

# Instrumentation Of Social Media In Education

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**Abstract:** Social media is computer-mediated technology that allow the creating and sharing information, ideas, career interests among know people, as well as open forums. Social media is playing very vital role in connecting people and communicating among them. Education is everywhere in the form of text, images, audio and video. Learning is a continuous process and it follows many channels to convey the information. This paper is to present the involvement of social media in Education at different phases and by different stakeholders.

**Keywords:** Social Media, Education, Learning, Facebook, WhatsApp, LinkedIn, Twitter, Wordpress

## I. INTRODUCTION





After revolution of telecommunication and smart phone, we are now citizens of digital world which has no barrier like land, language etc. On finger tips, anybody can connect to any person staying at any part of the world via social media. Social media brings us many varieties of applications that bring members on common-platform. Platform may be based on our skill - technical or non-technical, knowledge that we gained, staying location, working location etc. These social media application platforms have advantages or disadvantages based utilization by the members of the platform. Considering good will of social media, proceeding with positive aspect of the social media which is plays vital role in Education. This paper is intended to put light on involvement and effectiveness of social median in Education. Students, teachers, school administration, parents and alumni are stake holders of the Education system. In this paper school and college words are interchangeable based on the student's age and class.

## II. SOCIAL MEDIA APPLICATIONS AND USAGE TYPES

Many social media channels are being used by every person as channels exhibit different characteristics and usage in day-to-day life. Let's see few most popular social media

applications which can play major role in the Education sector.

Social Media Application	Application Facilitates	Member recognized by & Artifacts
Facebook 	<ul style="list-style-type: none"> <li>✓ Most popular social network channel, used to express your thoughts, share images, videos, weblinks, events etc.</li> <li>✓ User can be part of open group and closed group.</li> <li>✓ User can chat with another user via text or video.</li> <li>✓ User can share updates with all or specific user/s or group/s.</li> <li>✓ One user and another user are bounded with relation as</li> </ul>	<ul style="list-style-type: none"> <li>✓ Email id is being used to register and user will choose name of the Facebook profile.</li> <li>✓ Groups – Closed or Open</li> <li>✓ Events</li> <li>✓ Videos</li> <li>✓ Images</li> <li>✓ Short Text</li> </ul>

	<p>“friend”.</p> <ul style="list-style-type: none"> <li>✓ User can express feelings about the post put by friend/s.</li> <li>✓ Control the user’s activity by temporary or Permeant blocking</li> <li>✓ Events information can be shared with invites.</li> </ul>			<p>users and share information within group.</p> <ul style="list-style-type: none"> <li>✓ Every user can be group admin or only one user can be group admin.</li> <li>✓ Once data shared cannot be rolled back.</li> </ul>	Text
<p>LinkedIn</p> 	<ul style="list-style-type: none"> <li>✓ Most ambitious-optimistic social network amongst the working professional.</li> <li>✓ Mainly used to highlight professional profile and achievements.</li> <li>✓ Represents the profile of the professional.</li> <li>✓ Every member can connect with other known member based on some common platform.</li> <li>✓ Common platform may be organization, school, colleges etc.</li> <li>✓ Member can post a job, share information and invite for event.</li> <li>✓ Preferred members are from professional network.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Email id is being used to register and member will choose name of the Linked In profile.</li> <li>✓ Groups – Closed or Open</li> <li>✓ Events</li> <li>✓ Videos</li> <li>✓ Images</li> <li>✓ Knowledge base articles</li> <li>✓ Short Text</li> </ul>	<p>Twitter</p> 	<ul style="list-style-type: none"> <li>✓ Limited Text or Images or short video based communication instrument called Tweet.</li> <li>✓ User can follow another user, but it’s not mandatory to another user need to follow any user.</li> <li>✓ Hashtags (#Text) are the most popular discussion forums on this application.</li> <li>✓ Users are free to post their opinion freely.</li> <li>✓ User can delete his Tweet/s.</li> <li>✓ Survey can be conducted by providing multiple options.</li> <li>✓ Users can see how many people saw and interested in their tweet/s.</li> <li>✓ Users can share short information with others.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Email id used as Identifier</li> <li>✓ #(hash) tab discussions</li> <li>✓ Polling/Voting</li> <li>✓ Images</li> <li>✓ Short Text</li> </ul>
<p>WhatsApp</p> 	<ul style="list-style-type: none"> <li>✓ The most common chatting application.</li> <li>✓ Text, Images, Audio and video contents can be shared between two users or group.</li> <li>✓ Users can create group/s and add/remove other</li> </ul>	<ul style="list-style-type: none"> <li>✓ Mobile Phone Number is used as Identifier.</li> <li>✓ Groups – Closed or Open</li> <li>✓ Events</li> <li>✓ Videos</li> <li>✓ Images</li> <li>✓ Short/medium</li> </ul>	<p>WordPress</p> 	<ul style="list-style-type: none"> <li>✓ Blogging site, open for everybody without any bounding.</li> <li>✓ User can write articles called blogs.</li> <li>✓ User blogs are openly available to read and post comments about the blog.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Email id used as Identifier</li> <li>✓ Knowledge base Articles</li> <li>✓ Blogs</li> </ul>


