

Influence of Communication Policies on Employee's Job Efficiency in Money Deposit Banks in Port Harcourt Metropolis

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Abstract

The study investigated influence of communication guidelines on employee's job efficiency in money deposit banks in Port Harcourt metropolis. The research design that was adopted in the study is the descriptive research design. The population of the study was 10 which consisted of professional employees in commercial banks in Port Harcourt Metropolis. The banks investigated include, The banks investigated include, GT Bank, NTA, by Location junction, Heritage Bank, Rumuola, Fidelity Bank, Aba Road, by GRA Junction, FCMB GRA junction Port Harcourt, First Bank Rumuola, Heritage Bank Rumuola, GT Bank Nnamdi Azikiwe Road Branch, Access Bank, Rumukurushi junction, Fidelity Bank, Rumuola, UBA Rumuokwuta, FCMB, by Kala Police Station all put together to employees and their assistants in each of the branches amounted to one (1) employee per branch. The sample size of 10 was used adopting the purposive sampling technique which implies that the entire population was studied. The instrument used for data collection was questionnaires. The questionnaire was administered personally by the researcher. Out of the 10 copies of questionnaire distributed, only 8 representing 98% were duly completed and returned. The study based its analysis on the returned per centage. The study used simple per centage to answer the three research questions and Chi-Square to test the null hypotheses. The study concluded that that there are external, internal and social media communication policies significantly influence job performance of employees. Money deposit banks put the communication policies in place in order to safeguard information good will of the bank and staff discrete conduct on organizational matters. The study recommended among others that management of money deposit banks should provide training and retraining programmes for employees working in their establishments in order to be abreast of modern communication techniques.

Keywords: Influence, Organization, Employee Communication, Policy, Employees, Job Efficiency.

Introduction

Most organizations develop a series of policies that express their strategies and define philosophy, provide direction, and establish guidelines. Communication policy refers to rules guiding communication, information, messaging, relationships within an organization. Communication policies are strategic communication management tool, a practical set of principles that is designed to guide organizational members' thinking on how to make decisions in relation to communication issues and communication behavior in an organization. Communication policies belong to a network of communication strategy

documents (texts) that are used in the management of strategic communication. Their main purposes are to support appropriate organizational decision making and organizational behavior, and to support an organization's quest for social legitimacy. They are supportive of, and aligned with, corporate strategy and offer organizational members behavioral cues shaped as a definite course of action. Communication guidelines for organization are otherwise called policies or rules guiding organizational communication. The reality is still often found a variety of problems in carrying out basic tasks and functions to promote the organization. Problems often arise when a communication error occurs frequently (mis-communication). Communication error may also occur horizontally between the functional position with functional office group (colleagues) in running various programs and activities of the organization. Communication error also occurs frequently among the leadership and rank and file of the organizational hierarchy. Organizational communication error occurs frequently resulted in a decrease in employee performance and achievements in carrying out basic tasks and functions properly, since it needs to be an effort to create an effective organization communications climate by growing a variety of action or communication activities between parties who often communicate within an organization. Realization of the communication activities of actualization are wont to do that is by always talking, discussion, meet and conduct cooperation in discussing a wide range of programs and activities related to the implementation of the Working tasks run. Nweke (2017) describes employee as any officer that is able to work in a modern organization with its attendant technologies as a modern employee, who is opposed to the traditional employee who was hitherto inextricably tied to the typewriter. We often cannot help jumping to a very outdated idea of what it means to be an employee. The reality, however, is that the role of the employee has evolved to such an extent that the word 'employee' itself has largely been replaced by more appropriate professional titles such as 'personal assistant', 'executive employee', or 'management assistant'. Traditionally, employees were 'note takers'. They sat in on meetings to take minutes, they filed documents, and they handled most of the typing. While modern employees can be asked to do all these things, too, their roles within a corporate environment have enlarged considerably not to mention how much their importance has increased in any modern organization.

Nweke, (2018) affirmed that employees have nomenclatural differences in organizations which include the banks. In some banks the designation of a employee may be called admin assistant, office administrator, business partner, executive assistant among others, depending on the nature of the role assigned such a professional. However, it is described, the primary role of the employee is to support the manager or managers to achieve organizational set goals through effective communication. In most banks, the employee is usually called the alter ego of the branch manager when trusted communication or information is required. The professional employee is therefore one who is adequately trained to man and manage the modern office. One who is able to use modern office equipment efficiently and effectively to achieve organizational goals (Nweke, 2017).

