

The Emerging Role of social media in Education**Jagirdar Lubna Batool**Research scholar,
Dept of Education
Dr. B.A.M.U.**M. N. Farooqui**Asst. Prof.
Mech. Dept.
Maharashtra Institute of Technology, Aurangabad**Abstract:**

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 through YouTube, online courses delivered by universities abroad through Skype and a wide array of resources that are shared through social networks.

In this article the researcher highlights the importance of social networking sites their use in education for teachers as well as for students. The world has become a global village now students can learn through any mode which is available to them according to their needs. The access to learning is no more difficult. Various social media sites such as facebook, Instagram, and whatsapp is helping students and teachers connected with each other. Apart from this various online learning LMS like swayam, Coursera, Edex , Udemmy etc are proving boon to students .

Keywords: social media, students, education.

Introduction:

With the advent of technology, offline medium of communication and interaction has got replaced by online communication medium named as social media. The Merriam-Webster dictionary defines social media as “forms of electronic communication (as Web sites for social networking and blogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos).” Social media encapsulates digital tools and activities that enable communication and sharing across the net.

Social media shapes and presents information in a way that makes sense to and excites students more than traditional tools do, whether it's through a shared article with comment functionality, a livestream of an important event, a survey related to course materials, or a question posed to the broader community. Social media promotes self-directed learning, which prepares students to search for answers and make decisions independently. When reinforced in a class room setting, these social media skills can be guided and refined to produce better learning outcomes and critical awareness.

What Is social media:

According to the Dictionary definition, “Social Media is websites and applications that enable users to create and share content or to participate in social networking.” Social media is not just limited to posting pictures about holidays online. Social media has gained credibility over the years as a reliable source of information and platform where organizations can interact with audiences.

Social Media in Education:

Today, we can see education institutions adapting these developments into their systems and relying on group resources and mechanisms to improve student life. The use of social media in education helps students, teachers and parents 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 through YouTube, online courses delivered by universities abroad through Skype and a wide array of resources that are shared through social networks. There is valuable knowledge to be gained through social media such as analytics and insights on various topics or issues for study purposes. As an educational institution, it is crucial to be active in many social platforms

possible, this helps create better student training strategies and shapes student culture. The great thing about using social media in education is that one can soon learn who the experts are in different fields and subjects. When one starts following these experts and can come to learn more and gain useful content from them, this empowers to produce great results. Social media has the ability to broaden the perspective on various subjects and gives illuminating, instant content that is new. The opportunity of engaging experts to get answers on topics that one may need help in. Learning colleges have the ability to connect with students through social media networks such as Facebook, Google Plus groups, and YouTube. These channels can be used to communicate campus news, make announcements and provide students with useful information. This builds engagement between the college and students which help tackle many student issues through the group interactions. Institutions can share supportive and positive posts that reach all students that are connected to the networks and pages. To initiate hashtags on social media to engage students and online discussions that are helpful. A video is a prominent tool in social media trends that is effective and can use it to share useful videos that inspire students and help them in their course subjects. Through social mediums such as YouTube, Facebook or Instagram live video the engagements between students and the institution can be sustained. The benefits of social media in the education process doesn't have to stop at the teacher-student relationship. There are a lot of other benefits that can be extracted from the use of social networking at higher levels as well. For example, principals or administrators can find a new way to integrate social media. Like sharing school news via social networks, holding an online meeting with the parents or even starting fundraising for different projects. And social media can quickly become the only channel of communication since we're living fast-paced lives, parents are usually busy with work and cannot attend school meetings. But this doesn't mean they shouldn't be in touch with events or be able to check on their kids occasionally. Social media offers the audience and subject monitoring tools that are useful and it is one of the best platforms to extract data. You can find out how the majority of people feel about a particular topic by creating Instagram/Facebook Polls, or conduct a survey using Google Forms or Survey monkey, or how experts perceive and advice on specific issues by using forums like Quora. 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. SlideShare could help in making presentations of such data. Learning management systems is a networking software that delivers educational programs and gives institutions other administrative activities. Social media learning in LMS can include instant chat functions, video, forums to share info and other lesson resources to help students. The LMS system strengthens student participation and makes team projects easy to collaborate. This system exists to tackle student and learning related issues to improve education schemes. Other social learning benefits are live conferencing systems, webinar capability, share group reviews, blogs and much more.