	<ul style="list-style-type: none"> <li>✓ Very good platform for publishing article or essay or personal thoughts.</li> <li>✓ All your blogs/articles are placed at one digital location and can be referred lifelong.</li> </ul>	
	<ul style="list-style-type: none"> <li>✓ Most popular video storage location.</li> <li>✓ Anybody can post the videos.</li> <li>✓ Visitors can view, like, dislike and share a video on YouTube portal.</li> <li>✓ Videos can be downloaded using third party applications.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Email id used as Identifier.</li> <li>✓ Channels</li> <li>✓ Videos</li> </ul>

Table 1

## II. INVOLVEMENT AT SCHOOL LEVEL: 1<sup>ST</sup> TO 12<sup>TH</sup> STANDARD

Now a days kids are very much familiar with digital instruments like computer, smart phones etc . At school level means 1<sup>st</sup> to 12<sup>th</sup> standard students are asked to create projects and reports. Social media instruments will help them a lot in the preparation of projects and reports. Social media instruments will help kids to get more precise information.

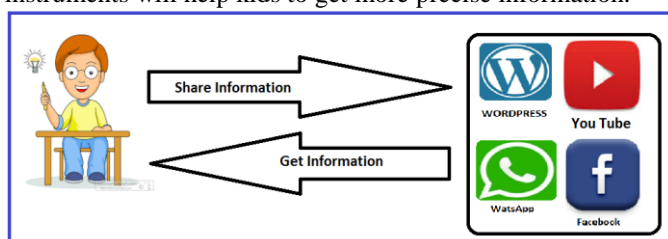


Figure 1

- ✓ WordPress: Students can refer to the WordPress blogs which are shared by some other person. Utilize the blog content like text, diagrams.
- ✓ YouTube: Students can refer to YouTube videos that help them to get to know the same learning session from other person which helps to understand much better if any confusions exist.
- ✓ Facebook: Students are allowed to open Facebook account for age above 13 onwards. Eligible and likeminded students can create Facebook groups (open or closed) can share their project works and refer to other project works or any other learning content.

- ✓ WhatsApp: Students with higher age and who are allowed to use smart phones can create their own WhatsApp group and share and get knowledge from WhatsApp groups. During student life, most of the students will not open a twitter and linked in accounts.

## III. INVOLVEMNT AT COLLEGE/GRADUATION AND HIGHER STUDIES

In this phase students are in Graduation (after 10+2), Post-Graduation and Doctorate. In this phase, students will have accounts on all popular social media applications. Gradually they get into LinkedIn profile also. During this phase, learning contents are not bounded with predefined syllabus. Students will be involved in getting specialization in particular subjects. In this phase learning and information gathering process will not have any boundaries and also, they may need to present their thoughts on the subjects. Here social media plays very key role.

