

From Tweets to Trends: Bibliometric Insights on Social Media and Knowledge Management

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Abstract: The junction of social media and knowledge management has developed into one of the main areas of study, representing the transformative power of digital communication both in organizational processes and knowledge-sharing practices. This study provides a comprehensive bibliometric analysis of the intersection between social media and knowledge management from 1999 to 2024. It explores the evolution of research trends, identifies key thematic clusters, and visualizes international collaborations in this field. Through co-citation and timeline network visualizations, we highlight 13 thematic clusters of research, each representing distinct aspects of social media's role in knowledge sharing and organizational learning. Notable clusters include Knowledge Management, Social Media, Internet Technologies, and Sustainability, among others. The study also maps out cross-national collaborations and their contribution to advancing this interdisciplinary field. The analysis reveals significant growth in publications and citation counts, with a notable shift toward exploring advanced technologies such as AI, big data, and machine learning in the context of knowledge management. This paper identifies critical research gaps, particularly the need for integrating emerging technologies and adopting interdisciplinary approaches. The findings offer practical insights for organizations seeking to enhance knowledge sharing through social media platforms and suggest directions for future research.

Keywords: Social media, Knowledge management, Bibliometric analysis, Biblioshiny, CiteSpace, VOSviewer

1. Introduction

Social media in this present digital era has structurally altered the manner of communication, cooperation, and information dissemination of people and organizations. In that respect, relying on social media has become fundamental and intrinsic to personal interaction and professional enterprise alike. Thanks to the growth of Facebook, Twitter, LinkedIn, and Instagram that had never been seen before, new opportunities for knowledge exchange and orchestrating connections among users from diverse backgrounds and competencies could be created (Vaidyanathan and Sudarsanam, 2017). This change in the dynamics of communications has made organizations take a wider look at their traditional knowledge management practices, including the use of social media as a tool for improving knowledge-sharing and collaboration.

Knowledge management encompasses generation, distribution, utilization, and management of knowledge and information within an organization. Integration of social media platforms in KM strategies permits the organization and exploitation of the collective intelligence of its internal workforce along with external stakeholders. Social media platforms make real-time communication and collaboration possible; hence, there is more dynamism than what emails or meetings conventionally can provide. This creates an ever-agile environment of knowledge sharing, deliberation, popping up ideas, spewing innovation, and improving decision-making processes (Razmerita, Kirchner and Nabeth, 2014).

Despite the numerous advantages of social media in knowledge management, organizations also face several challenges that must be addressed to maximize its benefits. Moreover, information overload, data security issues, and even the spreading of misinformation may blur the concept of effective knowledge management within organizations (Chugh and Joshi, 2020). Therefore, organizations have to consider how they will find strategies related to these challenges and take advantage of the benefits of social media (Ford and Mason, 2013b). Understanding the interplay of social media and knowledge management could allow organizations to create a more collaborative-informed culture, leading to enhanced organizational performance and a competitive advantage in the marketplace.

This bibliometric analysis specifically focuses on examining how social media intersects with knowledge management across two key dimensions: within organizations and at a broader societal or international level. On one hand, the study investigates the role of social media in enhancing internal knowledge-sharing processes, collaboration, and innovation within organizational contexts. On the other hand, it reflects on how social media facilitates knowledge dissemination and coordination during large-scale societal events, such as crises or global initiatives. By addressing these dimensions, the research provides a holistic view of the evolving applications of social media in knowledge management, highlighting trends, challenges, and opportunities in both domains.

Bibliometric analysis is one of the potent quantitative methods to evaluate and explore the academic literature regarding publication patterns, citation impact, and key contributions in various fields (Joseph, Jose, *et al.*, 2024; Joseph, Thomas, *et al.*, 2024). This form of mapping supports researchers in underpinning the intellectual structure of disciplines so as to identify emerging trends, influential works, and key contributors. Besides, there are a number of highly accessible tools for bibliometric analysis (Agbo *et al.*, 2021; Abas *et al.*, 2023). Biblioshiny, a web user-friendly interface of the R package Bibliometrix, enables researchers-with no programming skills-to perform in-depth analysis and visualization through citation networks and network analysis of research collaborations (Joseph, Jose, John, *et al.*, 2023; Joseph, Jose, Jose, *et al.*, 2023; Thangavel and Chandra, 2023; Devaki, Ramganesha and Amutha, 2024). Another powerful tool is CiteSpace, which shows, through the time, the trends and developments of the scientific literature by emerging topic identification, research front tracking, and co-citation networks, keyword bursts, and cluster pattern analysis (Geng *et al.*, 2024; Sun *et al.*, 2024; Zhang, Quoquab and Mohammad, 2024). Its real strength is thus due to the strength it has in the detection of pivotal articles and tracking shifts in research activity over time. VOSviewer is intuitive software meant for creating and visualizing networks of co-authorship, co-citation, and keyword co-occurrence, which may turn out just perfect for mapping dense research landscapes and revealing relations among the different elements of academic research. The tools together provide deep insight into the evolution of scholarly domains (van Eck and Waltman, 2010; Arruda *et al.*, 2022).

The objective of this study is to conduct a comprehensive bibliometric analysis to understand the evolving intersection between social media and knowledge management (KM). Specifically, the research aims to identify key trends, influential authors, and prominent themes in the scholarly literature that focus on the use of social media as a tool for enhancing KM practices across various sectors. By utilizing data from Scopus and employing advanced bibliometric tools such as Biblioshiny, CiteSpace, and VOSviewer, the study seeks to map the intellectual landscape, revealing patterns of collaboration, citation impact, and thematic developments over time. The study also aims to explore how social media platforms have transformed organizational knowledge-sharing processes, particularly in addressing contemporary issues like crisis management and knowledge dissemination during global events. Ultimately, this research sets out to provide insights that pave the way for future investigations and practical applications in the dynamic and rapidly evolving field of social media and knowledge management.

In recent years, the intersection of social media and knowledge management (KM) has continued to evolve, driven by rapid advancements in digital technologies and the increasing reliance on social media platforms for communication and collaboration in organizational settings. While early studies in this domain primarily focused on basic social network dynamics, recent research has shifted toward exploring more sophisticated themes such as big data, sentiment analysis, artificial intelligence, and their role in enhancing organizational knowledge sharing. This study seeks to fill the gap in the literature by offering a comprehensive bibliometric analysis of the relationship between social media and KM from 1999 to 2024, a period marked by significant transformations in both fields. The central research question of this study is: How have social media platforms influenced the evolution of knowledge management practices across various organizational contexts? Sub-questions guiding this inquiry include: 1) What are the key thematic trends in the research on social media and KM? 2) How have collaborations between countries shaped the development of this research? 3) What emerging technologies, such as AI and big data, are influencing the future of KM in the context of social media? By answering these questions, this study aims to provide valuable insights into the contemporary role of social media in knowledge management and its ongoing significance in both academic and organizational settings.

2. Review of Literature

Social media refers to a collection of digital platforms and technologies that facilitate interactive communication, content sharing, and collaboration among users. In the context of knowledge management (KM), social media encompasses various tools such as social networking sites (e.g., Facebook, LinkedIn, Twitter), microblogging platforms (e.g., Twitter), wikis (e.g., Wikipedia, corporate knowledge bases), blogs, discussion forums, social

tagging systems (e.g., Delicious, Diigo), and enterprise social media (e.g., Slack, Microsoft Teams, Yammer). These technologies enable both explicit and tacit knowledge sharing, fostering organizational learning and innovation.

The fusion of social media and knowledge management, in particular, has become a Research Barker area over the last couple of years, as new social media platforms turn increasingly into tools for knowledge creation, sharing, and storage inside an organization. Social media facilitates the capture of both tacit and explicit knowledge by encouraging collaboration within and outside organizations. Social media technologies, such as blogging, wikis, and microblogging platforms like Twitter, create vibrant real-time knowledge-sharing environments. Such platforms enhance knowledge management by facilitating the dispersion of information faster and wider, thus enhancing collective intelligence and collaboration in organizations (Vaidyanathan and Sudarsanam, 2017). Additionally, it provides a bottom-up approach to KM because the individual contributions may be aggregated into collective organizational knowledge, thus supporting both personal and collective knowledge processes (Razmerita, Kirchner and Nabeth, 2014). Social media will also allow knowledge workers to make their contributions through "Enterprise 2.0" environments where tools like wikis and social tagging systems help in adding to the creation and management of knowledge. These platforms add value because decentralized, informal knowledge sharing will raise the level of organizational agility and responsiveness (Ford and Mason, 2013b).

While many scholars emphasize the transformative role of social media in knowledge management by fostering collaboration, accelerating knowledge dissemination, and enhancing organizational learning (Razmerita, Kirchner and Nabeth, 2014; Ali *et al.*, 2020), others highlight critical concerns that challenge its effectiveness. For instance, Ford and Mason (2013) argue that the use of social media in knowledge management can create tensions between openness and control, as organizations struggle to balance knowledge-sharing with the need to protect proprietary information (Ford and Mason, 2013b). Similarly, Chugh and Joshi (2020) warn that information overload and the rapid spread of misinformation can diminish the reliability of knowledge shared via social media, ultimately affecting decision-making processes (Chugh and Joshi, 2020). Additionally, while some studies suggest that social media democratizes knowledge-sharing by reducing hierarchical barriers (Scuotto, Giudice and Omeihe, 2017), others indicate that its use may reinforce existing power structures, as knowledge contribution often depends on user engagement and visibility (Leonardi, 2014). These conflicting perspectives underline the complexities of integrating social media into knowledge management frameworks, requiring organizations to adopt strategic approaches to mitigate risks while maximizing benefits.

The role of social media in KM is more than just information exchange. Through the absorptive capacity of teams, social media nurtures innovation leading to high performance and creativity levels among the teams (Ali *et al.*, 2020). Customer Knowledge Management (CKM) plays a critical role in leveraging social media for business decision-making by extracting valuable insights from user interactions and engagement patterns. Sites as Twitter and Facebook are capable of enabling CKM and thus helping the organization gain access to customer knowledge at a great speed alongside efficient dissemination and thereby enhancing business decision-making (Boateng, 2016). Meanwhile, by using the technological integration of Big Data, social media will afford the opportunity to the organization with handling and extracting knowledge coming out of large sets of data. This is significantly useful for business intelligence and competitive analytics (He, Wang and Akula, 2017).

