

**Review Paper****Role of Social Media Tools for Sustainable Learning**Dr. Lakhnesh Pandey^{1*} and Dr. Geeta Tomar²¹ Associate Professor, Kopal Institute of Management Studies, Bhopal, India.² Associate Professor, Shri Guru Sandipani Institute of Management, Affiliated to Vikram University, Ujjain MP, India.**ARTICLE INFORMATION****ABSTRACT****Corresponding Author:**

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Social media is significant platform for sustainable learning where group of people come across the globe and shares their experience and knowledge through internet-based technology. It has huge collection of information which helps the academicians to enhance their practicality of real world and help in educating their students. Social media directly connect student participation improved when the social media platforms were integrated with learning programs. Social media is the mode of future education. It is full of community-based input, contact, content-sharing, and alliance. Social media helps the learner to inculcate the new learning of different sectors. Even the number of universities and institutions are establishing and providing social media for learning and skill development among the students in higher education field. The present study deals with the overview and idea about social media tools and their use. There are various tools which are used by students, learners, teachers and academicians as learning tool; Podcasts, Blogging, Facebook, LinkedIn, YouTube, Twitter, Google Collaboration Tools, Webinars, Instagram Google Docs, Wikis and other collaborative document tools and Project Management Apps to stand-in and rationalize collaboration. The findings of the case study focus on the various tools of social media which help the learners to identify and use the various tools for sustainable development. This article cum case study will help the new learners and academicians to have overview about the tools of social media for learning. In nut shell social media are playing key role in shaping the students learning model and their interpersonal skills. There is wide scope of social media tools for students, learner, academicians, professionals etc.

Introduction**Role of Social Media Tools for Sustainable Learning**

Social media is significant platform for sustainable learning where group of people come across the globe and shares their experience and knowledge through internet-based technology. It has huge collection of information which helps the academicians to enhance their practicality of real world and help in educating their students. Social media directly connect student participation improved when the social media platforms were integrated with learning programs. Social media is the mode of future education. It is full of community-based input, contact, content-sharing, and alliance. Social media helps the learner to inculcate the new learning of different sectors. Even the number of universities and institutions are establishing and providing social media for learning and skill development among the students in higher education field.

The present study deals with the overview and idea about social media tools and their use. There are various tools which are used by students, learners, teachers and academicians as learning tool; Podcasts, Blogging, Facebook, LinkedIn, YouTube, Twitter, Google Collaboration Tools, Webinars, Instagram Google Docs, Wikis and other collaborative document tools and Project Management Apps to stand-in and rationalize collaboration.

Social Media Learning

Social media learning is new and fastest growing tools of learning. Not only the students but also the users are interested to learn various skills and their interested things through web based technology. It is very common phenomena that whenever a person wants to know about anything he/ she visited the social media platform for getting information. Social media is stage where group of people come across the globe and shares their experience and knowledge through internet-based technology. It has huge collection of information which helps the academicians to enhance their practicality of real world and help in educating their students.

There are various studies, articles and practices adopted by many foreign universities and institution for students learning from social media tools. Some of the studies are as follows;

The London College of International Business Studies highlighted that social media tools help the students as well the researcher for learning and suggest use of Youtube and facebook for communication and connecting with experts. Connie Malamed focused on the use and importance of some social media tools like Auacity, Edublogs Campus, Elgg, GoToMeeting, Google Collaboration Tools, MindMesiter, Talkshoe, VoiceThread, Wikispaces, Yammer. The findings of the case study focus on the various tools of social media which help the learners to identify and use the various tools. Lisa Chesser focused on the best use social media tools like as The Connected educators, Edmodo, TedEd, Google+, Twitter, Instagram, Vimeo, WordPress, Blogger, skype, Pinterest, YouTube, TeacherTube, Acedemia.edu, LinkedIn, Labroots, ResearchGate, LabforCulture.org, CultureInside, GogoYoko, Sgrouples, DailyMotion, RebelMouse, HootSuite. Stephanie Norman (2016) described that how to use social media tools for learning. He focused on creating an account on facebook, blogging, Twitter, Pinterest, Youtube and use it for learning. Lila Daniels (2016) explained that Twiducate, TweenTribute, Blackboard, EDU2.0, Wikispace Classroom, Edmodo, Skype, MinecraftEdu, Sumdog and Twitter. University of Leicester highlight that Facebook, Google Plus, Twitter and Flickr, and open social platforms like blogging, are using by learner in learning of skills and communicate within the group of other students and with subject experts.

Sustainable Learning

Social media help to connecting teachers and educators with social learning resources and expert knowledge for sustainable development to inspire learners about sustainable learning. Sustainable learning is useful for teachers, educators and learners that matters in their learning. that lasts. Its foundation is effective classroom practice, and its goal is to provide for the learning needs of all students throughout their school years and into lifelong learning.

Social Media Consequence on Learning

Social media directly connect student participation improved when the social media platforms were integrated with sustainable learning programs. Social media is of the mode of future education. It is full of community-based input, contact, content-sharing, and alliance. Social media helps the learner to inculcate the sustainable learning of different sectors. Learner come forwarded and using latest sources of social media for their learning. It plays important role in self-learning and self-development. Sustainable learning through social media influences the behavior and knowledge of an individual. As one coin has two sides likewise social media has both kind of influences like positive consequences and negative consequence on learning of the individual or student. There are various factors which influence the learning of a student like individual personality, group belongingness and social factors. Every factor has their positive and negative consequences; some of them are as follows.

