

Effectiveness of Social Media in Education

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Abstract: The use of social media in education provides students with the ability to get more useful information, to connect with learning groups and other educational systems that make education convenient. Social network tools afford students and institutions with multiple opportunities to improve learning methods. Through these networks, you can incorporate social media plug-in that enable sharing and interaction. Social media is also a medium where students can establish beneficial connections for their careers. This can help students compile and produce useful content for research. Whether students are working on an assignment, working on a project or trying to gain more insight on a subject, some of the best information and results can be extracted from social media. This article deals with effectiveness of social media in education especially its importance, types, uses and how we can use in the classroom..

Keywords: Social Media, Education and Information

1. Introduction

Social Media plays important role in today's life, social Media are web-based online tools that enable people discover and learn new information, share ideas, interact with new people and organizations. It has changed the way people live their life today, it has made communication much easier. It allows the exchange of user-generated content like data, pictures, and videos. Social media platforms may come in different forms such as blogs, business forums, podcasts, micro-blogs, photo sharing, product/service review, weblogs etc.

The use of social media in education provides students with the ability to get more useful information, to connect with learning groups and other educational systems that make education convenient. Social network tools afford students and institutions with multiple opportunities to improve learning methods. Through these networks, you can incorporate social media plugins that enable sharing and interaction. Students can benefit from online tutorials and resources that are shared through social networks and LMS's.

Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. By design, social media is Internet-based and gives users quick electronic communication of content. Content includes personal information, documents, videos, and photos. Users engage with social media via a computer, tablet, or smart phone via web-based software or applications. Social media originated as a way to interact with friends and family but was later adopted by businesses that wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is the ability to connect and share information with anyone on Earth, or with many people simultaneously.

Importance of Social Media

Nowadays above 85% of all businesses have a dedicated social media platform as part of their marketing strategy.

Nearly 58% of businesses that have used social media marketing for over 3 years and have reported an increase in sales during this period.

Almost 60% of marketers are devoting the equivalent of a full work day to social media marketing for development and maintenance.

Types of Social Media

Social media may take the form of a variety of tech-enabled activities. These activities include photo sharing, blogging, social gaming, social networks, video sharing, business networks, virtual worlds, reviews, and much more. Even governments and politicians utilize social media to engage with constituents and voters.

Use of Social Media

Social media allows individuals to keep in touch with friends and extended family. Some people will use various social media applications to network and find career opportunities, connect with people across the globe with like-minded interests, and share their own thoughts, feelings, and insights online. It has become an invaluable

tool not only for communication & marketing but also in the field of education as well. Generally, students use social media to share & get instant quick information, reviews & solutions to their problems.

Ways to Use Social Media for Education

Today, many schools in India & education institutions are adapting these developments into their frameworks and depending on group assets and systems to improve the life of students. The utilization of social media in education helps students, teachers, and parents for getting more valuable information while connecting with learning groups and other educational systems.

Social network sites & websites provide with lots of chances to improve their techniques of learning & teaching to students and schools, respectively. Through these networks, you can join social media modules or plugins that empower sharing and collaboration. Students can benefit themselves through online tutorial exercises through YouTube. Online courses are also offered by colleges abroad through Skype and a full cluster of assets that are shared through social communities.

Use a Facebook Page to Broadcast Updates and Alerts

Facebook can be the perfect social media platform to incorporate into the classroom. Instead of putting instructors and students alike through a new learning curve when dealing with a traditional online classroom dashboard, stick to something everyone already knows. Have students follow the class's Facebook Page, and the instructor can use it to post class updates, share homework assignments and encourage discussion.

Use a Facebook Group to Stream Live Lectures and Host Discussions

Instructors can also create Facebook Groups for each of their classes both public or private and stream Facebook Live lectures, post discussion questions, assign homework and make class announcements. Keep students engaged during school breaks or snow days by posting reminders and assignment to avoid having to review once class resumes from the break. When using social media for education, it's important to ensure a professional boundary, so when setting up a Facebook Group, teachers do not need to send friend requests. Email both parents and students a direct link to the Facebook Group for access.

