Leveraging Social Media to Strengthen Volunteerism: Its Effect on Employees Work-Life Integration

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Abstract
Social media has the potential to serve as a powerful tool in promoting volunteerism and improving employees' work-life integration by facilitating non-profit organizations and employers to expand their reach, engage with volunteers in real-time, and foster a sense of community around a shared cause. The impact of online volunteering on an individual's sense of purpose and fulfillment beyond work is uncertain, as more professionals are turning towards it. Furthermore, the impact of such activities on work-life integration is ambiguous, with uncertain effects on an employee's ability to balance work and personal life. To bridge this knowledge gap, our aim is to investigate the potential for employees to effectively integrate their work and life responsibilities while participating in online volunteering activities. In order to accomplish this objective, a qualitative methodology has been employed, specifically utilizing a single case study design. The study's findings regarding the research question yielded two primary themes on the potential for doctors to participate in online volunteering activities while integrating their work and personal life: central participants and peripheral participants. In conclusion, doctors who engage in online volunteering and strive to attain a balance between their work and personal life encounter a complex situation, heavily influenced by their organizational environment, individual traits, and their approach to managing work-life demands.
Keywords: Online Volunteer, Social Media, Work-Life Integration.

Introduction

In today's world, work-life integration has become increasingly important for employees. With the rise of remote work and flexible working arrangements, individuals are seeking ways to achieve a better balance between their personal and professional lives. One way to promote work life integration is through volunteering, as it can provide individuals with a sense of purpose and fulfilment outside of their work life (Andrade & Westover, 2022; Kelliher et al., 2019; Wood et al., 2019). According to Cao et al (2021), volunteering can have a positive impact on employees' work-life integration. Employees can enhance their overall well-being by engaging in volunteering activities, which can provide them with a sense of purpose and fulfillment beyond their work life. Volunteering can also help employees to develop new skills (Maund et al., 2020; Penny & Finnegan, 2019) and connect with individuals outside of their work environment (Cox et al., 2019). This can lead to increased job satisfaction, productivity, and loyalty to their employer.

While online volunteering (OV) can provide opportunities for individuals to engage in meaningful work outside of their jobs and connect with like-minded people, it is not clear how this type of engagement may affect an individual's ability to balance their work and personal life (Bartlett et al., 2021; Cao et al., 2021). Online volunteering often involves using the same devices and platforms that people use for work or personal communication, blurring the boundaries between the two domains (Kaduk et al., 2019; Kooli, 2022). Additionally, OV may require a significant time commitment (Alam et al., 2020), which could impede an individual's ability to engage in other activities outside of work. Erro-Garcés et al (2022) suggest that the relationship between online volunteering and work-life integration is intricate, which implies that additional research is necessary to gain a complete understanding of it.

Regarding employees' involvement in volunteering through social media, social media has become a fundamental component of our daily routine by providing a platform for people to interact, exchange thoughts, and collaborate with others on a worldwide level. Although social media's primary objective is to encourage social interaction; however, Kankanamge et al (2020) have demonstrated that social media can also serve as a powerful tool for promoting volunteerism. By using social media to promote volunteering, non-profit organizations can reach a broader audience and connect with individuals who may not have considered volunteering in the past. Social media also allows organizations to engage with volunteers and build a sense of community around a cause, which can help increase volunteer retention (Cho et al., 2020; Lachance, 2021). One of the main advantages of social media is its ability to reach a large number of people quickly and easily. Social media platforms like Facebook, Twitter, and LinkedIn can be used to share information about volunteer opportunities, create online campaigns to promote volunteering, and engage with volunteers in real-time. Social media can also be used to create social campaigns, which can help to raise awareness about specific causes, and mobilize volunteers to take action (Trautwein et al., 2020).

Moreover, Sharp and Carter (2020) stated that social media can be leveraged to promote volunteering opportunities to employees, making it easier for them to find and participate in volunteering activities. By using social media to connect with employees, non-profit organizations and employers can create a sense of community around volunteering, which can enhance employees' work-life integration. In addition, Harrison and Johnson (2019) have pointed out that social media can be utilized to establish online volunteering opportunities that are flexible and accessible. This is especially important for employees who have hectic schedules or work from remote locations.