Despite the benefits, the adoption of social media in KM poses challenges, including information overload and the potential loss of control over proprietary knowledge. Managers often struggle to balance the openness of social media with the need to protect intellectual property (Ford and Mason, 2013a). These tensions are further exacerbated by the differing levels of control between individuals and groups within organizations, which can complicate the implementation of social media tools (Ford and Mason, 2013). In small and medium enterprises (SMEs), the adoption of social media for KM is often hindered by resource constraints. However, enterprise social media (ESM) platforms can serve as cost-effective solutions for facilitating collaboration and knowledge sharing in these settings (Soto-Acosta, Cegarra-Navarro and García-Pérez, 2017). ESM can also foster innovation by enabling mass collaborative KM practices that draw on the collective intelligence of employees (Scuotto, Giudice and Omeihe, 2017).

In professional service firms, social media has been shown to enhance the SECI model of knowledge creation, adding value to the socialization, externalization, combination, and internalization processes (Shah, Khan and Amjad, 2013). Social media tools also play a crucial role in sustaining KM practices by facilitating continuous learning and knowledge sharing in diverse fields such as healthcare, marketing, and politics. Social media has provided significant support for sustainable knowledge management practices, enabling responsible knowledge

sharing among stakeholders. Platforms like Facebook and Twitter have been shown to improve creativity, productivity, and trust-building in KM processes (Alghamdi, Pileggi and Sohaib, 2023). In addition, social media facilitates the integration of knowledge workers into more effective collaboration through transactive memory systems, thus improving team innovation performance (Ali *et al.*, 2020).

The ability of social media to support KM processes is also highlighted in the organizational context, where platforms offer dynamic alternatives to traditional KM systems. Unlike static knowledge repositories, social media tools promote collaboration, participation, and knowledge sharing across various hierarchical levels in organizations (Chedid and Teixeira, 2021). Social media fosters knowledge creation and sharing by creating communities where individuals contribute to collective intelligence. The "wisdom of the crowd" enables a collaborative environment for knowledge creation, facilitated through digital traces that leave behind reusable knowledge for future reference (Helms, Cranefield and Reijssen, 2020). Furthermore, social media tools have been instrumental in enhancing knowledge sharing across generations and within diverse workforces. Despite organizational reluctance in some cases, employees who have access to these tools demonstrate higher usage for knowledge-sharing purposes (Obermayer *et al.*, 2020). Despite the advantages, integrating social media into KM strategies poses significant challenges. One key issue is the speed at which knowledge can spread through social media, potentially leading to information overload and difficulties in managing proprietary knowledge. This is especially challenging for smaller companies, which may not have the resources to manage the vast amount of information generated through social media (Chugh and Joshi, 2020). In developing economies, the use of social media for customer knowledge management (CKM) is growing. However, uncertainty remains about the impact of social media on KM processes in these regions. Strategies that integrate engagement and business intelligence are crucial for overcoming these challenges and optimizing CKM (Ofori, 2020).

In the tourism industry, social media plays a crucial role in knowledge creation, sharing, and preservation. While prior research has focused on how social media is changing the industry, there is still limited exploration of its role in managing touristic knowledge, particularly in preserving it for future use (Agrifoglio and Metallo, 2021). Similarly, in the healthcare sector, social media is proving useful for health knowledge management. It helps overcome geographical barriers and supports public health education and decision-making processes. However, privacy concerns and ethical issues in managing sensitive health information are ongoing challenges (Ghalavand, Panahi and Sedghi, 2020). Social media provides a valuable platform for customer knowledge management, particularly in small and medium-sized enterprises (SMEs). By utilizing text mining and frameworks such as the Kano model, organizations can extract valuable insights from customer interactions on social media platforms. These insights can help businesses tailor their strategies and improve customer experiences (Zeng, Harncharnchai and Saeheaw, 2021). In addition, social media facilitates knowledge creation through collaborative environments. Platforms like Twitter and Facebook allow knowledge workers to generate and quantify actionable knowledge that informs business decisions. The use of sentiment analysis and topic mining further enhances the ability to extract meaningful insights from social media data (Ramesh and Weber, 2022). Social media has profoundly impacted KM by facilitating knowledge creation, sharing, and innovation. However, its integration into organizational KM practices comes with challenges related to information control and resource constraints. Despite these challenges, social media tools are valuable in enhancing both personal and collective KM processes, particularly in innovation-driven and customer-focused industries.

A critical aspect of understanding the role of social media in knowledge management lies in exploring the varied definitions and frameworks of knowledge management (KM) that intersect with social media practices. Scholars have proposed different typologies of knowledge management that influence how social media tools are integrated within organizational settings. For instance, Nonaka's SECI model, which emphasizes the conversion of tacit knowledge into explicit knowledge, is often cited in discussions around the role of social media in facilitating knowledge sharing (Nonaka and Takeuchi, 1995). In contrast, the knowledge management system (KMS) approach focuses on the technological infrastructure that supports organizational knowledge, where social media serves as a collaborative tool within a larger knowledge-sharing ecosystem (Davenport and Prusak, 1998). A more nuanced understanding of these models would highlight how social media, from platforms like Facebook and Twitter to specialized tools like Slack and Microsoft Teams, supports both knowledge creation and dissemination. Furthermore, social media tools themselves exhibit diverse functionalities and are deployed in different organizational contexts, making it essential to categorize them according to their purpose—such as for communication, content sharing, or collaboration (Leonardi, 2017). This typology of social media tools can provide clarity on how they contribute to specific KM strategies, enhancing the understanding of their varying impacts across organizational landscapes. Therefore, future research should examine how different KM

definitions align with specific social media platforms and consider the nuances in their application to further strengthen the theoretical framework in this area.

3. Results

3.1 Materials and Methods

In this research, Scopus was chosen as the primary source for bibliographic information due to its comprehensive coverage of high-quality journals, which offers a broader selection compared to other databases. The publications were gathered using the keywords "Social Media" and "Knowledge Management," with no restrictions on language. The search query was carefully constructed by combining the keywords "Social Media" and "Knowledge Management" using the logical AND operator. This ensured that only articles addressing the intersection of both fields were included in the search results, as opposed to those focusing on either topic individually. The search was limited to academic publications from the years 1999 to 2024, and the query was further refined to include peer-reviewed journal articles, conference papers, and book chapters to maintain relevance. The inclusion of both keywords ensures that the selected studies specifically explore the relationship between social media and knowledge management. A total of 1,579 documents were obtained from 708 unique sources, spanning from 1999 to 2024. Figure 1 illustrates the PRISMA methodology applied in the bibliometric analysis, which followed a three-step process. The first step involved identifying and extracting pertinent data from the database. In the second step, materials such as reviews, editorials, letters, notes, books, and short surveys were excluded, refining the dataset to include only articles, book chapters, and conference papers. The data was then exported as a CSV file, and the bibliometric analysis was performed using VOSviewer, CiteSpace, and Biblioshiny software.

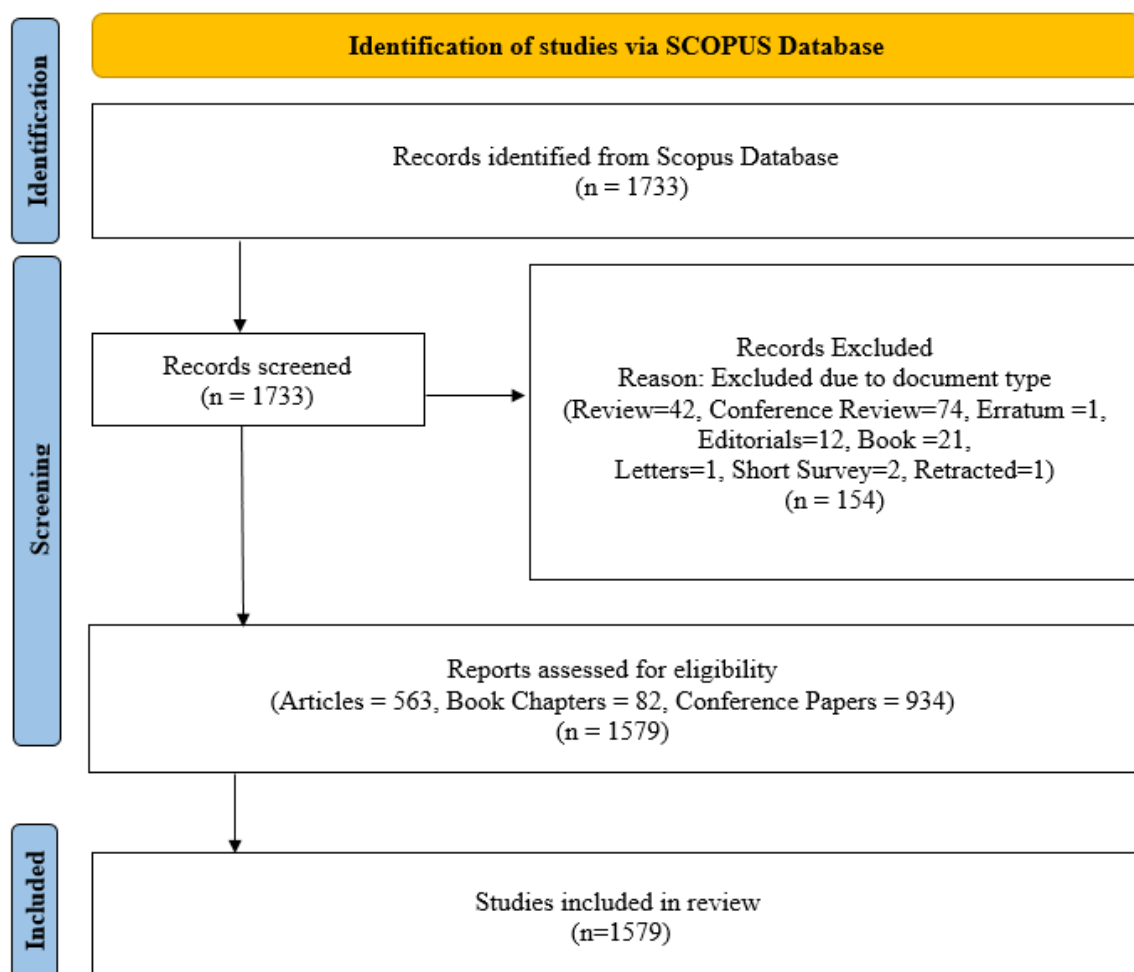


Figure 1: PRISMA Approach

Table 1 presents a detailed summary of the key findings from the investigation, highlighting various aspects of the data collected between 1999 and 2024. The study encompasses a total of 1,579 documents sourced from 708 distinct journals, books, and other publications, reflecting a substantial annual growth rate of 18.59%. The average age of the documents is approximately 6.91 years, with an impressive average citation rate of 18.88 per document, indicating their relevance and impact in the field. Notably, the dataset contains 57,359 references and a rich set of keywords, with 6,769 identified through "Keywords Plus" and 3,763 via authors' keywords. The author contributions are significant, with a total of 4,032 authors and 177 producing single-authored documents. Collaboration is also prominent, as indicated by the average of 3.25 co-authors per document and a 23.18% rate of international co-authorships. In terms of document types, the majority consists of conference papers (934), followed by articles (563) and book chapters (82), showcasing a diverse range of scholarly outputs in the context of social media and knowledge management.

