The Role of Social Media in Educational Communication Management

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Abstract. Social media has experienced rapid development and become an important part of people's daily lives. This phenomenon has also impacted the world of education, where educational institutions and students are increasingly using social media as a means of communicating and interacting. This research aims to dig deeper into how social media can be optimised to strengthen educational communication effectively while addressing the potential risks that arise. The current research type is qualitative. Data collection techniques include listening and recording important information to conduct data analysis through data reduction, data display, and conclusion drawing. This study found that social media has a significant role in educational communication management. By facilitating information sharing, collaboration, active participation and professional development, social media has changed the way we interact and learn in this digital era. However, the use of social media also brings challenges related to invalid information, privacy, cyberbullying and online bullying.

Keywords: Social Media, Communication Management, Education

1. Introduction

The phenomenon of social media has undergone significant growth and has emerged as a pivotal component in individuals' everyday routines [1]. The impact of this phenomena is particularly evident in the realm of education, as educational institutions and students are progressively utilizing social media platforms for communication and interaction purposes [2].

The utilization of social media in educational communication management has significant opportunities within the dynamic landscape of the digital era [3]. This medium holds the potential to enhance information accessibility, foster knowledge sharing, and facilitate cooperation among students, instructors, and parents. Social media platforms have the potential to serve as a valuable instrument for fostering community engagement and enhancing involvement in educational endeavors [4].

Previous studies have also found that social media plays a crucial role in educational communication management. A study was undertaken by [5] with the objective of analysing the utilisation of social media as a means of public relations communication within educational institutions. This study employed a literature review methodology, wherein a comprehensive analysis was conducted on a selection of research papers. The sample comprised 10 articles of national origin and 10 publications of international relevance. The examination of the articles revealed various functions of social media that can facilitate the execution of school public relations management. The aforementioned functions encompass: (1) The use of social media as a medium for information dissemination and communication, (2) The utilisation of social media as a platform for promotional and marketing activities, and (3) The utilisation of social media as a means to establish and cultivate a brand image. The utilisation of social media platforms seems to be advantageous in facilitating public relations endeavours, despite the presence of some challenges that impede its effective implementation. The social media platforms capable of facilitating the execution of public relations management encompass Facebook, Instagram, WhatsApp, YouTube, and Twitter.

[6] also conducted research with the aim of analysing the role of social media in supporting the performance and popularity of higher education institutions. They used data on the number of posts, viewers, followers, and subscribers on each social media managed by higher education and analysed it using regression

to see its relationship with the performance and popularity of higher education in East Java. The results showed that the adoption of social tweeter and YouTube had an impact on higher education performance, namely the number of students. They also found that the increase in the number of visitors to the official website of higher education institutions is influenced by the number of posts, viewers, and followers on Facebook, Instagram, and tweeter social media accounts. From a strategic management perspective, this study sees an opportunity for universities to manage their social media effectively. This will have an impact on increasing online popularity and institutional performance.

Nevertheless, the incorporation of social media in educational communication management presents certain obstacles. Several factors must be taken into consideration, including data security concerns, the dissemination of inaccurate information, and the adverse effects of online interactions. Hence, the primary objective of this study is to further investigate the potential of social media in enhancing educational communication, while also acknowledging and mitigating the associated hazards.

Through an examination of the function of social media in the administration of educational communication, this study aims to offer significant insights for educational institutions, educators, guardians, and other relevant parties. The findings of this study can provide a basis for developing strategies aimed at promoting the responsible utilization of social media in educational settings. Consequently, these strategies can contribute to the establishment of an educational environment that is more inclusive, responsive, and secure in the context of the contemporary digital era.

1.1 Social Media

Social media refers to digital platforms that facilitate user interaction, content sharing, and online communication [7] [8]. These platforms provide users the ability to generate individual profiles or pages, transmit messages, distribute images, videos, and other types of information, and engage in many social endeavors. Several well-known social media platforms include Facebook, Twitter, Instagram, LinkedIn, YouTube, WhatsApp, among others. Social media platforms vary in terms of their features and functionality; nonetheless, their primary objective is to enable users to engage in social interactions and exchange information.

The advent of social media platforms has significantly transformed the manner in which individuals engage in communication, interact with one another, and disseminate information [9]. Social media platforms have emerged as a significant medium for disseminating news, advocating for ideas, endorsing products or services, and establishing both social and professional connections [10]. Nevertheless, as previously said, the utilization of social media presents other obstacles, such as concerns around data security, the dissemination of false information or deceptive content, and the adverse consequences associated with inappropriate online conduct. Hence, it is imperative to maintain a judicious equilibrium between the utilization of social media and the cultivation of consciousness, ethical considerations, and responsible conduct when engaging in online interactions.

