capital (Uforo, Malachi, and Don, 2022).

According to the Chartered Institute of Personnel and Development (CIPD, 2012), the essence of sustainability in an organizational context is "the principle of enhancing the societal, environmental and economic systems within which a business operates. This introduces the concept of a three-way focus for organizations striving for sustainability. This is reflected also by Colbert and Kurucz (2017), who stated that sustainability implies a simultaneous focus on economic, social, and environmental performance. Uwa, (2021), noted that organizations are developing sustainability policies, but they highlight that these policies are aimed at developing an underlying culture of sustainability, through policies highlighting the importance of the environmental and social as well as financial performance. These policies seek to develop a culture of sustainability by articulating the values and beliefs that underpin the organization's objectives. Colbert et al (2017) also emphasizes the importance of organizational culture in seeking to understand organizational sustainability, referring to "the creation of meaningful values that shape strategic decision-making and building a culture that reinforces desirable behavior".

Eccles (2016) addressed sustainable as a modern management pattern emphasizing on the integration of the economy, environment and society through all the processes including procurement, producing, packaging, transportation, storage, consumption and disposal of the end-life product, supported by supply chain management technology, and its final goal is to achieve the sustainable development of economy, environment and society. Economic sustainability is continuing to be one of the major goals for business firms. According to Uwa (2022), sustainable economic performance is evaluation of organizational cost reduction, promotes market shares, return on assets, improve income and profits regarding the economic goals of performance. Environmental concerns and conscious are driving business firms to look onto their operational impacts. Referring to Lazarus (2014), sustainable environmental performance is defined as "the evaluation of organizational reduction for emissions, decrease of consumption for hazardous or harmful materials and efficient energy or resources use. Environmentally sustainable performance is achievements in reducing the resource usage, pollution emitted and waste generated resulting from the undertaken efforts (Safko et al., 2018). Environmentally sustainable performance is also strongly related to environmental goals of the organization, including the decrease of frequency for environmental accidents and solutions to improve an enterprise's environmental situation (Dolan, 2017). The environmental performance can also be a useful indicator in decreasing environmental risks, as well as in supporting external communication and policy-making for both public and private sectors.

Social Media Platform and organizational Sustainability

Social media is an essential tool for many organizations because it attracts clients and urges them to act. Using social media to unite individuals around a shared interest is a tremendous opportunity (Pateli, Mylonas, and Spyrou, 2020). Most businesses' strategies now include social media and Web 2.0 apps that drastically alter how hotels and airlines, for example, create value for their consumers by giving them online access to reservation information and product/service reviews (Uwa, Ubong and Etimfon, 2018). In addition, growing social awareness about sustainability has increased social media coverage of the efforts made by various actors (Rodriguez-Pomeda, Hamón, and Casani, 2020). Sustainability issues are increasingly a tacit or explicit standard for governments and different economic sectors, including higher education. On the other hand, organizations are focused on hiring employees and managers capable of promoting their message of corporate sustainability on social media (Correia, Medina, Romo, and Contreras-Espinosa, 2014).

According to the findings of Hysa, Karasek, and Zdonek (2021), social media platforms were initially mainly utilized for marketing, sales, customer support, and customer relationship management. Sharing information on social media is more spontaneous and is typically more reputable than reviewing an organization's material. Social media data is more valuable than survey data because it can include various pieces of information, such as words, symbols, and photographs, among other things (Pateli, *et al*, 2020). The study by Naeem and Khan, (2019), revealed that social media applications such as Twitter, Facebook, YouTube, and WhatsApp are the most-often-used apps in the selected institutions to develop relationships and encourage communication about the sustainability performance of organizations. However, groups have embraced Twitter, a widely used social media platform, to promote their sustainability, and every organization has a Twitter account (Pateli, *et al* 2020).

