

PARTICIPANT INFORMED CONSENT DECLARATION

(To be signed by research participant/s)

Project Title: Employee Perceptions of Social Media Regulation and its Impact on Workplace Culture and Climate at a Cleaning Company.

Mr. Lerato John Nkhahle from the Department of Communications Sciences, Central University Technology (CUT) has requested my permission to participate in the above-mentioned research project.

The nature and the purpose of the research project and of this informed consent declaration have been explained to me in a language that I understand.

I am aware that:

The purpose of this study was to explore how employees perceive organisational regulations on social media use and to examine the ways in which these perceptions influence workplace culture and climate. By focusing on both office-based and field workers within a cleaning company, the study seeks to understand how social media regulation affects employees' attitudes, behaviours, and interactions. The aim was to generate insights that can inform organisational communication strategies and support effective corporate reputation management.

1. CUT has granted ethical clearance to this research project, **CUT/REIC 2025/000502**, and I have seen/may request to see the clearance certificate by contacting the CUT Research Ethics office at (REIC@cut.ac.za).
2. By participating in this research project, I will be contributing towards a better understanding of how employees perceive social media regulation and its impact on the workplace. Basically, the study will help generate insights that can assist organisations in improving their social media policies, fostering a positive workplace culture and climate, and enhancing organisational communication."
3. I will participate in the project by providing relevant information as per the research.

4. My participation was entirely voluntary and should I at any stage wish to withdraw from participating further, I may do so without any negative consequences.
5. I will not be compensated for participating in the research, but my out-of-pocket expenses will be reimbursed. There will be no compensation to participants at all.
6. The following risks are associated with my participation: There will be no risks involved in the research.
7. The Researcher intends to publish the research results in the form of **Master's Dissertation and Academic Articles in DHET accredited journals**. However, confidentiality and anonymity of records will be maintained, and my name and identity will not be revealed to anyone who has not been involved in the conducting of the research, ***unless I indicate to the contrary/recognize that as a public figure my identity will inevitably be/become known, in which case I agree to accept the loss of anonymity.***
8. In terms of the Protection of Personal Information Act (No. 4 of 2013) it remains my right to request the Researcher to provide me with a detailed explanation of exactly how confidentiality and anonymity of the data I provide will be achieved. I may also request to know exactly how my personal information will be stored securely, for how long it will be stored.
9. If any data collected from me for this research project was to be used by the Researcher for any further study, I am to be informed in writing and my written consent requested again. I need not give consent for the new research if it was incompatible with the initial purpose of the present study (POPIA, s15(3)). Equally, I can simply reject the request. In such cases, a formal request needs to be made to me by the researcher via the Research Ethics Integrity Committee (**REIC@cut.ac.za**).
10. In terms of the POPI Act, I possess the right to receive feedback about this research. This will take the form of copies of a thesis to all courtrooms who participated in research.
11. Any further questions that I might have regarding the nature of the research and/or my participation in it will be answered by Lerato John Nkhahle, jnkhahle@cut.ac.za and Dr R Moy, rmoyo@cut.ac.za and the ethics office REIC@cut.ac.za
12. By signing this informed consent declaration, I am not waiving any legal claims, rights, or remedies. A copy of this informed consent declaration will be given to me, and the original will be kept on record by the Researcher.
13. I **agree/disagree (delete inapplicable)** to the Researcher's request to take photographs, or videoing me as part of this research project, recognizing that agreement here was likely to raise the risk of compromising my anonymity and that

steps will be taken to ensure this will not happen if my consent was given. Furthermore, I have the right to request a copy of the photographs, or videoing of me as a participant in this research project.

14. I agree/disagree (delete inapplicable) to the Researcher's use of voice recording of my comments and opinions during interviews, the purpose of which was to ensure the accurate recording of my views/responses. Furthermore, I have the right to request a copy of the interview transcriptions to confirm that my opinions are accurately recorded.

I,, have read the above information / confirm that the above information has been explained to me in a language that I understand, and I am aware of this document's contents. I have asked all questions that I wished to ask, and these have been answered to my satisfaction. I fully understand what was expected of me during the research.

I have not been pressurised in any way and I voluntarily agree to participate in the above-mentioned project.

.....
Participants signature	Participants Initials and Surname	Date
.....
Witness signature	Witness Initials and Surname	Date

APPENDIX B – Informed Consent Form



Central University of
Technology, Free State

INFORMED CONSENT FORM

Research Title:

Employee Perceptions of Social Media Regulation and its Impact on Workplace Culture and Climate at a Cleaning Company.

