# Social Media For Education

Engage, Enlighten, Encourage and especially...just be yourself! Social media is a community effort, everyone is an asset."





## AGENDA

Why Social Media	Need for the teachers to embrace social media
What is social Media and What is Not	A n introduction to the social media ecosystem
Power of Social Media	Some case studies
Social Media Strategy	What, When , Why and How of social media
Creating Content for social Media	Different Platforms: Different Audience: Different Content-How to tailor content according to different social media platforms

### Fundamental shift in... how we find Info, make decisions, engage with people & make ourselves heard



### I-Want-to-Know **Moments**



#### National Policicy on Education

News Ppt Images



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About 3,13,00,00,000 results (0.39 seconds)

#### Showing results for National Policy on Education Search instead for National Policicy on Education

Wikipedia

W

https://en.wikipedia.org > wiki > National\_Policy\_on\_...

#### National Policy on Education

1968

The policy covers elementary education to higher education in both rural and urban India. The first NPE was promulgated by the Government of India by Prime ....

History

1986

Related policies

#### Ministry of Education

https://www.education.gov.in > mhrd > files PDF

#### National Education Policy 2020

Education is fundamental for achieving full human potential, developing an equitable and just society, and promoting national development.

#### People also ask :

What is the National Education Policy?	~
How many national policies are there in education?	~
What is the national policy on education 1968?	~



Ministry of Education https://www.education.gov.in > mhrd > files PDF :

#### National Education Policy 2020

The new education policy must help recruit the very best and brightest to enter the teaching profession at all levels, by ensuring livelihood, respect, dignity, ... 66 pages

#### IGNOU

http://rcsrinagar.ignou.ac.in + News & Events

#### Professional Development Programme on Implementation ...

Any teacher of any Higher Education Institute in India can register and participate in the Professional Development Programme on National Education Policy-2020.

National Council of Educational Research and Training https://ncert.nic.in > pdf PDF

#### guidelines for 50 hours of continuous professional ...

25-Aug-2022 — CPD guidelines for teachers, head teachers and teacher educators. This guideline covers all the major areas as envisaged in NEP 2020 as well ... 68 pages

#### Indiatimes.com

https://timesofindia.indiatimes.com > News > India

#### NEP 2020: Empowering the teacher

30-Aug-2020 — D. entrants, will be required to take credit-based courses in teaching/education/pedagogy/writing related to their chosen Ph.D. subject during ...

#### Delhi University

https://www.slc.du.ac.in > uploads > NEPTraini... PDF

Teacher Training Program NEP Implementation Strategy ( ...

I-Want-to-Prepare Moments

# Google Preparation for UGC NET exam X I Contine free Images Quora English In Hindi

About 4,86,00,000 results (0.39 seconds)



To start the preparation for the UGC NET exam must go through the UGC NET previous question and exam pattern to ensure maximum marks in the exam. The previous year's questions will help the candidates to know the exam better like sections, repeated questions, marks weightage, etc.

Shiksha.com
 https://www.shiksha.com , ... , Teaching , UGC NET

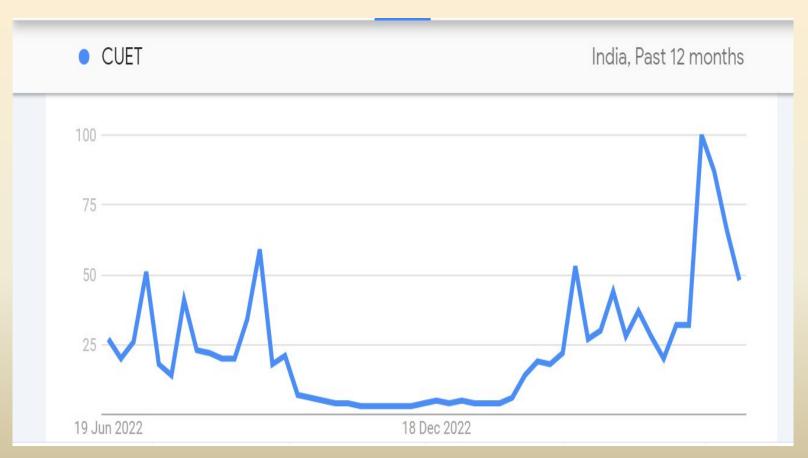
UGC NET Preparation Tips 2023: Toppers Strategy & Guide

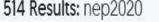
Ø About featured snippets • III Feedback

#### People also ask :

How much time is required to prepare for UGC NET?	~
How to prepare for net exam self study?	~
Is UGC NET exam very difficult?	~
यूजीसी नेट की तैयारी के लिए कितना समय चाहिए?	v
	Foodback