Social Media Positive Consequence on Learning

Social media is emerging tools of learning in current era. It easily connects with learning groups, educational system and freelancer education providers. Social media tools offer the multiple learning opportunities to improve students learning methods. It helps in getting information, get the experts suggestions and advices, able to develop the institutions communication, helpful in research, improving learning management system and also build social credibility. Social media has the answer of all the questions and queries. Social media now become the part of common man life. On social-media platform people share and gain the knowledge about new or unknown things. It help in enhance the logical thinking, communication skill on social media platform, focusing on quick and fast reply or answers, solve users queries and have quick reactions too. This is all about the positive consequences of social media.



Fig.1: Consequences of Social Media for Learning

Social Media Negative Consequence on Learning

The other side of the social media for sustainable learning is negative aspects. Learners pass more time on internet. Most of the learners diverted toward other thing and waste their time. Many times, students get fraud by individuals and institutions by offering the fake degrees and certificates online. Many academicians not appreciate the social media for learning and they believe that it is just a matter of wastage of time and spreading wrong information and concepts. Social media as learning tool which spoils the language of students because many people use, jargon, slang language and wrong words for their writing skills. Social media learning is also affecting the learner’s interpersonal skills, physical and emotional balance caused by social media makes students irritable and dull. It has lack of authenticity of information. No accurate based it mentions for accuracy. Anyone can edit

the content without any strong proofs and strong base. Social media for learning is very dangerous for new learner in absence of learned person or supervisor. Some time students trap in various kinds of schemes and offer given by social media partners.

Social Media Tools for Sustainable Learning

Social media provide a collaborative environment for sustainable learning and an open forum for healthy interaction to experts, academicians and other users. It also helps the learner and encourages them for effective learning. Social media not only developing creative and critical thinking, but also developing communication processes. Due to lack of time and efforts, new learners are turning into new tools of learning i.e., Social media. It helps the learner in self-directed learning. Using social media for enhancing their knowledge and skills are by following simple process of searching on social media tools. Social media also allows freedom of selection and connection beyond the physical classrooms. It means students can start learning from anywhere at any time. Now a day's classroom learning pattern is changing day by day. E-learning tools taking place for the students learning process. Even though social media tools adopted and used by educational institutions for students learning and trying to provide updated information and technology to their students and faculty members too.

Social Media Tools

Social media tools like LinkedIn, Google Plus, Facebook and Twitter and open social practices like blogging, are using in learning for convenient communication. Many social media are attractive and easy to use by the learners and students.

Podcasts are the best medium for sharing content with learners, in which a learner can play on computers and mobile devices. They are quick and easy to record. It can provide a little more hand-holding for popular support, help and learning topics.

Blogging is a simple way for students and learners to write about particular topic, case studies, experiences like travel and experiments. Blogs with comment functionality to share and discuss information

Facebook is very common platform for the users where they can share and use information related to their work and interest. A learner creates an account to share information like ideas, questionnaires, pictures, videos and more. Learners can talk about any topic, issues or concerns. The great part about Facebook is that everyone uses it.

LinkedIn is a professional network site. It offers the advantage of quantifying users by their resume and accomplishments. LinkedIn helps in build connection with professionals specifically with academicians. Educators can connect with each other with recent development, news, opinions and many more.

YouTube is one of the most excellent resources for e-Learning. Learner can create both course and student presentations on YouTube. It is free to use. Instructors can use it to broadcast tutorials. Students and learners can watch the videos and can learn and also give comments and suggestions.

Twitter use is a social site where people come and comment in form of tweet on current issues, news, topics, pictures, video and user can also upload pictures, videos in form of tweet. In Twitter user can re-tweet other tweet. The thumb role of twitter is to tweet with hashtag (#). Twitter and course hashtags to encourage open forum and debate.

Google Collaboration Tools includes various features of Microsoft like word processing, presentations, spreadsheets, videos, team website creation, conversation, email, and photo sharing and more.

Instagram is loved and liked by many learners and students. There are many reasons of using Instagram but the main reason is photos and various effects are available. Learners and students can create effective assignments through Instagram.

Google Docs, Wikis and other collaborative document tools to store and refine data;

Project Management Apps to stand-in and rationalize collaboration. Social media not only create two-way communication and sharing but also provide such an environment for sustainable learning of students.

Findings

The present study dealt with the various tools which are used by students, learners, teachers and academicians as learning tool; Podcasts, Blogging, Facebook, LinkedIn, YouTube, Twitter, Google Collaboration Tools, Webinars, Instagram Google Docs, Wikis and other collaborative document tools and Project Management Apps to stand-in and rationalize collaboration.

Implications

This article cum case study will help the new learners and academicians to have overview about the tools of social media for sustainable learning. In nut shell social media are playing significant role in shaping the students sustainable learning model and their interpersonal skills. There is wide scope of social media tools for students, learner, academicians; professionals etc. social media tools give the broad opportunity to learn the new dimension of the sustainable learning.

Conclusion

Social media is part of life of a common man now. Social media influence our living style, working style and learning style and social behavior. Social media is one of the kinds of active learning for sustainable learning of students. In which students or learners participated directly to any of the platform for active and fast learning rather than passive participation in classroom learning. Social media helps the students and learning to retain the things for longer period of time and perform accordingly. Through social media we can also share the information and articles and get the feedback and comment on it and we can improve it. In nut shell social media is playing significant role in shaping the sustainable learning of students and their interpersonal skills.

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