

Impact of Social Media Usage on Work Life Balance of Working Professionals in Sri Lanka

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ABSTRACT

Purpose: This research aims to identify the impact of social media usage on work life balance of working professionals in Sri Lanka. Specially the study going to analyze the impact of professional and personal life social media usages on Work Life Balance of Working professionals separately in Sri Lanka.

Design/ Methodology approach: This study employs a quantitative research design using a survey method to collect data from working professionals in Sri Lanka. The research aims to quantify the impact of social media usage on work-life balance. The population for this study includes all working professionals in Sri Lanka. A stratified random sampling technique will be used to ensure representation across different sectors (e.g., IT, education, healthcare, finance, etc.). The sample size of 950 working professional in Sri Lanka used to collect the data through structured questionnaire to ensure representativeness and reliability.

Findings: Social media platforms like LinkedIn and Twitter help professionals in networking, knowledge sharing, and career development, which can enhance job satisfaction and work-life balance. Excessive use of professional social media during work hours can lead to distractions and reduced productivity, negatively impacting work-life balance. Social media platforms like Facebook, Instagram, and WhatsApp facilitate communication and connection with friends and family, contributing to personal well-being and a better work-life balance. Overuse of personal social media can lead to procrastination, increased stress, and a blurred boundary between work and personal life, adversely affecting work-life balance.

Practical implication: Employers should encourage balanced social media use, providing guidelines and training to enhance productivity and work-life balance. Employees should be mindful of their social media habits, ensuring professional and personal use does not interfere with each other, thereby improving overall job satisfaction and personal well-being.

Originality value: This research uniquely explores the dual impact of professional and personal social media use on work-life balance among Sri Lankan professionals, providing actionable insights for better digital habits.

Keywords: *Social Media usage, Work Life Balance, Working Professionals*