Statement of the Problem

Communication policies are guidelines that direct the communication or information flow in any organization. However, the misuse of communication guidelines in most organization has become worrisome. Most staff including employees who are expected to be information custodians of any organization expose or disseminate such information inappropriately. There have been cases where internal, external and social media communication policy or guideline of money deposit banks has been misused. This in some case has led to loss of job, role distrust and inefficiency of employees in such banks. This study is therefore set to investigate organizational communication policies and employee's job efficiency in money deposit banks in Port Harcourt metropolis.

Aims and Objectives of the Study

The aim of the study was to investigate influence of organizational communication guidelines on employee's job efficiency in money deposit banks in Port Harcourt metropolis with the following specific objectives:

1. To determine the how internal organizational communication policy influences employee's job efficiency in money deposit banks in Port Harcourt Metropolis.
2. To find out how external organizational communication policy influences employee's job efficiency in money deposit banks in Port Harcourt Metropolis.
3. To investigate how social media organizational communication policy influences employee's job efficiency in Port Harcourt Metropolis.

Research Questions

The following research questions guided the study:

1. How does internal organizational communication policy influence employee's job efficiency in money deposit banks in Port Harcourt Metropolis?
2. How does external organizational communication policy influence employee's job efficiency in money deposit banks in Port Harcourt Metropolis?
3. How does social media organizational communication policy influence employee's job efficiency in Port Harcourt Metropolis?

Null Hypotheses

The following null hypotheses guided the study:

1. There is no significant influence between internal organizational communication policy and employee's job efficiency in money deposit banks in Port Harcourt Metropolis.
2. There is no significant influence between external organizational communication policy and employee's job efficiency in money deposit banks in Port Harcourt Metropolis.
3. There is no significant influence between social media organizational communication policy and employee's job efficiency in Port Harcourt Metropolis

Literature Review

Conceptual Framework

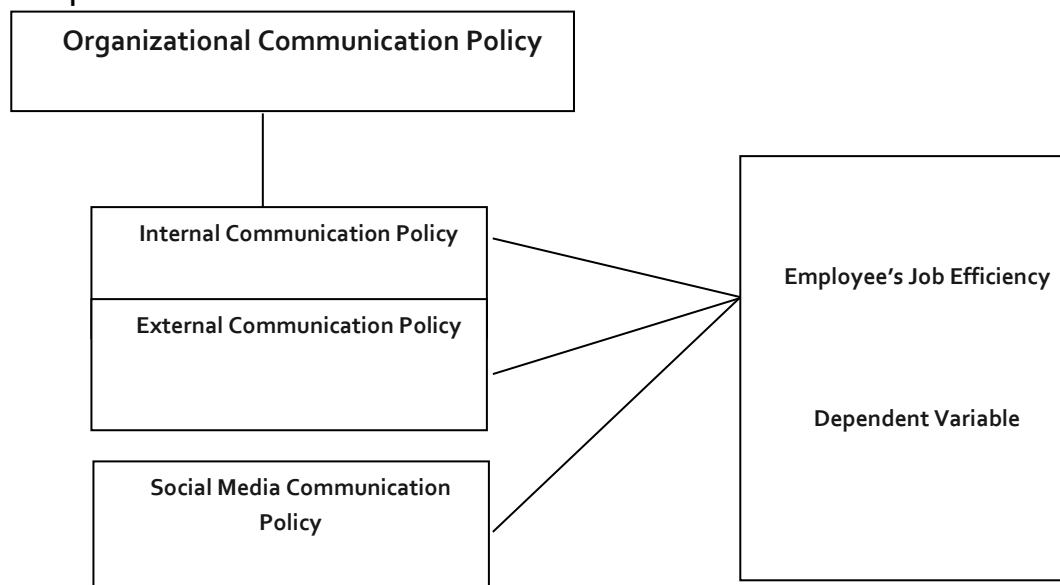


Fig. 1: Researchers' Guide, 2022

Concept of Organizational Communication Policy

The word "communication" comes from the Latin, "comunis", meaning making of community or build camaraderie between two or more people. Root "communis" is "sharing" which means communico (Stuart, 2017, in Vardiansyah, 2016). Other literature mentioned in the communication are also derived from the word "communication" or "communicare" which means "making the same" (to make the common).