Facebook Platform and Organizational Sustainability

Facebook marketing is considered affordable and the easiest way that small businesses could reach their potential customers (Creswell and Miller, 2020). According to Facebook Ads Benchmark Report, the cost was averaged at fifty-six cents for a thousand impressions while other social media costs at two dollars for a thousand impressions. Researchers also argue that consumers prefer the companies that use Facebook, free and informed content, without posting many unsolicited sales messages (Hansson, Wrangmo, and Søilen, 2014). Due to its usage with mobile phones, Facebook could be accessed anytime, anywhere. Facebook mobile sales have increased insignificantly over the recent past, and it is currently referred to as m-commerce. A research carried out by Tang, et al (2016) constituted 894 college students in Taiwan, which shows that 80% of the interviewed students use Facebook, while approximately 10% spent at least three hours on Facebook. Social media can facilitate knowledge sharing between the small firms and their digital clients and improve the later trust on the former and contribute to better performance (Tajpour and Hosseini, 2021). Considering how easy it is to access Facebook, and the high usage of Facebook among the current generation, then the business owners need to optimize the opportunity and strategize how they could optimize the marketing tool effectively. Various applications in the social media such as the Facebook can improve the customer engagement and the later can contribute to the customer loyalty and growth in the medium to long term (Li, *et al.* 2020). An effective Facebook sustainable marketing strategy should involve engaging the current and potential business audience and customers to demonstrate that one cares about them (Hanson, *et al* 2014). This could be done by consistently replying to their messages, posting informative information, and addressing their comments (Willian, Uwa and Okurebia, 2023).

YouTube platform and Organizational Sustainability

YouTube is one of the social media platforms which allows users to upload, watch and share videos (Amoako, *et al* 2018). According to Social bakers (2013) in Dehghani, *et al*, (2019), YouTube attracts one billion visitors and more than six billion views per month. YouTube was ranked the second most visited website, according to the Internet traffic ranking website Alexa.com in December 2017. According to Hanson (2014), YouTube ranked first in the category of social media platform as the most active social media in Nigeria and has a percentage of 49% of the 12 social media platforms included in the research. Therefore, companies could not ignore this fact, by including their communication strategy in YouTube to engage with their customers. Martins, *et al* (2018) built an approach to study the effectiveness of attitudes toward advertising, which focused on advertising value. They stated three antecedents of advertising value on internet advertising, including entertainment, informativeness, and irritation. Entertainment is a positive predictor of advertising, due to audiences seeing advertising as a fun and enjoyable thing. Informativeness is the advertisings' ability to provide product-related information to audiences. While irritation is a negative predictor that reflects the techniques used by advertisers that could irritate, offend, criticize, or manipulate the audience. Moreover, customization was also found to be an antecedent for advertising value of internet advertising, in which an audience could customize the information that suits his/her own interests and needs (Lee, et al, 2020). These three antecedents could be used to predict the advertising value on YouTube, which is one of the advertising in the form of social media. The customer would have the intention to buy a product or brand based on their experiences, preferences, external environment, including advertisement.

METHODOLOGY

This study adopted cross-sectional research design. The population of the study was forty-eight (48) marketing/media unit staff of selected hotels in Akwa Ibom State. Therefore, out of 52 hotels duly registered with five (5) star, and four (4) star grades. Six (6) hotels were purposively selected based on proximity and also based on their grade and class of operation. Census sampling technique was employed in the administration of research instrument for this study. The study utilized the statistical tool of Ordinal Logistic Regression.

ANALYSIS

Testing of Hypotheses

The ordinal logistic regression model was used to test the hypotheses when there is one dependent variable with more than two independent variables in categories, either sorted or unordered), and ordinal in nature. The null statements of hypotheses were stated as follows:

Table 1 Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	874.683			
Final	675.484	199.198	3	.000

Link function: Logit.

Model fitting information on table 1 shows that there is a significant improvement in fit as compare to the null model, hence the model is showing a good fit. Here the model is significant with p =0.000. The differences between the intercept only model and final model should be significant.

Table 2 **Goodness-of-Fit**

	Chi-Square	Df	Sig.
Pearson	2584.548	1943	.510
Deviance	644.795	1943	1.410

Link function: Logit.

Goodness of fit statistic on table 2 indicates a poor fit if the significant value is less than 0.05. Here, the model adequately fit the data (P>0.05). An insignificant value would mean that there a no significant differences in the observed data and fitted (assumed) model.

Table 3 **Pseudo R-Square**

Cox and Snell	.669
Nagelkerke	.674
McFadden	.218

Link function: Logit.

