



## ORIGINAL RESEARCH PAPER

Education

## SOCIAL MEDIA BOOSTS THE QUALITY OF EDUCATION AND RELATION BETWEEN TEACHER &amp; STUDENTS IN SCHOOLS

**KEY WORDS:** Social media, Education sector, social media advertising, advertising channel, high-quality.

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## ABSTRACT

Social media platform is converting the manner businesses are being conducted. Training sector now not being an exception has additionally been undoubtedly stricken by the usage of social media websites like, facebook, LinkedIn, Google+, Instagram, twitter, Youtube and so forth. Of past due many universities and education carrier companies have reportedly accelerated use of social media advertising to sell their publications and appeal to college students. Educators are becoming privy to the ability advantages of social media in schooling. Many schools had realized the reality that seventy five% of students are on social media on a median of 5 hours a day. Social media has made us toward human beings from one of kind components of the sector. Use of social media has emerged as a part of the enterprise advertising mix. The yr 2011 has witnessed an upward thrust in using social media as a advertising and marketing channel. Socializing on social platform has emerged as a part of our tradition. Social media has made available a platform in which people can talk and widen their expertise base.

## Higher education in India

Indian higher schooling system is the 1/3 largest within the international subsequent to US and China. currently about 22 million students are being enrolled in higher training and greater than 46 thousand establishments' are functioning as facilities of higher schooling. Because of globalization, liberalization and privatization, Indian economy has opened up physical barriers and doing enterprise globally. This has led to fast industrialization and in flip has extended the demand of killed labour. The growth in the training region has been exquisite. A modern-day report by means of Ernest & younger, states that the range of institutes supplying better schooling in India is 44668 of that 33668 gives diverse stages and the rest providing diplomas. The private quarter schooling is booming and India is one such participant that has witnessed a shift to personal quarter institutes. India has one of the biggest higher training systems inside the global. The variety has elevated but there is lot of scope of development and India is striving to get there. 'Skill India Initiative' has been launched for that motive. The initiative targets to train four hundred million citizens through 2020. Authorities of India have released, 'virtual Employment alternate' in order to assist vicinity jobseekers with right employer. Schooling quarter has commenced focusing on e-studying and making use of different strategies to make education thrilling and worthwhile as nicely. on line presence is benefitting training commercial enterprise. Verbal exchange thru facebook, twitter, Instagram, LinkedIn etc helps in developing connectivity and is a first-rate supply of facts sharing. Education is taken into consideration an industry in addition to carrier. In nowadays international, technology, commercial enterprise and schooling cross hand in hand. None of the factors may be overlooked. Within the digital technology, social media helps in promoting and branding institutes.

## Objective

- Highlight the factors that positively affect education process in India.
- Highlight the factors that boost the teacher- student's relationship with social media platforms.

## Historical past of social media:

Social media is largely the interaction and communication among human beings for sharing and receiving data. Its miles a web based totally tool. Man being a human animal, there may be usually a need of socializing and networking. Use of social media has emerged from advancement of generation. Social media has been used as a vital tool to market commercial enterprise in India. It has been used as a platform to share precious information and have been capable of attract interest of prospective customers. Consistent with report 66% of people aged 15+ have a profile on at least one of the social networking sites. Social media is the

platform where education institutes and potential college students interact. This platform enables in selling activities, getting facts and remarks. For training region, these platform guarantees connectivity with students, instructors, dad and mom, alumni and different stakeholders. Social media refers to web-based totally networking and interaction over an increasing array of websites and networking structures. Social media allows in getting the eye of, and engaging target market.

## Literature review

Social media can't be understood without first defining web 2.0: a time period that describes a new manner in which end customers use the world huge net, an area in which content material is continuously altered via all operators in a sharing and collaborative way (Kaplan and Haenlein 2010). The importance of social media as platforms of social interaction, conversation and advertising is developing. The fast ascent of social media across society is a totally clear sign that individuals, corporations and institutions are rapidly converting their choices of the way they research, speak, collaborate and take part in society. The immediacy of interplay, from the simplest response to a Tweet on Twitter to a completely thoroughly researched and presented weblog post, underscore how pervasive the foundational factors of internet 2.0 design precepts and standards are influencing everyday lifestyles worldwide nowadays (O'Reilly, 2006).