The term "communis" is the term most commonly called as the origin of the word communication, which is the root of the Latin word similar communication suggesting that a mind, meaning, or a message on personal religious beliefs are the same (<http://cahpct.blogdetik.com/2009/04/02/definisi-komunikasi/>). From the above description, it can be concluded that communication is derived from the root word that means always (1) involves the exchange of a symbol or a sign of both verbal and nonverbal, (2) relation of harmonious togetherness between communicators with komunikan. A symbol or a sign of verbal language as spoken and written language.

While nonverbal signs such as symbols or mimic, gestures and sounds. Relation of harmonious togetherness is not always as positive relationship as intimacy or familiarity, but the formation of a contact relationship between the message sender and recipients of messages through symbols or certain signs which is verbal or nonverbal.

Application of this symbol of good contacts made by myself (sometimes intrapersonal) as well as with other parties (antarpersonal). Human life in the world can not be removed from the Organization's communication activities as an integral part of the system and order of human social life and society. Communication activity can be seen in every aspect of the

daily life of human beings, namely from the wake-up human beings go to bed at night. Certainly, a large part of the activities of life using good communication is nonverbal and verbal communication.

However, what is meant by the communication itself. Sardjono (2020) tried to define organizational communication as a process with messages moved or passed (through a channel) from a source to the recipient with the intention of changing behavior, changes in knowledge, attitude and behavior of the overt or more. At least four major elements found in the model of communication i.e. the source (the source), the message (the message), channel (the channel) and the receiver (the receiver). Wilbur Schramm (2019) expressed the Organization's communication as a process of sharing (sharing process). Schramm break it that communication comes from the words (language) Latin communis which means a General (common) or shared. When communicating, actually was trying to foster a togetherness (commonnes) with someone.

The Concept of the Employee in Commercial Banks

A employee, or administrative assistant, can be a pivotal person in an office. It is the employee who keeps the office organized, makes sure the various appointments and meetings on the schedule are kept straight and manages the flow of visitors or employees who need to see the management staff. In addition to basic secretarial tasks, some employees also perform more advanced executive functions or specialize in areas such as health care or legal support (Akpoma, 2015). We often can't help jumping to a very outdated idea of what it means to be a employee. The reality, however, is that the role of the employee has evolved to such an extent that the word 'employee' itself has largely been replaced by more appropriate professional titles such as 'personal assistant', 'executive employee', or 'management assistant'.

Traditionally, employees were 'note takers'. They sat in on meetings to take minutes, they filed documents, and they handled most of the typing. While modern employees can be asked to do all these things, too, their roles within a corporate environment have enlarged considerably not to mention how much their importance has increased in any modern organization (Adriaa, 2015).

According to Ojo (2014), the major problem of secretarial profession is that people see it as a profession that had no definite sequence, a procedure for the job. They feel that the employee is often interrupted by telephone call, visitors, colleagues, and subordinates and even the boss may call her to receive one assignment or the other that the effect on employee efficiency and productivity in the organization are cut down. However, there has been a lot of speculation and inscription that the invention of computer in organization has posed a lot of problem to employees in all ramification and therefore seen as possible replacement of employees in organization using it computer).

Employees in the part of the world is under rated. People see them as a profession by unintelligent people. The common occupied belief is that anybody who uses the typewriter takes dictation a employee. Since the majority of the so called employees are typist with

little or no secretarial education and training, the general belief is that the duties of a employee do not go beyond taking dictation and typing correspondence, she is seen as having little or no contribution to make towards the attainment of organizational goals. Presently, most offices are equipped with modern technological equipments. Many business organization which do not have the financial capacity to produce most of the equipments see themselves odd in the pool of modern organization. Making use of the new equipment maximally enhances the productivity and efficient of workers. Ikoro (2015) affirmed that it is expected that those machines and equipments should have special handling before they improve performance. What has not been known at the present is whether modern employees know how to operate these machines successfully, appreciated productivity, (Bright, 2014).