The Psuedo R-square model on table 3 means that it cannot technically explain the variation, but they can be used as approximate variation in the criterion variable. In ordinal Regression we will use the McFadden value of $R^{2.}$ In this case we can say that there has been a 21.8% improvement in the prediction of outcome based on the predictors in comparison to the null model.

Table 4 **Parameter Estimates**

		Estimate	Std. Error	Wald	Df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[OS = 1.00]	20.100	17.664	1.295	1	.001	-14.522	54.721
	[OS = 2.00]	32.897	19.412	2.872	1	.004	-5.149	70.944
	[OS = 3.00]	39.851	19.684	4.099	1	.000	1.272	78.431
	[OS = 4.00]	53.935	23.217	5.397	1	.002	8.431	99.440
Location	Facebook	3.246	3.069	1.119	1	.002	-2.769	9.260
	YouTube	3.298	2.969	1.235	1	.000	-2.520	9.116
	[LS=1.00]	4.323	2.439	3.142	1	.000	-.457	9.102
	[LS=1.00]	-1.417	12.054	.014	1	-.731	-25.043	22.209
	[LS=2.00]	-.558	10.089	.003	1	.-860	-20.332	19.216
	[LS=3.00]	-7.165	7.349	.951	1	.-910	-21.570	7.239
	[LS=4.00]	-4.659	5.899	.624	1	.-603	-16.220	6.903
	[LS=5.00]	0[a]	.	.	0	.	.	.

Link parameter function: Logit.

a. This is set to zero because it is redundant.

Table 5 Test of Parallel Lines[a]

Model	-2 Log Likelihood	Chi-Square	Df	Sig.
Null Hypothesis	332.212			
General	312.203[b]	20.009	4	.352

The null hypothesis states that the location parameters (slope coefficients) are the same across response categories.
a. Link function: Logit.
b. The log-likelihood value is practically not zero.

Interpretations of Results

According to the null hypothesis, the location parameters (slope coefficients) are the same across response categories. Table 4 shows the parameter estimations and further summarizes the impact of each predictor. The sign of the covariate coefficients and the relative values of the component level coefficients might provide valuable insights into the influence of the predictors in the model. Positive (negative) coefficients for variables suggest positive (inverse) connections between predictors and criterion variable. Table 4 also shows the values of the ordinal logistic regression coefficients and intercepts, together with the corresponding standard errors, t-values and their p-values. The location becomes; (Facebook, 3.246, Youtube = 0.002); and (OS = 4.323, PV = 0.000) . This shows that there is an anticipated rise in the log probabilities of failing at a higher level of the dependent variable for every unit increase on the independent variable. Any rising value of a covariate with a positive coefficient translates to a greater likelihood of falling into one of the "higher" cumulative outcome categories. A factor level with a higher coefficient suggests a higher likelihood of being in one of the "upper" cumulative result categories. The sign of a coefficient for a factor level is determined by the influence of that factor level on the reference categories. In Table 4, the variable with the largest coefficient with p-value less than the chosen significant level of 0.05 is considered the most significant influential factor. Therefore, the p-value for all the independent variables are each less than 0.05. This shows that all the independent variables are statistically significant at the 5% level of significance.

Interpretations of Tested Hypotheses

The null hypotheses were tested using ordinal logistic regression analysis. The following results were obtained as indicated in table 4.

H_{O1}: There is no significant effect of Facebook platform on organizational sustainability in selected hotels in Akwa Ibom State.

Result of Hypothesis 1: Estimated location for Facebook, is 3.246, PV = 0.002. Where; F = Facebook platform, PV = Probability value, and OS = Organizational Sustainability (Threshold). The result in table 4 shows a significant influence of Facebook, platform and organizational sustainability in selected hotels in Akwa Ibom State. This is because the estimated location for Facebook, platform is 3.246 when PV = 0.000. The probability value was less than 0.05.

Hypothesis Two: Ho_2: YouTube platform has no significant effect on organizational sustainability in selected hotels in Akwa Ibom State

Result of Hypothesis 2: Estimated location for FB, is 3.024, PV = 0.003. Where; YP = YouTube platform, PV = Probability value, and OS = Organizational sustainability (Threshold). The result revealed a significant influence of YouTube platform on organizational sustainability in selected hotels in Akwa Ibom State. This is because the estimated location for YouTube platform is 3.024 when PV = 0.003. The probability value was less than 0.05.