Table 1: Main information of the investigation

Description	Results
MAIN INFORMATION ABOUT DATA	
Timespan	1999:2024
Sources (Journals, Books, etc)	708
Documents	1579
Annual Growth Rate %	18.59
Document Average Age	6.91
Average citations per doc	18.88
References	57359
DOCUMENT CONTENTS	
Keywords Plus (ID)	6769
Author's Keywords (DE)	3763
AUTHORS	
Authors	4032
Authors of single-authored docs	177
AUTHORS COLLABORATION	
Single-authored docs	204
Co-Authors per Doc	3.25
International co-authorships %	23.18
DOCUMENT TYPES	
article	563
book chapter	82
conference paper	934

3.2 Annual Scientific Production

Figure 2 Annual scientific production on the study theme of social media and knowledge management, according to the Scopus database. The period of coverage is from 1999 to 2024. It follows that there is a significant increase in the total number of articles published throughout the years under coverage, with an important inflection from approximately 2011. This function could reveal greater interest and investment in research within this area of analysis. The peak years-the years of highest numbers of production-point to a movement toward increased academic involvement with social media as an important factor in knowledge management processes. Yet, this graph also shows that the number of articles fluctuates over the course of a number of years, which may be evidence that research or funding priorities have shifted elsewhere. By and large, this underlines the ever-shifting world that exists for scholarly enterprise at the juncture of social media and knowledge management.

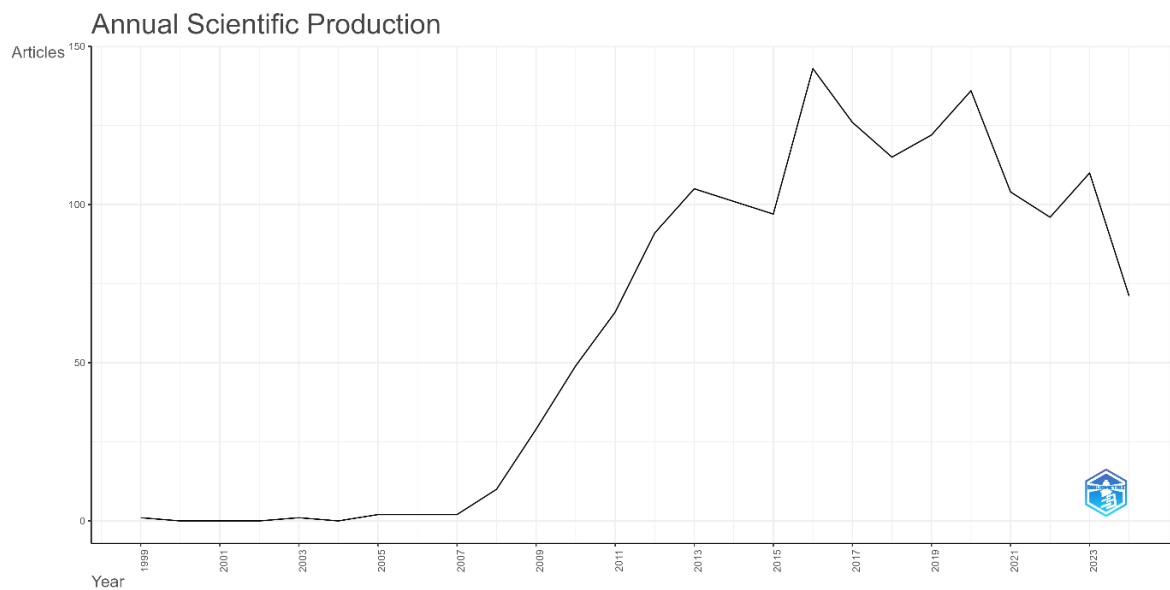


Figure 2: Annual Scientific Production

3.3 Most Relevant Authors

Table 2 lists the most productive authors in the field of social media and knowledge management. The leading authors in this table are Liu H and Zhang Y, with 22 articles each. These two are indeed prolific writers influencing the field. Third is Caverlee J, with 13 articles, which itself is a good contribution to the discussion. Other prominent contributors are Wang H, who contributed with as many as 10 articles, and Li X with 9 articles, both of whom provide considerable support. Further down the list, Bolisani E, Li J, Tang J, Zhang X, and Zhou X, having published 8 articles apiece, also turn out to be active in contributing to the knowledge development herein. This table underlines the very collaborative character of research in this domain, as these authors come together to contribute a wealth of knowledge for enrichment of the academic landscape on social media and knowledge management.

Table 2: Most Relevant Authors

Authors	Articles
Liu H	22
Zhang Y	22
Caverlee J	13
Wang H	10
Li X	9
Bolisani E	8
Li J	8
Tang J	8
Zhang X	8
Zhou X	8

3.4 Most Relevant Sources

Most relevant sources contributing to the research of social media for knowledge management are outlined in Table 3, reflecting that this important work is being published within a diverse range of venues. The International Conference on Information and Knowledge Management, Proceedings leads with 186 articles, showing that it is a central location to publish such relevant works. Next, the ACM International Conference Proceeding Series and Lecture Notes in Computer Science, including subseries, each add 53 articles to attest to their standing in the field of computer science and information management. It is also represented by the 51-article strong Proceedings of the European Conference on Knowledge Management, ECKM, which in turn serves to further

emphasize that discourse on knowledge management is truly global. Other great sources are Communications in Computer and Information Science with 31 articles, CEUR Workshop Proceedings with 29 articles, and the Proceedings of Annual Hawaii International Conference on System Sciences with 25, adding further to the rich landscape of scholarly output. Following this trend, the Journal of Knowledge Management and Computers in Human Behavior have 16 and 14, respectively, because their attention might fall upon knowledge-related matters within social media contexts. This table illustrates the broad range of studies published through various platforms; once more, it proves that there is actually a very interesting and active scholarly community engaged in discussing how knowledge management and social media may relate to one another.

Table 3: Most Relevant Sources

Sources	Articles
International Conference on Information and Knowledge Management, Proceedings	186
ACM International Conference Proceeding Series	53
Lecture Notes in Computer Science (Including Subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics)	53
Proceedings of the European Conference on Knowledge Management, ECKM	51
Communications in Computer and Information Science	31
CEUR Workshop Proceedings	29
Proceedings of the Annual Hawaii International Conference on System Sciences	25
CIKM 2014 - Proceedings of the 2014 ACM International Conference on Information and Knowledge Management	20
Journal of Knowledge Management	16
Computers in Human Behavior	14

3.5 Trend Topics

Figure 3 indicates the time-oriented trend topics of the research on social media and knowledge management, representing developing focus areas between 2004 and 2024. The size of each circle in Figure 3 is based on term frequency, which suggests the relative importance of the terms within the literature. Of these, early topics such as user-generated content, mobile, and social networks exhibit their importance during the mid-2000s. As time passed, big data, sentiment analytics, and social media analytics are some of the relatively newer trends that start to take over the research landscape post-2010.

It is rather easy to notice that such terms as artificial intelligence, deep learning, and natural language processing have recently become the most attractive objects of interest and therefore denote an increasingly complex integration of high technologies into the process of social media analysis and knowledge management. Other topics that discuss issues like covid-19 and fake news detection also emerge, thus reflecting the challenges that happen in global contemporary life and their impact on research priorities. It could be observed from this graph that the area has extended the base of foundational concepts of social networks to more complex technological-driven areas. This shows the continuous evolution of the themes of research, as the society and technology modifications happen.

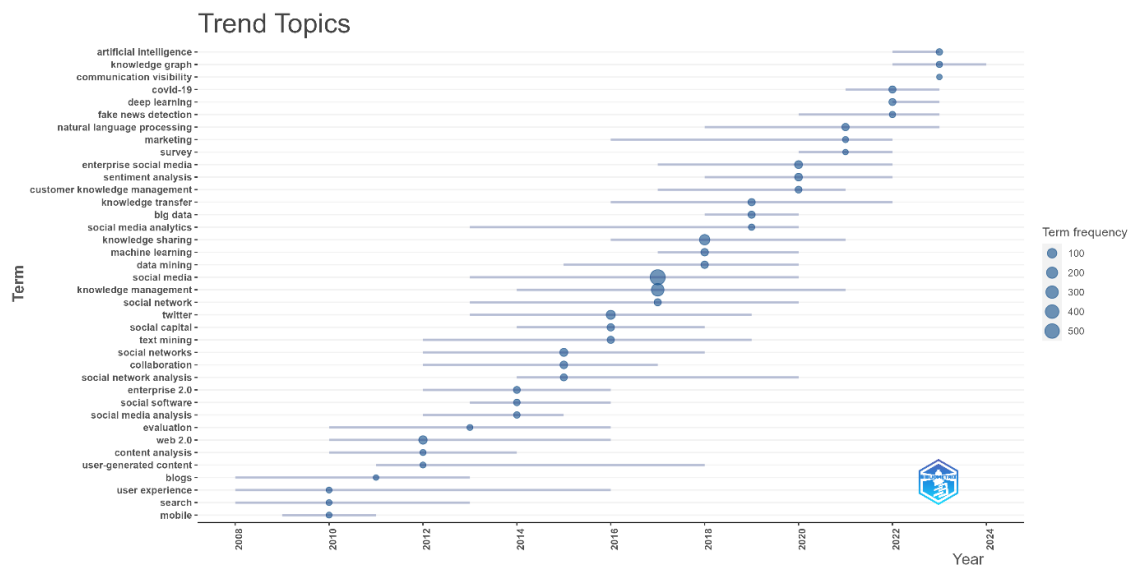


Figure 3: Trend Topics

3.6 Thematic Map

Figure 4 is the thematic map of research topics of the field of Social Media and Knowledge Management; positioning of themes according to relevance centrality and degree of development density. The four quadrants of the map refer to different types of themes according to their role and maturity in the thematic structure of research.

