SOCIAL MEDIA FOR SKILLS DEVELOPMENT

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Abstract - *A survey was conducted on the e-learning skills and using social media skills development of the students and staffs. We discuss the impact of the course on the students' and staffs e- learning skills and knowledge on social media tools. The challenges in learning virtually and points for improvements for conducting online courses are also discussed. The shared outcomes and the research findings from this article are useful to people who intend to use or already using social media techniques and tools for teaching.*

Keywords: Communication tool kit; E-learning; Face book;pros and cons; Social networking.

1. INTRODUCTION:

Social Networking has become very popular during the past few years, but it can still be very difficult to understand for someone new to social networking. The open-ended natures of social networks add to this. Once signed onto a social network, having answered a few basic profile questions, it is easy to sit back and wonder what you are supposed to do next. These days the social networking sites have become extremely popular among the youth as well as the professional people. The growing popularity of these sites and the effect it has the benefits that it brings along, it can be easily predicted that its popularity is sure to grow much more. Some of the sites such as Friendster and MySpace are the two most popular sites that aim to build special niche for people who share common interests and passions. Whereas social networking sites such as Twitter and LinkedIn are more professionally related and help the business men promote their businesses. However, everything has a positive and negative side. Similarly, the social networking sites are also made up of their set of pros and cons.

2. SOCIAL MEDIA:

Refers to the means of interactions among people in which they create, share, exchange and comment contents among themselves in virtual communities and networks. Michael Haenlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web, and that allow the creation and exchange of the social media employ mobile and web-based technologies to create highly interactive platforms via which individuals and communities share, co create, discuss, and modify user-generated content. It introduces substantial and pervasive changes to communication between organizations, communities and individuals.

Different types of social media include collaborative projects such as blogs such as social networking sites like content communities like and virtual worlds like Second Life. As of 2012, social media has become one of the most powerful sources for news updates through platforms such as Face book, Blogger, Twitter, Word Press, LinkedIn, Interest, Google. Tumblr, MySpaceandWikia. an increase in mobile social media which has created new opportunities, in particulate for business, which are able to utilize social media for marketing research, sales promotions, and customer relationship development among others.

Social media differentiates from traditional/industrial media in many aspects such as quality, reach, frequency, usability, immediacy and permanence. The internet usage effects of social media as of 2012 are, according to Nielsen, that internet users continue to spend more time in social media than any other site. The total time spent on social media in the U.S. across PC and mobile devices increased by 37 percent to 121 billion minutes in July 2012 compared to 88 billion minutes in July 2011.

Much of the criticism of social media are about its exclusiveness as most sites do not allow the transfer of information from one to another, disparity of information available, issues with trustworthiness and reliability of information presented, concentration, ownership of media content, and the meaning of interactions created by social media. The social media has positive effects such as allowing the democratization of the internet while also allowing individuals to advertise themselves and form friendships.

3. MEANING:

Social networking is the grouping of individuals into specific groups, like small rural communities or a neighborhood subdivision, the social networking is possible in person, especially in the workplace, universities, and high schools, and it is most popular online. It is a virtual social world where you make friends, exchange photographs, strike business deals, play games, fall in love, split, fight, argue and quarrel without having met these people in flesh and blood.

4. CLASSIFICATION OF SOCIAL MEDIA:

Social media technologies take on many different forms including magazines, photographs or pictures, video, rating and social bookmarking. A set of theories in the field of media research (social presence, media richness) and social processes (self-presentation, self-disclosure) Kaplan and

Haenlein created a classification scheme in their Business Horizons (2010) article, with six different types of social media: collaborative projects (for example, Wikipedia), blogs and microblogs (for example, Twitter), content communities (for example, YouTube), social networking sites (for example, Facebook), virtual game worlds (e.g., World of Warcraft), and virtual social worlds (e.g. Second Life). Technologies include: blogs, picture-sharing, vlogs, wall-postings, email, instant messaging, music-sharing, crowdsourcing and voice over IP, to name a few. A lot of services can be integrated via social network aggregation platforms. Social media network websites include sites like Facebook, Dreams village, Twitter, Bebo and MySpace.

5. PROS AND CONS OF SOCIAL NETWORKING:

The social networking websites are more like the virtual meeting places where people can just chill and hang out with friends. They can discuss on different topics, share information, and exchange files and pictures. There are some people who use these sites as a platform to meet long lost friend and batch mates, whereas there are others for whom it becomes a bridge to meet their future love. You can either reconnect with your friends and family members or search a dating partner. People also use these websites to promote their blogs and services. The professional people uses this as a medium to raise their visibility, get noticed, tell about their company, service, and get more clients. By joining different communities, now people can easily know about the latest news related to that community. You can easily get the experts' advice on any challenge you may face related to their topic of interest. The best part of this is that the advice is free. Experts are always ready to give their advice and share information with you. These are just some of the several positive things that have contributed to make social networking really popular among people and spread smiles. It has made world a small pace and everyone can stay connected.