This study aims to fill the research gaps by exploring the ways in which social media can be leveraged to strengthen volunteerism and how this approach can impact employees' work-life integration. The case study was conducted on medical doctors who participate in OV through DoktorBudak.com (DB), one of the most active virtual health communities (VHC) in Malaysia. They also engage in virtual volunteering activities through DB social media. To gain a deeper understanding of how doctors manage their work and personal life while volunteering online, the study is guided by the following research question:

1. What are the possibilities for doctors to achieve work-family balance through online volunteering?

Literature Review

This section emphasizes the importance of re-examining the theory being utilized, exploring the concept of online volunteerism, and investigating the connection between online volunteerism and the integration of work and personal life among employees.

Revisiting the Theory

The literature on work-life arrangements provides different perspectives, with varying definitions and concepts of work-life balance. Theories such as Spillover, Segmentation, and Boundary are used to explain how employees who volunteer online balance their work and personal life. For this study, the theoretical framework is based on Clark's Border theory (2000), which sheds light on work-life management and negotiation. This theory helps to understand the nature and permeability of work-life borders and how individuals navigate between the two domains. The theory can also explain the motivation and behavior of individuals engaged in boundaryless activities like OV, where the lines between work and personal life are blurred. Previous studies by Karassvidou and Glaveli (2015); Schieman and Glavin (2016) have used the Border theory to help companies better support their employees at work and at home. Studies that have applied the theory to technology use have shown that such technologies blur the lines between work and non-working areas (Adisa et al., 2019; Wang & Chen, 2017).

The theory this study builds upon emphasizes work and life domains, but this study extends the concept of work- life balance to include additional domains, such as community activities like online volunteering. Clark's (2000) definition of balance emphasizes a person's comfort with how they allocate their time and energy, as well as how they integrate and separate their responsibilities at work and home. Therefore, individuals' unique experiences and preferences are likely to shape their perspectives on balance. Bratu and Popescu (2020) have described the Internet as a familiar medium due to its widespread use in daily life. As a result, individuals from various backgrounds have adopted various Internet technologies for their effectiveness, efficiency, and time-saving benefits. Employees who engage in OV have introduced a new dimension to their daily lives by exploring the online realm. Therefore, Gurney (2010) recommends using the Border theory to comprehend the intricacy of this new type of life. Border theory's concept is relevant to the study of doctors who volunteer online and their ability to balance work and personal life.

The areas of work-life balance, Border theory, and online volunteering by employees also exhibit gaps. In the Border theory, there is a lack of substantial evidence regarding the crossing of borders between individuals who interact online. The mechanism by which individuals transition from the virtual to the physical realm remains unclear. Moreover, previous contributions to this theory have focused primarily on onsite volunteers, not online

volunteers (Chighizola, 2020; Fiernaningsih & Herijanto, 2020; Voydanoff, 2008). As a result, the findings of onsite volunteering may not be readily transferable to online volunteering, as online volunteering involves different platforms, resources, and time constraints (Ihm, 2017). Considering the demanding nature of doctors' jobs and their engagement in OV tasks, achieving a work-life balance can be challenging.

Online Volunteerism

With the proliferation of digital technologies and social media, online volunteerism has become an increasingly popular way for individuals to engage in volunteer activities. Online volunteerism allows volunteers to contribute their time and expertise to causes and organizations without the constraints of geographic location, time availability, or physical limitations (Larson et al., 2020). In this literature review, we explore the benefits and challenges of online volunteerism, its impact on volunteer satisfaction, and how organizations can leverage online volunteerism to achieve their goals.