Within the Niche Themes quadrant, we can identify those topics that are very specialized but are of lower centrality for the overall set. For instance, personal knowledge management is very highly developed yet more isolated. This would suggest that serious research has been conducted in the area; however, it nonetheless maintains a somewhat peripheral relation to the mainstream sets of discussions within social media and knowledge management, indicating relevance to a more focused group of scholars or niche applications.

The top right quadrant, Motor Themes, shows those topics that are both central and highly developed in the field; the level of development gives them the role of critical drivers of research. Example key themes falling within this area include sentiment analysis, Twitter, machine learning, and social network analysis. This kind of theme is not only well-studied but also very important for the advance of knowledge in the intersection between social media and knowledge management and can be expected to influence future research directions and innovations.

The quadrant on Basic Themes brings us themes central but less developed in terms of research density. Examples that fall into this category are social media, knowledge management, and knowledge sharing. That therefore reflects their importance at the very core of the subjects involved. Although not as deeply explored as other topics, they set the very basic blocks for the study of the impact of social media on knowledge processes.

Finally, the quadrant for the Emerging or Declining Themes, which is bottom left, highlights social media analysis and fake news. These themes are in either an early stage of development or already losing ground in the research landscape. Their positioning in this quadrant may indicate that they are gaining momentum as emerging areas of interest or are falling from centrality as research evolves. The thematic map provides a general overview of what the priorities and specific foci have evolved into in the study of social media and knowledge management.

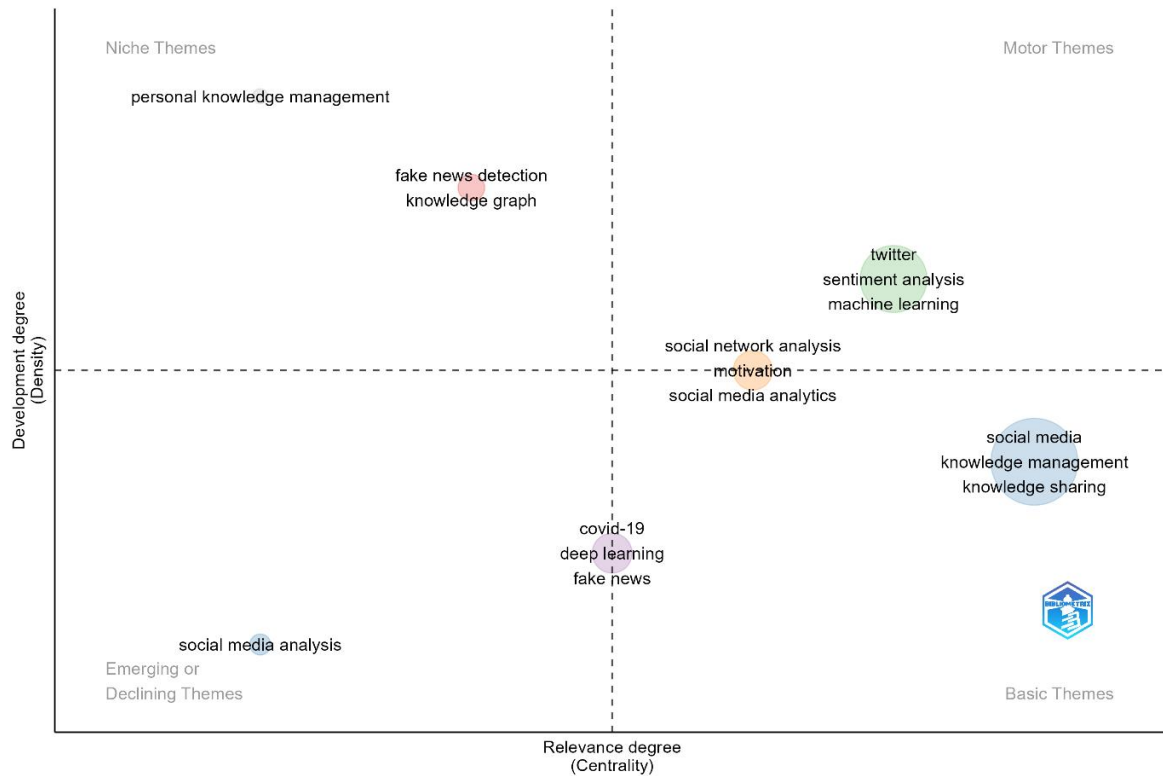


Figure 4: Thematic Map

3.7 Three Field Plot

Figure 5 is the three-field plot of the relationships between keywords, authors, and publication sources in the area of social media and knowledge management research. The plot has visualized how certain keywords are associated with certain authors and the journals or conference proceedings where their work was published. This plot represents how the keywords being placed on the left side, like social media, sentiment analysis, and data mining, reflect core drives into the research area. The size and prominence of such keywords represent occurrence rate and importance within the literature of interest. Then, the contributors, as authors, are connected to those keywords while moving toward the plot center. Note the recurrence of certain authors, such as Liu H, Caverlee J, and Zhang Y, which shows that they are contributing frequently to the development of these important topics. On the right-hand side, the publication sources give an indication of the influential works that have been published in journals and conference proceedings like the International Conference on Information and Knowledge Management, Communications in Computer and Information Science, and Lecture Notes in Computer Science. The relationships this plot identifies can be used further in understanding the collaborative nature of research at social media and knowledge management—more precisely, how given themes are considered by different authors through various esteemed sources. Overall, this visualization enhances our understanding of the interrelationships of this research domain, revealing the networks of ideas and contributions that have come to define the field.

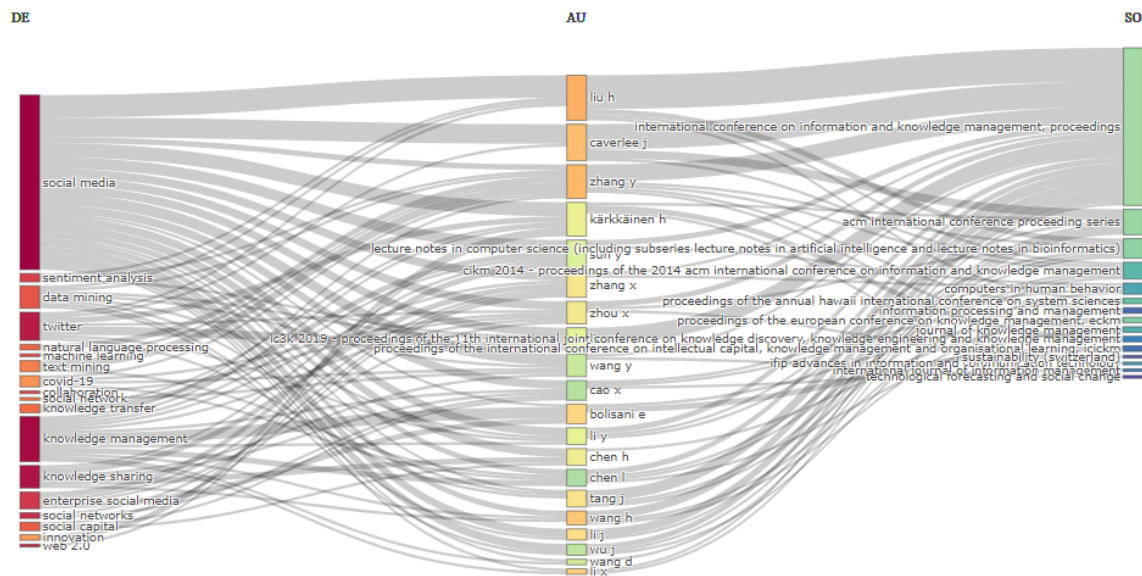


Figure 5: Three-field plot showing the connections between keywords, authors, and publication sources.

3.8 Most Cited Documents

Overview of highly cited documents on social media and knowledge management are given in Table 4, hence indicating influential research shaping the academic discussion in the area. The highest number of citations in the retrieved data is a paper by Yates et al., "Emergency knowledge management and social media technologies: A case study of the 2010 Haitian earthquake, with 762 citations. This therefore brings into perspective the critical role social media plays in managing knowledge in the Haitian earthquake and insight into the impact that is accruable when digital platforms are used in crisis situations. This is closely followed by Majchrzak et al. (2013), with 704 citations for its work entitled "The Contradictory Influence of Social Media Affordances on Online Communal Knowledge Sharing, published in the Journal of Computer-Mediated Communication.". This paper looks at the complex influences of features of social media on communal knowledge-sharing practices. Leonardi adds to the knowledge of how social media could enhance the visibility of communications for knowledge sharing and innovation. To date, his work titled "Social Media, Knowledge Sharing, and Innovation: Toward a Theory of Communication Visibility" has received 608 citations. Other milestone works have come from Ma et al. (2015), with 545 citations for the work "Detecting rumors using time series of social context information on microblogging websites, and Rao et al. (2010) with 437 citations for "Classifying latent user attributes in Twitter." These papers have stood as testimony to the ever-increasing scholarly interest in attempts to handle misinformation using social media and understanding user behavior on Twitter. Furthermore, Leonardi (2015), Wu (2023), and Kwak and Ma (2016, 2014) have contributed greatly to the discourse on knowledge sharing, enterprise social media, and the uses of social media in organizational learning and innovation. Based on this, highly cited papers reflect the wide range and influence that research at the intersection of social media and knowledge management has had-from crisis management to enterprise collaboration and innovation.