Use Twitter as a Class Message Board

Twitter can be great as a discussion board or message board for a class. Teachers can create a single Twitter handle per class and reuse it every year, or they can create a new handle each school year. The 280 character limit makes students think critically on communicating concisely and effectively, a beneficial skill to develop. Teacher can use Twitter to post reminders for assignment due dates or share inspirational quotes and helpful links to practice quizzes or resources. Teacher can also create discussions and Twitter chats surrounding a specific hash tag that they create.

Use Instagram for Photo Essays

In a visual heavy class, students can use Instagram to present a series of photos or graphics in a visually appealing manner. Instagram allows students to practice digital storytelling in ways that other social media platforms may fall short. Students can create class-specific Instagram accounts and may delete them after the course is over if they so choose.

Create a Class Blog for Discussions

Writing blog posts gives students another outlet for digital content that they can then easily link back to class social channels. There are many different platforms available, such as Word Press, Square Space, Wix, Blogger, Tumblr or Medium, where teachers can create a class blog. Students can create their own user accounts to make discussion posts or add comments on class prompts. The course syllabus and any assignments, updates and resources can be shared on a blog as a central location as well.

Assign Blog Posts as Essays

Having students create in their own blog for essays or short-form writing is another strategy for combining social media and learning. Blogs as a semester- or year-long assignment can improve students' short-form writing and critical thinking. Have students respond to weekly prompts, making it as informal and loosely structured as possible. Don't feel limited to just an English or writing class; this use of social media in education can be transferred across all subjects.

Create a Class-Specific Pinterest Board

Instructors can create Pinterest boards for each of their classes and save pins that are relevant to lessons. Pinterest is a great social media platform for teachers to use to prepare and organize resources, lesson plans and worksheets for their classes in one place. Create boards according to class or subject, and create sub-topic boards for weekly units or all worksheets.

Include Social Media Links on your School Website

Make it easy for parents and students to find your school's social media profiles by adding links to the website's main navigation or creating a social media directory that houses them all in one place.

Share School Events and Photos

If you want to attract new students and parents to your school, share photos and events around campus to showcase what they could expect.

Create Interest-based Facebook Groups

Many people want to be involved in their schools even after they leave—especially university alumni. Creating Facebook Groups for current students and alumni can increase engagement and school spirit.

Educational Benefits of Social Media

Over many years social media has gained superior credibility as a trusted source of information & a platform where organizations can interact with their global audiences. Using social media, teachers can improve technological ability & students' involvement in studies. It also provides a good sense of collaboration in the classroom while making better communication skills with students.

Sharing of info, links to other sites has now become super easy for students as they share pieces of information to their friends, classmates, and other connections. Much of the time they are connected to the internet through mobile phones, laptops, PCs, tablets, etc. for transmitting views, opinions, tips, study materials, school projects & various other kinds of useful reading stuff to each other. With this, they exchange helpful information about their exams & classes.

Many schools, colleges & universities have begun the facility of interconnecting with a large no. of students through the means of social media networks, for example, Facebook, Twitter, and YouTube.

Social media is an excellent & free medium for the end-user! It can not only be used to communicate. It is also an outstanding device/ technology to promote things such as events, new courses, and various advanced research. It is thus be used to enhance improvement in learning.

There is often someone to reply from the international community as geographical factors do not restrict most of the social networking sites. ATC (Any time connectivity) has become possible due to the arrival of various social media websites. You can post your question and wait for few hours to get a solution to your queries.

Social media provides a platform where one can share their knowledge and gain credibility in their chosen field(s) or specialization(s). They can also acquire information and insights from others within an online community.

Conclusion

Social media plays a very vital role in every student's life. With its help, providing & fetching a lot of information, communicating with friends, classmates, teachers & colleagues have become an easy-fit option. Students & teachers now get connected while making better use of this platform for gaining & providing education, respectively. However, social media has been criticized a lot because of the effect it has on the way to students gaining & retaining information. It offers plentiful opportunities for interaction as well as learning. There are several reasons for using internet-based media as a positive tool for children.

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