

STRATEGIES TO ENHANCE SOCIAL MEDIA IN THE MODERN EDUCATION

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Abstract

This article explores strategies to enhance social media presence in education. It emphasizes the benefits of social media for educators, including establishing a personal brand, building a professional network, staying updated with educational trends, and promoting work and achievements. The article provides practical strategies, such as selecting appropriate platforms, developing a consistent content strategy, engaging with followers and peers, utilizing hashtags, and leveraging social media analytics. It also discusses expanding the influence of social media in education, including enhanced communication and networking, sharing educational resources, engaging students and parents, showcasing student work, and leveraging live streaming and webinars. The abstract concludes by acknowledging the challenges and concerns associated with social media and strategies to enhance social media.

Keywords: *Social Media Presence, Education, Educators, Strategies*

Introduction

Social media has become an indispensable part of our lives, and its significance in education cannot be underestimated. Educators and educational institutions can leverage social media platforms to communicate, collaborate, and promote their work effectively. This article explores the importance of a strong social media presence in education and provides practical strategies to boost engagement and visibility.

Social media and technology are integral parts of daily life, and integrating the use of these into the classroom is more natural than before, given how acclimated many students are to them. Each social media platform offers many different ways to be used in the classroom, from sharing announcements to holding live lectures, and so much more.

First, social media provides a smoother, more direct communication tool between students, teachers and parents, who can check in and ask or respond to questions. Social media allows for more e-learning opportunities as well. As remote jobs and online classes are becoming more popular, training students to work from a distance is an important lesson, and social media can help with that.

It's important to understand the impact of social media in education before using it, but we're of the firm belief that it will help advance students in technology.

Social Media in the Classroom

Many social media tools for education can be taken advantage of for students of any age, from elementary 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 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 about communicating concisely and effectively, a beneficial skill to develop.

Use Instagram for Graphics

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 of.

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 user accounts to make discussion posts or add comments on class prompts.

Social Media for Educators

Establishing a Personal Brand

Social media enables educators to create a personal brand, showcasing their expertise, skills, and teaching philosophy. This branding distinguishes educators in a competitive job market and enhances professional recognition.

Building a Professional Network

Educators can leverage social media platforms to build a robust professional network, connecting with peers and experts in their field. These networks foster collaboration, facilitate learning opportunities, and promote professional development.

Staying Updated with Educational Trends

Social media keeps educators informed about the latest educational trends and best practices. By following educational leaders and organizations, educators gain valuable insights and access to resources that enhance their teaching methods.

Promoting Work and Achievements

Educators can utilize social media to promote their work, research, publications, and presentations. This exposure increases recognition and credibility within the education community.

Strategies to Enhance Social Media

Select the Appropriate Platforms

Choose social media platforms that align with your goals and target audience. LinkedIn is ideal for professional networking, while Twitter and Instagram are effective for sharing information and engaging in conversations.

Develop a Consistent and Engaging Content Strategy

Create a content strategy that is informative, engaging, and relevant to your audience. Regularly post content such as articles, videos, images, and infographics to maintain engagement and interest.

Engage with Followers and Peers

Active engagement is vital on social media. Respond to comments and messages, participate in discussions, and build relationships with your followers and fellow educators. This interaction establishes credibility and fosters a sense of community.

Harness the Power of Hashtags

Utilize relevant hashtags to increase visibility and reach. Research and use popular hashtags in your field or educational community to expand your audience and promote your content effectively.

Utilize Social Media Analytics

Leverage social media analytics tools to measure the success of your strategies. Analyze reach, engagement metrics, and audience demographics to refine your approach and maximize impact.

Expanding the Influence of Social Media in Education

Enhanced Communication and Networking

Engage in educational Twitter chats, join relevant Facebook groups, and participate in LinkedIn discussions to connect with like-minded professionals, share ideas, and stay updated on educational trends.

Sharing Educational Resources and Content

Create and curate valuable content such as blog posts, videos, podcasts, and infographics. Share these resources on platforms like YouTube, Instagram, or Pinterest to establish credibility and attract followers.

Engaging Students and Parents

Use social media platforms to foster communication and engagement among educators, students, and parents. Create dedicated class or school pages to share updates, assignments, and announcements, fostering a sense of community and parental involvement.

Showcasing Student Work and Achievements

Highlight exemplary student projects, accomplishments, and success stories on social media. This recognition boosts student confidence and showcases the positive impact of your teaching and the educational institution.

Leveraging Live Streaming and Webinars

Utilize live streaming platforms like Facebook Live, Instagram Live, or YouTube Live for virtual classrooms, guest lectures, and interactive webinars. This expands the reach of your educational content and allows real-time engagement with a broader audience.

Encouraging Professional Development

Actively participate in educational Twitter chats, LinkedIn discussions, and webinars to enhance professional development. Stay informed about the latest research, pedagogical approaches, and technological advancements in education.

Addressing Challenges and Concerns

Educators should be mindful of challenges associated with social media, such as maintaining a balance between personal and professional use, addressing privacy concerns and online harassment, and presenting a positive and professional image. Establishing clear guidelines, updating privacy settings, and seeking support from colleagues and professional organizations can help navigate these challenges effectively.

Conclusion

A strong social media presence is crucial for educators and educational institutions to communicate, collaborate, and promote their work. By implementing the strategies outlined in this article, educators can enhance their social media presence, establish a professional brand, and create a positive impact on students' learning experiences. While challenges exist, being mindful and adopting responsible practices will maximize the benefits of social media in education.

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