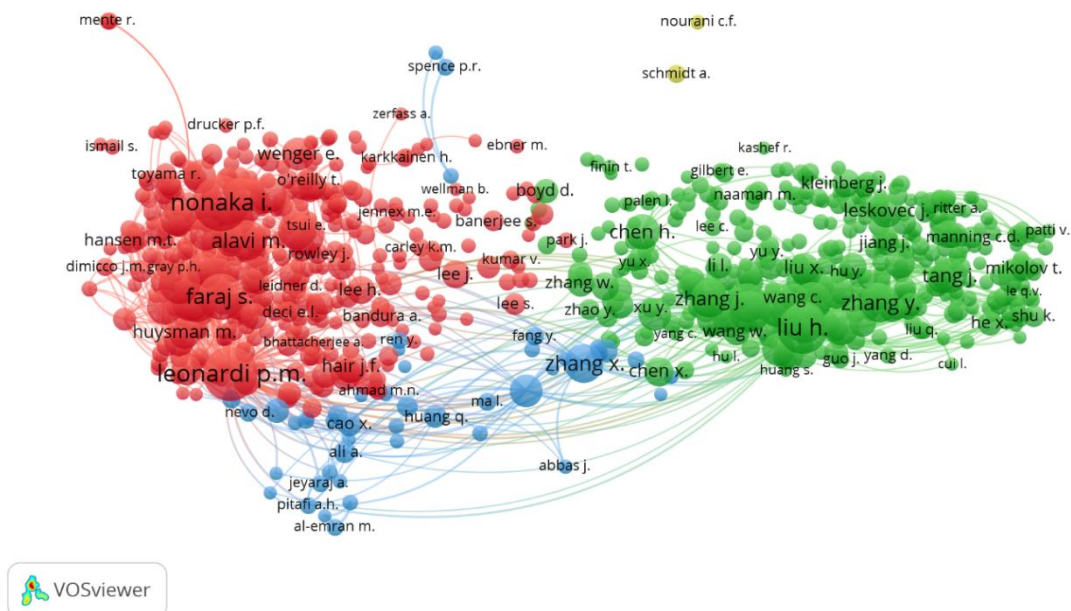
Table 4: Most Cited Documents

Title	Total Citations
Emergency knowledge management and social media technologies: A case study of the 2010 Haitian earthquake (Yates and Paquette, 2011)	762
The Contradictory Influence of Social Media Affordances on Online Communal Knowledge Sharing (Majchrzak et al., 2013)	704
Social Media, Knowledge Sharing, and Innovation: Toward a Theory of Communication Visibility (Leonardi, 2014)	608
Detect Rumors Using Time Series of Social Context Information on Microblogging Websites (Ma et al., 2015)	545
Classifying latent user attributes in twitter (Rao et al., 2010)	437
How do programmers ask and answer questions on the web? (NIER track) (Treude, Barzilay and Storey, 2011)	343

Title	Total Citations
Ambient Awareness and Knowledge Acquisition: Using Social Media to Learn "Who Knows What" and "Who Knows Whom" (Leonardi, 2015)	336
Assessing the role of competitive intelligence and practices of dynamic capabilities in business accommodation of SMEs (Wu, Yan and Umair, 2023)	310
The effects of network sharing on knowledge-sharing activities and job performance in enterprise social media environments (Kwahk and Park, 2016)	273
Knowledge sharing and social media: Altruism, perceived online attachment motivation, and perceived online relationship commitment (Ma and Chan, 2014)	272

3.9 Co-Citation of Cited Authors

Figure 6 is the Co-citation network among cited authors in the domain of social media and knowledge management. The following visualization depicts how often various authors are cited together in academic literature, therefore giving a better overview of the collaborative research themes and the intellectual linkage among scholars. In the map, the nodes or circles represent individual authors. We also see that the size of the nodes corresponds to the size of the citations-the more co-citations a cited author has received, the greater his node. These are proxies for the influence and prominence. Colors represent clusters: on the left is a red cluster, and on the right is a green cluster. Such a division therefore signals that different research trajectories or thematic foci are at play within the overarching realm of social media and knowledge management. Keeping such topics in mind, one notices that prominent contemporary authors such as Leonardi P.M. and Faraj S. figure dominantly within the red cluster, presumably as contributors of major works to discussions of how social media impact knowledge sharing and its management. In quite another direction, the green cluster shows people like Chen H. and Zhang X., whose work appears to be directed at related but perhaps different aspects of social media in knowledge management. Links among nodes depict co-citation relationships, hence showing how pairs of authors are cited together. This may reflect their collaboration or sharing an interest in a particular area of research. In general, this co-citation analysis provides a good overview of the academic landscape, pointing at key players and interconnections of their contributions to this evolving field.



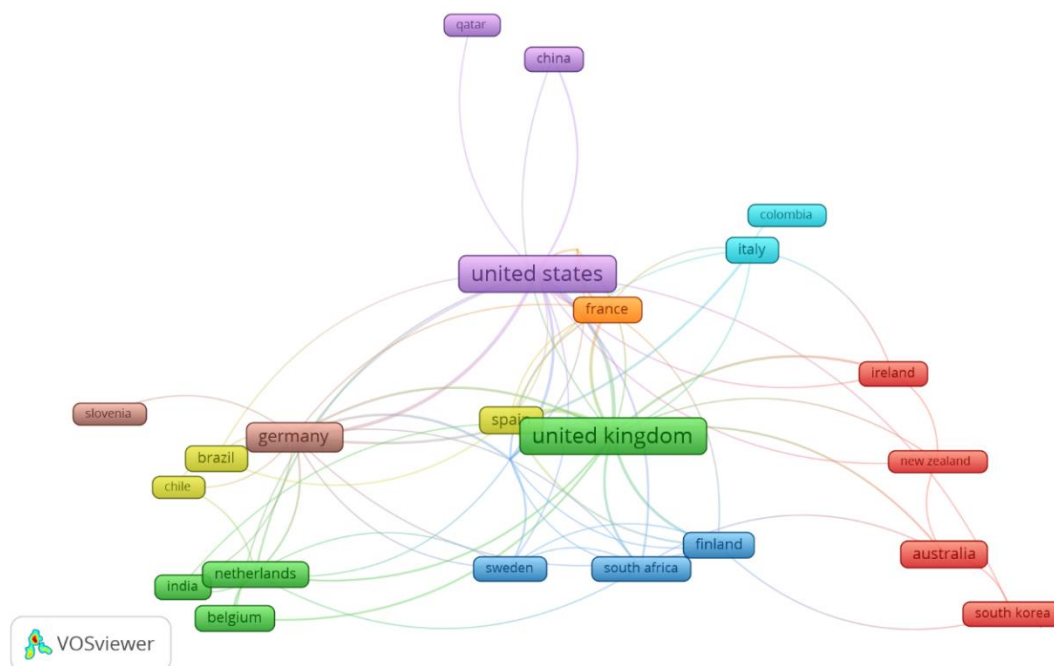


Figure 6: Co-Citation of Cited Authors

3.10 Co-occurrence of Keywords

Figure 7 presents the Co-occurrence network of important concepts and their relationships in Social Media and Knowledge Management. The map, created in VOSviewer, visualizes the number of co-occurrences of various keywords in the titles and abstracts of the publications, showing the common research themes and trends in the literature. The core of the map is "Knowledge Management", which is the most central and dominant term, symbolizing that knowledge management is at the heart of the discussion circle when it comes to social media. The size of the "Knowledge Management" node suggests a high recurrence in the literature, showing that it is often the main topic of interest in relation to studies over social media. This central node is connected with several clusters, each standing for different yet related themes in knowledge management research. One of the key clusters is "Social Media Platforms", which are closely connected with such keywords as "information dissemination", "knowledge sharing", and "collaboration". This cluster indicates the social media as a means of spreading information and sharing the knowledge among the users. The presence of terms like "students", "learning", and "education" within this cluster would point to increased attention being paid to social media platforms in the ways they go about serving in educational contexts for both formal and informal knowledge sharing. Another key cluster is "Sentiment Analysis"/ "Natural Language Processing". Hence, this would indicate that one fruitful research focus is the use of data from social media in the measurement of public sentiment and the analysis of language patterns, particularly in the domain of analytics on social media. The terms "neural networks", "algorithms", and "machine learning" that appear in this cluster perhaps hint that superior computational techniques are in common use to process and understand Big Data emanating from social media. Other clusters are "knowledge dissemination", "higher education", and "virtual reality"-all reflecting the different kinds of research undertaken in knowledge management. These represent the cross-roads where knowledge management cuts across, including different fields such as academia, technology, and health, among other fields, while terms such as "mental health", "COVID-19", and "information processing" are reflective of recent trends, especially the influence of the pandemic on information sharing in the digital space. In a nutshell, this co-occurrence map visualizes connected research areas within the broad scope of social media and knowledge management issues, highlighting the multi-dimensional nature of the field. Both the core ideas of knowledge management and equally the developing application within varied disciplines are driven by the growing interest in digital and social media technologies.

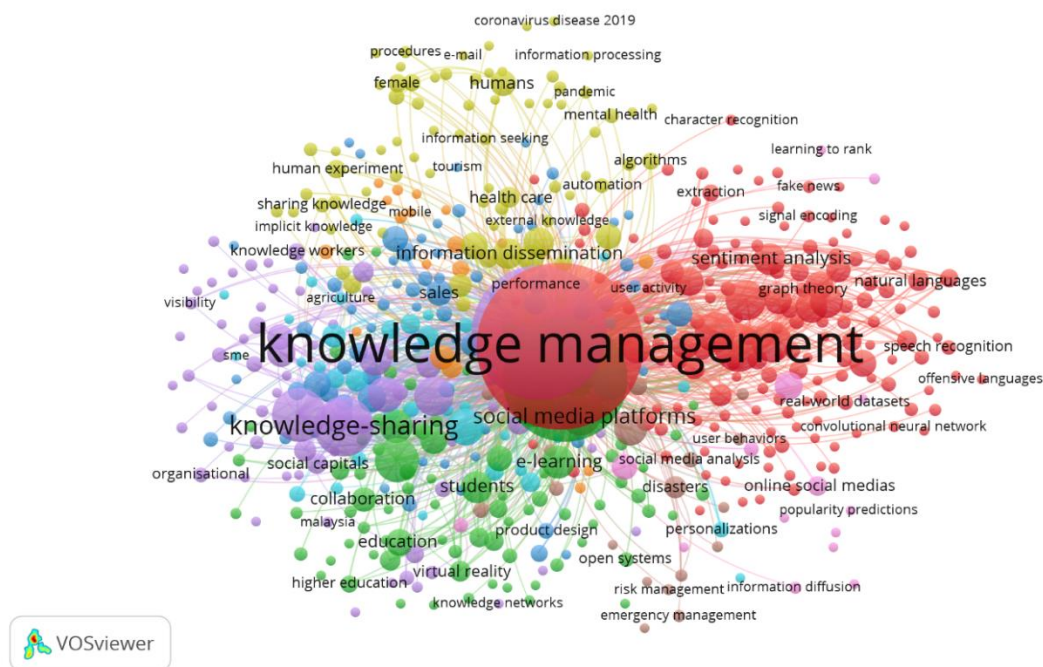


Figure 7: Co-occurrence of keywords

3.11 Network Visualization of Co-citation of Cited Reference

Figure 8 shows the visualization of a cited references co-citation network in social media and knowledge management research divided into this complex research landscape of 12 clusters. Currently, each cluster is dealing with a specific thematic area showing the intersection between social media and knowledge management. The largest cluster, Cluster #0 (Case Study), has 97 members with a silhouette value of 0.881, showing that the structure is well defined. This cluster is on the case studies of how organizations are using social media to manage knowledge. Some representative works within this cluster include Kaplan's 2010 highly cited article entitled "Users of the World Unite!" with 26 citations that discusses challenges and opportunities of social media, and Kietzmann's 2011 "Social Media? Get Serious!" with 13 citations, which details the functional building blocks of social media in organizations.