## **People Search When They Are Curious**

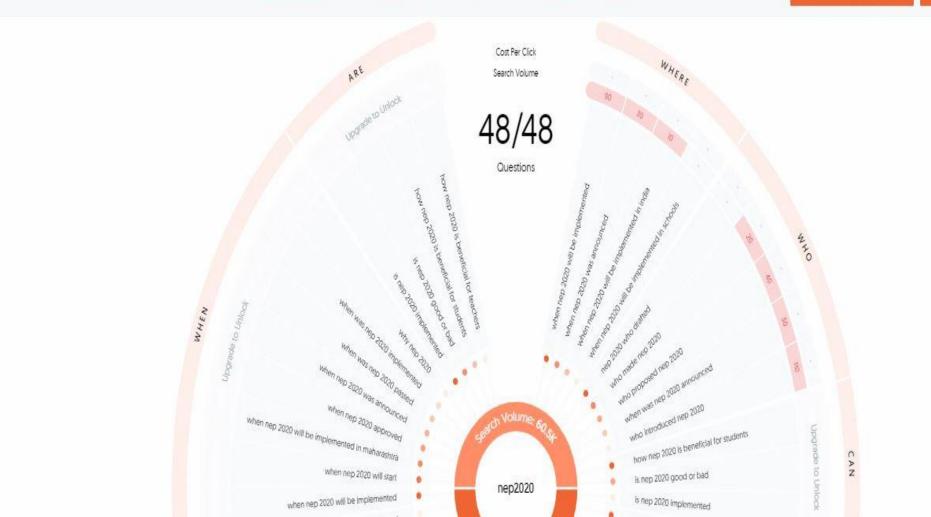


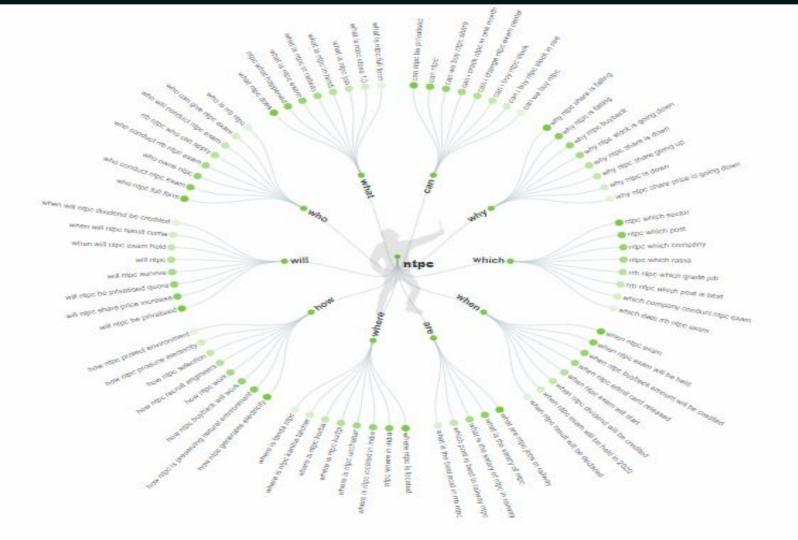


QUESTIONS [48] PREPOSITIONS [55]

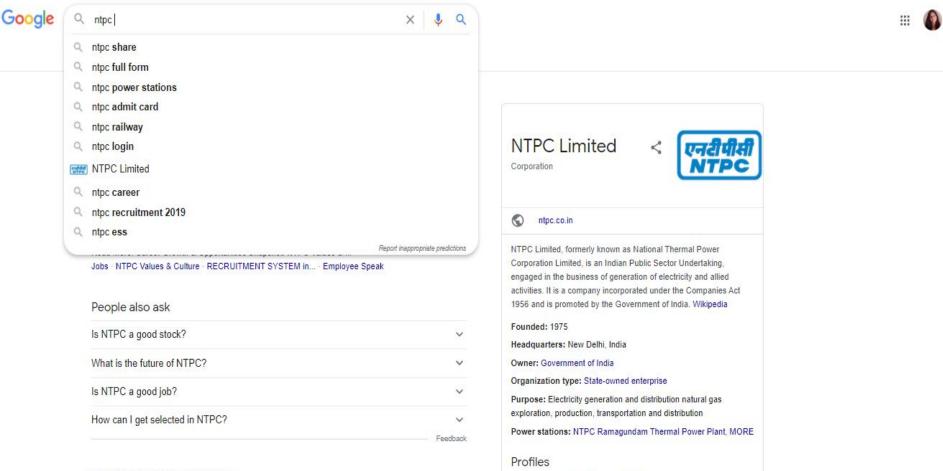
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9) RELATED (15)



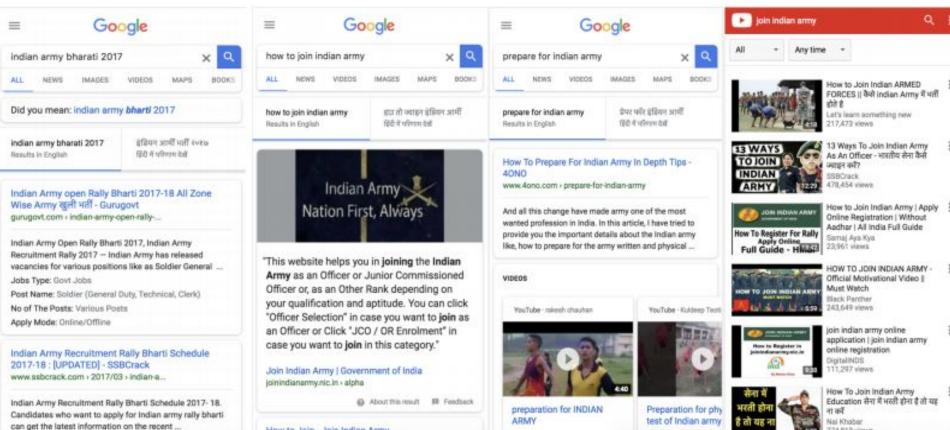


## Understand the Questions and Answer the queries



www.ntpc.co.in > careers > jobs-at-ntpc \*

## Understand the Questions and Answer the queries...



How to Join - Join Indian Army

74.812 views

### **Google Trends**

How people are searching?

