

## Implementation of Social Media in Education Sector: A study

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### ABSTRACT

Social media platforms are changing the way businesses operate. The education sector is no exception and is positively impacted by the use of social media sites such as Facebook, LinkedIn, Google+, Instagram, Twitter and Youtube. Recently, many universities and educational service providers are reported to be increasing their use of social media marketing to promote their courses and attract students. Educators are beginning to realize the potential benefits of social media in education. Many departments found that students spend an average of five hours a day on social media. Social media has brought us closer to people in different parts of the world. The use of social media has become part of the business marketing mix. 2011 saw an increase in the use of social media as a marketing channel. Interacting on social platforms has become part of our culture. Social media has provided a platform for people to discuss and grow their knowledge base.

**Keywords:** Social media, education sector, social media marketing, marketing channel

### 1. INTRODUCTION

According to S. Ramadorai, Chairman, National Chops Development Agency, “ We're a youthful nation, given the population, we can service the need of not only this country but we can also be a source of employment abroad. We can be the service provider to the world. ” Education institute in India form a part of public and private sector. India has made progress in adding primary education. The knowledge rate has also bettered and this is considered a major contributor to profitable development. there has been a steady increase in advanced education registration but there still exists huge gap with other advanced nation. With huge population, India poses occasion to education sector players. Government of India has supported the cause and increased its investment in the education sector. This has enabled low cost high quality education at all situations. The road to progress has witnessed ferocious use of technology in education to stand at par with its counter corridor. Indian advanced education system is the third largest in the world coming to United States and China. Presently about 22 million scholars are being enrolled in advanced education and further than 46 thousand institutions ' are performing as centers of advanced education. Social media has told all spheres of life either social, political, provident and educational. In education script, this media enhances learning openings for scholars along with wider compass for 24x7 relations of scholars with preceptors. The significance and influence of social media in the field of education is apparent from the fact that Indiangovt. is taking enterprise to launch its own educational social network. The Rajasthan government Information technology department plans on launching its own education social network like Facebook, for literacy. This point will include all the standard features of social networking( prints, games) but will be concentrated primarily on educational collaboration and will include content experts jumping in to answer questions raised by druggies.( Kirkpatrick, 2011).

#### **Most commonly used social media platform used by education sector:**

1. **Facebook** It's considered as the stylish platform for tone- creation and commerce with guests. This platform promises most engagement. Content can be put up in front of thousand of people at low cost. It can be used to increase web business with further likes and visits. It ensures low cost and helps in pressing USP of the institute. lines, vids, information, pates ec can be changed veritably snappily.
2. **Twitter** It's a social media point for transferring and reading dispatches. It's an information network. It gives live updates, post applicable news and ensures real- time feedback.

3. **Instagram** It's an online mobile print- sharing, videotape- sharing, and social networking service that enables its druggies to take film land and vids, and partake them. It helps in pressing lot life and conditioning. Promote events, forums , conference, sportster.
4. **LinkedIn** it helps in erecting connection with alumni and showcasing alumni success stories. It's a platform for profiling faculty and professional experience. It also helps in pressing institution's value & merit.
5. **YouTube** It's a platform for videotape sharing. It enables druggies to upload and partake videotape. Institutes can upload their videotape and lectures.
6. **Blogs** It's a type of online journal. scholars can write blogs on lot life and events. Institutes can write on admission procedures.

**Definition of Social Media :** Social media is a collaborative term for websites and operations that concentrate on communication, community- grounded input, commerce, content- sharing and collaboration. People use social media to stay in touch and interact with musketeers, family and colourful communities. Businesses use social operations to request and promote their products and track client enterprises.

## 2. LITERATURE REVIEW

**Wodzickietal., 2012.** Social network spots allow scholars to connect formal and informal literacy settings. It facilitates connection among analogous inclined people and informal knowledge exchange among scholars for educational purposes. Studies revealed that generally fresher's use social network spots for social commerce and integration to seek contact with other scholars regarding exposure. Communication about social issues on social network spots goes hand in hand with study- related knowledge exchange.

**Hrastinski&Aghae, 2012.** Experimenters have tried to understand pupil perspectives on the addition of social media in advanced education and to establish whether the addition of social media spots can impact scholars ' provocation and thing exposure( Cooke, 2017). A exploration on the scholars of the Fiji National University scanned the goods of social media and network spots on scholars ' geste as well as education( Dubeyetal., 2018). numerous scholars view social media as a crucial means of the educational experience, alongside face- to- face meetings and learning operation systems. They use social media for brief questions and answers, and to coordinate group work.

**Liu etal., 2016** still, scholars frequently perceive a distinct peak between educational and private use of social media. Although the vast maturity of the scholars use social media constantly, before experimenters noted a " digital conflict " among scholars, because many of them felt that they could use similar media to support their studies( Hrastinski&Aghae, 2012). A study conducted in advanced educational environment set up that scholars also use social media as a tool for career- structure purposes( Josefssonetal., 2016). Facebook and Twitter have been set up to compound actors ' literacy experience by furnishing an terrain to connect with others through enhanced communication, fluently share coffers and give a space to post particular passions or reflections of literacy in an informal and quick manner.

**Dumpit& Fernandez, 2017.** Experimenters have tried to understand the motorists of social media in advanced education institutions( HEIs) in an arising frugality, grounded on the Technology Acceptance Model and including private norm, perceived prankishness, internet trustability and speed as fresh constructs.

