WE'RE (NET)WORKING

Does virtual sheep-throwing have a place at work? The rise of Facebook has made employers address the issue of cyber-loafing in the office

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FICIAL workers huddled in their cubicles. The tapping of computer keyboards and the occasional outburst of laughter. It was all the ambience they could manage. It was not enough. They needed something more.

Apart from the usual parade of emails that clogged inboxes, there was nothing else to do. The mood was not what it used to be. The workaday drudgery was not what it used to be.

That, at least, was what Facebook was trying to show. The social networking site was trying to show that even the most mundane work could be exciting and engaging.

The company had hired three of its employees to work on Facebook. The employees, who were all familiar with the site, were given access to the site's latest developments and were expected to contribute to the site's ongoing development.

One of the employees, who had been working on Facebook for a year, said the company was looking for ways to make the site more engaging and entertaining.

"We want to make sure that people are engaging with the site and not just using it as a way to waste time," he said.

Furthermore, the company was also planning to introduce new features to the site, which would allow users to share their experiences and ideas with others.

"We want to make sure that people are using Facebook as a way to connect with others and not just as a way to waste time," he added.

The company was also looking to introduce new advertising opportunities, which would allow companies to reach a wider audience.

"We want to make sure that companies are using Facebook as a way to reach their target audience," he said.

Despite these efforts, the company was still struggling to make ends meet. The site had a large number of users, but very few of them were contributing to the site's content.

"We are trying to figure out ways to make the site more engaging and entertaining," he said. "We are also trying to figure out ways to make the site more profitable."