### Answer the Public

## Digital Tools

goldmine of insight you can use to create fresh, ultra-useful content, The kind your students really want.

## What is it? Social Media

## Is It.....

- social networking?
- social bookmarking?
- wiki?



























(((\*\*\*)))

WIKINEWS

WIKIDATA









An online platform that **doesn't** just give you information, but interacts with you while giving you that information. This interaction can be as simple as asking for your comments or letting you **vote** on an article. Social media, on the other hand, is a two-way street that gives you the ability to communicate too.

## Social Media





## Social Media includes:

- Social Bookmarking.
- Social News
- Social Networking.
- Social Photo and Video Sharing.
- Wikis.....
- Any website that invites you to interact with the site and with other visitors falls into the definition of social media.

## Social Bookmarking

- A social bookmarking service is a centralized online service which enables users to add, annotate, edit, and share <u>bookmarks</u> of web documents.
- <u>Delicious</u>, founded in 2003, popularized the terms "social bookmarking" and "<u>tagging</u>".
- Tagging is a significant feature of social bookmarking systems, enabling users to organize their bookmarks in flexible ways and develop shared vocabularies known as <u>folksonomies</u>.

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Search	A Tell the Delicious community about yourself on your profile settings page. 3 links 4 following 0 followers 6 subscriptions	
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Search		Community picked links based on your interests. Manage your subscriptions to tweak this list.	
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Ø Network		Spring Role FIRST JOB POSTING	
★ Discover			
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Ireland Accidentally Legalised
 Ecstasy, Ketamine and Magic
 Mushrooms

For the next 24 hours, a host of Class A drugs are legal (or else in a legal quandary) in Ireland due to an Dad And 8-Year-Old Son Create Punny Food Maps For U.S. States

Together with his 8-year-old son, Chris Durso, the

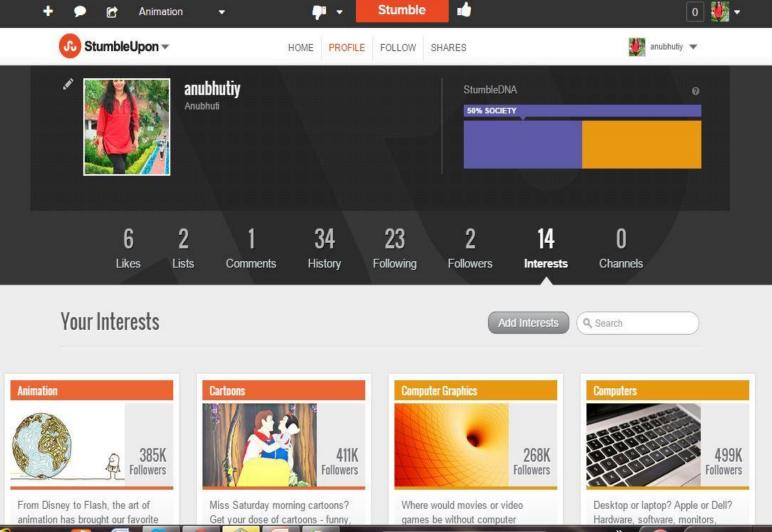
creator of foodiggity.com, is working to create a

TREAS

No One Applauds This Woman
 Because They're Too Creeped Out
 upworthy.com

The speaker in this video is actually an actress named Kate Miles, but the facts about produce and its

help - apps - tools - blog privacy policy - terms



## Social News

• Interact by voting for articles and commenting on them.





### A History Of The Urban Dashboard

318 placesjournal.org · Cities

We know what rocket science looks like in the movies: a windowless bunker filled with blinking consoles, swivel chairs, and shirt-sleeved men in headsets nonchalantly relaying updates from "Houston" to outer space. Lately, that vision of Mission Control has taken over City Hall.



#### PAVING THE ROAD TO THE FINAL FRONTIER Shaping Up: The Future Of U.S. Space Transportation

63 thespacereview.com · Space

Surprisingly, in 2014 the U.S. space transportation picture took shape in the sense that a viable way forward became clearer, although with no guarantee of ultimate success. NASA is not going to directly replace the Space Shuttle. That horse left the barn in 2009. The earlier demise of the Ares launch system as part of the cancellation of the Constellation program made that reality clear. Therefore, the question becomes, what now?

### **Digg Deeper**

Digg now shows you the most-shared stories from your Twitter friends.

