**Importance of social media in education**

Social media has been criticized a lot due to the effect it has on the way students produce and retain information. Some parents are of the opinion that social media can be very distracting and harmful for students. On the contrary, social media offers plenty of opportunities for learning and interaction. It is rather simple to see how students benefit from social media. By using technology in classrooms, the young generation is paving a new way of education and learning. Students are getting to explore and experience the world not only by books and assignments; but also by adapting a new form of communication. In a world where your networks and connections are important, graduates enter the workplaces with a lot more to offer.
**Networks** Social media connections are designed to increase your networks, form communities and interact easily. Today’s students are accessing Facebook, Twitter, LinkedIn and other such social networking sites to connect and share information with those around them. One of the most fascinating things about social media is the way the users can interact and engage with each other through a mere web presence without having to meet someone in person.

**Web rendezvous** Students share personal information, links to other sites or comment on someone’s post. By doing this, they get engaged with each other instantly. The use of social media has made it easier and faster to interact with peers or teachers about class-related topics. In a world where online engagements are important for businesses, these students are already experts at developing an online presence. Students are also experts in interacting with others on the internet. They know how to use basic as well as complex functions on various social media sites.

**Sharing Information** Students are continuously connected to the internet through their mobiles, tablets, etc. and hence rapidly transmit information to friends, family and other connections. This information is a lot more than just hilarious videos or vacation snapshots. People share views, opinions, tips, projects, study material and other such useful stuff with each other. They exchange helpful information for classes and examinations. Their ability to access, evaluate, maintain and share information is fantastic without even being aware that they are actually developing such skills day by day. The older generations need to understand the magnitude of this new style of communication.

**Social Media Marketing** We are all aware of social media marketing. The ‘new media’ has led professionals to build a social media strategy to publicize their product and service. Social media marketing is seen upon as a skill which is an emerging career option. Social media prepares young workers to become successful marketers. It has become essential for all types of businesses to incorporate social media marketing in their organizations. Students are extensively carrying out social media strategies for several companies all over the world. The benefits of social media for students are many

Social media has several advantages for students. **Social media can enable students to easily contact each other with regards to school** projects and assignments. It is also possible for them to work on group assignments from the comfort of their own homes. Students that use social media can also participate more in class. When social media is used in pedagogy, students who have difficulty in expressing their thoughts in their classrooms can get involved in the learning process. It will help build these children’s confidence level as well. Social media is also useful for students when doing homework. Any doubts can be cleared by posting a message through social media. Any questions that they may have can be asked on a message board and other students can also benefit from the feedback given by the teacher.

**Teachers have many options to share useful links and this benefits the student**. Students, teachers and parents can be on the same page with the help of social media. Sites like Face book help teachers to stay in touch with parents and let them know about the progress of their children. Along with the advantages social media also has several disadvantages. Social media can be a distraction for some students. Students may be distracted from their school work and the teachers will have no option of knowing which student pays attention. There is always a possibility that the students will not use social media for educational purposes. They may use social media for their personal communication.

Students that use social media regularly may lose their ability to engage in face to face communication. Even if the world is turning to technology, students must know how to communicate in the real world. Social media websites are becoming notorious for cyber bullying. This has become an alarming trend. Students may write hurtful messages about other students and this could scar students for life. Yet another problem with social media is that it is impossible to know whether students will use the medium in a constructive manner. Students may post inappropriate content like pornography on social media. This will defeat the purpose of the medium altogether. **Social media is a rather effective way for students to make friends and also to get their education**. At the same time there are certain disadvantages as well. The true challenge lies in overcoming the disadvantages and ensuring that the advantages create the desired impact.