THE EMERGING ROLE OF SOCIAL MEDIA AND ITS IMPORTANCE IN TEACHING AND LEARNING AMIDST THE PANDEMIC

by:

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Facebook, Instagram, Twitter, Tiktok, and others have been very popular nowadays, not only to our young minds and digital natives, but these also influence many people who belong to what we call digital immigrants.

Social Media refers to any applications or website designed to allow people to share their contents, post their whereabouts, and anything literally under the sun. Originally, its primary purpose is to connect people worldwide and as an entertainment platform- to let people share photos, videos, and short messages.

As it becomes very much prevalent today, many people see SocMeds not only as a means of entertainment and communication. It has been used in E-Commerce, where online selling of goods and other services has become available.

While the Pandemic has escalated, Educators appreciate the vital role of Social Media to provide the possible way of linking the gap amidst the Pandemic. When the Department of Education, and IATF, prohibited the Normal way of the teaching-learning process through Face to Face Delivery, Most teachers grasp SocMeds as their primary way of communication with the students and parents.

How does Social Media change its role in education?

Facebook page where Webinar Series are made through Facebook Live, and Youtube Live prepare teachers how their teaching culture would differ. Enrollment Forms are sent via these Communications websites as they avoided physical contacts. Group Chats has become the new classroom of the teachers and their students during this
current school year. Most inquiries and follow-ups headed by their advisers are made in this part of the Social Media Page.

With the advent of internet technology, Social media has become integral to every student’s life and their teachers’ lives. It is easier and convenient to exchange information through social networks, communicate with each other, and stay connected through social networks. Teachers and students can use social platforms to stay connected and use them for educational purposes.

Pandemic did not freeze education. It somehow changed our culture. Still, it is a continuous process of learning. We should be thankful for technology and these social media websites because they made it easier for us.

References:
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