Cluster #1, with a membership of 92 and a silhouette value of 0.797, is the second biggest cluster. It deals with social media's role in promoting creative performance within organizations. This cluster characterizes how social media enables knowledge sharing and collaboration, hence creating an environment of creativity and innovation. The representative works in this cluster include Bharati 2015 about how social media enhance organizational knowledge management with 17 citations, and Sigala 2015 about the effects of social media on employee creativity with 17 citations. Cluster #2 is Social Media, with 58 members and a very high silhouette value of 0.939, showing great thematic coherence.

It highlights the role of social media in improving knowledge sharing, particularly in academic and organizational settings. Individual motivations for using social media platforms to facilitate knowledge dissemination are explored in this cluster. Recent publications that fall into this category include Ahmed's 2019 systematic review on social media for knowledge sharing, with 13 citations, and Hair's 2016 methodological guide on partial least squares structural equation modeling, with 5 citations. Cluster #5 is a small but extremely cohesive cluster with 24 members and an overall perfect silhouette value of 1. It will discuss the detection of offensive language and misinformation in social media, particularly Tamil YouTube comments. The study involves the adoption of some NLP tasks, such as BERT, for detecting and managing harmful content. Among them are highly cited works: Devlin's 2018 paper about BERT with 8 citations and Liu's sequel work from 2019 about RoBERTa, an optimized model of BERT, with 7 citations. Cluster #6, Emergency Management ($n=22$; silhouette value =0.941), describes how social media allow sharing and reusing of the knowledge in emergency situations.

This cluster is related to crisis management; here come works like Chua, who studied customer knowledge management through the use of social media in crisis situations, with 8 citations, and Majchrzak, who analyzed

how wikis improve the reuse of knowledge during the emergency, also with 8 citations. This study shows that social medias are of immense value for the spread of essential information when needed. Cluster #7: Utilization of Enterprise Social Networks by 20, with a silhouette value of 0.979. This is set out to determine how organizations can use ESNs to enhance knowledge management and collaboration. It will spindle how ESNs improve communication and foster collaboration across the different levels of the organization. Sample key works include Leonardi, 2013, on the definition and history of enterprise social media, with 21 citations, and Leftheriotis, 2014, on whether the use of social media in work improves productivity or just consumes time, with 7 citations. Cluster #9-Multipronged Approach can be made up of 18 members with a silhouette value of 0.973 in order to deal with the detection and management of fake news, hate speech, and misinformation in social media platforms.

These are multipronged methods toward fact-checking and removal of bias from online content. Some of the most frequently cited works in this cluster include the work of Vosoughi on the spread of true and false news online, with 8 citations, and that of Kipf on semi-supervised classification using graph convolutional networks, with 5 citations. Cluster #16, Team Knowledge Management Capabilities, gives insight into how social media allows the creation of team knowledge management capabilities and innovation performance, with a membership of 11. Its silhouette value is located at 0.986. This cluster investigates the role played by social media in systematically smoothing the process of knowledge transfer among teams. Important works within this cluster include the work by Cao on how social media affordances enhance team performance, which has 5 citations, and Leonardi's work on the use of social media and its influence on work efficiency, which has 3 citations. Cluster #21: Knowledge-Intensive Manufacturing SME - This cluster has 8 members with a silhouette value of .993. The focal point of this cluster is the use of social media within knowledge-intensive SMEs.

This cluster adapted a sociotechnical approach on how SMEs apply social media to improve innovation and knowledge sharing. Four of the key works in this cluster are one by Soto-Acosta on "Social Web Knowledge Sharing and Innovation Performance in SMES" with 7 citations, and Scuotto on "Mass Collaborative Knowledge Management in SME" with 3 citations. Cluster #23 Antecedent, with a cluster size of 8 and a silhouette value of 0.998, represents the antecedents/motivational factors of knowledge sharing in social networking platforms. This study investigates how social media tools foster knowledge-sharing practices in workplaces. The most significant ones are Pee's 2015 about intrinsic motivation for online knowledge sharing, with 2 citations, and the one by Muqadas 2017 about challenges of knowledge sharing at public sector universities, with 2 citations. Cluster #25 Online Attachment Motivation - is a small cluster with 7 members; its silhouette value is 0.991.

It examines how attachment to online communities impacts users' motivations to share knowledge and participate in the social media-enabled knowledge-sharing processes. Key publications emanating from the strand are those by Beck on knowledge exchange in social media-enabled networks of practice, which has 4 citations, and the one done by Ma on the role of altruism and online attachment motivation in knowledge sharing, also with 4 citations. Last not least, Cluster #47 is the smallest cluster containing 3 members with a silhouette value of 0.996. This cluster addresses the role of the enterprise resource planning system in regard to supporting business processes and knowledge management within organizations. Key contributions in this respect are the work of Leimeister 2009 on how to leverage crowdsourcing in ERP systems with 2 citations, and that of Adya 2011, who researched the impact of prolonged exposure to new technology on user acceptance, with 1 citation. This network visualization shows how social media cuts across knowledge management from a wide array of themes: creative performance, team collaboration, misinformation management, and emergency response. The selected clusters are distinctive and strongly thematically focused, thus providing a good overview of the topics studied on social media and knowledge management.

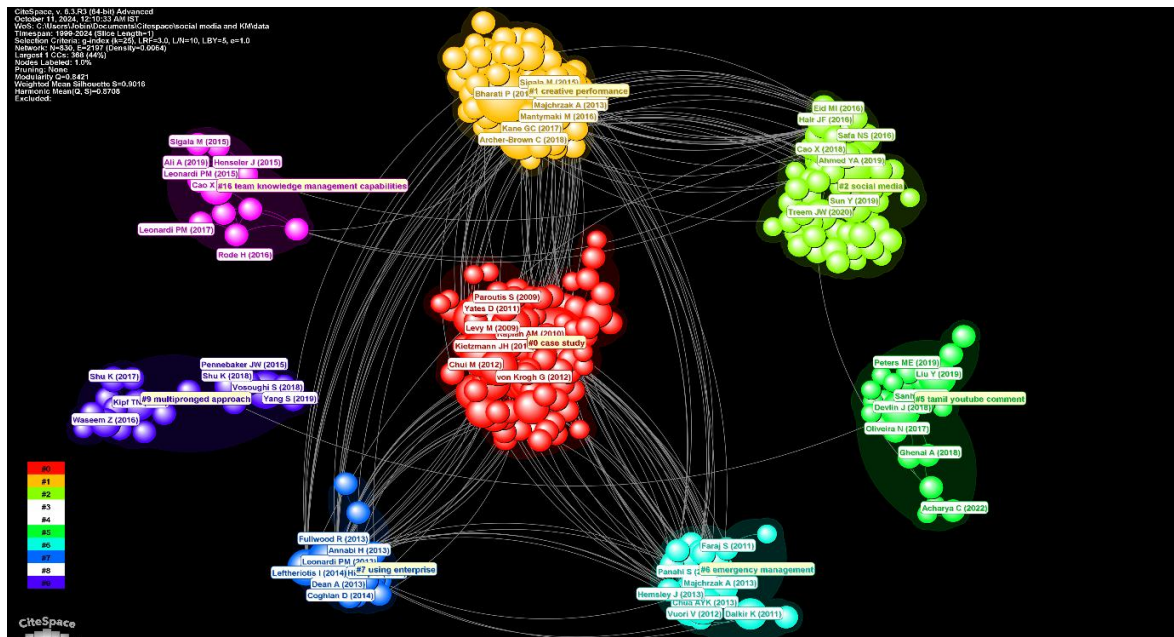


Figure 8: Network Visualization of Co-citation of cited reference

3.12 Timezone Network Visualization of Co-citation of Cited Journals

The timezone network visualization of co-citation of cited journals illustrated in Figure 9 reveals 13 distinct clusters, each highlighting different thematic focuses within these research domains. It organizes the clusters horizontally based on their thematic coherence and citation relationships. Each circle represents a journal, with its size reflecting the journal’s total citation count in the network, and the color indicating the density of connections within its cluster. The layout’s horizontal bars symbolize distinct time periods or thematic strata, helping identify how certain research topics or journals are interconnected over time. The arcs between circles illustrate co-citation links, revealing cross-cluster interactions and the interdisciplinary influence of journals across research domains. This approach provides a clear and visually intuitive representation of the dynamic interplay between journals and their citation networks, facilitating an in-depth understanding of the intellectual structure in the field. Cluster #0: Knowledge Management, the largest cluster with 119 members and a silhouette value of 0.91, centers on practical knowledge sharing in social media, particularly within instructional design and technology. Research in this cluster includes topics like Covid-19 fake news detection and fact-checking systems. Key journals in this cluster are IEEE Access and Technological Forecasting and Social Change, with 14 major citing articles each. Cluster #1: Social Media, consisting of 110 members with a silhouette value of 0.676, explores how social media enhances organizational performance through knowledge management. This cluster includes research on knowledge-sharing in enterprise social media platforms and the impact of big data on competitive advantage, particularly in the hospitality sector. The most-cited journals in this cluster include MIS Quarterly (263 citations), Organization Science (215 citations), and the Journal of Computer-Mediated Communication (174 citations).

Cluster #2: Internet Technologies has 80 members with a silhouette value of 0.619. This cluster focuses on the intersection of social media, internet technologies, and open innovation in IT organizations. Research here addresses the role of social media in fostering competitive advantage and customer knowledge sharing. Prominent journals in this cluster include International Journal of Information Management (200 citations) and Business Horizons (180 citations). Cluster #3: Global National is comprised of 71 members with a silhouette value of 0.839. This cluster focuses on global and national perspectives in social media and knowledge management, such as online knowledge-sharing mechanisms and sustainable knowledge management. Leading journals in this cluster are Sustainability (Switzerland) and Information Systems Frontiers, reflecting its international scope and environmental sustainability focus. Cluster #4: Knowledge Management, with 61 members and a silhouette value of 0.706, emphasizes the use of enterprise social networks for knowledge sharing in higher education. This research examines how networks and public crowdsourcing can be used for knowledge management. Key journals in this cluster include the Journal of Knowledge Management (318 citations) and Computers in Human Behavior (233 citations).