## 3. OBJECTIVES

- To identify the factors that enrich relation of social media and education sector through the introduction of social media platform in education
- To identify the positive effects of using social media as a promotional tools in educationsector.

## 4. RESEARCH METHOD

In pursuing this study, the traditional doctrinal approach has been followed. However, as the legal research may not be done within the straight jacket formula of any particular recognized scientific method, a multi-pronged approach would be resorted to depending on the necessity. The method of writing adopted is both descriptive and analytical.

## 5. IMPLICATION OF SOCIAL MEDIA IN EDUCATION SECTOR

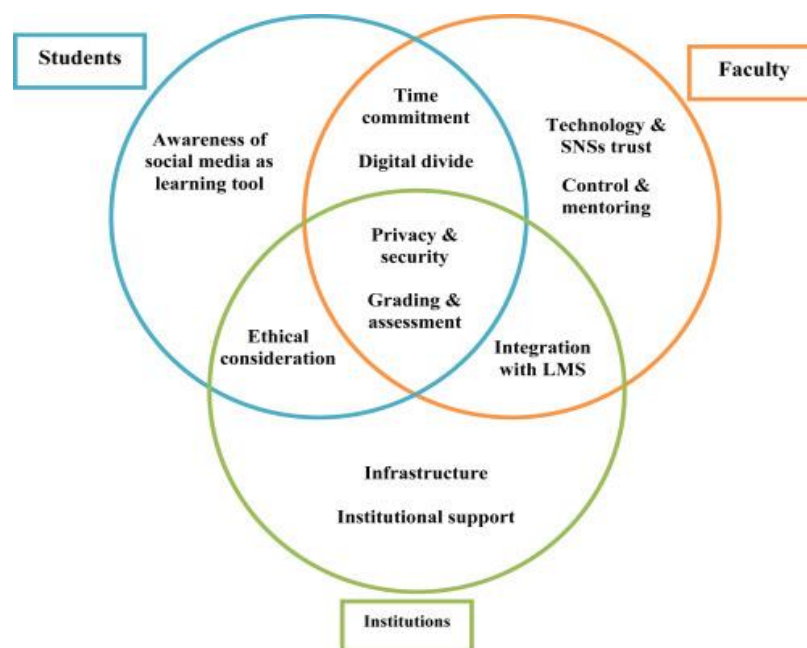
The part of social media in the field of education is demonstrated by the following points given below

- Paced literacy spots that are designed for educational purposes are known as educational spots. These spots have a unique specific of tone- paced literacy, where the course content can be viewed by learner at any place and time and at her/ his convenience. tone
- Knowledge scholars get engaged in colorful conversations in conversations forum on colorful motifs. This

provides an occasion to scholars to interact and learn from each other without any geographical constrain, therefore adding to their tone- knowledge.

- Skill- development Through blogging scholars can be engaged in practical work which can enhance their chops. In this period of computing, social media operation helps the existent in developing computing and communication chops.
- Rapid spread of information and advanced position of engagement Social media acts as a briskly medium of propagating information regarding examinations and particular content, forum or conference from one point to other. Networking allows actors to just- by- time literacy and advanced situations of engagement.
- Inflexibility in learning Social networking adds an element of inflexibility in literacy. These educational spots allow learners to elect literacy material according to their interest and knowledge. improvement in pupil commerce
- The integration of Social Media technology facilitates scholars ' participation, commerce, and jotting/ knowledge development.( Zheng, 2013). This media can enhance schoolteacher- pupil commerce and serve as a ' communication ' forum in educational settings( Williams, 2012).

## 6. TEACHER'S ROLE IN SOCIAL NETWORKING SITES



**Figure 1 Teachers Role in Social Networking sites**

Learners actively take responsibility and coordinate their (collaborative) learning. This means that teachers are completely out of control. Teachers act as secondary (leaders) and students are encouraged to actively take control. This allows them to meet learning goals and coordinate processes by agreeing on rules and deadlines (Lave, J.; Wenger, E. and Siated. 1991). Students actively plan activities and take on different roles in groups rather than just focusing on what they learn. As such, any member of the community can be considered both a learner and a tutor. Students find communication with teachers constructive and encouraging. Teachers can support students by setting the right tone for discussion and helping develop a sense of community (Vonderwell, p. 2003). In summary, the teacher's role in SNS is defined as 'rich and sensitive'. In practice, this requires balanced performance, the creation of an open atmosphere, and the use of educational experience to create supportive learning structures. It takes a great deal of trust and sensitivity on the part of the teacher to avoid interfering too quickly with learners' activities. Building some kind of nuanced framework to support groups seems to help (throughout the work) (DeLaat, M.; Lally, V.; Lipponen, L.

## 7. CONCLUSION

Social platforms have revolutionized traditional approaches. Used as a promotional tool to engage with your audience. Fundamentally, educational institution promotion is done through outbound marketing. Now moving to inbound marketing, it draws an audience and potential applicants to the Institute. The end result of any inbound strategy is to create a brand name in the market and place it in the minds of your target audience. The trend

is towards content marketing, which promotes institutions through content that speaks for itself. It takes the form of articles, posts, stories and references. Businesses are looking for ways to leverage and use social media productively. Social media does not replace traditional advertising methods. It can be used as a platform to share information, label products, drive word of mouth, engage and engage with customers.

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