Social Media Innovation and the Management of Secondary Schools in Nigeria

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Abstract

This paper examines the integration of social media innovations in the management of secondary education in Nigeria. Social media is defined as a collection of internet-based technological tools that facilitate virtual connections, communication, and information/resource exchange. It serves as a platform for teachers and students to create, share, and interact with educational content and peers. The prominent social media platforms such as Facebook, YouTube, WhatsApp, Telegram, Twitter, and Instagram are highlighted as examples. The roles of social media in secondary education encompass the provision of information resources, dissemination of teaching aids, promotion of blended learning, facilitation of feedback, and enhancement of communication. However, challenges such as the inadequate recognition of the significance of social media, indifference, and lack of technological literacy hinder its effective utilization in the management of secondary education. In response, this paper recommends that secondary school educators embrace social media applications and their integration into education, recognizing them as tools that can enrich the teaching and learning process.

Keywords: Social media, innovation, management.

Introduction

Social media has infused every sphere of life. It has become one of the most essential parts of our daily life as it enables teachers, organisations as well as government to interact with great number of students, clients or people. Social media is the quickest, fastest and easiest means of sharing information and receiving feedback from a large population in the 21st century as it provides an inexpensive two-way information sharing opportunity among users (Idoniboye-obu & Opurum, 2021). It has become very popular amongst students, young and old people because of its lively benefit of content creation and communication. Remarkably, people from all walks of life use social media to learn, share news, advertise their products and even reach their loved ones. There is a

defining value placed on social media because of its positive contribution to learning and education in general during the covid-19 pandemic era.

Education is the process of facilitating learning or the acquisition of knowledge, skills, values, morals, beliefs, habits as well as personal development. It is a socially organized and regulated process of continuous transference of socially significant experience from previous to following generations. Okoroma (2016), affirmed that education is seen as a process of acculturation through which individuals are assisted to attain the development of their potentials in order to ensure moral, social, economic, political and technological development of any society. It is true that social media enhances learning opportunities for pupils along with wider scope for continuous interaction between teachers and students. Warner-Søderholm et al. (2018), mentioned that social media applications have many advantages in learning as they provide wide access to information and information resources, reduce barriers to group interaction and telecommunications, support collaborative learning activities, increase engagement and learner's motivation, enhance engagement of learners with each other and their teachers and support active and social learning.

Social Media

Social media entails the different internet-based technological tools that enable people connect, communicate and exchange information or resources in virtual form. It is a computer-based technology that aids the sharing of ideas, feelings, and information through the building of cybernetic networks. In simple but meaning terms, Edam-Agbor and Ogunjimi (2018) defined social media as platform designed to all multiple users to publish content, connect, interact, share the content with friends, mates among others. Boyd cited in Idoniboye-obu and Opurum (2021) posited that social media are web services that allow individuals to create public or semi-public profiles within a limited system, to obtain a list of connections and visits, view, and expand their list of connections to these applications, allows users to set online profiles or personal homepages and develop online social networks. Social media enables its users to stay in contact by making communication easier. Sharing pictures, videos, expressing thoughts, ideas, and documents are just one click away. Exchanging messages and data from one corner of world to another is made easy with the help of social media.

Remarkably there are different social media handles which could be used for educational purposes, these handles include;

1. **Facebook**: Facebook is the largest and most recognized social media site, making it an excellent entry point for students to access volumes of educational information. Of all the social media sites, Facebook exposes students to the broadest audience. Shinde (2016) mentioned that facebook is teacher-friendly and it has a wider coverage. Teachers interact with learners to know their information need and go all out to provide them. Facebook can be used to create an online community around the educational sector to promote the content they create, including blog articles, press releases videos and photo.

2. **YouTube**: YouTube is an educational platform that provides opportunities for interaction among learners and teachers (Edam-Agbor & Ogunjimi, 2018). It enables a variety of learning style and accommodates a greater amount of resources (Shea, 2002). For instance, events such

as important highlight of previous lessons and new arrivals in schools' educational videos can be disseminated to users through the use of youtube. E-learning tutorials can be effectively promoted; even teachers can guide students to helpful educational resources through the use of YouTube.

3. **WhatsApp**: WhatsApp is yet another social media site that allows interaction between teachers and their pupils and also promotes educational activities. WhatsApp messenger is a cross-platform messaging application which allows users to exchange messages without having to pay much. WhatsApp is an internationally available American freeware, cross-platform centralized instant messaging and voice-over service owned by Meta Platforms.