Employee Job Efficiency

Ibezim (2013) states employee's job efficiency in the bank can include but not limited to the following:

- Mastering software used to create spreadsheets, databases, records, or presentations.
- Processing physical and digital information and data.
- Maintaining executive schedules.
- Using content management systems.
- Serving as the hub of communication in an office, liaising between employees and management.
- Serving as office administrator.
- Assuming HR responsibilities such as training junior staff.
- Managing projects and conducting research.
- Liaising with clients and suppliers.
- Being involved in decision-making processes.

The duties of a employee, PA, or management assistant are also no longer confined to general tasks, but can change dramatically depending on the type of organisation he or she works in. The knowledge and skills required by a employee can include:

- Knowledge of legal practices if you work as a legal employee.
- Knowledge of the legal processes specific to your organisation.
- Public administrative knowledge if you work in the public sector.
- Public relations management skills.
- Financial knowledge if you work in an accounting firm.
- Other industry-specific expertise.

The most important change in the secretarial profession, as suggested above, is that it is a dynamic profession that requires a range of skills and expertise, as well as a high degree of adaptability.

Becoming a professional employee in the commercial bank is beyond being a mere typist.. Employees, in their many incarnations, are highly skilled professionals who all have to go

through extensive vocational training to build real careers (Adora, 2013). Oxbridge Academy's secretarial distance learning courses are extensive training programmes designed specifically with the demands of the modern secretarial profession in mind. These courses cover everything from computer skills and office management training to industry-specific subjects such as 'Legal Practices' for legal employees.

Ikoro (2019) identified other forms of professional employees in the bank to include:

- Executive Employee (Personal Assistant)
- Professional Employee (Human Resources)
- Management Assistant
- Legal Employee
- Medical Employee

The role of the Employee is to support the Chair in ensuring the smooth functioning of the Management Committee.

In summary, the Employee is responsible for:

1. Ensuring meetings are effectively organised and minuted
2. Maintaining effective records and administration
3. Upholding the legal requirements of governing documents, charity law, company law etc (where relevant).
4. Communication and correspondence

It is important to note that although the Employee ensures that these responsibilities are met, much of the work may be delegated to paid staff or volunteers.

Given these responsibilities, the Employee often acts as an information and reference point for the Chair and other committee members: clarifying past practice and decisions; confirming legal requirements; and retrieving relevant documentation.

The Employee themselves will carry out all these duties and may also take a greater role in the day-to-day administration of the organisation. This can become a time-consuming role. Some management committees have more than one person with formal responsibility for secretarial tasks (e.g. a Minutes Employee, Correspondence Employee and Membership Employee). Others delegate some of the administrative responsibilities to volunteers outside of the management committee to reduce the burden.

Many activities can be delegated (e.g. record keeping, taking minutes, filing correspondence, communication of activities etc). The Employee then ensures that their responsibilities are met, but will have less involvement in actually carrying them out.

Each Management Committee will have its own way of doing things, and the way in which work is shared out can also depend on the skills, interests or amount of time that a person has to offer. Always ensure that the role description for your Employee matches the current dynamics of your organisation. (Frank, 2017)

The responsibilities of the Employee of a Management Committee of the commercial banks are outlined below:

Ensuring meetings are effectively organised and minuted

- Liaising with the Chair to plan meetings

- Receiving agenda items from committee members
- Circulating agendas and reports
- Taking minutes (unless there is a minute's employee)
- Circulating approved minutes
- Checking that agreed actions are carried out.

Maintaining effective records and administration

- Keeping up-to-date contact details (i.e. names, addresses and telephone numbers) for the management committee and (where relevant) ordinary members of the organisation.
- Filing minutes and reports
- Compiling lists of names and addresses that are useful to the organisation, including those of appropriate officials or officers of voluntary organisations.
- Keeping a record of the organisation's activities
- Keeping a diary of future activities

Upholding legal requirements; Nweke, (2017) identified the uploading as one the roles of a employee in a modern office which include the bank.

