THE IMPORTANCE OF SOCIAL MEDIA IN COMMUNICATING THE PLAN OF DEPED UNDER THE “NEW NORMAL”

by:
Rozan A. Quisay

The current global landscape is characterized by innovations brought by technology. One of these advancements is the invention and use of social media. A social media is a website or application that allows the user to share content in real time and in a quick, and effective manner. With the surge of the COVID-19 Pandemic, social media has been a necessity to keep the connection of people despite the strict implementation of social distancing measures.

The education sector, in order to continue their goal to provide quality education to all learners despite the threat of the pandemic, the Department of Education is pursuing the use of social media as a platform for learning. Educators opted to use online applications that may enable the sharing of knowledge and information, delivering of presentations and raising awareness to students, parents, and to the general populace.

As a response, DepEd came up with three major learning delivery modalities. These are Distance learning, Blended learning, and Home schooling. Distance learning refers to the teacher and learner which are geographically remote to each other. There are three sub-types of distance learning; Modular Distance Learning which allows the learner to use self-learning modules via print or digital, Online Distance Learning which is a live synchronous instruction, real-time, and TV/Radio-based instruction where self-learning modules (SLMs) are converted to video lessons for television-based instruction and radio scripts. On the other hand, Blended learning is a learning delivery that combines face to face with a mix of any distance learning modular. Lastly, Home
schooling is an alternative delivery mode. This is a home-based education that provides access to quality basic education through qualified educators with relevant trainings.

Despite these efforts of the Department to provide solution to the possible disruption of education brought by the pandemic, there are still parents who are hesitant to enroll their child this incoming school year due to the fear of the COVID-19 virus. This also reflects that there are still parents who are not aware of the different learning modalities presented by DepEd. In this current situation, social media plays a crucial role not just as a platform for the opening of classes but also in raising awareness on how learning will still continue in this so called “new normal” but at the same time putting in priority the health and well-being of learners and teachers.

References:
https://www.teacherph.com/deped-learning-delivery-modalities/