1.2 Communication Management

Communication management is the process of effectively planning, organising, directing and controlling organisational communication [11]. The main objective of communication management is to create and maintain the flow of appropriate and relevant information within and outside the organisation. In the context of education, educational communication management includes efforts to manage communication between the various parties involved in education, such as students, teachers, parents, administrative staff and the community. Educational communication management involves setting up an efficient and effective communication system to ensure up-to-date information, planning educational programmes, evaluating student performance, as well as building good cooperation between schools and families [12] [13]. Important aspects of communication management include:

1. Communication planning: Planning the message to be delivered, who will receive the message, and what media will be used to deliver the message.
2. Organising communication: Organising the flow of communication, dividing tasks and responsibilities in delivering messages, and managing communication resources.
3. Directing communication: Directing the direction and purpose of communication to suit the education strategy and the needs of the parties concerned.
4. Controlling communication: Monitoring and evaluating the communication to ensure the messages are delivered correctly and on time.

Good communication management in education is essential for creating a transparent environment, building trust and enhancing active participation from all parties involved in the education process. It can help to create

positive and supportive relationships between educational institutions, students, teachers, parents and the community as a whole.

1.3 Education

Education is a structured and methodical endeavor that seeks to facilitate the transmission of knowledge, skills, values, and cultural norms from one generation to succeeding ones [14]. The primary objective of education is to facilitate the optimal development of people' potential and enable them to actively contribute to society [15]. The process of education typically occurs within formal institutions, such as schools and universities [16] [17]. However, it can also transpire beyond these formal settings, encompassing everyday experiences, social interactions, and alternative learning contexts. Education entails a dynamic exchange between educators and learners, wherein educators assume the position of facilitators of learning while learners actively engage in the assimilation, analysis, and comprehension of the subject matter. This technique facilitates the whole growth of students, encompassing their intellectual, emotional, social, and physical dimensions. Education not only facilitates the acquisition of knowledge and skills, but also has influence on the development of an individual's personality and character [18]. The education process is anticipated to encompass ethical ideals, morality, and a constructive disposition towards learning and the encompassing environment. Education plays a pivotal role in influencing the trajectory of a nation and its societal development [19]. By facilitating the provision of high-quality education, individuals can effectively cultivate their inherent capabilities, foster groundbreaking ideas, and actively contribute to the advancement of society and the global community.

2. Method

The objective of this study is to examine the impact of social media on the management of educational communication. In this study, the researchers employed a library-based research approach to collect data, so avoiding direct fieldwork. Instead, they examined a range of reference sources that provided relevant support for their research. The material was sourced from online media and databases available through journal portals that align with the keywords relevant to this discourse, specifically examining the function of social media in managing educational communication. The author adopts a flexible approach in identifying pertinent reference materials, without specifically emphasising particular journal portals or online media platforms such as Emerald Insight, ResearchGate, and Elsevier article portals. This essay centres on the examination of social media's function in managing educational communication. The author emphasises specific keywords in order to maintain the focus of the search and prevent the broadening of the primary subject. The search encompassed scholarly journals, articles, and publications primarily published between the timeframe of 2014 to 2023. Only scholarly articles, journals, and publications pertaining to the impact of social media on educational communication management will be selected from the search results.

This research is a type of qualitative research. Data collection techniques include listening and recording important information to conduct data analysis through data reduction, data display, and conclusion drawing to obtain a picture of the conclusions regarding the literature study that will be developed in this study. Data validation uses triangulation of data sources.

3. Result and Discussion

In the current digital era, social media plays a crucial role in the management of communication within the field of education. This position encompasses a wide array of responsibilities, encompassing the dissemination of knowledge, fostering collaboration, and encouraging active engagement from stakeholders within the field of education.

To begin with, social media platforms facilitate the dissemination of educational content [20]. Educational institutions, including schools and colleges, possess the ability to expeditiously and effectively disseminate up-to-date information, announcements, and events by using diverse social media platforms, such as Facebook, Twitter, and Instagram. Therefore, individuals within the educational community, including students, staff members, and parents, are able to conveniently obtain current information without being dependent on conventional mediums like newspapers or tangible fliers. Furthermore, social media platforms serve as a means to enhance collaboration among educators, professors, and students within the educational context [21]. Educational platforms such as Google Classroom, Edmodo, and Microsoft Teams facilitate the dissemination of course content, assignments, and supplementary resources through online channels. In addition to overcoming limitations of time and space, students are afforded the opportunity to engage in discussions, pose inquiries, and

foster interactions with both their instructors and peers via social media platforms. The subsequent function serves as a vehicle for pupils to delve into their potential and express their creativity [22]. Social media platforms provide students with diverse means of articulating their thoughts and opinions, encompassing mediums such as blog entries, videos, and podcasts. This circumstance presents a favorable occasion for individuals to enhance their aptitude in communication and presentation, while concurrently broadening their social connections inside the realm of schooling.

