



# Importance of social media in Higher Education

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## 1. Introduction

*“Social Media is Not Real Life”*

Social media is platforms like Instagram and Facebook have become ingrained in the lives of countless individuals. With adolescents and young adults, particularly young women, being the primary users of such platforms, it is an important question whether social media use has an impact on self-concept, self-esteem, body image, and body dissatisfaction. Researchers have started to empirically investigate these questions, and recent studies show mixed results. The present article attempts to review these findings and offers possible explanations for effects of social media use on body dissatisfaction, with a focus on Instagram, Facebook, and other popular image-based platforms.

## 2. Importance of social media in teaching and learning

Social media can provide students with a number of opportunities for learning. This is a new method of learning that is far better than traditional education. Education is not mere learning of facts from a textbook and completing assignments. It is about the overall personality development of a student.

Today, social media usage has made it so much easier and faster for the teachers and the students to interact regarding studies. We are living in a world in which online interactions have become important, and students are already experts at having an online presence. They are very much aware of using simple and complicated functions on a number of social media sites.

The combination of education and technology gives an exciting opportunity in the modern digital era. Educators and students can take advantage of social media to improve their programs and grow in their respective fields. Social media platforms are versatile, and anyone from teachers, students, and their parents can use them according to their convenience. Here we have for you some points that will explain the importance of social media in Higher education:

## 3. Easy sharing of Information

Students studying in colleges are connected to the internet constantly through their mobiles, tablets, etc. This way, they easily share the information with friends and family. People can also share knowledge, tips, projects, and study material, which can prove to be beneficial for numerous people. This helps the students to exchange information regarding the examinations and classes. This feature is a fantastic one as it has made the exchange of information hassle-free, without them even being aware of the skills that are being developed every day. This also provides students with more room for development.

## 4. Higher education Opportunities

Social media helps the students to get admissions to better colleges for higher education. It is known that most students studying in high schools prefer to use social media when they are researching for colleges and getting enrolled. One of the top websites used today for this is Facebook. Students have

developed a trust for a particular social networking platform and expect detailed information quickly. So those who are in the phase of gaining their higher education or about to enter this stage must take advantage of social media for enhancing their skills as a student.

#### ***4.1 Revolutionize classroom learning***

Social media has the capability to transform learning and make it more effective completely. It provides immense information from the world that professors can use in their lessons. One of the most interesting examples was seen some time ago when an Italian professor made her students tweet each other only in Italian in the classroom and encouraged the native speakers to join them as well. The study found that about ninety percent of the children had more motivation and confidence after the class. This is a very smart step and just a way as to how efficient this method of learning and teaching can be.

#### ***4.2 Helping with the research***

Higher education goes hand in hand with research. Social media gives a base to the Universities and other Institutes to share information and carry out research for reaching out to much more people than ever before. Social media can also provide beneficial tools to the students that can help them get better knowledge and information regarding the research topic they are engaged in.

#### ***4.3 Being connected with alumni***

To offer the best-in-class study, most of the time, higher education institutes need fundraised money. Social media platforms help in keeping the alumni aware of the fact that specific areas needed to be funded. From helping to share a fundraising event or sharing the success on various social media websites like Facebook and Twitter, the college facilities are able to connect with alumni in a more personal and meaningful way.

### **5. Benefits of social media in education**

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.

#### ***5.1 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. The course syllabus and any assignments, updates and resources can be shared on a blog as a central location as well.

#### ***5.2 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.

### ***5.3 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.

### ***5.4 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.

## **References**

1. Paul, Sumana (1985). School Students and social media"
2. Sheridan, Rick (1998). "Social media in the classroom"