- Acting as custodian of the organisation's [governing documents](#)
- Checking quorum is present at meetings
- Ensuring elections are in line with stipulated procedures
- Ensuring organisation's activities are in line with its objects
- Ensuring charity and company law requirements are met (where relevant, unless there is a separate company employee)
- Sitting on appraisal, recruitment and disciplinary panels, as required.

Communication and correspondence

- Responding to all committee correspondence
- filing all committee correspondence received and copies of replies sent
- keeping a record of any of the organisation's publications (e.g. leaflets or newsletters) and
- reporting the activities of the organisation and future programmes to members, the press and the public (unless there is an Information or Publicity Officer).
- Preparing a report of the organisation's activities for the year, for the Annual General Meeting.

Internal Communication and Employee's Job Efficiency

Internal organizational communications applied by every element of your organization into a caring and consideration in order to understand the significance of communication that is applied within an organization. The interwoven internal communication is effective, increasingly facilitate every element with an interest in the organization is easy to achieve

the progress and achievement of goals. An effective internal organizational communication, i.e. all components of organizational involvement ranging from leadership, work units subordinate to each other and providing information and manage the message to reach the destination. Means of communication the Organization was instrumental to the success of the organization. The success of an organization is not in spite of the importance of the Organization's external communication that is applied.

The application of an external communication is built upon the existence of reciprocal communication. External communications existed as a form of reciprocal provision of information, co-operation and intercultural dialogue activities of the organization. In managing an organization needed an act of leadership to take policy in communicating with outside parties or external organizations. It is intended in order to establish the existence of an active communication link between two or more organizations who do communication. Realization of communication external organization that communicates more than one form of the interests or needs of the organization that one with other organizations.

In principle, an organization conducting active communication with other organizations to exchange information, establish cooperation and dialogue to solve the problems together. Picture of an organization's external communication, namely the effective interest, cooperation and the goals you want to achieve. Through the communication between the Organization will generate a goal achievement based on interests and needs.

DeVito (2011) declaring the communications channel is important for the Organization to achieve the objectives of the organization. This means that an organization that implements the external organization communication essentially based on three aspects which are to be achieved, namely: 1) communicate to achieve interests, 2) communicate to team up, and a 3) communicating to reach the goal. Third it is implemented in the form of communication with each other information, establish cooperation and conduct dialogue to hammer out the issues and benefits of the activity of the organization. The success of the organization based on the Organization's external communication that is always give priority to the establishment of effective communication through the exchange of information between organizations, conduct or partnership in various Affairs or programs and conduct the discussion through dialogue or simulation to solve any differences between these organizations to escape from problem.

External Communication and Employee's Job Efficiency

Communication to external organizations can be seen in the form of a communication in the form of communication between the Organization's activities include the provision of feedback information, co-operation and intercultural dialogue activities of the organization. Nuhui (2015) expressed the Organization's external communication existed between organizations in a variety of feedback giving information is usually applied to provide materials or materials that are required by each organization in facilitating the Organization of activities running. In addition to this form of external communication are cooperating in a wide range of interests to restructure and complete the activities of an

organization that requires individual organizations for mutual dialogue in advancing and solve the problems of the organization. Organizational communication dimensions: first, external communication, organization members used for interaction with individuals outside your organization. External communications bring the message of the Organization and the relevant organizational environment.

The system of external messages are used to convey information from the environment of the Organization and to provide environmental information from the organization. Through the Organization's communication externally, each component of the Organization's good work units, leaders and subordinates, able to conduct cooperation with other organizations through an active communication and pro actively to develop external communication. Effective communication is communication through cooperation between the two organizations is maintained based on the existence of a communication-intensive, progressive, transparent and accountable. Communication external organizations which are often implemented by several organizations, namely through an interfaith dialogue are activities of the organization. This dialog communications activities can be done through communication between the leadership, between work units and between subordinates or can be done in bulk through seminars, gatherings, or things relating to the need to communicate the two organizations that are normally done according to agreement. Communication in organizations is the communication in an organisation which carried out the leadership, both with employees and with a wider audience has something to do with the Organization, in the framework of the construction of harmonious cooperation to achieve the goals and objectives of the organization. Management often have the problem not as effective communication. When effective communication is very important for the managers, there are at least two reasons, first, communication is the process through which the management functions ranging from planning, organizing, directing and monitoring can be achieved; Secondly, the communication is an activity where the manejer devote most of their time proportions.