Dear participant

My name was Lerato Nkhahle, a lecturer in the Department of Communication Sciences at the Central University of Technology, Free State in South Africa. I am conducting a research interview for my master's dissertation on the above title in fulfilment of the theme: What was the impact of BOKAMOSO CLEANING SOLUTIONS employees' social media use on organisation culture and climate and What are the BOKAMOSO CLEANING SOLUTIONS employees' perceptions of their social media use and regulation by the organisation? Therefore, your consent was requested to spare some 15 to 30 minutes of your time to respond to all the questions in this interview/questionnaire schedule to the best of your knowledge.

The information provided in this study will remain confidential and no names will be attached to the study. Hard-copy data sources will be destroyed after the study. You can withdraw from participating in this study at any time should you wish not to continue. There are no potential negative consequences anticipated from your participation in this study. Your selection to participate in this study was by convenience. The findings could influence social media use and regulations in your organisation and will inform you as Management/ Employee on how to fully integrate and use social media harmoniously. The study findings will be communicated to you via one of the local communication channels.

Your cooperation will be greatly appreciated.

Yours faithfully

Lerato Nkhahle (Researcher)

SECTION A



INTERVIEW SCHEDULE FOR BOKAMOSO CLEANING SOLUTIONS STAFF

SECTION A

DEMOGRAPHIC INFORMATION

Gender (Tick appropriate box)

Male	Female
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Age-group (Tick appropriate box)

18-23	24-29	30-35	36 +
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Section 1: Employee Perceptions of Social Media Use and Regulation

1. How do you currently use social media in relation to your work at Bokamoso Cleaning Solutions?
2. Are there any official policies or guidelines regulating social media use in your organisation?
3. If yes, how were you made aware of these policies or guidelines?
4. How do you feel about the organisation's social media regulations? (e.g., fair, too strict, unclear, etc.)
5. Have you ever faced restrictions or disciplinary action related to your social media use at work?
6. If yes, can you describe what happened and how it affected you?
7. Do you believe it was necessary for the organisation to regulate social media use? Please explain your reasoning.

Section 2: Impact of Social Media Use on Organisational Culture and Climate

8. In your view, how has social media use influenced workplace communication at Bokamoso Cleaning Solutions?
9. How has the organisation's social media policy affected the work culture?
10. How has it affected employee interactions?
11. Would you describe these effects (on work culture or interaction) as mostly positive or negative? Why?
12. Have you observed any changes in teamwork or collaboration because of social media use? Please give examples.

13. Does social media contribute to shaping the overall work atmosphere in your organisation? If yes, how?
14. In your opinion, does social media use enhance productivity and morale, or does it hinder them? Please explain.

Section 3: Employee Adaptation to Social Media Policies

15. How has the current social media policy influenced the way you use social media?
16. Do you feel comfortable sharing your thoughts on work-related matters on social media?
17. Do you think the current policy affects your ability to express yourself freely? Why or why not?
18. Have you received any training or guidance on appropriate social media use at work?
19. Do you think such training was necessary? Why?
20. What do you think the organisation could do to improve how it manages social media use?
21. What advice or recommendations would you give management regarding social media policies?

APPENDIX C – Audio Consent To Take Part In Research

AUDIO CONSENT TO TAKE PART IN RESEARCH

TITLE: Employee perceptions of Social Media Regulations and its Impact on Workplace Culture and Climate at a Cleaning Company.

RESEARCHER INFORMATION:

Student

Welkom Campus
Communication Sciences

Cell: 073 3642 367

Email: jnkhahle@cut.ac.za

Central University of Technology, Free State (CUT)
PO Box 1881, Welkom, 9460, South Africa

Central University of Technology, Research Development

Research Ethics: REIC@cut.ac.za

t: +27 (0) 51 507 4328

Room K024, Dirk Coetzee Building, President Brand Street, Bloemfontein, 9301

**Title of Study: Employee perceptions of Social Media Regulations and its Impact on
Workplace Culture and Climate at a Cleaning Company.**

PARTICIPANT CONSENT FORM TO BEING AUDIO RECORDED

Culture and Climate at a Cleaning Company

Researcher: Lerato Nkhahle

Institution: Central University of Technology (CUT)

Supervisor: DR. R Moyo

Purpose of the Study: This research aims to explore how employees perceive social media regulation within the workplace and how it affects organisational culture and climate

Participation:

Your participation was voluntary. You have the right to decline or withdraw at any time without any

penalty or loss of benefits.