Learn how it works

Sign In with Twitter





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RECENTLY VIEWED LINKS

🚽 2182 points | 125 comments

clear

TV these days...

everything from all subreddits

-6

Cuddle time! (i.imgur.com)

submitted 10 hours ago by iLeicaMike to /r/aww

111 comments share save hide report

saved it.com

## Social networking

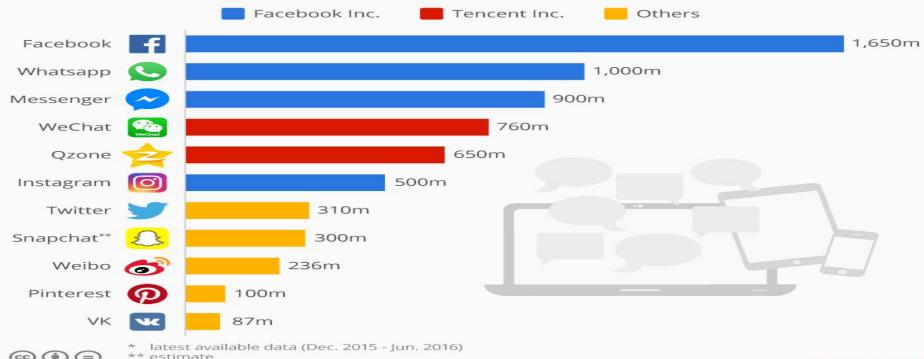
Interact by adding friends, commenting on profiles, joining groups and having discussions.



## Popular Social Media Platforms

#### Facebook Inc. Dominates the Social Media Landscape

Monthly active users of selected social networks and messaging services\*



@StatistaCharts Sources: Company Information; Statista Digital Market Outlook



## Top ten online platforms

- 1. Google.com
- 2. Facebook.com
- 3. Youtube.com
- 4. baidu.com
- 5. yahoo.com
- 6. wikipedia.org
- 7. amazon.com
- 8. twitter.com
- 9. taobao.com
- 10. qq.com





## Network Network

Allows individuals to more easily use human networks

### Interactive

### Interactive

Expects interactive rather than broadcast communication

# Power of **Social Media**

Relies on objectives to facilitate communication

### Multimedia

### **Multimedia**

Is powerful because it uses not only text but video and audio as well ( multimedia)

## Social Media Characteristics

- Connectedness
- Collaboration
- Community



### 01 Video

## Video will continue to dominate

### **O2** Social Commerce

Social commerce will continue to expand

## Trends in Social Media

## 03

### **Augmented Reality**

Augmented reality will go mainstream

## 04

**Influencer Marketing** 

Influencer marketing continues to rise

### **05** Customer Service

Customer service becomes a big part of social media

## **06** Social audios

Social audios will gain popularity





## **TEACHERS**

You can;t be on all the platforms and you cannot follow all the trends





## Step 1

Set social media goals that align to your objectives



### Step 2

Learn everything you can about your audience

# E]

Step 3

Research the competition

### Step 4

Conduct a social media audit



## Social Media Strategy





## Step 5

Set up accounts and improve existing profiles

### Step 6

Find inspiration



## Social Media Strategy

### Step 7

Create a social media content calendar



### Step 8

Test, evaluate, and adjust your strategy



# Creating content for social media



@AnubhutiYadava



## GIFs

GIFs lighten the tone of your presentation and are a useful tool for quickly engaging (or re-engaging) your viewers. They're a great way to add humor in an otherwise mundane piece of content. TOOLS: Giphy, Veed.io



## ANIMATION

Animated videos, images, or words grab your viewer's attention much more effectively than a still or text-only image. Another <u>power of</u> <u>animation</u> is its capability to make complex ideas simple and relatable to any viewer who comes across it. **TOOLS: Powtoon, Invideo, Animaker, Moovly** 



### WHITEBOARD ANIMATION Whiteboard animation is popular for how-to or explanatory videos, typically featuring a visual display of an <u>unseen narrator's</u> <u>verbal explanation</u>. This is a great medium for explainer videos that convey a product, process,

or point of view.

TOOLS: VIdeoSCribe, Animaker, Explaindio, Mango Animate



## SCREEN RECORDING

Trying to teach tech? A <u>screen</u> <u>recording</u> shows your viewer *exactly* how to do what they need to do and how to navigate around an unfamiliar platform or UI. TOOLS: Screencast-o-matic, Screencastify, OBS, Bandicam, Filmora



### IMAGES

You've heard that a picture is worth a thousand words. If you can use one to <u>visualize your point</u>, do it.



### **INFOGRAPHICS**

Infographics offer complex information or statistics in an easy-to-digest, impactful way. Charts and graphs help the viewer comprehend data quickly, in a way that's much simpler than explaining with words. TOOLS: Infogram, Canva, Adobe Express



## DATA VISUALIZATION

Data visualization brings infographics to the next level. It takes huge data sets where it can be hard to understand trends, waves, and relationships between variables and <u>visualizes them to help the views zoom</u> <u>out</u> and see those relationships play out in front of them. • https://www.lucidchart.com



