Abstract: Social media continues to play an important role in the lives of people especially in updated communication and therefore cannot be ignored in the workplace especially on the training of employees. Social media has varied definition but at the end of the day it involves communication on online medium. Social media has several advantages and disadvantages alongside disadvantages which need to be mitigated. In terms of training media several have been involved but key to the training included.

Key words: social media, employee training, strategic tool.

1. Introduction
Social media is defined as a community online communication. There is sharing of information.

2. Review of related data
2.1 Definition
Forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content according to Merriam Webster dictionary. According to Cambridge university social media are forms of media that allow people to communicate and share information in computer platforms.

2.2 Advantages
Connectivity is one of the advantages of social media where very many people are interconnected through various groups and platforms ranging to millions. Education is one the roles of social media having knowledge for almost every thing from specialist to generalist.
Help is one of the gains of social media where individuals have gained from social media from special to entertainment to health social media has been of great help. Information sharing and gaining has played a great role in social media. Helps Government and Agencies Fight Crime using the various technology enabled. Improves Business has been experienced where individuals have promoted their business on the internet and millions of customers have gotten the information while others have gone ahead to make purchases. Helps in Building Communities these communities have promoted the agenda of the day.

2.3 Disadvantages

Cyber bullying is very rampant on the social media user and care must be taken by all users.

Hacking of important information has taken place and created enormous losses to the users.

Addiction individual have reported addiction issues which has impacted on employers time hence loss to economy and time of serving the most important goal of meeting. Fraud and scams which have tried to lure individuals to businesses not of their wish. Security issues most information has been exposed to third parties and hence loss to the company. Reputation of people has been exposed through social media. Cheating and Relationship issues have exposed most private lives of individuals and created shame to their lives and families to an extent of breaking families. Health issues due to too much exposure to radiations and light to the eyes causing eye problems. Death which comes in various forms for example one writer had a game of how to die fast and one youth tried and died another one is exposure of news without sensing especially of accidents. Promotes drugs and alcohols through its pop up adverts and hence leads to people to attempt the brands. Lacks Emotional Connection between users has been reported. Gives People a License to be Hurtful and as such take advantage to harm others.

Decreases Face-to-Face Communication Skills so individuals cannot read the dangers exposed by the body language of another person. Conveys Inauthentic Expression of Feelings where individuals are likely to say the opposite of what they are doing. Diminishes Understanding and Thoughtfulness as copy paste culture seems to be promoted. Causes Face-to-Face Interactions to Feel Disconnected. Facilitates Laziness where individuals do not want to work to earn that promotion. Creates a Skewed Self-Image where individuals thought to be models are actually dangerous individuals. Reduces Family Closeness which is dangerous for the upbringing of children. Causes Distractions especially the pop ups which are irritating and unwelcome.

2.4 Challenges of social media

Why do you need social media is one of the major challenges that individuals experience before using social media. Where do you get time
for social media this question is very important because as much as social media is 24/7 business depending the job one holds it becomes difficult to get time to visit social media. How to find the right people for social media. Remember social media is about people for the people and therefore finding the right people with the right information is key.

2.5 Training platforms

There are very many learning platforms that an employee can take advantage of. The learning platform fall into two categories those that are institution based and private based. Others offer certificates while others do not offer certificates but aim at training individuals for general information or updated ideas.

3. Research design and methodology

These paper used online material related to social media hence desk top research. Relevant papers on the thematic areas on social media related to definition of social media, advantages of social media, disadvantages of social media, challenges facing social media users and training platforms in social media.

4. Data analysis

Is social media a good tool for employee training. Does social media training lead to improved production. Does social media motivate employees. These were the three questions that were randomly emailed to one hundred respondents on there view about social media as a tool for training.

<table>
<thead>
<tr>
<th>Item</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is social media a good tool for employee training</td>
<td>100/100 00</td>
<td></td>
</tr>
<tr>
<td>Does social media training lead to improved production</td>
<td>100/100 00</td>
<td></td>
</tr>
<tr>
<td>Does social media motivate employees</td>
<td>50/100 50/100</td>
<td></td>
</tr>
</tbody>
</table>

From the table is evident that people are turning to social media for employee training as its cheaper for updated information and skill gap especially for individuals who have internet knowledge and skills. On the issue whether social media training leads to improved production the respondents unanimously agreed that if well used will lead to improved production. On the issue if whether social media will lead to motivated workforce the answers were varied because as production increases some individuals are motivated while others are not because the employers do not recognize their effort.

5. Discussions and findings

Social media is a very important avenue for the training of employees in the world and very important if very well utilized to gauge employees
competence on the emerging knowledge and information which is very vital on the technological growth of an individual and the company and hence the rapid growth of the nation and the positive trend of globalization hence creation of a good world to live where unemployment and obsoleteness will be eliminated within a short time.

6. **Recommendations and way forward**

The paper recommends social media platforms to be updated with current knowledge and information and expose the employees to the current world of information, technology and innovation. The paper further recommends more platforms be set in Kenya to aid unemployment by training on skill gaps identified in the country. The paper still recommends books to be written on social media aimed at digital marketing as the country is moving to creating millions of jobs to its jobless youths through AJIRA.

7. **Conclusion**

Social media is emerging as a strategic tool for employee motivation hence employers should made it available and updated to their employees. The time has gone when institutions were fearing to invest in social media. Tools like linkedin can be used as the fastest tool to recruit trainers and even better employees. As our employees interact on social media so does the organization benefit in terms of production and the motivation of her employees.