Online volunteerism offers several benefits, including greater flexibility and accessibility for volunteers (Dunn, 2020; Vermicelli et al., 2021). OV allows volunteers to choose tasks that align with their skills and interests, and to contribute their time and expertise at their own convenience. According to Lu and Duan (2020), participating in online volunteerism can enable individuals to support a wider range of causes and issues by providing opportunities to engage with organizations and movements that may be geographically inaccessible to them. Trautwein et al (2020) suggest that online volunteerism can be a cost-effective alternative to traditional volunteer recruitment and management, as it may reduce expenses related to tasks such as training, supervision, and logistics.

While online volunteerism offers many benefits, it also poses some challenges. One of the main challenges is the lack of personal connection and social interaction between volunteers and organizations (Ackermann, 2019). Online volunteers may not have the same level of engagement with the organization or its cause as traditional volunteers, which can impact their motivation and commitment to the organization. As noted by Piatak, Dietz, and McKeever (2019), engaging in online volunteerism can necessitate stronger self-motivation and self-management abilities, given that volunteers may need to complete their tasks without the direct guidance or assistance of others.

According to Ormel (2019); Cho et al (2020), research has indicated that participating in online volunteerism can enhance volunteer satisfaction. Online volunteers report greater flexibility and convenience, as well as the ability to use their skills and expertise in meaningful ways. Online volunteerism also allows volunteers to contribute to causes and organizations that align with their personal values and interests. Although online volunteerism can have a positive impact on volunteer satisfaction, it has been noted that the absence of personal connections and social interaction can affect volunteer satisfaction, especially when it comes to long-term involvement with an organization (Cho et al., 2020; Henderson & Sowa, 2019).

Online Volunteerism and Employees Work Life Integration

Online volunteerism has become an increasingly popular way for individuals to engage in volunteer activities, providing greater flexibility and accessibility for volunteers. For employees, this can be particularly advantageous for work-life integration. According to Allen (2018); Kirchmeyer (2018), work-life integration pertains to the capability of managing the obligations of work and personal life, enabling individuals to fulfill their personal and professional aspirations while maintaining their overall well-being.

Online volunteerism can support work-life integration by providing employees with a more flexible and accessible way to engage in volunteer activities. Naqshbandi et al. (2020) contend that online volunteerism provides employees with an avenue to contribute their skills and time that aligns with their personal and professional objectives, unencumbered by the restrictions of conventional volunteering opportunities, such as physical limitations, geographic location, and availability.

According to Dionigi et al (2020); Gray and Stevenson (2020), online volunteering's flexibility can alleviate the stress and anxiety that arise from juggling work and personal life. By allowing employees to participate in volunteer activities that accommodate their existing obligations, this flexibility enables them to better manage their competing demands. Employees who engage in online volunteerism may have opportunities to develop skills and expertise that can be useful in their professional lives, potentially enhancing their career prospects and job satisfaction (Gray, & Stevenson, 2020).

However, while online volunteerism can support work-life integration, it is important to ensure that it does not become a source of additional stress or burden for employees. Providing support and resources for employees to engage in online volunteer activities is crucial for organizations (Ackermann, 2019). This can include providing training and support for online platforms, as well as offering flexible work arrangements to accommodate volunteer activities (Andrade, & Westover, 2022). Furthermore, it is important for organizations to acknowledge the significance of online volunteerism in fostering employee engagement and well-being (Van Silva et al., 2018). Organizations should actively encourage employees to participate in online volunteer activities to improve their personal and professional development (Howard, & Serviss, 2022). By supporting online volunteerism, organizations can demonstrate their commitment to social responsibility (Afridi et al., 2020), while also providing their employees with a way to achieve work-life integration and enhance their overall well-being.

Overall, online volunteerism can provide employees with a valuable way to engage in volunteer activities that align with their personal and professional goals, while also supporting work-life integration. By recognizing the value of online volunteerism and providing the necessary support and resources, organizations can foster a culture of social responsibility and support employee engagement and well-being.

Methods

The aim of this study is to explore the connection between online volunteerism and work-family integration among doctors who volunteer online. To achieve this aim, a qualitative approach is used, specifically a single case study design. The case study approach provides a deep and detailed understanding of the experiences of doctors who engage in online volunteer activities, as well as the impact of these activities on their work-life integration.

