



Benefits of Social Media in Education

Introduction

Social media becomes a significant tool and medium to promote and conduct educational processes with the existence of networks. However, the term "**social media**" refers to the number of software that allows for the production, sharing, debating, and commenting on digital material. It enables educators and learners to develop their skills and ability by collaborating with each other and taking part in various activities and competitions as well as having a variety of learning material and platforms.



Social media serves as a communication channel

- A good communication medium between teachers and their students are one of reasons for the effectiveness of any learning experience.
- The existence of technology changed the interaction among educators, students, and peers.
- The invention of social media platforms has changed the landscape of interpersonal and group communication as well as significantly reduced the necessity for face-to-face gatherings.
- Social media can ease our burden during online classes and might be able to improve our communication skills between students and lecturers.

Social media provides a platform for collaboration

- There are many social media channels that are useful to students as forums for gathering and sharing data and knowledge from both intrinsic and extrinsic collaboration networks.
- Social media collaboration platforms can also cause changes in individual understanding about the creativity and knowledge which can be generated together.
- Students who actively participate in group collaboration and often work in groups will have better understanding and remembrance as well as learning more compared to those pupils who study in other teaching methods.



Social media provides a variety of study materials

- Study materials easily to be accessed in social media regardless of time and place.
- In social media, there are a lot of peoples from different races, occupations, countries sharing information and opinion on single topic from time to time.
- Social media can provide interactive study materials to improve effectiveness of learning process.
- Selection of social media: YouTube learning video, Kahoot/Quizizz website, WhatsApp/Telegram communicate and sharing tools.

Implementation of networks and social media contributes

a lot to the education field as it is able to enhance collaborative learning and communication among peers. Social media has been shown to be an excellent tool for increasing student involvement and offers many learning materials. Hence, social media may be utilized as effective instructional tools to enhance the learning experience.

Conclusion