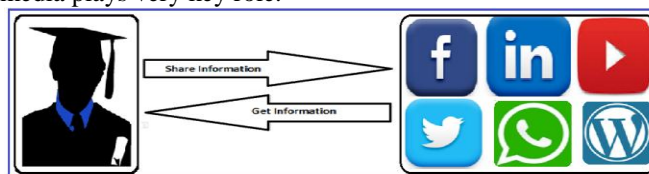


Figure 2

- ✓ WordPress: Students can refer to the WordPress blogs which are shared by some other person. Utilize the blog content like text, diagrams. Students can present their thoughts via blogs.
- ✓ YouTube: Students can refer to YouTube videos that help them to watch the same learning session from other person which helps to understand much better if any confusions exist. Students can record their concepts and experiments and gain demonstration and illustration skills.
- ✓ Facebook: Students can create Facebook groups (open or closed) particular to the subject or grade or college and can share their project works and refer to other project works or any other learning contents.
- ✓ WhatsApp: In this phase, presumed that every student will have smart phone and WhatsApp enabled. In WhatsApp students can create a group based on the subject and grade and can start sharing text, audio & video learning contents.
- ✓ Twitter: Students can start getting involved in current trends and short information via #(hash tags).
- ✓ LinkedIn: Students can start presenting their achievements on LinkedIn on their timeline and share the article presented or published. Efficient usage by posting most helpful learning content on LinkedIn at this phase will help to build positive perception and confidence in student. In future also other professional can glance about academic level achievements.

#### IV. INVOLVEMENT BY SCHOOL ADMINISTRATION

Engagement of school administrative body in social media to reach school staff, students and parents. In this phase school need to have official social media account, will be used for all its communication and interaction. This kind of official account should be maintained by right authorized person who will maintain integrity of the organization.

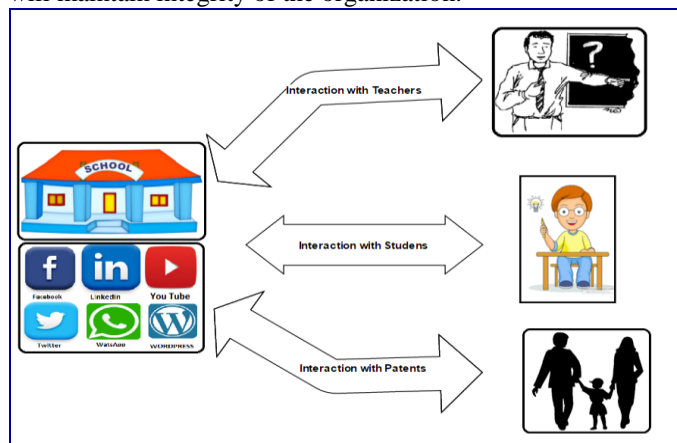


Figure 3

School Administration can play very powerful role using social media to all stake holders of the school – Teaching Staff, Students, Parents and alumni. Let's see the efficient usage

✓ Facebook:

*Interaction with Teachers:* School administration need to create a group for all teaching staff members and keep on intimating on school aspirations, goals, achievements, information related to interschool skill enhancement events and many more.

*Interaction with Students:* School administration department need to create a group for each academic year including all students which will help to communicate the messages, events, information related to interschool competitions and achievements/awards. As all students are involved in the communication, talented students will get recognition across the school and other students will get motivated. Since, every year new group is created, this will help everybody to look back on their achievements over years.

*Interaction with Parents:* School Administration department need to create a new group for every academic year including all parents. This will help to communicate parents on the school events and student achievements etc. This kind of shared communication make parents proud about their children, teachers and school.

Here school administration department should set the proper governance on usage of this group and should not allow to post non-relevant information.

- ✓ LinkedIn: As LinkedIn is widely used among professionals, it's better to restrict usage at staff level only. School administration need to create a LinkedIn group with teaching staff. This group will be used to communicate on interschool conferences, seminars, higher study opportunities etc. Teachers can post their academic achievements in the group.
- ✓ YouTube: School administration need to create their own channel on the YouTube. School administration can post

video bulletin on every milestone of the school like academic functions, conferences conducted, interschool recognitions etc.

- ✓ Twitter: This usage will be very limited and school administration can use twitter for sharing their thoughts, opinion on hash(#) tags discussions. School administration need to be very cautious about their posts as this openly communicates across the world and it cannot be controlled.
- ✓ WhatsApp: With presumption that most of the stake holders (School Administrator, Teachers & parents) have smart phones with WhatsApp. School administration can come up with a group for whole school students and a group for each standard. WhatsApp admin can have control on member addition and removal. Principal can have his staff group on WhatsApp. This is very easy to communicate to all stake holder at a time.
- ✓ WordPress: As this is an online blogging site, school administration can post their school achievements and bulletins on this website and can suggest students to write articles on their own and that can be linked in the school article. This helps to school and students to enhance their writing and analytical skills.