Advantages of using social media in education:

With the growing benefits of social media, students and teachers leverage the platforms for sharing, learning and exploring different topics. Social media enables:

- Easy sharing of information among the students' and the teachers' fraternity and it helps the students providing a wider exposure.
- Social media is cost efficient and enables easy transfer of large information at your fingertip. It also provides data encryption and secured sharing of personalised information. In the school or college, the data sharing is bound to time. However, any news or information can be shared and checked for credibility as it is accessible from anywhere.
- Industry experts have created content fragments that help the students to access and have an in depth knowledge of the desired topics by reaching out to the particular expert.

A dynamic platform that enables the students to do social learning and contact their peers across the globe. Social media has been instrumental in assisting people from across the globe to come closer and share relevant

knowledge and information. It gives access to different and forms of content that help broaden the field of study. Social Media, Moreover, provides credible online degrees classes in India and abroad. A student from India can receive a desired degree from prestigious colleges like Harvard and Stanford in the comfort of their home and at their pace. The future of education has taken a major shift with the advent of social media and credible colleges joining the bandwagon of providing online degree courses and certified courses that help upskilling of employees.

Social media in classroom:

There are many social media tools for education that can be taken advantage of for students of any age, from elementary all the way through college.

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.

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 hashtag 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 WordPress, SquareSpace, 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.

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.

Pinterest can also be useful for students to curate a digital bibliography for research projects, papers or group assignments. Students can pin websites, books or videos to a board on a single topic and refer back to it when it's time to write.

LinkedIn for Building Networks: When it comes to networking, LinkedIn is an indispensable resource. Schools typically maintain a presence on LinkedIn, and there are numerous official LinkedIn groups geared toward

smaller inches within the larger community. LinkedIn groups devoted to alumni, veterans, colleges, departments, degree programs, and extracurricular interests. One can find a group that align with their personal interests. Students don't need to wait until after graduation to start networking. One can start participating in pertinent LinkedIn groups to built a solid network by the time one graduate.

Types Of Social Media Tools For Teachers:

Teachers also use social media as a medium to get new resources to support their lessons, activities to teach particular concepts, bulletin board ideas, information on new apps to do a follow up of certain topics as well as to network and know what is happening in schools all over the world.

Teachers may use any of the following social media platforms as learning tools: • Blogs with comment functionality to share and discuss information.

- Twitter and course hashtags to encourage open forum and debate.
- Skype to engage more deeply with the material and each other.
- Pinterest for sharing clever ideas, inspiration, and valuable resources amongst students.
- Google Docs, Wikis and other collaborative document tools to store and refine data.
- Project Management Apps to foster and streamline collaboration.
- LinkedIn and other social networks to build connection.
- YouTube to create both course and student presentations.

Conclusion:

Social media can positively influence the way each individual learns and absorbs information in the classroom. Incorporating social media into a more traditional learning environment can expand students' creative freedom and encourage them to work harder and engage more. Of course, as the social media landscape changes, classrooms will also need to adapt – but with social media already impacting the way we learn and interact outside of the classroom, applications within the classroom will likely only increase. The bottom line is that social media is a big part of our day to day life and there's no point of keeping it away from the education process. School, college and university staff should be encouraged to make use of technology for student and parent communication. The benefits are obvious, starting with healthier parent-teacher relationships and all the way to permanently changing the way our children will learn.

References:

1. Chole west (2021) 12 Ways to use social media for education sprout social retrieved from <https://sproutsocial.com/insights/social-media-for-education/>
2. Lori Wade How Social Media is Reshaping Today's Education System retrieved from <https://csic.georgetown.edu/magazine/social-media-reshaping-todays-education-system/>
3. Manuela.W.(2019) Social Media In Education: Can They Improve The Learning? retrieved from <https://elearningindustry.com/social-media-in-education-improve-learning>
4. Marina .A.(2021) Social Media For eLearning retrieved from <https://elearningindustry.com/social-media-for-elearning>
5. RishikaNasta.(2019) The Role Of Social Media In Education retrieved from <https://www.jbcnschool.edu.in/blog/social-media-in-education/>
6. Using social media for learning (2021) retrieved from <https://www.uagc.edu/blog/using-social-media-as-a-learning-tool>
7. Vikash kumarMeena.(2013)Role of Social Media in Education. *International Journal of Creative Research Thoughts* Volume 1, Issue 3 ISSN: 2320-2882, pp.857-860