All participants agreed to take part in the study after being asked for their voluntary, prior informed consent. We recruited doctors who participate in a VHC and used a purposive sampling technique to select respondents based on the researchers' judgement, which was supported by snowball sampling where doctors recommended their colleagues in the HVC for interview. Our sample of doctors included pediatricians and specialists in related fields who worked in hospitals across Malaysia.

Semi-structured interviews were used to collect data from the participants, with the aim of eliciting detailed and nuanced responses about their experiences of online volunteerism and the impact on their work-life integration. 17 doctors who volunteer online

in total were interviewed. The majority of the interviews (10/17) were conducted by email, one was conducted via Skype, four were conducted via phone, and the other three were conducted in person. All interviews, which lasted an average of 48 minutes, were recorded with the respondents' consent. The interviews were conducted in a flexible and open-ended manner, allowing participants to discuss their experiences and perspectives in their own words. The interviews covered a range of topics, including the motivations for engaging in online volunteerism, the nature of the volunteer activities, the perceived benefits and challenges of online volunteerism, and the impact of online volunteerism on work-life integration.

In this study, new respondents were sourced until saturation had been reached, where no new themes were emerging from the data (Alam, 2021). To achieve data saturation, the researchers continued to recruit new participants until they reached a point where the analysis of the data was no longer yielding any new themes or information. This was done by analyzing the data after each interview and identifying any new themes or patterns that emerged. If new themes continued to emerge, new participants were recruited until the point of saturation was reached. Once saturation was reached, the researchers were confident that the data collected has provide a comprehensive understanding of the connection between online volunteerism and work-life integration among doctors. This ensured that the findings of the study were robust and credible, as they were based on a rich and diverse dataset. The use of data saturation in this study also reflects the rigor and transparency of the research process (Shaw et al., 2019). By continuing to collect data until saturation was reached, the researchers were able to ensure that they had explored the full range of experiences and perspectives of doctors who volunteer online, and that the findings were not biased by a limited sample. For this study, the data saturation point was achieved after seventeen interviews. In summary, the use of data saturation in this study ensured that the researchers had collected enough data to provide a comprehensive and in-depth understanding of the connection between online volunteerism and work-life integration among doctors.

Interview Protocol
An interview guide was developed with input from the authors, informed by the literature and the theoretical concepts described. The interview protocol's questions were adapted from previous research on this topic, including studies by Clark (2000); Erden et al (2012); Janet (2000); Nippert-Eng (2008); Othman (2013); Ramos et al (2015) on work-family management, using work-related technologies, and volunteering.

There were five main sections to the interview questions. The introductory questions in the protocol were used to determine whether the informants met the requirements that had been established for participation in the study. In the second section, there were more questions, mostly for the informants to answer briefly about their families and jobs. In the third section of the questionnaire, the informants were asked open-ended questions regarding their involvement, interests, and motivations for serving as online volunteers in a VHC. These questions served as a general framework for more in-depth inquiries about how participants balance work, personal life and OV. The fourth section sought to comprehend how the informants managed the line between work and personal life responsibilities while volunteering online. The sixth section talked about the difficulties that informants had juggling different domains of life. The last set of interview questions asked participants to discuss their experiences using ICT to balance work and personal obligations.

Data Analysis

Thematic analysis was used to analyze the semi-structured interview data. The process of identifying, analyzing, and reporting patterns (themes) from responses or data is regarded as thematic analysis. The researcher uses these patterns to organize and describe the data in detail (Braun & Clarke, 2006). Thematic analysis starts at the data collection stage and continues during the data transcription, reading, reviewing and interpretation process. This indicates that every interview was transcribed at the end of the interview. Then, researchers manually played the recording for a couple of seconds, transcribed what was heard to prevent losing any information.