Social Media Communication and Employee's Job Efficiency

Social media applications include sites such as LinkedIn, Facebook, Google+, Pinterest, Tumblr, Wikipedia, YouTube, Twitter, Yelp, Flickr, Snapchat, Instagram, Second Life, WordPress and ZoomInfo. Not only has social media changed the way we communicate, but these applications present great opportunities for businesses in the areas of public relations, internal and external communications, recruiting, organizational learning and collaboration, and more (Nweke, 2017).

The study examined frequently used business applications for social media, including recruiting, building employee engagement and communication, strategic real-time listening tools for business intelligence, and expanding learning opportunities among employees. Another vital application of social media by employers is as a knowledge-sharing platform, with employees at all levels using blogs, microblogs (similar to Twitter),

expert directories and communities of practice. These tools and groups turn social media into collaborative tools to improve work product and workflow.

Also presented are the potential issues created when employees use their personal social media accounts while at the office, possibly affecting productivity, data security and network security. "Friending" and other contact among employees on social media can open the employer to possible legal issues. Even the social media use policies that employers write to help control use can pose legal issues if poorly written or administered. HR in many organizations is taking the lead in developing, communicating and enforcing social media policies and on keeping tabs on the changing legal landscape of social media. Social media are information-based tools and technologies used to share information and facilitate communications with internal and external audiences. Well-known examples of social media platforms are Facebook, Twitter and LinkedIn, but social media can take many different forms. Those forms can include Internet forums, online profiles, podcasts, pictures and video, e-mail, instant messaging, music sharing programs, and Internet-based voice services (voice over IP), to name just a few. Social media also include applications sometimes known as "Web 2.0," a term encompassing technologies such as blogs, texting, wikis, and other applications like Google Reader, Google Docs and Ryze, a site linking business professionals (Rose, 2021).

Organizations can make use of social media in a variety of ways. Departments can hold brainstorming sessions or maintain ongoing conversations with questions and answers on a blog; teams can use wikis to manage projects, share best practices and research case studies; the CEO can keep a blog or record a podcast; and organizations can immediately deliver news to employees.

Methodology

The research design that was adopted in the study is the descriptive research design. The population of the study was 10 which consisted of professional employees in commercial banks in Port Harcourt Metropolis. The banks investigated include, The banks investigated include, GT Bank, NTA, by Location junction, Heritage Bank, Rumuola, Fidelity Bank, Aba Road, by GRA Junction, FCMB GRA junction Port Harcourt, First Bank Rumuola, Heritage Bank Rumuola, GT Bank Nnamdi Azikiwe Road Branch, Access Bank, Rumukurushi junction, Fidelity Bank, Rumuola, UBA Rumuokwuta, FCMB, by Kala Police Station all put together to employees and their assistants in each of the branches amounted to one (1) employee per branch. The sample size of 10 was used adopting the purposive sampling technique which implies that the entire population was studied. The instrument used for data collection was questionnaires. The questionnaire was administered personally by the researcher. Out of the 10 copies of questionnaire distributed, only 8 representing 98% were duly completed and returned. The study based its analysis on the returned per centage. The study used simple per centage to answer the three research question and Chi-Square to test the null hypotheses.

Results

Research Question 1: How does internal organizational communication policy influence employee's job efficiency in money deposit banks in Port Harcourt Metropolis?

Table I: Internal organizational communication policy influence employee's job efficiency in money deposit banks in Port Harcourt Metropolis

S/N Items	No.	Yes	% (Yes)	No	% (No)
All outgoing correspondences are vetted by next line manager	8	6	75%	2	25%
Staff are not allowed to send out e-mail through the company domain	8	6	75%	2	25%
I.T. units tracks communication trail of all staff	8	7	80%	1	20%
All internal memo follow through the ranks	8	6	75%	2	25%
The bank has special font and memo format for all staff	8	6	75%	2	25%

From table 1 above, item 1 6 respondents representing 75% agreed that they have obtained a All outgoing correspondences are vetted by next line manager, while 2 (25%) disagreed. In item 2, 6 or 75% of the respondents agreed that Staff are not allowed to send out e-mail through the company domain, while 5 representing 25% said no. In item 3 7 or 80% of the respondents agreed that I.T. units track communication trail of all staff while the rest 1 or 520% do not. In item 4, 6 or 75% of the respondents All internal memo follows through the ranks while 2 or 25% do not. In item 5, 6 or 75% of the respondents are agreed that bank has special font and memo format for all staff, while 2 or 25% said no that bank has special font and memo format for all staff.