Cluster #5: Encouraging Participation, containing 34 members with a high silhouette value of 0.89, focuses on encouraging participation in virtual communities and using social media for knowledge sharing within organizations. The cluster examines how IT and social media platforms are leveraged to enhance collaboration and knowledge dissemination, with major journals such as Communications of the ACM (102 citations) and California Management Review (94 citations). Cluster #6: Conference Participant includes 28 members with a silhouette value of 0.757 and examines the role of social media in informal learning and knowledge sharing during conferences. Research in this area focuses on how social media platforms facilitate real-time collaboration and knowledge exchange among conference participants. The most-cited journals in this cluster are Computers & Education (64 citations) and the British Journal of Educational Technology (26 citations). Cluster #7: Learning Institution, with 26 members and a silhouette value of 0.836, explores knowledge sharing in higher education, specifically among academics. Research here looks at how academics engage in knowledge sharing to increase research productivity. Key journals in this cluster include the Journal of Marketing Research (77 citations) and Sustainability (62 citations), emphasizing both the marketing and environmental dimensions of knowledge management in educational institutions.

Cluster #8: Sharing Experience, containing 20 members with a high silhouette value of 0.968, examines how social media and mobile technologies enable experience sharing in professional and social contexts. This cluster focuses on virtual collaboration and knowledge exchange through mobile media. Key sources in this area include the Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (39 citations) and AMCIS (3 citations). Cluster #10: Knowledge Management Behavior, with 16 members and a silhouette value of 0.994, explores how social media usage impacts employee creativity and knowledge management behavior in organizational settings. The research focuses on the role of social media platforms in enhancing creativity and decision-making processes. The most-cited journals in this cluster are Computers in Human Behavior and Journal of Business Research. Cluster #11: Fractal, consisting of 11 members and a perfect silhouette value of 1, focuses on the theoretical framework of knowledge workers as fractals within complex adaptive organizations. This cluster investigates the structures and organizational processes that promote knowledge sharing and adaptability. Key works in this area are found in Knowledge and Process Management and Journal of Management Inquiry.

Cluster #12: Creating Tag Hierarchies, with 8 members and a silhouette value of 0.993, discusses the development of tag hierarchies for social media navigation. Research in this cluster examines how effective navigation structures within social media platforms can enhance knowledge management. The most-cited journals here are Hypertext and Communications of the ACM (CACM). Finally, Cluster #16: Developmental Setting, the smallest cluster with 2 members and a silhouette value of 0.991, focuses on the application of knowledge management frameworks in developmental settings, specifically in smart agriculture. Key journals in this cluster include the Journal of Open Innovation: Technology and the Journal of Innovation & Knowledge.

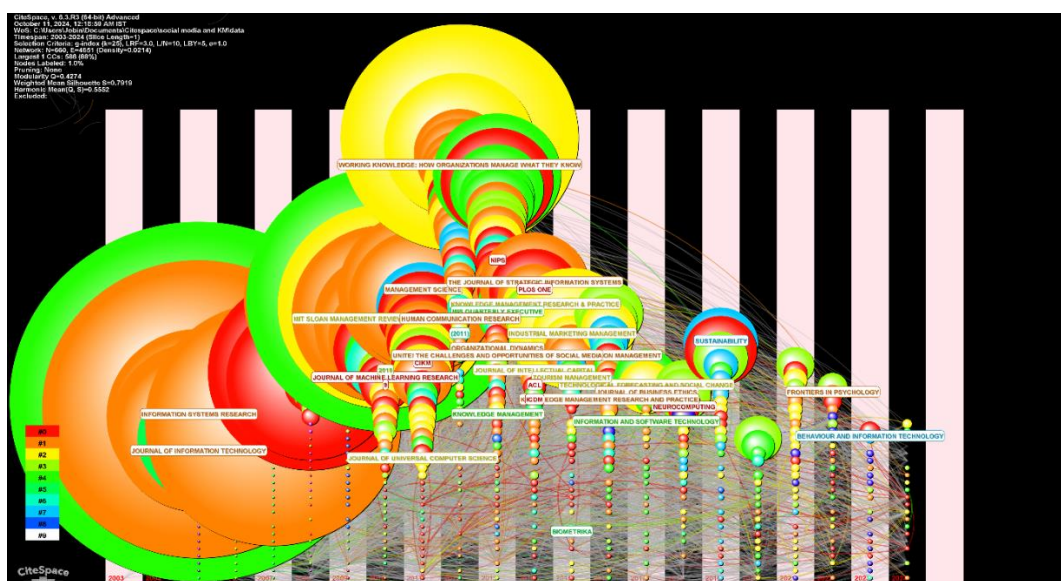


Figure 9: Timezone network visualization of Co-citation of cited journals

3.13 Timeline Network Visualization of Countries Collaborations

Figure 10 gives the visualize of the international research collaboration on a timeline, showing five key clusters with distinct themes and collaborations between nations. Cluster zero is the largest cluster, comprising twenty-six members with a silhouette value of 0.645. This cluster studies social connections, collaboration, and the role social media plays in academia and enterprise development. Individual nations also engage in the use of social networks for business optimization and learning innovation, as documented by Rust's analysis of farmers communicating with specialists in ecological management and Lytras's research on the impact of social networks on academic publishing. Supporting countries like Germany, Italy, and Spain create critical mass, as indicated by their citation counts of one hundred fourteen, sixty-two, and fifty-two respectively. Cluster one is the second largest cluster, including seventeen members at a silhouette value of 0.618. This cluster focuses mainly on the facilitation of knowledge on sustainability and corporate performance through social media. The collaborations here address issues like the detection of rumors at microblogging sites, transmission of know-how among employees, as seen in Sarkis's study of sustainable industry networks and Ma's research on exploiting time series to find the rumors in social platforms. The cluster leading is done by the United States, China, and Hong Kong because of the heavy involvement in exploring how social media influence the dissemination of data in both business and social settings; this is evidenced by their citation counts of three hundred sixty-two, two hundred five, and forty respectively.

Cluster #2: Advanced Systems includes 16 member countries and represents the incorporation of modern digital technologies, such as digital transformation, telehealth and online learning, into social networking sites. Members of this cluster include Australia, and many of the Southeast Asian countries that cooperate on research related to technological adoption of social media practices. The two most influential works cited include Talafidaryani's 2021 study on digital transformation and the study conducted by Salloum in 2020 on the acceptance of the e-learning system. Members most frequently cited include Australia, with 89 citations, Indonesia, with 45, and Malaysia, with 37, which indeed reflects the cluster focus on digital tools and their implications within society. Cluster #3: Intellectual Capital is made up of 16 members with a silhouette value of 0.821 focused on the role of intelligence assets in strengthening knowledge sharing-the expected occurrence for such cases as multinational businesses and higher education. The research in this cluster analyzed how intellectual capital and affordances of social media influence knowledge-sharing practices across organizations and communities. A seminal paper by Majchrzak in the year 2013 analyzed social media's contradictory impacts on communal knowledge sharing. Major countries participating in this cluster are India with 79 citations, Canada with 65, and Japan with 23 citations. All these countries are leading when it comes to exploring the use of brainpower via digital platforms to spread ideas far and wide.

Cluster #4: Educational Milieu discussed the deployment of social media and big data analytics in educational settings for small or medium-sized enterprises. It represents the most minor population with a silhouette value of 0.654 and only ten cluster members. This was an equally specialized cluster, showing international collaboration on how social networks and large-scale resources of data could assist in knowledge dissemination within educational systems, especially for small and medium enterprises. Perhaps the most important work in this effort to exploit knowledge management across firms was that of Scuotto, published in 2017. The countries with the greatest impact on discussing the use of social media platforms to enhance pedagogical and organizational learning across borders included the United Kingdom with 114 citations, the Russian Federation with 12 citations, and Nigeria with 7 citations. This temporal network map exposes cross-national collaborations underlying the global landscape of inquiries into the intersection between Social Connectedness and Information Exchange. While Cluster 0, with its focus on social ties, demonstrated substantial European participation, Cluster 1, on social media in the dissemination of expertise, had representatives mainly from the United States and China. Cluster 2, representing the new platforms, included major players from Australia and Southeast Asian countries. Cluster 3 dealt with intellectual assets wherein India and Canada had quite substantial contributions. Cluster 4 is about educational settings, wherein the UK and Russia have taken the lead to discuss the incorporation of social media into the pedagogical and enterprise environments. These clusters reflected the truly interdisciplinary and transnational character of scholarship in social media and knowledge management.

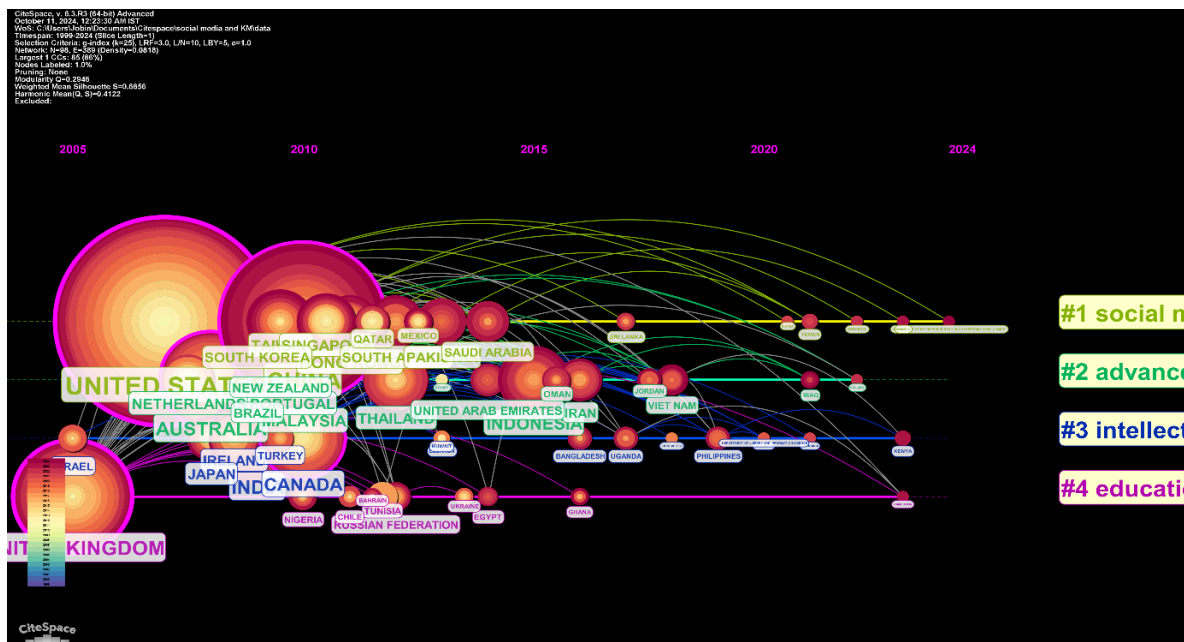


Figure 10: Timeline network visualization of Countries Collaborations

4. Discussion

This study provides a critical bibliometric review of the relationship between social media and knowledge management between 1999 and 2024. The findings underscore a growing academic interest in this intersection, reflected in an annual publication growth rate of 18.59% (Figure 2). This surge highlights the increasing relevance of social media in organizational knowledge management practices. The growth trajectory aligns with technological advancements, particularly in big data, artificial intelligence, and sentiment analysis, which have transformed the way knowledge is created, shared, and managed. Despite fluctuations in publication trends, the sustained interest in this domain signifies its evolving importance in academic and professional settings.