Specific steps were followed to perform the thematic analysis in the study by adhering to the guides recommended by several authors such as (Ajjawi and Higgs, 2007; Braun and Clarke, 2006; Ryan and Bernard, 2003). The analysis method entailing six stages: (1) immersion, (2) understanding, (3) abstraction, (4) synthesis and theme development, (5) illumination and illustration of phenomena, and (6) integration and critique of findings.

Audio recordings of the interview were transcribed verbatim after each session. Then, the transcribed interviews were stored in a computer software package for qualitative analysis, the Atlas.ti. Memos and summaries were created for each interview using this software to document thoughts about each interview. In the stage of thematic analysis, researchers may use in vivo codes to capture the exact language used by participants to describe their experiences. In vivo codes are codes that are derived directly from the participants' words, rather than being imposed by the researcher. These codes can be used to identify both first-order constructs and second-order constructs. First-order constructs are the most basic level of analysis and are directly related to the data. They refer to the explicit and surface-level meanings of the participants' words, such as specific experiences, actions, or feelings. For example, a first-order construct could be "feeling stressed due to work demands". Second-order constructs, on the other hand, are more abstract and interpretive. They involve the researcher's interpretation of the data and the identification of underlying themes or patterns in the data. Second-order constructs may involve grouping related first-order constructs into broader themes or concepts, such as "work-life conflict" or "perceived benefits of OV". Researcher used Atlas.ti 7 for assigning the codes. In-vivo coding process works best as a first reading of the data, which later combined, with a higher level of second coding across all the data.

Therefore, this study principally utilized an inductive approach which allows for a more flexible and exploratory analysis, and allows the themes and patterns to emerge from the data itself, providing a more comprehensive and detailed understanding of the phenomenon being studied.

Results

The study's findings regarding the research question yielded two primary themes on the potential for doctors to participate in OV activities while integrating their work and family life: central participants and peripheral participants. These themes emerged from the guided theory, the Border theory (Clark, 2000).

Central Participant

Central participant is a main theme in informants' reflections on their participation in the work or family domains that allowed them to better manage work and family life. The transcripts of the informant suggest that most of the informants (82.3%) give priority to the

work domain and identify it as more crucial than family or any other personal matter such as OV works, yet they are able to balance both domain in their lives. One of the informants who is currently doing his clinical fellowship expressed his optimistic view regarding his career and other roles in his life, which is equally important to be maintained:

> *"I believe that work and ambition are an amalgamated role. I need to be happy to do what I do. If I don't, I'm going to burn out in my field. It is a long-standing field… At times, I look at myself, if I am struck with an illness, will I be able to function outside the box … so that I can maintain a sensible and 'humane' life…"*

Several informants also noted that they have greater feeling of engagement towards work especially related to improving patients care and satisfaction. In the words of one informant, he described how important his work is and carefully guard his work domain

> *"… I find my work to be fulfilling and meaningful, which is why I usually look forward to going to work. Knowing that my patients need me motivates me to do my best"*

Another informant also indicates that he is connected to another central participant (who is his patients) in his workplace and strongly identifies with the organization

> *"… If I had a choice, I would not have cancelled my clinic, as I know that my patients rely on me to keep my appointments. However, unexpected situations can arise, and it takes years of experience to be able to handle them with ease and confidence. As a healthcare provider, I always strive to ensure that my patients receive the best possible care, even if that means rescheduling appointments"*

Another responds disclosed that the doctors viewed their work more than a job, thus stimulate the sense of responsibility towards other competing demands in their lives

> *"... For me, my work is more than just a job that pays the bills—it's a responsibility that I take seriously. However, I must admit that when I receive a message or phone call during my family time, it can be difficult to immediately disengage. While I try my best to balance work and family, I know I'm not perfect and sometimes make exceptions. I'm the type of person who doesn't mind receiving work calls or emails after hours or on weekends"*

Likewise, informants feel a sense of control at work and believe that they can manage the challenges of integrating all domains into their lives