Research Question 2. How does external organizational communication policy influence employee's job efficiency in money deposit banks in Port Harcourt Metropolis?

Table II: External organizational communication policy influence employee's job efficiency in money deposit banks in Port Harcourt Metropolis

S/N Items	No.	Yes	% (Yes)	No	% (No)
Management does not allow staff address the press	8	5	75%	3	25%

Staff are not allowed to attend community meetings	8	5	75%	3	25%
Staff are not allowed to call staff outside official hour	8	20	100%	0	0%

From table 3 above item 1 shows that 5 respondents or 25% agreed that Management does not allow staff address the press, while 15 or 75% disagreed. In item 2, 15 or 75% agreed that Staff are not allowed to attend community meetings, while 5 or 25% disagreed. In item 3, the 0 respondents agreed that staff are staff are not allowed to call staff outside official hour, while 20 or 100% disagreed that they staff are not allowed to call staff outside official hour.

Research Question 3: How does social media organizational communication policy influence employee's job efficiency in Port Harcourt Metropolis?

Table III: How social media organizational communication policy influence employee's job efficiency in Port Harcourt Metropolis

S/N Items	No.	Yes	% (Yes)	No	% (No)
9. Employees are not allowed to use bank approved social media handle without approval	8	5	75%	3	75%
10. Bank does not allow staff to use social media during work hours	8	5	75%	3	25%
11. Staff are not allowed to chat about the bank with their private social media handle	8	8	100%	No	0%

From table 3 above, in item 9, 5 respondents or 75% agreed Employees are not allowed to use bank approved social media handle without approval, while 15 or 75% disagreed. Item 10 shows that 15 respondents or 75% agreed that Bank does not allow staff to use social media during work hours, while 5 or 5% said no. In item 11 8 or 100% agreed that Staff are not allowed to chat about the bank with their private social media handle while nil or 0% disagreed.

Test of Hypotheses

H₀₁: There is no significant influence between internal organizational communication policy and employee's job efficiency in money deposit banks in Port Harcourt Metropolis.

Table 5: Influence between internal organizational communication policy and employee's job efficiency in money deposit banks in Port Harcourt Metropolis

<i>s/n Items</i>	<i>Chi Square</i>	<i>DF</i>	<i>Sig, Level</i>	<i>Remark</i>
All outgoing correspondences are vetted by next line manager	12.080 ^a	3	.000	Accepted
Staff are not allowed to send out e-mail through the company domain	25.520 ^a	3	.000	Accepted
I.T. units tracks communication trail of all staff	46.960 ^a	3	.000	Accepted
All internal memo follow through the ranks	20.240 ^a	3	.000	Accepted
The bank has special font and memo format for all staff	46.960 ^a	3	.000	Accepted

Table 5 above degree of freedom of 3, p-value of .000<.05 showing that there is a significant influence between internal organizational communication policy and employee's job efficiency in money deposit banks in Port Harcourt Metropolis. The null hypothesis is therefore rejected.

H02: There is no significant influence between external organizational communication policy and employee's job efficiency in money deposit banks in Port Harcourt Metropolis.

Table 6: Influence between external organizational communication policy and employee's job efficiency in money deposit banks in Port Harcourt Metropolis

<i>s/n Items</i>	<i>Chi Square</i>	<i>DF</i>	<i>Sig, Level</i>	<i>Remark</i>
Management does not allow staff address the press	17.080 ^a	3	.000	Accepted
Staff are not allowed to attend community meetings	15.520 ^a	3	.000	Accepted
Staff are not allowed to call staff outside official hour	76.960 ^a	3	.000	Accepted

Table 6 above shows p-value of .000<.05 which implies that there is a significant influence between external organizational communication policy and employee's job efficiency in money deposit banks in Port Harcourt Metropolis. The null hypothesis is therefore rejected.