In addition, social media serves to enhance the connection between educational institutions and their alumni and communities [23] [24] [25]. Alumni have the opportunity to maintain contact with their alma mater by means of specialized groups and pages, thereby facilitating their engagement in activities, exchange of experiences, and contributions to the educational institution. The implementation of this initiative has the potential to yield favorable outcomes in terms of fundraising efforts and the facilitation of knowledge and experience sharing among students enrolled at the educational institution. Nevertheless, the utilization of social media in the management of educational communication presents certain obstacles. The dissemination of inaccurate information or hoaxes can rapidly propagate and result in confusion or potential harm within educational institutions. Hence, it is imperative for education stakeholders to exercise caution in validating the veracity of content prior to its dissemination via social media platforms. Furthermore, the issue of privacy is also a significant problem when it comes to the utilization of social media in the realm of education. It is imperative for educational institutions to implement suitable strategies in order to safeguard students' personal information and uphold the integrity of data saved or disseminated via social media platforms.

Fundamentally, the advent of social media has brought about a profound transformation in the realm of educational communication. Through the strategic utilization of social media platforms, educational institutions have the potential to enhance the efficiency of communication, foster stronger connections with stakeholders, and facilitate a broader range of digitally integrated learning opportunities. In the current era of heightened connectivity, it is imperative to acknowledge the undeniable advantages and potential of social media in the realm of educational communication management, despite the inherent issues it presents.

Social media has a vital role not only in facilitating educational communication management but also in exerting a wide-ranging influence on the development of an inclusive and environmentally conscious school culture. Within the realm of social media, many educational groups and communities have the ability to establish connections, exchange perspectives, and engage in collaborative efforts, all without being constrained by geographical limitations. This presents possibilities for expanding perspectives and accessing knowledge from many cultural, ethnic, and social contexts. Within this particular framework, social media possesses the potential to serve as a potent medium for advocating significant matters within the realm of education [26], including but not limited to gender equality, the integration of students with special needs, and the promotion of fair and impartial access to educational opportunities. The dissemination of crucial messages and the promotion of beneficial transformations within the education system can be facilitated through the utilization of social media platforms, campaigns, and movements [27]. However, in order to attain a favorable outcome, it is imperative that all stakeholders in the field of education possess a strong understanding and proficiency in social media literacy. It is imperative for students, teachers, and parents to possess the necessary skills to effectively navigate social media platforms, discern and address misleading or detrimental information, and uphold the principles of ethical conduct and online etiquette.

Furthermore, it is imperative to give special consideration to social media management in the realm of education due to the probable occurrence of cyberbullying and online bullying. It is imperative for educational institutions to proactively monitor and address undesirable behaviors, hence implementing necessary steps to safeguard pupils from potential hazards. In addition, the utilization of social media can provide education professionals with new avenues for self-improvement and ongoing learning [28]. Teachers and lecturers have the opportunity to engage in knowledge-sharing and professional networking through discussion groups and social media platforms. These platforms enable them to exchange experiences, explore novel ideas, and stay updated on the newest advancements in the field of education. Furthermore, social media platforms offer educators the opportunity to access educational resources, such as online courses or webinars, so enabling them to continuously enhance their abilities and expand their knowledge.

One notable aspect to emphasize is the significant influence that social media plays in the management of communication within the field of education. Social media has significantly transformed our methods of interaction and learning, encompassing several aspects such as information sharing, cooperation, and active engagement in educational matters. Nevertheless, the utilization of social media in education necessitates a cognizance of the obstacles and potential hazards, along with the capacity to prudently navigate these platforms in order to get optimal advantages for an all-encompassing, competitive, and forward-thinking educational landscape.

4. Conclusion

Social media plays a significant role in educational communication management. By facilitating information sharing, collaboration, active participation and professional development, social media has changed the way we interact and learn in this digital age. However, the use of social media also brings challenges related to invalid information, privacy, cyberbullying and online bullying. Therefore, awareness of social media literacy and online communication etiquette is important in the use of social media in education. Given all the above, this study arrives at the following suggestions:

1. Improving Social Media Literacy: Educational institutions should integrate social media literacy as part of the curriculum or teaching programme. This will help students, teachers and parents understand how to use social media wisely, identify invalid information and recognise the potential dangers associated with cyberbullying and online bullying.
2. Supervision and Coaching: Educational institutions need to have supervisory policies and mechanisms in place to monitor students' behaviour in interacting on social media. In addition, it is important to foster an environment where students feel safe and comfortable to participate in discussions and share ideas online without fear of being bullied or harassed.
3. Education for Positive Use: Students, teachers and parents need to be educated on the positive potential uses of social media in education, such as advocacy campaigns, collaboration and professional development. By understanding the benefits, they will be more motivated to optimise social media for learning and knowledge exchange.
4. Sustainability of Online Learning: Teachers and lecturers can utilise social media as a means to expand and diversify learning resources for students. By utilising discussion groups or professional networks, educators can continue to hone their skills and knowledge, and keep up with the latest developments in education.
5. Privacy and security awareness: Educational institutions should maintain the privacy of students' personal data and take steps to protect information published through social media. Students should also be taught about the importance of maintaining privacy and avoiding sharing sensitive personal information on social media platforms.

By taking these steps, the use of social media in education can be optimised to support more inclusive, competitive and future-looking learning. The benefits of social media use will be even greater when accompanied by an awareness of the risks and ethics of good use in education.

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