Procedures:

If you agree to participate, you will be interviewed. The interview will be audio-recorded to ensure

accuracy in data analysis. All recordings will be kept confidential and used solely for research

purposes.

Confidentiality:

Your identity will remain confidential. Any information you provide will be anonymised in the final

report. Data will be securely stored and only accessed by researchers and academic supervisor.

Consent Statement:

I hereby confirm that:

- I have been informed about the purpose, procedures, and confidentiality aspects of this

study.

- I voluntarily agree to participate in this research study.

- I give permission for the interview to be audio-recorded.

- I understand that I may withdraw from the study at any time without consequences.

- I understand that my responses will be used for academic purposes only and reported

anonymously.

Participant Name: _____

Signature: _____

Date: _____

Researcher Name: Lerato Nkhahle

Signature: _____

Date: _____



207 Koppie Alleen Road, Welkom

 **057 357 2600/1**

 **076 694 4283**

 **info@bokamosocleaning.co.za**

 **www.bokamosocleaning.co.za**

Date: 14 January 2025

To Whom It May Concern,

Permission to Conduct Research at BOKAMOSO CLEANING SOLUTIONS.

This letter serves to confirm that Lerato John Nkhahle of student number 206017596, , a Master's student at the Central University of Technology, Free State, has been granted permission to conduct research within **BOKAMOSO CLEANING SOLUTIONS**. The study, titled **Employees' Perception of Social Media Regulation and its impact on Workplace Culture and Climate at a Cleaning Company**, aims to gather insights into employee perspectives on social media regulation policies within the organization.

We understand that the research involves semi-structured interviews of our employees, and we consent to participation of our employees at **BOKAMOSO CLEANING SOLUTIONS**.

This permission is granted under the following conditions:

1. All data collected will remain confidential and used solely for academic purposes.
2. Participation by employees is entirely voluntary, with no risk of harm or reprisal.
3. The research will comply with all ethical guidelines as outlined by CUT.

Should you have any further questions or require additional information, please do not hesitate to contact Lerato Nkhahle on 0733642367 or the undersigned at Company Representative's Contact Details

Authorized By:

Mrs. Nthabiseng Makgasane]

HR Admin

APPENDIX E - Bokamoso Cleaning Solutions Social Media Policy (Excerpt)

Introduction

This appendix presents selected excerpts from the official *Bokamoso Cleaning Solutions social media Policy*, included with permission for academic research purposes. The excerpts are provided to support the analysis of employee perceptions regarding social media regulation and its influence on organisational culture and workplace climate.

Due to the confidential nature of internal corporate documentation, only relevant sections related to employee conduct, acceptable use, and disciplinary procedures have been included. Sensitive operational details have been omitted in accordance with the organisation's confidentiality agreement.

1. Purpose of the Policy

The purpose of this policy was to provide clear guidelines for the responsible and professional use of social media by all employees of Bokamoso Cleaning Solutions. The policy aims to protect the reputation and integrity of the company, safeguard client confidentiality, and promote ethical communication that reflects the organisation's values of respect, accountability, and teamwork.

2. Acceptable Use

Employees are encouraged to use social media in a manner that supports positive communication and professional collaboration. Limited personal use of social media during working hours was permitted, provided it does not interfere with job performance or the delivery of cleaning services at client sites.

Employees must exercise discretion when using mobile phones or other devices during working hours, ensuring that client service standards and safety procedures are not compromised.

3. Confidentiality and Representation

Employees must not post, share, or comment on confidential company information, client details, pricing structures, or operational activities on any social media platform.

Only authorised personnel, such as management or designated communications officers, may represent the company's views or issue official statements online.

Employees should also refrain from discussing workplace issues, management decisions, or internal disputes on public platforms.

4. Prohibited Conduct

The following actions are strictly prohibited:

- Posting or sharing images of clients' premises, company vehicles, uniforms, or equipment without prior authorisation.
- Uploading photos or videos of cleaning sites, even after hours, if they display company branding or client property.
- Making defamatory, discriminatory, or offensive remarks about the company, clients, or colleagues.
- Engaging in online arguments or posting content that could harm the company's image or relationships.

5. Disciplinary Measures

Non-compliance with this policy may result in disciplinary action. The severity of the action will depend on the nature of the offence and may include a verbal warning, written warning, suspension, or dismissal. The company reserves the right to take additional legal or contractual steps where reputational or financial damage occurs.