> *"Balancing my career as a doctor, a sub-specialty program, and living just a couple of miles from the hospital can be a significant challenge. However, I view these challenges as opportunities to improve and motivate myself further. It is also essential for me to maintain a balance between my family, career, and volunteer work to ensure that they are all well-cared for. Despite being a specialist in my field, balancing all aspects of my life is crucial."*

Obviously, for some informants, their focus is usually on their work, and they do not mix work with other domains in their lives

> " *For me, it's important to keep work and home separate. I need clear boundaries between the two and no overlap. When I'm at work, I'm fully focused on my job, and when I'm at home, I want to be fully present with my family without any distractions or thoughts about work* "

Peripheral Participant
The next theme pertains to peripheral participants. The study's results provide insights into the minority group of participants (17.6%) who are categorized as peripheral to work-related domains due to their family-related preferences, as they do not align themselves with the goals, cultures, and values of such domains. One of the informants, who had sixteen years of work experience, highlighted that having a family was highly valued and that they needed to prioritize their family obligations before work-related duties, as stated below

> *"I must confess that at this stage of my career, I have made a conscious decision to prioritize my family and my personal well-being. The most daunting aspect of my work now is striking a balance between fulfilling multiple responsibilities while also managing expectations"*

An informant who recently transitioned from a government hospital to a private hospital expressed that she found it challenging to manage and regulate various aspects of her life

> *"Well, it's definitely a challenge. As a mother, I feel like I have to find balance in all aspects of my life, but with all the job changes and moves we've had to make recently, it's been chaotic. I just started a new job, so I'm still getting used to everything. Although I do have time to volunteer, it hasn't been my top priority lately, and it's usually fifth on my list. I know I need to make a greater effort to volunteer, but it's just not my main focus right now."*

Furthermore, the interviews revealed that the desire to prioritize family obligations can also hinder doctors' active involvement in their work (especially online volunteering) and lead to shifts in their work-life balance.

> *"I must admit, it's becoming increasingly challenging to balance work and family responsibilities. With the arrival of my baby in July, I know I'll need to prioritize my family even more, and I'm concerned that my online volunteering commitments may have to take a back seat."*

The responsibilities of both work and parenthood compel the participants to reassess their life goals and give rise to a new sense of purpose, resulting in a greater focus on the home domain. A commonly expressed sentiment among the participants was

> "…. *Balancing everything can be quite challenging, especially when you're a mother. I feel like every role I have demands my attention, and I'm still struggling to find that balance* ..."

Discussion

Based on the study's findings, doctors who engage in online volunteering can be categorized as "central participants" in the domain they have chosen to maintain work-life balance. This group of doctors has unique qualities that enable them to adjust their boundaries and domains effectively, whether it be individual factors such as attitudes, career achievement, and life stage, or organizational factors such as culture and nature. By playing this role, they can effectively manage their work, personal life, and OV work, while prioritizing work-life balance. This is in contrast to "peripheral participants," who struggle to balance different domains in their lives.

Doctors who volunteer online and have a central role in a particular domain tend to have a strong work orientation and are capable of managing multiple domains and borders to meet their needs, including work, personal life, and online volunteering. As the level of identification with work-life domains increases, satisfaction with other commitments, such as online volunteering, also increases. Doctors have a significant role in demarcating work and life domains and organize their online volunteering work to avoid conflicts. The increased autonomy in work, such as flexible schedules and superior support, allows doctors volunteering online to engage in informal work related to family or online volunteering. According to Walia (2014), employees with high job autonomy tend to have a better work-life balance as they have the freedom to manage their time and work. The strong border work setting of the nature of work allows virtually no interruption from family into work, which impacts the centrality of the work domain in informants' lives. These findings align with previous research by Kang (2016), which highlights the importance of selecting a suitable range of volunteer characteristics to encourage greater volunteer engagement. Establishing a positive volunteer identity is crucial to drive greater volunteer engagement.

