



# **Social Media and Social Responsibility for Future Education**

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# Introduction

- ▶ Social media platforms \ sites includes: Facebook, QQ, Instagram, Twitter, Google+, Pinterest, TikTok and Snapchat.
- ▶ Research Gate, Academia, LinkedIn and Mendeley.
- ▶ Zoom, Meet Hangouts, Google Classroom, YouTube and Moodle.
- ▶ Social media is growing rapidly worldwide. Naturally, marketers want to reach potential customers with this new channel.
- ▶ Each social media site has different characteristics and also has a different set of audiences which can be classify to their gender, status, age, and income.

# CONCEPTS

- ▶ **Social Media:** It is a combination of websites and applications that enable users to create and share content or to participate in social networking.
  
- ▶ **Social Responsibility:** It is an ethical theory in which individuals are accountable for fulfilling their civic duty, and the actions of an individual must benefit the whole of society.

# Social Media Influencers and Social Responsibility

- ▶ “Influencers can be helpful in advocating for campaigns against fake news, especially if the majority of their audience does not consume news through traditional mediums,”.
- ▶ “Ultimately, influencers need to work together to initiate supportive campaigns to share useful and correct information as much as we can. It’s our responsibility to our community, to ourselves, our families and our global network,”

# Role of Social Media in Teaching - Learning Process

- ▶ Social media are becoming the most important tools for interaction among people, where everybody can share, exchange, comment, discuss and create information and knowledge in a collaborative way.
- ▶ The influence of social media on teaching and learning environment is growing every year and its applications can reinforce class materials.
- ▶ Social media tools created a platform for the improvement of the educational process.

# Role of Social Media in Teaching - Learning Process

- ▶ Some academic experts believe that social media can be used as an effective teaching tool in higher education because of its ease of use, ready availability, and individual affordability and network effects.
- ▶ Facebook has been used in university courses to facilitate teacher/student discussion.
- ▶ Many teachers and teacher educators remain uncertain about how to meaningfully integrate this technology or assess its impacts.

# Benefits Of Social Media To Improve The Academic Performance Of Students

- ▶ 1. Communication And Collaboration
- ▶ 2. Finding Concrete Information Online
- ▶ 3. Parental Involvement
- ▶ 4. Improved Literacy, Communication, And Reading Skills
- ▶ 5. Distance Learning Opportunities

# A way to communicate with students

- ▶ Professors and educators can and should encourage their students to better communicate with one another for group projects, either by using WhatsApp groups or Google Hangouts.
- ▶ Students can post questions regarding assignments, exams and coursework, while other students commented with answers and suggestions.
- ▶ Social media is also great for research, offering useful audience and subject monitoring tools.



# Conclusion

- ▶ In a university setting, social media can be incredibly useful when it comes to reaching out and engaging with students.
- ▶ Teachers should use social media as communication tools for purely academic-related issues, such as addressing aspects related to class organization and coursework.
- ▶ Professors should also be careful about what they post and how much they wish to share with their students via social media platforms, as their online profile content could affect their credibility as an education professional.

# Conclusion Co.

- ▶ Social media is a time for community, not competition. The influencers that are tapping into that are finding a way to keep their followers more engaged and use Instagram as a uniting, connecting, force for good.
- ▶ The Final Conclusion is that Social Media just like a HALF GLASS of water. It depend on us what we see. In other words it's matter of choice that how we use it which we call (cognitive appraisal).

**THANK YOU FOR YOUR LISTENING**