

Role of Social Media in Communicating with Parents for Their Child's Education

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Abstract—In this article researcher will talk about the various roles of social media used by schools to provide information to parents or family members about their wards' education and their co-curricular activities. Now a days there are various means of communication for involvement of parents in their child's education that will helpful for achievement of students by informing parents on routine basis. With the help of digitalization school are connecting and getting a lot of ideas about providing a platform to all to share their knowledge. Main aim of this article is to find out role of social media between school and parents for enhancing the achievement level of students and to study various media that play an active role between them. A theoretical study will be done. In this article researcher will explore how school use different ways to interact with parents and how it affects children's lives by parental involvement. Due to lack of time parents are not able to visit in school and many times due to work load they are not able to attend PTM and other school activities. In this study researcher find out various ways of connecting with the help of technology some are: WhatsApp, Facebook, twitter, Instagram, school app, virtual pinboards, conferences, mobile calling, school website, e-mail etc. These are some innovative technology that are helpful to connect school with parents or family members. With the help of these technology parents are taking part in their child's education and getting up-to-date knowledge about education system.

Keywords: communication media, student's education, parents.

1. INTRODUCTION

Education is a way of accelerating learning, or getting knowledge, skills, confidence and learning behavior skills. For development of a nation it is necessary that the person who are living there should be education for development of both nation as well as person's development. Now a day's role of technology is increasing in fastest way, it can be as online education, virtual means of education, through workshops, conferences etc. not only for teachers, students but also for parents. Because involvement of parents is always needed in education of their child. Basically, for the progress of any society or community depends on that how they are using their skills, knowledge and ideas about education. If any person not aware about how to utilize various resources for connecting through the technology, then they will not able to utilize them.

Social media is not only a way to connect with others but also for getting more knowledge, creating rapport, and sharing of knowledge with each other.

According to Graham Balfour, "Educational administration is to enable the right pupils to receive the right education from right teacher, at a cost within the means of the state under conditions which will enable the pupils best to profit by their training." It means not only to provide facilities or taking decision but also organize all in best way that will be profitable for all. Need of today's society is that there should be proper coordination between school and parents because if there are not proper communication between them then it will affect the education of students. In the words of Epstein (1995) connecting with the parents as like six major type of immersion of parents is tough to establish a connectivity between parents and teachers. There are various means of communication that are used by teachers and parents for communicate with each other. These means are:

- Facebook
- WhatsApp group
- Twitter
- E-mail
- Instagram
- School Website
- Landline phone
- Mobile phone
- Face to face communication
- Blogs
- Virtual Pinboards
- School's app

These are various means of communication that are used by school and parents for communicating with one to another for

discuss about student's achievement and their day to day activities. Now a days due to increasing role of technology and decline cost of mobile phone, internet or technology, have create a connectivity between teachers, students and parents. In present time child get early access with mobile phone calling, watching videos and playing educational games make them comfortable with that thing or we can say that they are digital natives in 21st century. (Prensky, 2001a, 2001b, 2009).

There should be provision that school authority be aware about what is happening in school and all activities about teachers, students and how can improve level of teachers as well as create relationship between teachers and parents for discuss about student's activities. Child spend limited time in school that's why school cannot place of home but engagement of parents in their child's education and guidance at every step will be beneficial for them for enhancement of their child's skill of learning and motivate them to participate in schools indoor and outdoor activities. Many times, due to lack of time parents are not able to involve in school activities and it affects their child's learning and achievement. At rural area parents get embrace to face teachers in campus due to lack of knowledge of English language then it will be best for both working parents and for those who have lack of confidence in speaking English to connect with the help of technology. With the help of technology working parents can attend Parent Teacher Meeting in virtual way or for other purpose and get update about their children. Now a day's school are also organizing workshop and many other activities for increase the engagement of parents in school activities. Parental engagement can be by various mean like School Management Committee, Parent Teacher Meeting etc. In SMC parent are members who play active role in school activities and discuss solution for various types of school problem.

2. MODE OF COMMUNICATION

There are two ways of communication between parents and school that are one way and two way means of communication. In one way of communication there is written mode of communication that play efficient role to connect with parents and there is most probably need of written skills and content writing. It is most safe and permanent product. It requires skill of organizing, formation and writing content in proper way. (William & Cartledge, 1997)

3. TECHNOLOGY, TEACHERS AND PARENTS

In recent time period in education system a lot of experiment have done that are related to technology for creating better interaction with parents for student's education (Ramirez, 2001). Because school can connect easily with parent's community that helps in students academic and overall all performance improvement.

There are lot of way of creating connection between teachers and parents that directly or indirectly affect the student's

achievement and progress report. Some of them are as like as follows:

Virtual Pinboards: It is a platform that is like Pinterest Support that give permission to pin image used from blogs and website for further use. Virtual Pinboards are graphic alluring and can be use in easy way. It works according to your interest like books, subject specific activities like related to math, science or experiment based. It can be used to provide knowledge about your blogs, website and set up their own account by accessing it. It is easy to connect with parents and sharing of knowledge with their site.

