SOCIAL MEDIA FOR EFFECTIVE ACADEMIC ACTIVITES

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Abstract

Integrating Social Media into education is against tradition but proved effective. Change is merely the eternal and accepting and riding upon it results in better life, so with social media, emergence technology and social media has great impact of society and almost altogether the areas of life social media has introduced us with another virtual world, every one using social media has two world one which he sleep in and therefore the other being virtual world given by social media. Thus Technology and social media has become a part of human life, even wild life study is additionally done using technology and social media. How can education escape form this social media and technology, its great impact on education rather it's a boon for education. Using social media it's become easy to record, share and upload academic and administrative activity instructions and notices and lots of more. Within the paper there are efforts taken to review how social media may be a tool for effective academic activities.

Introduction

'Social media are interactive computer-mediated technologies that facilitate the creation and sharing of data, ideas, career interests and other sorts of expression via virtual communities and networks.'

Users typically access social media services via web-based technologies on desktops and laptops, or download services that provide social media functionality to their mobile devices (e.g., smartphones and tablets). As users engage with these electronic services, they create highly interactive platforms through which individuals, communities, and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online. "Networks formed through social media change the way groups of individuals interact and communicate. a number of the foremost popular social media websites, with over 100 million registered users, include Facebook (and its associated Facebook Messenger), Instagram, WhatsApp, Google+, Myspace, LinkedIn, Pinterest, Snapchat, Tumblr, Twitter, Viber, VK, WeChat, Weibo, Baidu Tieba, and Wikia. Social media can help to enhance a person's sense of connectedness with real or online communities, and may be an efficient communication (or

marketing) tool for companies, entrepreneurs, nonprofit organizations, advocacy groups, political parties, and governments. From Wikipedia, the free encyclopedia."

Thus social media is one source to several receivers. Educational Institutions also are one source handling academic achievements of the many receivers so social can convince be effective to assist institutions within their activities if utilized in the following ways. Use of social media for effective academic activities:

1. To speak for tutorial and message purpose: Student-student, Teacher students, Teacher-Teacher, Parents-Teacher etc. two way communication is feasible on one single device using social media like WhatsApp (Widely used), Facebook, Telegram groups, google classrooms, Microsoft Teams, WebEx meet, etc. 2. To increased student motivations and engagement:" Social media play a crucial role to extend students' motivation, enhancing student learning environment with innovative ways of education that altering the character of learning boundaries that cause in developing student learning" (Cited from IIknur Celik et al 2014). The implement of social media tools have taken an area in education and have shown value within the learning practice.

3. Blended learning is an approach to education that mixes online educational materials and opportunities for interaction online with traditional place-based classroom methods. It requires the physical presence of both teacher and student, with some elements of student control over time, place, path, or pace. Face-to-face classroom practices are combined with computer-mediated activities regarding content and delivery when students attend schools with an educator present.

4. Distance education or long-distance learning is that the education of scholars who might not always be physically present at a faculty. Traditionally, this usually involved correspondence courses wherein the scholar corresponded with the varsity via post. Today it involves online education. Courses that are conducted (51 percent or more) are either hybrid, blended or 100% distance learning. Massive open online courses (MOOCs), offering large-scale interactive participation and open access through the planet Wide Web or other network technologies, are recent developments in distance education.

5. Educational entertainment (also mentioned by the portmanteau neologism edutainment) is media designed to teach through entertainment. Most frequently it includes content intended to show but has incidental entertainment value. It's been employed by academia, corporations, governments, and other entities in various countries to disseminate information

in classrooms and/or via television, radio, and other media to influence viewers' opinions and behaviors. Entertainment and education are combined together to form learning more enjoyable.

6. M-learning or mobile learning is "learning across multiple contexts, through social and content interactions, using personal electronic devices". A sort of distance education, m-learners use mobile device educational technology at their time convenience. 'M-learning technologies include handheld computers, MP3 players, notebooks, mobile phones and tablets. M-learning focuses on the mobility of the learner, interacting with portable technologies. Using mobile tools for creating learning aids and materials becomes a crucial a part of informal learning.' M-learning is convenient therein it's accessible from virtually anywhere. Instant sharing of content amongst students using same content, which also help in providing instant feedback and tips. M-learning replaces books and notes with small devices, crammed with learning contents. M-learning has the additional advantage of being cost effective, because the price of digital content on tablets is falling sharply compared to the normal media (books, CD and DVD, etc.). One digital textbook, as an example, costs one-third to half the worth of a paper textbook (AFD, 2012), with zero incremental cost.

7. Use of social media has helped some educators mentor their students more effectively. Instead of compete with, or deny access to social media sites, some schools have totally embraced them, and are using them to further students' educations. Parents, students, and teachers are using social media to attach and communicate inside and out of doors the classroom. Programs like Black Board, School loop, Top Hat, and Moodle have created platforms to reinforce the training experience by increasing communication between all parties.

8. Use of Learning Management System: "Learning management systems may be a networking software that delivers educational programs and provides institutions other administrative activities. Social media learning in LMS can include instant chat functions, video, forums to share info and other lesson resources to assist students. The LMS system strengthens student participation and makes team projects easy to collaborate. This technique exists to tackle student and learning related issues to enhance education schemes. It's beneficial for institutions to use popular Learning management systems with social media integration to possess the simplest reach and effect through the system. Other

social learning benefits are live conferencing systems, webinar capability, share group reviews, blogs and far more."

"Teachers also use social media as a medium to urge new resources to support their lessons, activities to show particular concepts, bulletin board ideas, information on new apps to try to a follow from certain   topics also on network   and   know what's happening   in schools everywhere the planet. The bottom line is that social media may be a big a part of our day to day life and there's no point of keeping it faraway from the education process. School, college and university staff should be encouraged to form use of technology for student and parent communication. The advantages are obvious, starting with healthier parent-teacher relationships and every one the thanks to permanently changing the way our youngsters will learn."

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Thus it are often conclude that social media may be a very effective tool for tutorial activities with different social media platform.

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