A key aspect of this study is the identification of thematic trends and emerging research priorities (Figure 3). Early studies primarily explored social networks and user-generated content, whereas contemporary research has shifted toward technologically advanced areas such as AI-driven knowledge systems, sentiment analysis, and misinformation detection. This transition signals a paradigm shift from traditional knowledge-sharing models to more data-driven and algorithmic approaches that leverage machine learning for automated knowledge extraction and dissemination. These evolving trends highlight the need for future research to explore how emerging technologies can enhance knowledge-sharing effectiveness while mitigating risks such as misinformation and data security concerns.

The thematic map of research clusters (Figure 4) further illustrates the intellectual structure of this field. Foundational topics such as Knowledge Management and Social Media remain at the core of academic discussions, while high-impact research areas, including machine learning, network analysis, and organizational knowledge-sharing models, drive innovation. The presence of fake news detection and misinformation management in the emerging themes quadrant suggests a growing awareness of the challenges posed by unverified information in social media-driven knowledge ecosystems. This thematic shift reflects a broader discourse on the reliability and authenticity of knowledge exchanged through digital platforms.

Beyond thematic trends, the co-citation analysis (Figure 6) reveals strong intellectual linkages among leading scholars in the field. The clustering of influential authors into distinct research communities suggests that knowledge management is increasingly viewed as an interdisciplinary field, integrating insights from computer science, business management, communication studies, and information systems. This finding underscores the necessity for cross-disciplinary collaboration to address complex knowledge management challenges in the digital era. Additionally, the co-occurrence network of keywords (Figure 7) highlights the growing convergence between knowledge management and AI-driven analytics, reinforcing the role of computational methodologies in advancing knowledge-sharing processes.

The study also uncovers significant international research collaborations (Figure 10). The visualization of country collaborations shows strong research partnerships between the United States, China, and leading European nations, reflecting their shared investment in technological advancements and digital transformation. However, developing economies remain underrepresented in this research domain, suggesting a potential gap in the literature regarding how social media-driven knowledge management unfolds in non-Western or resource-constrained contexts. Addressing this disparity through more inclusive global research efforts could provide a more comprehensive understanding of cultural and regional influences on knowledge-sharing behaviors.

Moreover, this study's most cited documents analysis (Table 4) provides valuable insights into key research contributions shaping this field. Highly cited studies emphasize topics such as crisis knowledge management, social media affordances, and enterprise knowledge-sharing frameworks. The predominance of research focusing on crisis response (e.g., knowledge management during natural disasters and pandemics) suggests that social media is increasingly seen as an essential tool for real-time information exchange in high-stakes scenarios. However, concerns regarding information overload, data privacy, and misinformation spread remain critical challenges, necessitating further research on strategies to enhance trust, transparency, and regulatory frameworks for social media-based knowledge systems.

These findings indicate that while social media has fundamentally transformed knowledge management practices, challenges persist in ensuring information reliability, security, and accessibility. The increasing reliance on AI, predictive analytics, and digital collaboration tools suggests a future in which automated knowledge extraction and AI-driven decision support systems play an even greater role in organizational strategies. However, as social media platforms continuously evolve, knowledge management frameworks must adapt to emerging risks and opportunities, ensuring that digital knowledge-sharing environments remain ethical, inclusive, and resilient.

5. Research Gaps

While such research has indeed pointed towards some robust growth pertaining to diversity in themes, there are a few key gaps that seem to raise an appeal for consideration. One such gap pertains to the lack of integration of emerging technologies, such as AI, ML, and NLP, in the knowledge management framework. Although these technologies have been acknowledged as having great potential, very few studies have been conducted that contest the ways in which these technologies could practically be applied in the improvement of knowledge-sharing with social media. This gap could well be filled in by future research focused on how these developments could serve to enhance the processes of organizational learning and knowledge management.

Another major gap exists in that no adequate interdisciplinary approach has thus far been taken towards understanding the relationship between social media and knowledge management. Much of the literature in these fields focuses too narrowly on some specific or isolated aspects of those fields, with little regard for what insights may be learned from viewing these aspects through the looking glasses of definite subjects such as information science, communication studies, and organizational behavior. The future research could move towards the development of a more holistic understanding of the complexities involved in leveraging social media for effective knowledge management by the adoption of interdisciplinary methodologies.

Another characteristic of the extant literature is the general lack of longitudinal studies tracing how social media influences knowledge management practices over time. Owing to rapid changes in the nature of platforms and user behavior, there is an urgent need for research into the long-term consequences of integrating social media within an organization. Such studies are more likely to be instructive with regard to the sustainability of knowledge-sharing practices and the evolving role of social media in organizational contexts.

Finally, most research so far has emphasized a certain region or industry; thus, the understanding of how cultural and contextual factors influence the nexus between social media and knowledge management is limited. Future research should therefore focus on cross-cultural studies to understand how different organizational environments shape knowledge-sharing behavior on social media. Such a broad approach may have the potential to enrich the literature by providing a more nuanced understanding of how different cultural factors affect knowledge management practices in different settings.

6. Practical Implications

Several actionable insights emerge from this study, relevant both for organizations and professionals who want to manage knowledge better through social media. First, organizations must learn that social media has now become an important tool for stimulating sharing and collaboration of knowledge within work groups. If carefully

integrated into the knowledge management strategies, social media platforms ensure finer communication, better communities, and fast-track information flow internally. Second, it is important for organizations to invest in broad training programs, considering that technologies such as AI and big data analytics are increasingly complex. These should alternatively equip the employees with the sets of skills necessary for comfortable use of social media with regards to knowledge management. In this way, such an investment in workforce development fosters a culture of continuous learning and adaptability, hence allowing organizations to maintain compatibility with the shifting technological environment. This study, on one hand, shows that policy and guidelines regarding the use of social media for knowledge management should be clear. In this light, frameworks demonstrating best practice on information sharing should be instituted by an organization, and employees should be informed of the possible implications for their activities online. Such guidelines have the potential to reduce risks such as information overload or miscommunication that may stem from unrestricted use of social media.

Finally, the study enumerates the role that has to be played by researchers, practitioners, and industry stakeholders in order to further knowledge management practices. A collaborative approach by the research fraternity, academia-industry partnerships for example, would facilitate the exchange of ideas and inspire innovation at the juncture where social media and knowledge management meet. Working jointly will also allow the various stakeholders to share their experiences in order to come up with better approaches to exploiting the full potential of social media within an organizational framework. While the study, therefore, established that there is an increasing interest in the role of social media in knowledge management, the gaps and practical considerations that underlined it did call for further investigation. Shutting these gaps would not only help advance academic discussions further but also provide organizations with the tools needed to negotiate clearly through the complexities associated with knowledge management in the digital era.

7. Conclusion

This study provides a comprehensive bibliometric review of the intersection between social media and knowledge management, based on a dataset of 1,579 publications from Scopus over the past 25 years. The analysis highlights several key trends, including an annual growth rate of 18.59% and a shift towards emerging topics like big data, sentiment analysis, and artificial intelligence within social media applications. This demonstrates the increasing relevance of social media in shaping knowledge management practices, offering valuable insights into how these technologies are transforming organizational knowledge processes. The study emphasizes the central role of social media in enhancing collaboration, knowledge sharing, and innovation within organizations. The thematic mapping and co-occurrence analysis reveal complex relationships between key concepts and trends in global research collaboration. Furthermore, recent studies focusing on issues like fake news detection and the impact of COVID-19 show how social media can address contemporary challenges in knowledge management. These findings reaffirm social media's adaptability and its growing importance in enabling dynamic, responsive knowledge management practices in a rapidly evolving technological landscape.

From a practical perspective, organizations must recognize the transformative potential of social media tools in fostering collaboration and enhancing communication across teams and departments. For this, investing in training programs is essential to ensure employees are equipped with the skills to effectively utilize social media platforms, especially as new technologies like AI and big data become integral to knowledge management. Additionally, it is important for organizations to establish clear policies and frameworks for social media use, to mitigate risks such as information overload and miscommunication, and to optimize the benefits of these tools for organizational learning. Looking ahead, this study highlights several future research directions. There is a significant need for ongoing exploration into the integration of emerging technologies, such as artificial intelligence, machine learning, and natural language processing, into knowledge management practices. Understanding how these technologies can enhance organizational learning and knowledge sharing will be crucial for advancing the field. Furthermore, there is a notable gap in interdisciplinary research that could provide a more holistic understanding of the complexities involved in leveraging social media for knowledge management. Longitudinal studies are also needed to examine the long-term effects of social media on knowledge management practices. Finally, future research should explore how cultural and contextual factors influence knowledge sharing on social media across different regions and industries, providing a deeper understanding of how organizational environments shape these processes. Overall, this research offers a solid foundation for future studies and provides valuable insights for scholars navigating the complexities of social media's role in knowledge management in the digital age.

Ethics Statement: This research does not require ethical approval.

AI Statement: No generative AI tools were used in the research, writing, or editing of this manuscript.

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