

## **Relationship between Social Media Engagement and Job Stress: Millennial Employees in Private Sector**

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This study was conducted to identify relationship between social media engagement and job stress of millennial employees in private sector. Further it aims to recognize the time spends on social media and how it affects relationship of job stress. Gender was evaluated to find moderate effect on above relationship.

Furthermore millennial employees who are using social media in private sector were population of this study. Convenience sampling was used to select sample size of 68 employees and primary data were collected through self-developed questionnaire. Data of this study met the acceptable standards of reliability and validity. Correlation analysis was used to identify relationship of social media engagement and job stress (Hypothesis 1). Furthermore regressions analysis was used to evaluate the moderating effect of gender for the relationship of social media engagement and job stress (Hypothesis 2).

Study confirmed that social media engagement significantly correlated with job stress. Also results revealed that there is no significant correlation between the gender and two variables as social media engagement and job stress. Furthermore gender was not worked as a moderator for relationship of two variables. Another finding of this study is time spend on social media significantly correlation with job stress of millennial employees. Private sector organizations can identify addicted people of social media and provide guidance for them. Furthermore organization can restrict social media within workplace. It can be concluded that in between social media engagement and job stress has significant relationship and gender was not moderator for relationship of social media engagement and job stress.

***Keywords:*** *Social Media Engagement, Job Stress, Gender, Millennial Employees*