#### V. INVOLVEMENT BY TEACHERS

Engagement of teachers in social media will play very powerful role in education. This will help in keeping teachers up to date with technology and current affairs. This plays key role in understanding students changing psychology and trends. Here teachers will have channel for interaction defined under governance of the school administration. It's better NOT to have their channel owned by teachers to interact with parents and students. These channels are created by school administrative body and being contributed by teachers.

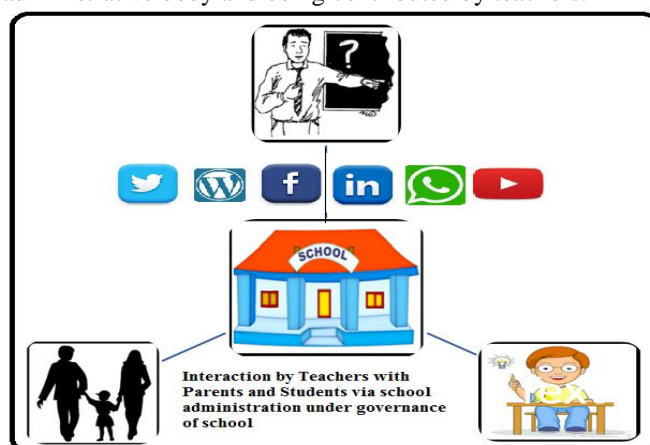


Figure 4

- ✓ Facebook: Teachers may engage in interaction with students and parents via school created group. Teachers will be part of the Facebook group/s created by school administration. Teachers will be able to post knowledge based Artifacts like articles, images, videos etc. Parents & Students will come to know about major events and other academic related information.



- ✓ LinkedIn: As LinkedIn is professional profile application, teachers may update on their milestones, skill acquired, knowledge base Artifacts and school administration will help in this events. Parents, students and alumni's can be referred as role models.
- ✓ YouTube: Teachers will publish knowledge based videos and teachers can refer knowledge base academic videos and keep updating their knowledge and share with students.
- ✓ Twitter: Teachers can involve in #(hash tag) discussions with high cautiousness.
- ✓ WhatsApp: Teachers may use the WhatsApp group created by school administration and exchange the information among the group. This helps teachers to be in touch with parents (~students).
- ✓ WordPress: Teachers may post their knowledge based articles on this open forum. This will help teachers on enhancing and publishing their knowledge. Students will get precise information about the subjects and encourages students to start writing articles.

### VI. INVOLVEMENT BY PARENTS

Parents play a key role in students' learning, as parents need to be up to date on the students' performance. Now a days schools are conducting parents-teachers meet periodically at least once in a month or quarter and get feedback about students' performance. During this meet, parents will come to know about major events across the school. In colleges, as no parent-teacher meetings, it is difficult to know the happenings about their children's performance. Considering all these scenarios, parents may not be in touch with school administration continuously. This challenge can be remediated via social media applications. Parents involvement need to be under the strict governance around usage of social media applications.

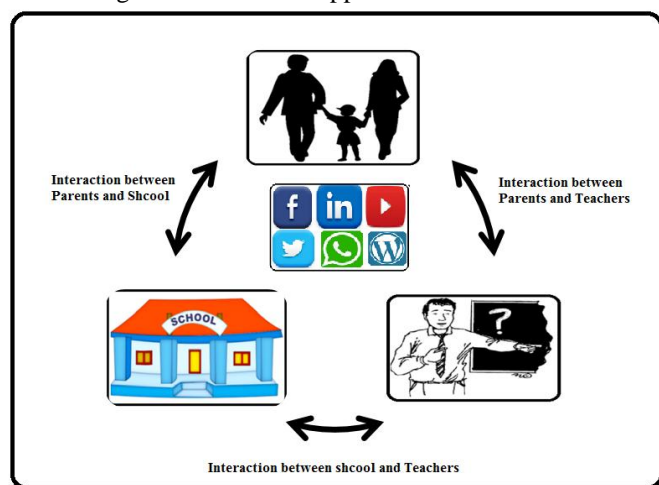


Figure 5

- ✓ Facebook: School administration need to create a closed Facebook group and parents will be part of this group. Parents will be updated on the school events and milestones.
- ✓ LinkedIn: Limited involvement. School will open account on LinkedIn and parents will follow the LinkedIn

account. Parents will get academic updates about school and teachers.

