**THE ROLE OF SOCIAL MEDIA IN TEACHING AND LEARNING ACTIVITIES**

1. **social media in the classroom**

Social media improves the chance to learn by enabling learners and instructors to link and communicate in new, interesting ways.

Web websites such as Facebook, Twitter, and LinkedIn provide a place where users can dialogue, exchange ideas, and find solutions to problems. These websites are designed to promote cooperation and conversation.

1. **Examples of use of Social media in teaching and learning activities**

**Educational Tool**

Today’s students arrive at school, fluent in Web and social networking technologies.

Teachers can make use of this knowledge to enhance opportunities to learn. With social media, teachers can promote cooperation and discussion, create meaningful conversation, exchange ideas, and boost student interaction.

**Enhance Student Engagement**

Social media is an effective way to increase student involvement and build better interaction skills. Learners who hardly ever raise a hand in class may feel more comfortable on Facebook, Twitter, or YouTube.

Social media systems enable instructors to identify “back channels” that promote conversation and surface ideas that students are too nervous to speak out in class.

**Improve Communication among Students and Teachers**

Facebook and Twitter can improve interaction among learners and teachers. Teachers can respond to students’ questions via a Facebook page or Twitter feed, post homework assignments and lesson plans, send messages and updates, schedule or announce upcoming events, and share interesting Web sites and multimedia content. Students can use Twitter to get help from teachers or other students.

A great way for teachers to give participation points in addition to in class participation is by having students tweet about something that was discussed in class.

**Preparing Students for Successful Employment**

Students entering the workforce can use social networking sites to network and find employment. With LinkedIn, older students can establish a professional web presence, post a resume, research a target company or school, and connect with other job seekers and employers. Career centers and alumni associations are using Twitter to broadcast job openings and internships. Students should follow businesses or professional organizations on Facebook and Twitter to stay updated on new opportunities and important developments in their field.