

## **RESTRICTED**

### **ABSTRACT**

The purpose of this study is to examine the impact of social media usage on work life balance. More specifically the study examines the social media usage in term of the method of using, the frequency of using, the purpose of using organizational policy regarding social media usage in Sri Lanka Army and working location.

For this study collected data from 200 randomly selected responders from both officers and other rankers in Sri Lanka Army under sub categories of gender and living in/out. Collected data ware analyse using descriptive statistics, correlation analysis and multiple regression analysis.

In this study found that there is a significant negative effect of social media usage on work life balance. All dimensions of social media usage; method of using social media, frequency of using social media, purpose of using social media, social media policies of Sri Lanka Army and working location have a significant impact on work life balance. Further, gender as a demographic variable can affect the work life balance.

The study contributed to the literature in the field of organizational behaviour, work life balance and social media. Moreover, these studies enhancing the understanding of how military personals use social media to secure their work life balance.

Key Words: Work Life Balance, Social media, Sri Lanka Army