Cons: Social networking helps in a lot of ways but the users have to really careful to stay secure and safe. Security is one of the topmost concerns of social networking sites that you currently use. This is mainly because the social networking sites allow you to display your personal information such as name, location, and email address. There are some people who always in search of a fake identity. If they get all the information about you on internet, they may use your identity for different type of illegal activities, which may cause you problems in future. It is always advisable to don't provide your entire identity information online. You may get many requests for adding as friends or joining different communities. Always try to know as much as possible before adding anyone as friend or joining any community. Because they may use fake identity or may involve in some illegal activities, which may spoil your image.

6. SOCIAL NETWORKING SITES (SNSS) HAVE THEIR OWN PROS AND CONS:

➢ They serve to be a good medium to stay connected with friends and family, to meet new People, and make new friends.

➢ People using the platform to make important announcements, inform each other about new Businesses and personal developments in one's life.

➢ It serves as an effective method for reaching out to people and get instant reactions.

➢ Those that are shy and slow to warm up are seen to find this a safer zone to initiate Conversations.

➢ It is less threatening and gives the space to be out there, yet not lose your control.

➢ This can be comforting for people who are otherwise fearful of having to make direct, Head-on conversation with others.

➢ Our society is not a homogeneous group. It comprises all kinds of people, from varying Backgrounds and mindset. This can neither be controlled nor overlooked.

7. SOCIAL NETWORKS AND EDUCATION:

Social networks are also being used by teachers and students as a communication tool. Because many students are already using a wide-range of social networking sites, teachers have begun to familiarize themselves with this trend and are now using it to their advantage. Teachers and professors are doing everything from creating chat-room forums and groups to extend classroom discussion to posting assignments, tests and quizzes, to assisting with homework outside of the classroom setting. Social networks are also being used to foster teacher-parent communication. These sites make it possible and more convenient for parents to ask questions and voice concerns Without having to meet face-to-face. The advent of social networking platforms may also be impacting the way(s) in which learners engage with technology in general. For a number of years, Prensky's (2001) dichotomy of Digital Natives and Digital Immigrants has been considered a relatively accurate representation of the ease with which people of different ages particularly those born before and after 1980--use technology. Prensky's theory has largely been disproved not least on account of the burgeoning popularity of social networking sites and other Metaphors such as White and Le Cornu's Visitors and Residents (2011) are gaining greater currency. The use of online social networks by libraries is also an increasingly prevalent and growing tool that is being used to communicate with more potential library users, as well as extending the services provided by individual

libraries. Social networks are being used by activists as a means of low-cost grassroots organizing. Extensive use of an array of social networking sites enabled organizers of the 2009 National Equality March to mobilize an estimated 200,000 participants to march on Washington with a cost savings of up to 85% per participant over previous methods. The August 2011 riots in the United Kingdom were similarly considered to have escalated and been fuelled by this type of grassroots organization.

8. SOCIAL MEDIA FOR SKILL DEVELOPMENT:

➢ A two hour introductory session exploring the communications challenges and opportunities of social media, tailored to you, your staff and your business.

➢ A two hour session on how to build a social media profile for your business, how to define the message, the vehicle, the personality, the frequency and decide on budget and responsibility.

➢ A day-long session focusing on how to create an effective social media strategy, bind it to your communications strategy, agree the core message, set up the relevant accounts/profiles and establish the appropriate measurement tools.

We understand it takes time to learn to be a great communicator. when you know what you want to communicate and how you want to communicate it, there isn't time or resource in the business to allow you to do it spectacularly well.

So once we've been through the training together, we've helped you assess the market opportunity and create a dynamic social media strategy – both online and offline – and coached you through the process of launching your new online identity, advising on blogs, Twitter strategy, LinkedIn and Facebook, you might decide you'd like us to stay by your side. If you want to outsource your social media communications, then we can manage that for you too, but at the very least we will be on hand to coach you to be able to do it all on your own.

9. CONCLUSION:

Social Networking is a nice form of entertainment, great for meeting people with similar interests, and can be a very effective business technique for entrepreneurs, writers, actors, musicians or artists. Most of us have hobbies, or things that we are keenly interested in such as books, television, video games or movies. Social networks allow us to reach out to others that have the same interests. Social media websites, such as Facebook and Twitter, have become nearly inescapable facets of modern life, particularly for kids. A new report suggests they can have real benefits and risks for children. These sites, and virtual gaming worlds, allow users to interact with each other and they are where children and adolescents are spending a lot, if not most, of their free time, according to a report on the impact of social media just released by the American Academy of Paediatrics. The report says that more than half of adolescents log on to a social media website at least once a day, and nearly one-quarter of teens say they log on to their favorite social media sites 10 or more times each day. In the knowledge society, in addition to technical skills and access to information technologies, it is becoming increasingly important for people to have diversified and supportive social connections. Although resources and opportunities may be available, one may not necessarily be aware of their existence, or even have direct access to them. In those cases, knowing people from different backgrounds, grades of expertise, and social levels turns out to be essential.

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