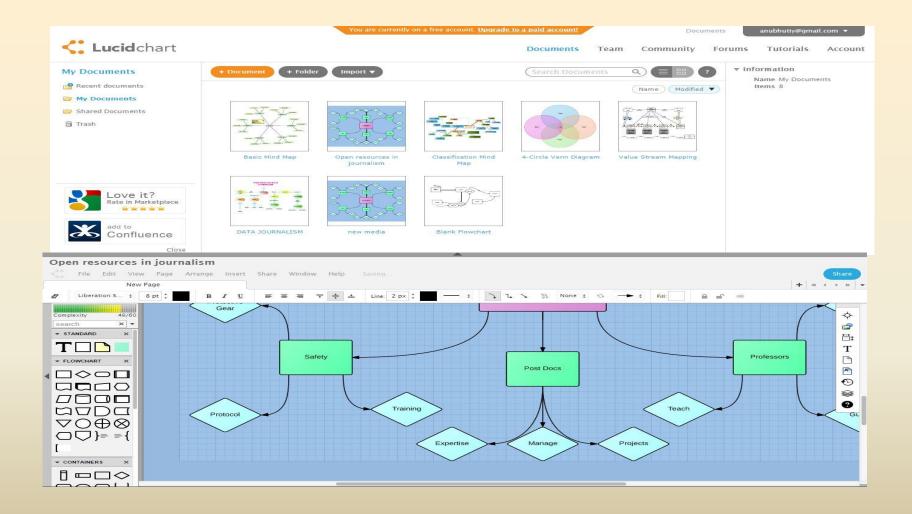
### Diagrams done right.

Intuitive. Collaborative. Everywhere.



Or try the online demo first

https://www.lucidchart.com/pages/tour

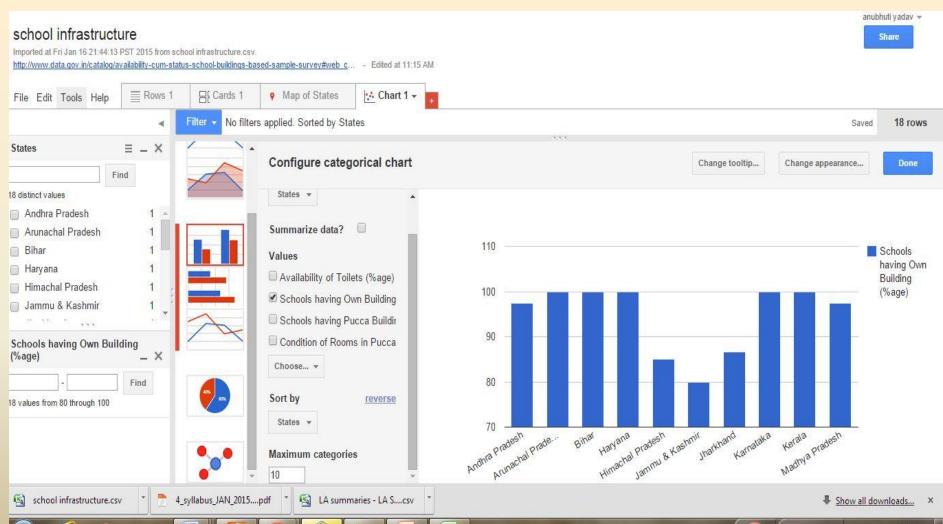


### https://www.google.com/fusiontables

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Google Spreadsheets	You can upload spreadsheets, delimited text files (.csv, .tsv, or .txt), and Keyhole Markup Language files (.kml) Learn more
Create empty table	
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anubhuti yadav 🔻

