

## SOCIAL MEDIA: THE NEW LEARNING PLATFORM

*by:*

**Danica Joy G. Mallari**

*Teacher II Saguing Elementary School*

"Social Media" consists of websites and applications that allow users to create and share content or engage in social networking. Social media is not limited to publishing online holiday photographs. Social media has gained credibility as a reliable source of information and a platform for organizations to interact with their audiences over the years. Social media nowadays are now starting to be part of the teaching-learning process in the education system.

To improve the learning environment for their students, schools are adopting these new technologies and depending on communal resources and methods. The use of social media in education enables students, teachers, and parents to interact with learning groups and other educational systems that make education more accessible. Social network tools provide students and institutions with numerous opportunities to enhance educational practices. You can incorporate social media plugins that facilitate sharing and interaction via these networks. Students can benefit from online tutorials on YouTube, online courses taught by foreign schools via Skype, and a vast array of shared resources on social networks. Social media can provide valuable knowledge, such as analytics and insights on various topics or issues. As an educational institution, it is essential to be active on as many social platforms as feasible; doing so helps to create more effective student training strategies and shapes student culture.

The benefit of using social media in education is that you quickly discover who the subject matter experts are in various fields and subjects. When you begin to follow these experts, you gain more knowledge and access to valuable content, which enables you to produce excellent results. Social media can broaden your perspective on a variety of topics and

provides enlightening, timely content. You have the option of consulting with subject matter specialists to obtain answers to questions you may have. Through social media networks such as Facebook, Google Plus communities, and YouTube, learning institutions can communicate with students. School news, important announcements, and helpful resources may all be shared with the student body through these mediums. This increases engagement between the school and students, which facilitates the resolution of numerous student issues through group interactions.

Administrators nowadays can distribute encouraging and positive messages to all students connected to the networks and pages. You can initiate hashtags on social media to engage students in useful online conversations. A video is a prominent and effective social media tool, and you can use it to share instructional videos that inspire and assist students with their coursework. Live videos on social media platforms such as YouTube, Facebook, and Instagram can be used to maintain student engagement with the institution. The advantages of social media in education are not limited to the teacher-student relationship. Numerous additional benefits can be derived from the use of social networking at advanced levels. For instance, principals and administrators can discover new ways to incorporate social media. Such as sharing school news on social networks, conducting an online meeting with parents, or even initiating a fundraising campaign for various projects. And social media can rapidly become the only means of communication, as parents are typically occupied with work and unable to attend school meetings. However, this does not mean that they shouldn't be able to occasionally check on their children or stay abreast of current events.

Social media provides valuable audience and topic-monitoring tools and is one of the best platforms for data extraction. You can find out how the majority of people feel about a particular topic by creating Instagram/Facebook Polls, conducting a survey using Google Forms or Survey Monkey, or using forums such as Quora to determine how experts view and advise on specific issues.

This can help students compile and produce research-relevant content. Whether students are working on an assignment, or a project, or attempting to gain more insight into a topic, social media can provide some of the best information and results. SlideShare could facilitate the creation of such data presentations. Learning management systems are a type of networking software that provides educational institutions with additional administrative functions. Social media learning in LMS may include instant conversation functions, videos, information-sharing forums, and other helpful lesson resources. The LMS system enhances student participation and facilitates collaboration on group projects. This system exists to address student and learning-related issues to enhance educational programs. It is advantageous for institutions to utilize prominent Learning management systems with social media integration to maximize the system's reach and effectiveness. Other advantages of social learning include live conferencing systems, webinar capabilities, the ability to share group reviews, and blogs, among others.

Teachers utilize social media to network with colleagues and find out what's happening in classrooms across the world, as well as to find new materials to supplement their lessons, activities to teach particular concepts, bulletin board ideas, information on new applications to follow up specific themes, and more. Social media is an integral component of our daily lives, and there is no reason to exclude it from the educational process. Staff at schools, schools, and schools should be encouraged to use technology to communicate with students and parents. Beginning with healthier parent-teacher relationships and extending to a permanent change in the way our children will learn, the benefits are clear.

Undeniably, social media is the new learning platform.

#### *References:*

Li, J. (2016). Social Media and teacher education: The case of startalk. *Education and Social Media*, 217–230. <https://doi.org/10.7551/mitpress/9780262034470.003.0015>