6. Monitoring and Compliance

Bokamoso Cleaning Solutions reserves the right to monitor publicly available online content where the company name, logo, or employees are mentioned. Monitoring was conducted to protect the company's reputation and to ensure compliance with professional and ethical standards.

Confidentiality Statement

These excerpts are included solely for academic purposes within the dissertation titled *Employee Perceptions of Social Media Regulation and its Impact on Workplace Culture and Climate at a Cleaning Company*.

The complete policy remains the property of Bokamoso Cleaning Solutions and may not be reproduced, distributed, or cited beyond this research without written permission from the company.

APPENDIX F – Editing Certificate

EDITORIAL & PROOF-READING CERTIFICATE



PROOF READING & EDITING

DATE: 20 October 2025

DISSERTATION AUTHOR(S): MR. L J NKHAHLE

DISSERTATION TITLE: Title: Employee Perceptions of Social Media Regulation and its Impact on Workplace Culture and Climate at a Cleaning Company

To Whom It May Concern:

This letter confirms that the dissertation corresponding to the information detailed therein was edited by a professional, native English-speaking editor at PolishedVIEW Proof Reading & Editing Services.

We make no claims as to the substantive matter covered by the paper and have not altered the intent or research content drafted by the author(s).

The author(s) may accept or reject any of our comments or suggestions upon receipt of the document we edited.

Should you have any questions or concerns, please contact assist.withediting@gmail.com

Sincerely,

PolishedVIEW Proof Reading & Editing Services

PolishedVIEW was a premier international English editing service. Our mission was to help researchers, scholars, and professional reach their full potential through clear communication in their writing. By providing premium English editing services at affordable rates to clients from around the world, PolishedVIEW seeks to tear down language barriers and contribute to the advancement of research and education.



Signature

Managing Editor Date:20/10/2025

APPENDIX G – Ethical Clearance



2 November

2025 Mr L.

Nkhahle

jnkahle@cut.ac.za

**Communication Sciences
Central University of
Technology**

**Degree: Master of Communication: Media
Studies Risk Category: Low**

**Protocol Reference Number: CUT/REIC
2025/000728 Approval Date: 2 November 2025**

Expiry Date: 1 November 2026

**Project Title: Employee Perceptions of Social Media Regulation and Its Impact on
Workplace Culture and Climate at a Cleaning Company.**

Dear Mr Nkhahle,

This letter serves to notify you that your application for study for the above-mentioned title was reviewed by the CUT Human Research Ethics Committee (CUT HREC). I am pleased to inform you on behalf of the CUT HREC that the study has been approved, and you have been granted ethical clearance for your project.

Your ethical clearance number, to be used in all correspondence, was **CUT/REIC2025/000728**.

The ethical clearance number was valid for research conducted for one year from issuance. Should you require more time to complete this research, please apply for an extension using the Clarivate Converis System or contact the Research Ethics Office for assistance.

We request that any changes that may take place during your research project be submitted to the HREC for approval to ensure we are kept up to date with your progress and any ethical implications that may arise. This includes any serious adverse events and/or termination of the study.

All data collected by CUT applicants must be stored in a secure and encrypted storage cloud that has restricted access to only those researchers involved in the study. The data should be uploaded to the approved university repository. Please contact Ms Dora Ackerman, Deputy University Librarian: Electronic Resources and LIS Systems (dora@cut.ac.za) in this regard.

NB: The decision or approval of this study does not supersede compliance with the residence period and was only for data that was yet to be collected and not for retrospective approval.

Kind regards

Laetus O.K. Lategan

Digitally signed by Laetus O.K.
Lategan Date: 2025.11.02
21:22:33 +02'00'

**Prof. Laetus O.K.
Lategan CUT HREC:
Chairperson**

Human Research Ethics
Committee Research
Development Office
T: +27 (0)51 507 4328 | E: REIC@cut.ac.za

APPENDIX H - Note on Ethical Clearance

The researcher acknowledges that the ethical clearance letter for this study lists the qualification as *Master of Communication: Media Studies*. However, the official registered qualification was *Master of Communication in Language Practice* under the Department of Communication Sciences at the Central University of Technology.

This variation in title reflects administrative categorisation within the faculty and does not affect the focus, scope, or academic integrity of the research. The study remains grounded in the field of organisational communication, aligning with both the Language Practice and Media Studies disciplinary frameworks.