Twitter: It is a mean to connect with other or sharing information up to 140 characters. At this platform parents and teachers can connect with each other by posting, following, links, photos and videos of school activities and tweet can be done with the help of smartphone or computers. It can be used by teachers to inform about any event by publishing that and followed by parents of those whose children are studying there.

Facebook: On this platform school can use a page and invite the parents of those who are studying there for connected there. They can make any specific group according to class wise or based on whole school and update with school trips, field work, school schedule and other co-curricular activities. But there should be focus on learning activities not for chatting.

WhatsApp: It become trend to use WhatsApp for communicating because it is easiest way anyone can send recording like voice recording, video recording and used by maximum no. of persons. Here school teacher can create groups according to class wise and inform all about school activities like time table, subject classes. On this teacher can individual inform parents about their wards performance and parents can ask anything about their ward that they want to ask. At the time of PTM they can video calling for better interaction.

School website: Now a day's schools have their own website where parents can get all details regarding school activities, time table, all details about their ward's like attendance, homework, performance in class test, behavioral records, co-curricular activities etc. Many schools provide login ID to parents for getting details about their own child and all other activities about school.

School App: All the right to open it to those parents whose child are studying there by their individual sing up and outsider cannot get details about their child only parents, students, and school have authority to get details from there like hello parent app. In this app parent set easily all details about their child's attendance, homework, test performance, holidays information, time table and other school activities.

Instagram: All have their individual account and login ID & password of their account. Any person from world wide can

connect with each other. If parents of any child out of location can connect easily and get details of their child. All parent's involvement helps in their child's achievement level that can be directly or indirectly.

Blogs: It is a platform where by creating their account teacher or parents can share their ideas, knowledge, creativity etc. and other can follow. It is useful for development of level of knowledge of both that will be indirectly help to student's achievement.

E-mail: Parents and teachers or school administration can used this for informing any school activities or students' performance and parents will aware about their child's education and can improve by their more engagement in their education. Parents can also mail to school if they have any query or any complain related to their children, teachers, or any other issue.

Phone call: Anytime at cheap cost they both teacher or parent can connect with each other easily and share any issue or performance of students without hesitation. It is not always possible that parents visit at school physically, so it is way to connect with them.

Face to Face communication: By physically visit at school or home it is possible because every time connected with technology is not enough for getting information. It should be duty of parents visit school time to time that will work for their child's education.

In fact, use of internet helps in connecting, updating about homework by involving families is a right step in education system. (Salend, Duhaney, Anderson, & Gottschalk, 2004)

4. LEARNING SEQUEL

Use of technology not only for interaction but also for knowledge development and it also affect the relationship between family and their child that directly affect child's achievement, emotional or social interaction. If a child read story with the help of internet, then for better understanding take help of their own mother or family members in comparison of printed material. (Korat & Or, 2010). with the help of technology parents get aware about their child's social connectivity (82.2%) and able to guide them at every step. 38.7% accepted that their parents are in their friend list. But many time social media affect the education of students because there was no correlation between both, (Badri M, Alnuaimi A, Rashedi A. Asma, Yang G, Tamsah K).

5. SOCIAL MEDIA AND PARENTS

There should be proper utilization of resources for connecting with social media that affect their child's lives and education. Here is some way for better engagement, these are:

1. Right means should be used for child's education without engaging personal be professional with students, teachers and other professionals.
2. There should proper guideline that should be followed at specific platform that not affect teacher's personal life also.
3. By creating class group on twitter or WhatsApp can be social and discussion for of their issue related to education.
4. As comfortable to both parents should informed time to time.
5. Social media should be considered more academic like post news about project, assignment, Edmodo, celly and Remind101 by use of text.
6. It helps to connect beyond the school campus and get education via online sources.
7. There should be rule and regulation to follow that platform and guidelines for parents should be set.
8. These are some tips that should be followed by teachers, students and parents also.

6. CONCLUSION

After reviewing a lot of study researcher found that role of social media in education is increasing time to time and affecting their lifestyle, achievement and connecting with others. Now a day's tagline given to new generation is net generation (Tapscott, 1998). Because without use of technology we can not think to survive in life. Technology makes our life comfortable and helps in getting way of education like online material, online courses, discussion forums for teachers, students and parents, sharing of knowledge and maintain social relationship. With involvement of parents in their child's lives and education helps better to achieve their goals and improve social, emotional skills (Beeker, 2007).

Schools are also playing an active role in increasing role of technology and helps parents to engaged in their child's education because parental involvement in their child's lives need more, they spend maximum number of times with their family or parents. School are getting engaged parents in school activities like as a member of School Management Committee and Parent Teacher Meeting that directly or indirectly affect the educational achievement of their wards.

All these ways of connecting with technology like Facebook, twitter, WhatsApp, Instagram, blogs, WordPress, school website, school individual app, e-mail. Etc. are very helpful to create rapport between teachers, parents and students and sharing of knowledge and getting new ideas about education system will be useful in their school education and their child's performance improvement.

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