

## THE ROLES OF SOCIAL MEDIA TO EDUCATIONAL ORGANIZATIONS

*by:*

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Given that we are currently embracing the changes brought about by industry 4.0, or the Fourth Industrial Revolution, the existence of social media is extremely significant today. Without social media, I find it impossible to imagine my life. The presence of social media is crucial for any organization, including educational institutions, in today's complex environment. Enhancing and enhancing the teaching and learning process is one of its biggest contributions to every school organization. Most schools use social media to locate learning resources for teaching and learning, where technology can play important roles to boost the effectiveness of the teaching and learning process. Additionally, students have the ability to connect with learning teams and other academic systems that facilitate instruction, as well as to instigate a wealth of useful information.

Furthermore, given that so many students are accustomed to them, incorporating the usage of social media and technology into the classrooms is more natural than it always was. There are numerous methods to use social media in the classroom nowadays, including sharing announcements, giving live lectures, and much more. Additionally, social media gives parents, instructors, and students a simpler, more direct way to check in and ask or reply to inquiries. So social media also provides more e-learning chances. Training students to work remotely is a crucial lesson, and social media may help with that as distant jobs and online programs gain popularity. Before utilizing social media, it is crucial for individuals to understand its effects on education, but we firmly believe that it will help pupils become more tech-savvy.

Social media's presence in school management and administration could also make the organization more dynamic in achieving its vision and mission. As a result, communication inside the company is improved. I've seen an essay outlining the main justifications for why school officials should be engaged on social media. Reaching out to more parents is one of the reasons. We cannot ignore the fact that practically all major businesses and organizations use social media to interact with their populations. Social media is the primary information source for parents looking for schools for their kids. The use of social media to inform parents of different school events and activities is another thing. As we all realized, informing parents about the many school events and disseminating pictures and news about the happenings may be a time-consuming and laborious process. However, social media makes it simple to update online for all parents to see event updates, photos, and other content connected to school activities. Social media may help the schools' reputation, which is yet another factor. Social media platforms give educational institutions like schools a wide range of ready-made venues to display their varied accolades, rankings, and student accomplishments. Social media channels allow the school administration to publicize the school honors and recognitions in the social media. Normally, as is the case with other school organizations, these accomplishments are only highlighted in school newsletters or trophies exhibited along the school hallways. This not only improves the school's reputation and dignity, but it also fosters the idea of a place that supports its students and brings out the best in them. Finally, at this time, we can broadcast live school events to parents and other important stakeholders via social media.

Evidently, the majority of people consider a social media outlet's effectiveness, efficiency, accessibility, and timeliness. Any social media platform can be used to access almost anything, including information on business, politics, health, entertainment, and similar topics. These simplify our daily lives, jobs, and other companies. Social media, for instance, has ingrained itself into our daily lives throughout this pandemic crisis. This is

essential for educating and informing everyone about the current situation. We stayed informed thanks to the news on television, Facebook, Twitter, and YouTube.

This in some ways explains why having access to the internet is now necessary, especially at a time when we are embracing various learning modes. The usage of social media platforms is also efficient because they enhance the channels of communication between people, especially within any organization. Due to the development of several social media platforms, information dissemination in this new normal got simpler and quicker. Additionally, social media sources are necessary for education to continue despite the pandemic, making this topic particularly pertinent today. Being in a more advanced age than we were when the pandemic broke out is actually a blessing in disguise.

*References:*

<https://www.jbcnschool.edu.in/blog/social-media-in-education/>