Discussion of Findings

This study examines the effect of social media platform on organizational sustainability in selected hotels in Akwa Ibom State. An ordinal logistic regression analysis was carried out to ascertain how social media platform associates with organizational sustainability of selected hotels in Akwa Ibom State. The ordinal logistic regression model was significant $p < .05$ with df = 3). The pseudo R^2 values (e.g. Negelkerke.= 0. 674=67%) presented in Table 3 indicates that the ordinal logistic regression model with its independent variables explained a relatively large proportion of the variation in organizational sustainability in selected hotels in Akwa Ibom State. This further indicates that a model containing Facebook platform, and YouTube platform most likely to be a very good predictor of the organizational sustainability. Furthermore, the result of the ordinal logistic regression analysis showed that Facebook platform, and YouTube platform were responsible for changes in organizational sustainability in selected hotels in Akwa Ibom State. This was seen in the *P*-values all less than 0.05 level of significance. This implies that for any one-unit increase in the level social media platform increases the chances for organizational sustainability given that all of the other variables in the model are held constant.

The first objective was to examine the effect of Facebook platform on organizational sustainability in selected hotels in Akwa Ibom State.

The result for hypothesis (Ho_1) of the ordinal logistic regression analysis showed that Facebook platform, associates with organizational sustainability in selected hotels in Akwa Ibom State. This implies that for any one-unit positive increase in the level of Facebook, will contributes to chances for organizational sustainability given that all of the other variables in the model are held constant. Therefore, this suggests that a significant influence that exists between Facebook platform and organizational sustainability. Hence, the null hypotheses were hereby rejected. This is in line with the work of Kumar and Sharma (2016) investigated the usage and effect of Facebook, and Twitter in the regions of Northern India. The survey results show that there is a significant impact of Facebook, and Twitter on its users by improving their relationship with friends. In line with this, Ekwueme and Okoro (2018) analysed the use of social media advertising among selected online businesses in Nigeria. Their findings revealed that online businesses in Nigeria have embraced social media advertising.

The second objective was to examine the effect of YouTube platform on organizational sustainability in selected hotels in Akwa Ibom State.

From table 4, the result from the test of null hypothesis (Ho_2) shows that YouTube platform influences organizational sustainability as P-value is less than level of significance (0.05). Therefore, this finding suggests that a significant and positive effect exists between YouTube platform and organizational sustainability in selected hotels in Akwa Ibom State. Hence, the null hypothesis was hereby rejected. This finding is in line with the previous findings by Margaret Holland (2016) who examined how YouTube developed into a Successful Platform

for User-Generated Content. The aim of the study was to examine how three prominent YouTubers have created a successful personal brand. Analysis revealed the common characteristics that these online celebrities shared, the appeal of their content to viewers, and their use of traditional media to strengthen their branding. The study also found that younger viewers prefer watching YouTube videos because they were able to relate to the authenticity of user-generated content.

Conclusion

Based on the findings discussed in the study the following conclusions were made; It was concluded that engaging of potential customers on social media platform leads them to make purchase decision, and the length of consultation time on Facebook and YouTube platform increase engagement of potential customer base. As a result, different organisations must be able to come up with policy and strategies on how they can be able to utilise the power of social media because it is where large numbers of the people and prospective and current customers are located in today's world. Organizational sustainability is the organization's ability to meet present needs without compromising the ability of future generations to meet their own needs. This definition means that organizational sustainability is something that must be fought for by all individuals in the organization. In this case, the leader can decide on a strategic policy regarding a strategy to build sustainability after identifying several variables that are proven to affect the sustainability of the organization.

Recommendations

The study recommended that practitioners and business owners should adopt Facebook platform as it can be a powerful tool for business owners to connect, communicate, and promote their brand in an increasingly digital world. However, it's important to have a well-defined strategy and consistent engagement to fully realize these benefits. Also, hotels should adopt the use of YouTube as it offers hotels a dynamic platform to visually engage with potential guests, showcase their offerings, and provide valuable information. By creating compelling and relevant video content, hotels can enhance their brand image, attract more bookings, and connect with travelers on a deeper level.

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