

Enriching Higher Education With Social Media

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ABSTRACT

A large part of our daily internet use revolves around social media. this is especially true for the younger generations and provide a greater opportunity for higher education institutions that are hoping to persuade new students to enroll .it's obvious that social media marketing has a lot of potential educators just need to know how to get started. today social media accepted by higher education institution making a platform where students connect with their instructors.tis paper present about the various platform of social media and the enrichment of social media in higher education.

Key words: social media, higher education ,

INTRODUCTION

The term social media defined as the applications that allows users to converse and interact with each other to create edit and share new form of textual, visual and audio content ,and to categories label and recommend existing form of comment (SELWYN). The intersection of education and technology offers an existing opportunity for those with digital skills. Educators and administrators alike can leverage social media marketing to enhance their programme. Social media is the collective of online communications channels dedicated to community based input, interaction, content sharing and collaboration.

OBJECTIVES OF THE STUDY

- To know the important of social media in higher education
- To study the growth and role of social media in higher education
- To study the different channels of social media network.

RESEARCH METHODOLOGY

In this paper , the study is based on secondary data which is collected from various websites ,online journals and research papers from various authors.

CREATING SOCIAL MEDIA STRATEGY FOR HIGHER EDUCATION

When it comes to creating a social media presence that communicates professionalism but also actively engages with multiple audience is no small feat. as a higher education facility, social media feed, content must speak to current students, prospects, researchers ,fellow institutions and alumni.

Recruiting students requires creative social media strategies implemented all year long to keep prospects engaged with the school. whether it's providing each department with leverage over their own social media channels or highlighting interesting courses on a regular basis online. Universities and colleges can create meaningful connections with prospects with a well social media presence.

Social media platform allow alumni to be reminded to donate to specific funding areas when it's needed most .from sharing face book or celebrating success on instagram. Post secondary facilities are able to be connect with alumni in a more meaningful and personal way on social media.

Social media has provided a base for universities and colleges to share their future forward and research opportunities with a much wider base than ever before.

INFLUENCE OF SOCIAL MEDIA ON EDUCATION

In present times , education and learning are being increasingly impacted by web technologies, the concepts of web2.0and3.0 including also techenologies connected with the social media.

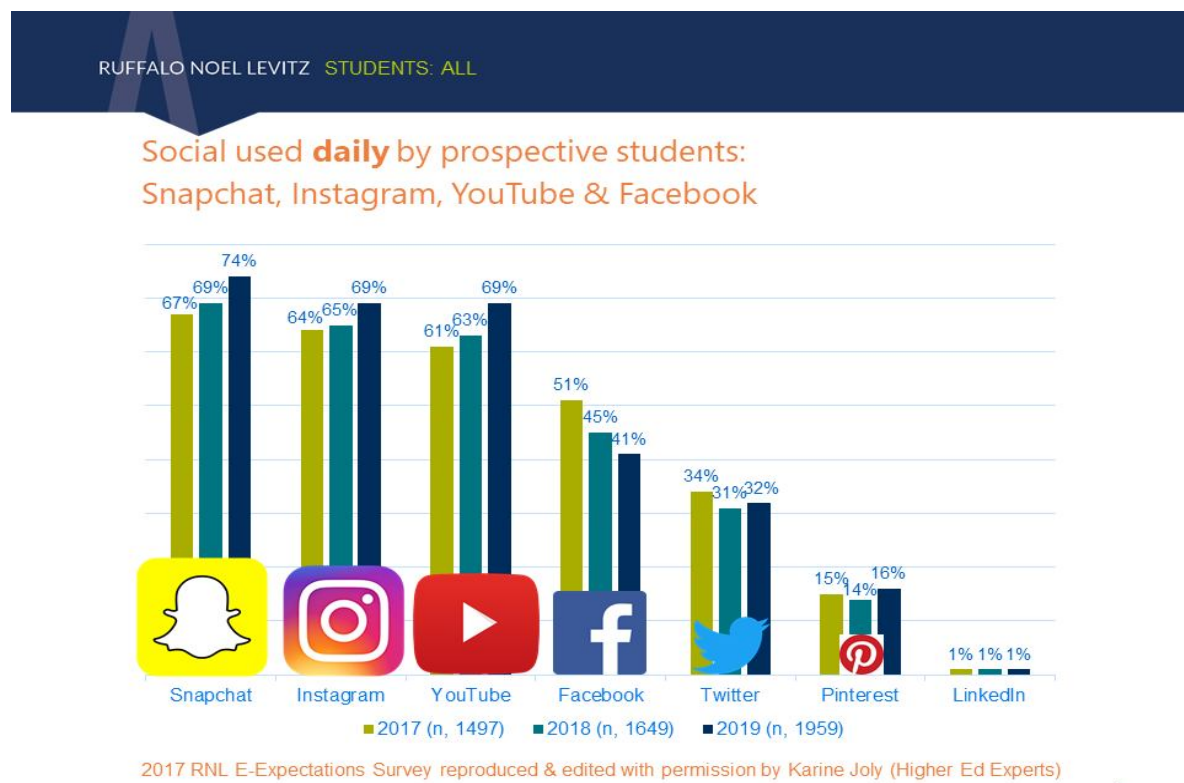
The areas ,where social media are involved include communication, collaboration , knowledge management .In education and learning, the social media can be used through the whole spectrum of their potential opportunities.a number of researchers observe social media playing an important role in sharing information n between students ,collecting data for research ,engaging with students and finding out about their opinion during instructions, forming a group for team work.

The different typs of social media:

- * Face book
- * Twitter
- * Google+
- * Wikipedia

- * LinkedIn
- * Reddit
- * Pinterest

TOP 3 MOST SOCIAL MEDIA SITES FOR PROSPECTIVE STUDENTS:



While they might not be as popular as snapchat in daily use, integral and youtube are the social media sites of choice for colleges and universities. Prospective students use them on a daily basis and they use them to find information about the schools on their list.

social media challenges for higher education

as which social marketing strategy there are obstacles that need to be overcome to find success on social media channels. For the most of the part higher educational facilities are made up of various faculties each of which offers a unique experience and culture for students and professors alike. **Some tips for overcome this complex issues**

- * creating a social media policy to be followed by all faculties
- * designating a community manager for all campus accounts

using a cross platform social media monitoring, scheduling and reporting tool chances are university or colleges already has a designated marketing team dedicated to increasing awareness of education institution and generating funding and recruits .however the social media technology will be increasingly present and play a vital role in higher education system.

CONCLUSION

Throughout the world in higher education universities and colleges implementing social media strategies to connect with students, parents, prospects ,staff and even other educational facilities .social media make a better relation with all persons involved with a institution. It can make their lives easier . if you are missing a robust social media strategy for your higher education facility, you are missing out on a variety of opportunities to generate high quality .

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