- ✓ YouTube: School administration need to create a dedicated channel on YouTube and share knowledge based videos. Parents can follow the channel and can be up to date.
- ✓ Twitter: Limited involvement, parents can involve in #(hash tag) discussions.
- ✓ WhatsApp: School administration need to create a WhatsApp group including parents and keep posting updates about school and knowledge based information.
- ✓ WordPress: Parents can refer to the blogs written by school teachers and students. This will be used for reference purpose.

### VII. INVOLVEMENT BY ALUMNI

Alumni is a former student of school or college. Alumni may be businessman, working professional, writer, artist etc. Alumni will be always feel proud about the school or college teachers and administration. They always feel privileged to share their success stories and enthusiastic to guide their school or college students.

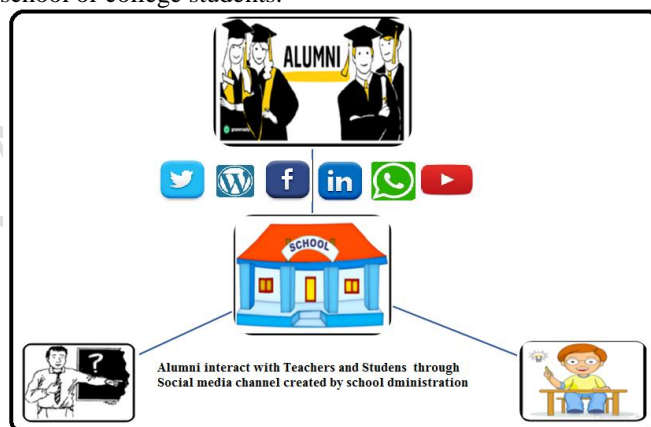


Figure 6

Now a days schools or colleges arrange alumni event every year. During this period, students will come to know about alumni learnings, achievements and success stories. This helpful event happens once in a year. There is a need of increase in frequency of interaction between alumni and students. Here school administration need to open a door via social media for alumni to share their achievements and success stories, which will encourage students to achieve goals and new heights. Here beneficiaries are students and Teachers, as valuable inputs are being shared by alumni.

- ✓ Facebook: School administration need to open group which includes alumni, students & teachers. Alumni will share opportunities in learning, job, business, etc.
- ✓ LinkedIn: Limited involvement, School administration need to open group for alumni and students can be get connected with alumni.
- ✓ YouTube: Alumni may share a knowledge based videos on channels maintained by school administration.
- ✓ Twitter: Limited involvement. Alumni may involve in relevant (#)Hash Tag discussions and provide their inputs.

- ✓ WhatsApp: School administration may open a group dedicated with alumni and school administration will get valuable inputs and pass relevant information to Teachers and students.
- ✓ WordPress: Alumni blogs, articles may be referred by students and teachers.

#### VIII. CAUTION

As every revolution will lead to advantages and disadvantages based on their applicability, here also Social Media Applications in Education sector can be huge advantageous and can be disaster if not applied or handled with caution. School administration need to put governance in each phase of involvement by stake holders. School administration need to introduce strict policies and procedures to handle social media portals and members control.

- ✓ Proper naming for groups need to be chosen which should not provoke any kind of sentiments.
- ✓ Groups should be maintained by school administrators only and more than one person should be group admins.
- ✓ Timely user management – adding and removing is required.
- ✓ Any policy violation should be end up in termination of membership.
- ✓ School administration should ensure that group discussion or contents should not be personal, anti-national, pro-communal that spread negative propaganda about any system in the society.
- ✓ School administration should ensure that school is not putting any kind of opinion on current affairs.
- ✓ Contents published should adhere education/learning development and job opportunities.

#### IX. CONCLUSION

Learning and development in school is not restricted to 4 walls or building of the school. Education stake holders - Students, Teachers, school administration, parents and alumni are not only connected with physical location based connectivity. Now, learning & development and stake holders' connectivity is getting stretched across boundaries of classroom & school, they started using social media applications, but may not be in proper way.

There is a need of proper governance on involvement of social media application among students, teachers, school administration, parents and alumni. This paper is intended to put thoughts on efficient involvement of social media applications – Facebook, WhatsApp, WordPress, YouTube, Twitter and LinkedIn among the students, teachers, school administration, Parents and alumni.

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