Despite working in an impermeable and inflexible domain with long and irregular hours, doctors who volunteer online are able to construct positive borders around them, tailored to their specific situations. In contrast, doctors who use information and communication technology (ICT) for online patient visits experience a lack of work-life balance due to increased workload and work commitment. The online identities of doctors are strongly associated with the domains they participate in, giving them a greater sense of control over the borders of work and life domains. They communicate their needs for household sharing, childcare tasks, shift or on-call hours, and values with border-keepers, such as spouses, parents, coworkers, and superiors. The ability of doctors to navigate domains and borders is influenced by the support they receive from those around them. Border-keepers play a critical role in reducing work-family conflict and allowing doctors to achieve balance. Furthermore, communication with superiors and peers helps volunteers to feel satisfied and acknowledged in their roles. Doctors who volunteer online have internalized work-life values and can balance both domains' activities while still volunteering online. Therefore, any negative effects of volunteering online on their work and family life can be viewed as a satisfactory trade-off because they have the authority to compromise and adjust the domains and their borders. Such doctors are more likely to represent the aspect of central participation, which is crucial in achieving a better work-life balance.

This study found that doctors who volunteer online have the ability to perform their online volunteering work at their own convenience and without interfering with their hospital duties. This flexibility is facilitated by the availability of mobile devices such as smartphones, Wi-Fi, and other technological advancements, which allow informants to separate their work and personal lives. These doctors are able to schedule their work, personal life, and online

volunteering work in a way that suits their preferences. They can perform their online volunteering work while on the go, during lunch breaks, or at home with their families. Rather than using segmentation as a coping strategy to maintain a work-life balance, central participants prefer integration. The study found that being a central participant and identifying strongly with the domain led to greater satisfaction with other life commitments. The motivation and dynamic engagement of OV as a central participant was particularly important in achieving balance in their various life domains. Similarly, when OV identified with the VHC, they had a greater impact on achieving balance in their various life domains.

Although most doctors volunteering online were able to successfully balance their work and personal life, a minority of doctors in this study struggled to find a satisfactory balance across all domains. The study's findings suggest that research on the effects of ICT usage by employees in other countries (Bavafa & Terwiesch, 2019; Schlachter et al., 2018) can be extended to the Malaysian setting, as doctors are highly committed to their profession and find it challenging to take time off from work. Balancing professional and family commitments has become a significant concern for doctors, as personal obligations and commitment are of paramount importance. Clark (2000) refers to those with less influence within a domain as "peripheral participants," as they have not fully acquired the necessary skills or do not communicate effectively with other domain members. The doctors in this study are successful professionals who strive for a fulfilled personal life, which presents a challenge in balancing both work and personal life domains. Life changes such as career shifts (e.g., moving to the private sector or reaching the peak of one's career) or personal life phases (e.g., raising young children, caring for a special needs child, or miscommunication with a spouse) can significantly alter the work-life balance, as revealed by the study's results. Participants viewed family as a top priority at certain life stages, such as after achieving career goals. Parenthood often motivates doctors to reevaluate their priorities in life, resulting in greater involvement in the personal life domain than in other domains. Additionally, this study revealed that border-keepers (e.g., spouses) and other domain members (e.g., children) can limit the choice of work-life balance strategies for some doctors volunteering online.

Conclusion

The objective of this study was to investigate the experiences of doctors who use social media to enhance their volunteering efforts and achieve a better work-life balance. In the context of the study, social media was viewed as a tool that can facilitate the management of multiple demands, and the structure of work-life relationships around it was deemed important for doctors volunteering online. The study employed Clark's (2000) Border theory to explore how doctors achieve work-life balance. The blurring of boundaries between virtual and physical worlds has made it difficult to apply existing borders (physical, temporal, and psychological) that previously separated work and personal life domains. Therefore, doctors volunteering online need to integrate the different domains to balance their work and personal life obligations. According to the Border theory, doctors who volunteer online take an active role in the different domains and use strategies to maintain balance. The majority of the participants in this study preferred integration as a strategy for balancing work and personal life.

To sum up, achieving a work-life balance for doctors who participate in online volunteering is a multifaceted challenge that is impacted by various factors such as their workplace environment, personal characteristics, and coping strategies.

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