## Social media and Educational Institutions

The usage of social media has transformed the face of training the face of training enterprise. This change has definitely impacted the scholars as well as instructors. These days teaching is not restrained in the school rooms. it is a great deal past that. Social media should be a part of the advertising and outreach marketing campaign. India is third-biggest in net penetration and now mother and father have grow to be tech savvy and they're more into surfing one-of-a-kind forums and blogs before zeroing down on an alternative. Academic institutions are indulging in ambush advertising and marketing and participating in various social occasions, online discussions and all. Generation has introduced approximately primary changes inside the education region. India is using excessive on era in training area. Converting the face of education, technology has extended the reach of education. Era has proved to a awesome enabler in education sector. Use of social media has turn out to be the want of the hour. It is plenty wanted for sustainable growth and improvement of the schooling sector.

## Common social media trends in Education sector

**Facebook:** it is considered as the best platform for self-promotion and interplay with clients. This platform guarantees most engagement. Content material may be put up in front of thousand of humans at low price. it may be used to boom internet traffic

with more likes and visits. It ensures low cost and allows in highlighting USP of the institute. Files, films, facts, polls etc may be exchanged very quickly.

**LinkedIn:** it enables in constructing reference to alumni and showcasing alumni success stories. Its miles a platform for profiling college and expert experience. It also allows in highlighting group's value & advantage.

**Twitter:** its miles a social media web site for sending and analyzing messages. Its miles an information network. It offers stay updates, post relevant news and ensures real-time feedback.

**Instagram:** it's far an internet mobile photo-sharing, video-sharing, and social networking carrier that permits its users to take images and motion pictures, and share them. It enables in highlighting campus life and activities. Promote events, seminars, conference, sports activities etc

**Youtube:** its miles a platform for video sharing. It allows customers to upload and proportion video. Institutes can add their video and lectures.

**Blogs:** it's far a sort of inline magazine. Students can write blogs on campus life and occasions. Institutes can write on admission strategies.

**Promotion via Social media**

- Social networking lets in reaching out to potential customers
- converting potential clients to new clients
- Staying in contact with modern customers
- Social networking websites are value effective
- extensive reach inside the marketplace
- allows in branding product/provider
- growing recognition about the product/provider

**Teacher's perspective:**

It isn't most effective those in the age organization of 18-28 who are the usage of social media sites, even teachers are doing so.

- teachers can get entry to data inside few seconds and comprise the same in the content of the lecture;
- they may be able to supply present day happenings as examples and make the class extra thrilling;
- instructors can growth the involvement and dedication of the scholars by way of the usage of social media in the school room
- better and multiplied verbal exchange
- Skype may be used as a platform for dialogue
- Twitter and LinkedIn affords a platform for expert getting to know community
- allows in uploading lecture classes
- developing connectivity with the scholars
- Sharing lectures of other school and instructors
- teacher –pupil enriched courting
- Off campus connectivity

**Student's perspective**

- gives mother and father an opportunity to get worried;
- less complicated and convenient way of assessing statistics;
- guarantees higher scholar and school interplay;
- improved student engagements;

**Institutions perspective**

- Enriching relationship with gift students and alumni;
- creating community with experts and industry professionals;
- Getting the pleasant talent in regard to college individuals;
- Highlighting scholar's achievements and instructor's professional experiences;
- Informing stakeholders approximately upcoming activities and happenings and also recording beyond events;
- Connecting with global college students.

**Conclusion**

Social platform has revolutionized the conventional method. It's far used as a publicity device to connect to its audience. Essentially

promoting a schooling institute is through outbound marketing. Now the shift is toward inbound advertising wherein audience or potential applicants are pulled closer to the institute. The final outcome of inbound approach is creating a brand call in the marketplace and positioning itself in the minds of the audience. The fashion is that of going for content advertising and marketing which promotes a group through content material that speaks for itself. It takes the shape of articles, posts, memories and reference. Businesses are locating out methods to harness social media and using it productively. Social media cannot replace conventional promotional strategies, it may be used as a platform to share records, brand its product, encourage phrase of mouth publicity, encourages patron engagement and interaction.

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