

**SBC (2) (II.6.2) Social-Media for Educational Communication
Skill Based Course**

1. Credit Distribution of the Course

Course title & Code SBC (2) (II.6.2)	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Social-Media for Educational Communication	2	1	0	1	Undergraduate	-

2. Learning Objectives

The course prepares learners to understand the role of social media in modern educational communication. It will help learners to develop effective strategies for effective communication through content writing, information dissemination and professional networking. Students will be equipped with knowledge and understanding of ethical concerns and responsible use of social media for educational purposes. Evaluate the ethical and privacy concerns associated with social media use in education.

3. Learning Outcomes

- understand the use and type of social media in educational communication;
- apply social media strategies in learning communities;
- build professional working networks using social media platforms for academic collaborations;
- address ethical concerns and privacy issues in the use of social media;

4. Syllabus

Unit 1 Introduction to Social Media in Education - Digital literacy and media fluency, role of multimedia (videos, infographics, podcasts) in educational communication, popular media platforms: Facebook, Twitter, LinkedIn, YouTube, Instagram, TikTok, and educational blogs.

[7 hours]

Unit 2 Strategies for integrating social media in education ecosystem - Use of social media in classroom, social media for academic networking and professional development (LinkedIn, ResearchGate, and Twitter), Ethical considerations and responsible social media use.

[8 hours]

5. Illustrative Practical Details [30 hours]

- Compare and list best practices of different social media platforms (Facebook, X/Twitter, LinkedIn, YouTube, Instagram, Threads) for educational engagement and ethical practices.
- Create a professional social media profile as an education specialist for academic purposes.
- Develop content strategies using social media for flipped classroom.
- How to use an academic search engine for professional networking?

6. Essential Readings

- Richardson W. (2010). *Blogs, Wikis, Podcasts, and Other Powerful Web Tools for Classrooms*, Corwin Press.
- Cain J. & Policastri A. (2011). *Using Social Media in the Classroom: A Best Practice Guide*, Routledge.
- Garrand, T. (2024). *Writing for Interactive Media*. Routledge.

7. Suggestive Readings

- Lister, M., & Pritchard, P. (2020). *Digital storytelling in the classroom: New media pathways to literacy, learning, and creativity*. Routledge.
- Winer, D. (2019). *The social media workbook for educators: A step-by-step guide to crafting a social media strategy for your classroom*. Routledge.
- Veletsianos G. (2020). *Learning Online: The Student Experience*, Johns Hopkins University Press.