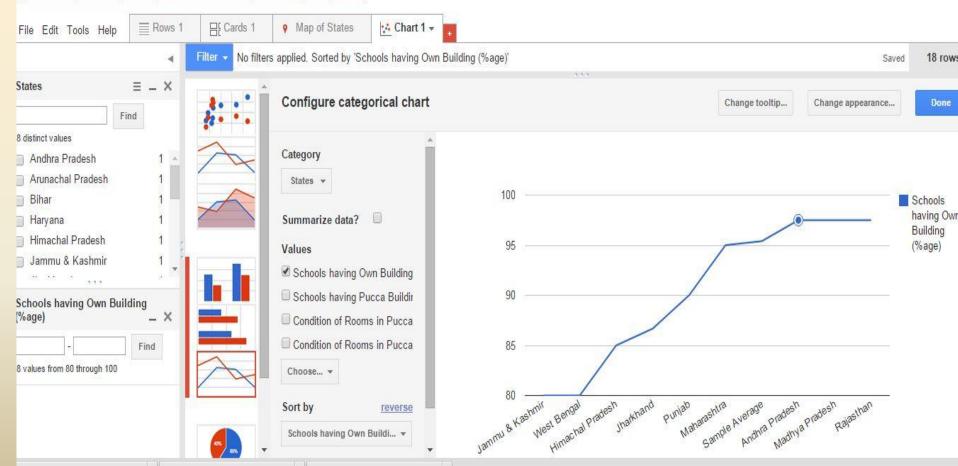
#### 14-06-2023



#### school infrastructure

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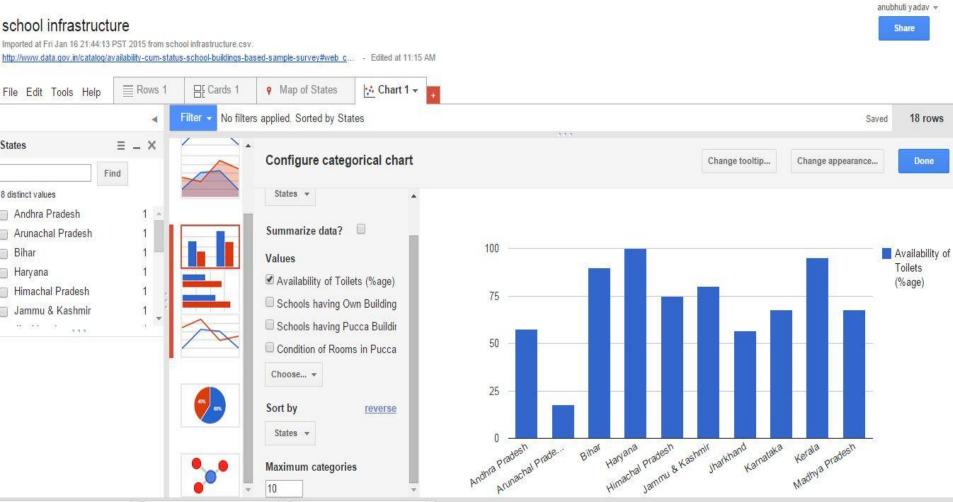
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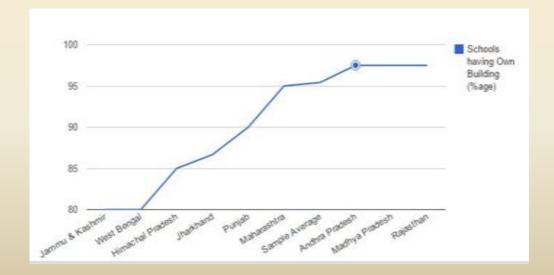
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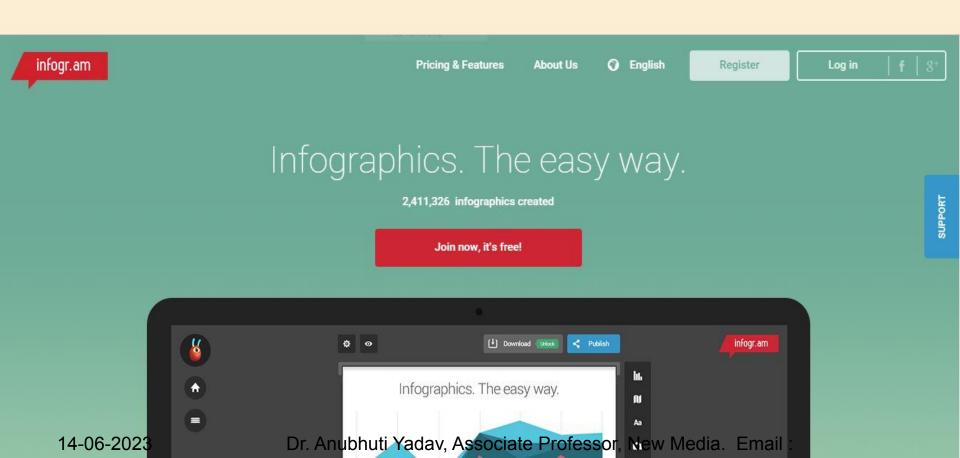
### Questions to ponder upon?

- Why schools in J & K do not have their own buildings?
- Why availability of toilets is less in Arunachal Pradesh?
- What does the following trend indicates?



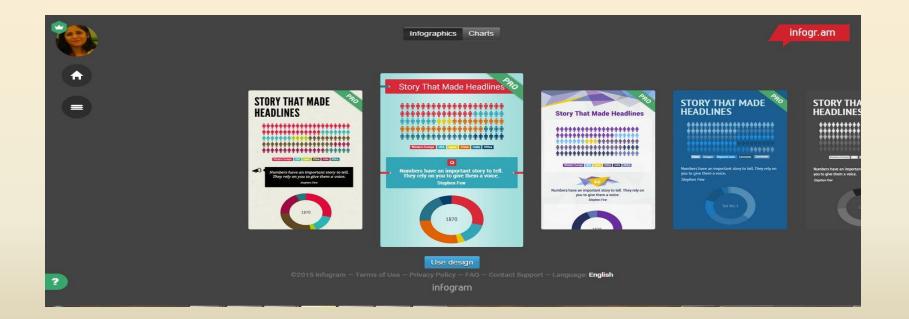
14-06-2023

### Infogram





#### 14-06-2023



### Got a good idea? Let's make it GREAT Creating Beautiful Infographics Has Never Been Easier





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14-06-2023

Dr. Anubhuti Yadav, Associate Professor, New Media. Email :

₽ 5



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### Examples

#### Scroll to see more >



#### Datawrapper

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Product ~

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Resources ~

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Start creating

# **Enrich your** in in Polen in der jür eren .000 Mens Stories with charts, ist es ahnlich. Ein großer Teil davon ist

ter and the second seco what each team's trajectory would have looked like over the course of the 2020 season:

The Storm were at the top of the heap last season

#### Where Masks Aren't Required, Virus Cases Have Gone Up

public. In those states, new coronavirus cases have risen by 84%, over the last two weeks. In the II states that mandate wearing masks in public, new cases have

Der Flugverkehr nimmt langs

2.0.011日日日の10日の日本市場の日本市場の日本市場の日本市場 51%,总给俄索达3970万美兴」但在几年后到藏古王祭物





### Maps that tell stories.

Make a storymap now







# Educational Use of Social Media

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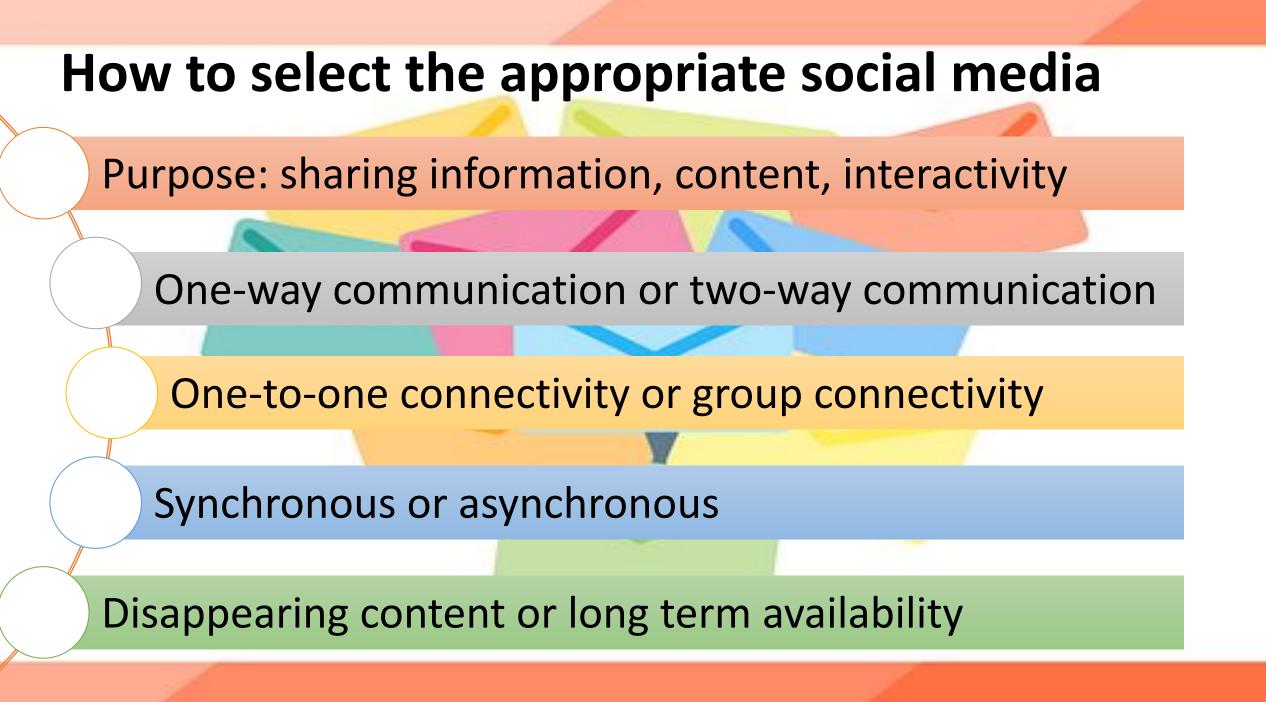
# What is social media?

•Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities.

•Websites and applications that enable users to create and share content or to participate in social networking.

## Various forms of social media

Messaging Apps	<ul> <li>WhatsApp, Telegram, Signal</li> </ul>
Social Networking	<ul> <li>Facebook, Twitter, LinkedIn</li> </ul>
Photo Sharing	<ul> <li>Instagram, Pinterest</li> </ul>
Video Sharing and interactivity	<ul> <li>YouTube, Vimeo, Tiktok, Instareels, FBlive</li> </ul>
Blogging/Community Building	• Tumblr, Reddit
Social audio platforms	<ul> <li>Clubhouse, Twitter Spaces, Spotify</li> </ul>