H03: There is no significant influence between social media organizational communication policy and employee's job efficiency in Port Harcourt Metropolis

Table 6 Influence between social media organizational communication policy and employee's job efficiency in Port Harcourt Metropolis

<i>s/n Items</i>	<i>Chi Square</i>	<i>DF</i>	<i>Sig, Level</i>	<i>Remark</i>
Employees are not allowed to use bank approved social media handle without approval	17.080 ^a	3	.000	Accepted
Bank does not allow staff to use social media during work hours	15.520 ^a	3	.000	Accepted
Staff are not allowed to chat about the bank with their private social media handle	76.960 ^a	3	.001	Accepted
Employees are not allowed to use bank approved social media handle without approval	30.240 ^a	3	.000	Accepted

Table 6 above shows p-value of .001<.05 which implies that there is a significant influence between social media organizational communication policy and employee's job efficiency in Port Harcourt Metropolis. The null hypothesis is therefore rejected.

Summary of Findings

The findings of the study are hereunder listed:

1. Tested hypothesis one showed that there is a there is a significant influence between internal organizational communication policy and employee's job efficiency in money deposit banks in Port Harcourt Metropolis.
2. Findings of hypothesis two showed that there is a significant influence between external organizational communication policy and employee's job efficiency in money deposit banks in Port Harcourt Metropolis.
3. Findings of hypothesis three showed that there is a significant influence between social media organizational communication policy and employee's job efficiency in Port Harcourt Metropolis

Discussion of Findings

The discussion of the findings of the study are hereunder discussed:

Internal Communication Policy and Employees' Job Performance

The findings of the hypothesis one showed that there is a significant influence between internal communication policy and employees' job performance. Thus, DeVito (2011) declaring the communications channel is important for the Organization to achieve the objectives of the organization. This means that an organization that implements the external organization communication essentially based on three aspects which are to be achieved, namely: 1) communicate to achieve interests, 2) communicate to team up, and a 3) communicating to reach the goal. Third it is implemented in the form of communication with each other information, establish cooperation and conduct dialogue to hammer out

the issues and benefits of the activity of the organization. The success of the organization based on the Organization's external communication that is always give priority to the establishment of effective communication through the exchange of information between organizations, conduct or partnership in various Affairs or programs and conduct the discussion through dialogue or simulation to solve any differences between these organizations to escape from problem.

External Communication Policy and Employees' Job Performance

Findings of hypothesis two showed that there is a significant influence between external communication and employees' job performance in commercial banks in Port Harcourt Metropolis. Nuhui (2015) expressed the Organization's external communication existed between organizations in a variety of feedback giving information is usually applied to provide materials or materials that are required by each organization in facilitating the Organization of activities running. In addition to this form of external communication are cooperating in a wide range of interests to restructure and complete the activities of an organization that requires individual organizations for mutual dialogue in advancing and solve the problems of the organization. Organizational communication dimensions: first, external communication, organization members used for interaction with individuals outside your organization. External communications bring the message of the Organization and the relevant organizational environment.

Social Media Communication Policy and Employees' Job Performance

Tested hypothesis three showed that there is a significant influence between social media communication policy and employees' job performance in money deposit banks in Port Harcourt Metropolis. Thus, Nweke (2017), stated that Social media applications include sites such as LinkedIn, Facebook, Google+, Pinterest, Tumblr, Wikipedia, YouTube, Twitter, Yelp, Flickr, Snapchat, Instagram, Second Life, WordPress and ZoomInfo. Not only has social media changed the way we communicate, but these applications present great opportunities for businesses in the areas of public relations, internal and external communications, recruiting, organizational learning and collaboration, and more.

Conclusion

The study reached that there are external, internal and social media communication policies significantly influence job performance of employees. Money deposit banks put the communication policies in place in order to safeguard information good will of the bank and staff discrete conduct on organizational matters.

Recommendations

Based on the above findings, the following recommendations have been reached:

1. Management of money deposit banks should provided training and retraining programmes for employees working in their establishments in order to be abreast of modern communication techniques.
2. Management of money deposit banks should ensure external communication policies does not impact on the personal lives of employees.
3. Management should provide working tools for professional employees and engage them in training and retraining to cope with modern demands of their job roles.

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