# **Messaging App**

- Instant messaging
- Group discussion
- Sharing content
- Developing networks



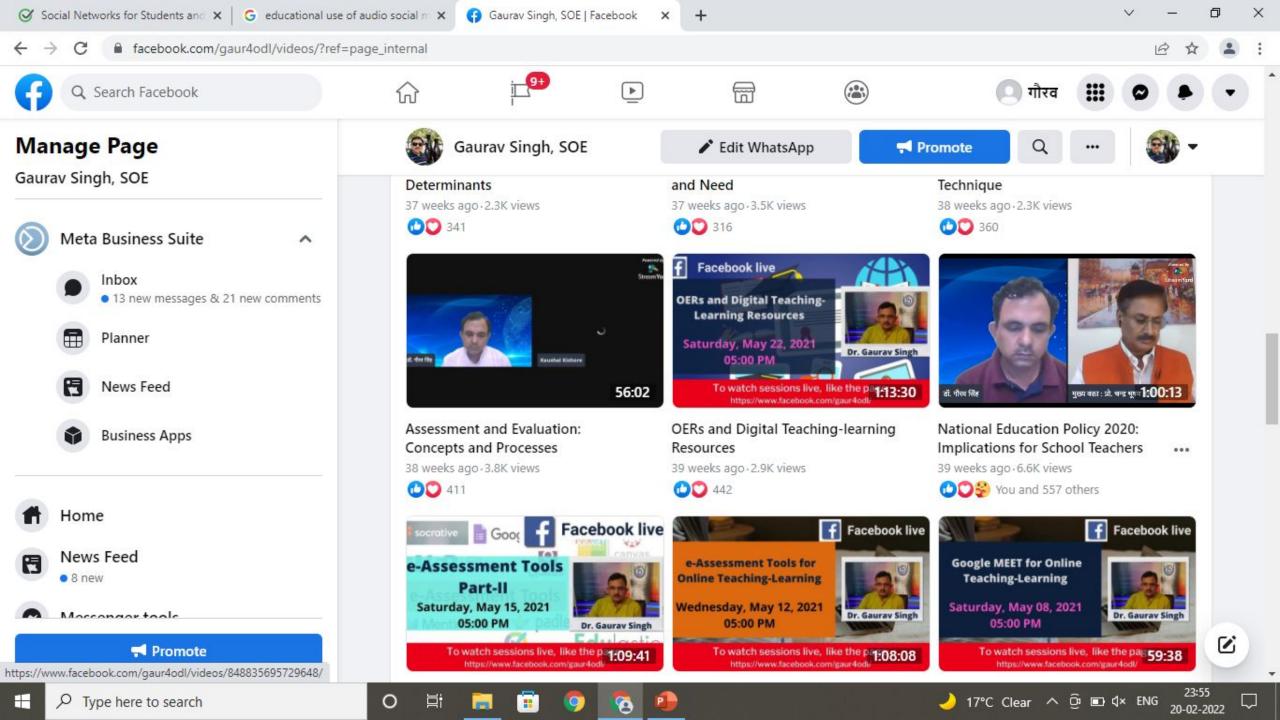






# Facebook profile, Group, and page

- •Profile: To disseminate information in the public, asynchronous tool
- •Group: Open or closed group, selected participants, controlled
- •Page: one-way communication, more control, content hosting



# **Audio Social Media**

- Group discussions
- •Live audio-streaming

# Clubhouse Drop-in Audio





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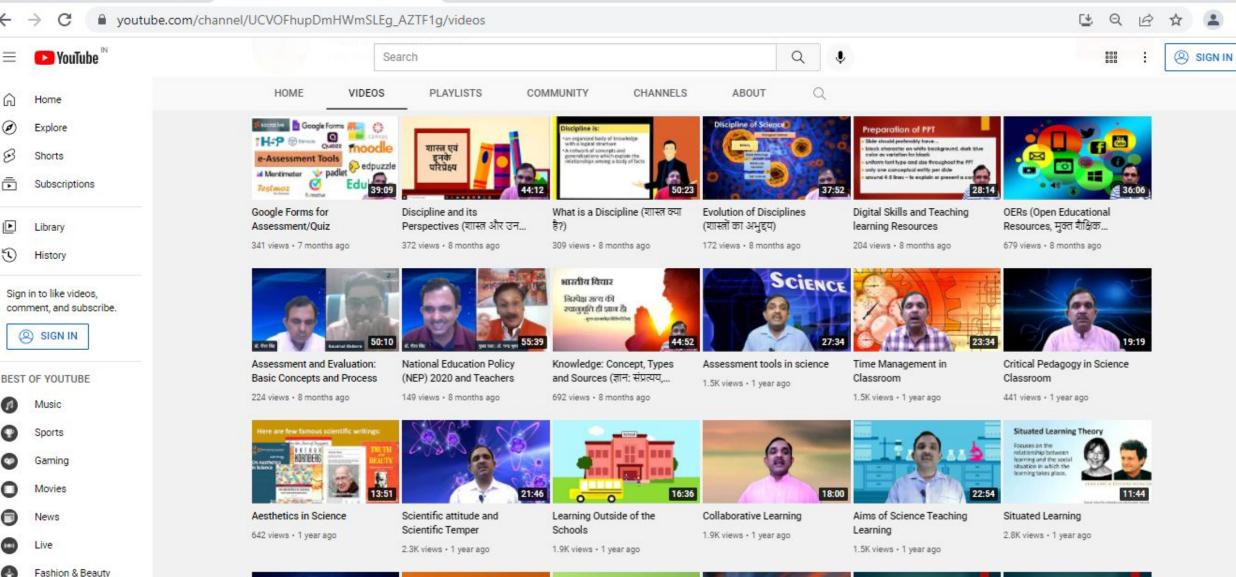
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# **Social Media Safety**

- Be Cautious of Sharing Too Much
- Adjust Privacy Settings
- Limit Details About Work History
- Verify Who You're Connecting With
- Keep Control of Comments Be Aware of Impersonators
- Control What Information is Shared with Outside Sources
- Be Careful of Over-Friending
- What Goes Online Stays Online



# Enjoy networked learning...