4. **Instagram**: This is one of the social media sites that is growing and being popular in the world. It is an application that is used to share photos and videos through social networks by utilizing various features, one of them is editing photos and videos and adding some filters on it. Other features such as captions are used to describe descriptions of the posted photos or videos to help other people who see get better understanding about them. Dewey (2016) is of the view that instagram is a social network application that has the vision of sending information quickly with the support of instantaneous features.

5. **Twitter**: This is an exclusive platform intended to produce, store, share, visualize, and assess Online Audio-visual Content (AVC) and images. Basically, the site takes user-generated content to fill their catalogue, generate user-traffic and attract advertisers.

6. **Telegram**: Telegram is a cloud-based mobile and desktop messaging application with a focus on security and speed. It allows users create groups and it can be used to add up to two hundred thousand persons. The Telegram application can be used to improve teacher-pupil communication as well as parent-teacher communication which in turn encourage educational growth. Telegram can be used to send notification messages, photos, videos and files of any type.

Education

Education is a vital aspect of human existence, an indispensable part of an individual and societal life. It is a tool or a necessary weapon that is needed by every human being in order to effectively navigate this complex world (Adepoju, 2010). Education in essence is the most effective instrument for academic progress, social mobilization, political survival and effective national development of a country. According to Ochoma (2015), it has a positive effect on people and the society and thus essential for every individual and society. This infers that education is a major tool for human and societal development. The society places much emphasis on education because it has been identified as a tool that can transform any nation and foster rapid socio-economic development. Okwu and Opurum (2021) mentioned that education is the fulcrum on which every society stands. It is one of the most essential investments citizens can get from their nation. It is a systematic process of inculcating knowledge, values, skills, and sound morals into the members of the society to contribute positively towards the growth of the society. According to Achuonye (2014), education is the total processes of human learning by which knowledge is acquired, valuable skills developed, and faculties trained.

Secondary Education: Secondary education, positioned between the foundational years of primary schooling and the specialized focus of tertiary education, holds a pivotal place in the educational continuum (Smith, 2017). Tailored to meet the needs of students in the adolescent age group, typically ranging from 12 to 18 years old, this phase signifies a critical juncture characterized by substantial cognitive, emotional, and social changes (Brown & Larson, 2009). As students navigate the transition from childhood to adulthood, secondary education serves as a pivotal platform for fostering advanced learning, critical thinking, and personal development (Eccles & Roeser, 2011).

During this phase, the educational objectives extend beyond the acquisition of fundamental skills, encompassing the cultivation of analytical abilities, independent reasoning, and problem-solving skills (Hidi & Renninger, 2006). It is a period when young minds are encouraged to explore diverse subjects, delve into their interests, and lay the groundwork for specialized knowledge (Deci & Ryan, 2008). The secondary education stage plays a foundational role in equipping students with the intellectual tools and competencies required for higher education and future career paths (Eccles & Templeton, 2002).

As pedagogical approaches evolve in response to the changing educational landscape, educators find themselves at a pivotal crossroads. The advent of digital technology has ushered in unprecedented opportunities to engage students in innovative ways (OECD, 2015). Recognizing that traditional, one-size-fits-all instructional models may not effectively cater to the diverse learning styles and preferences of modern students, educators are exploring alternative methodologies that align with digital natives' expectations (Prensky, 2001).

It is in this context that social media emerges as a potent catalyst for transformative change. Social media platforms, characterized by their innate ability to captivate and connect, resonate particularly well with the tech-savvy youth of the secondary education phase (Kirschner & Karpinski, 2010). These platforms bridge the gap between formal education and students' digital-native reality, offering a medium through which learning can become interactive, collaborative, and relevant (Junco, Heiberger, & Loken, 2011). Harnessing the dynamic nature of social media, educators can craft learning experiences aligned with the preferences of contemporary learners (Hew & Cheung, 2013). The visual and interactive attributes of platforms like Facebook, YouTube, and Instagram align with the multimodal learning preferences of students, enhancing comprehension and knowledge retention (Mayer, 2001). Furthermore, the ability to share resources, collaborate on projects, and engage in real-time discussions fosters a sense of community and active participation, both pivotal for holistic education (Reinders & White, 2011).

Innovation

In the context of this paper, innovation encapsulates the perpetual evolution and adaptive transformation of technological tools and methodologies to more effectively cater to educational goals (Rogers, 2003). It represents an ongoing endeavor to integrate emerging technologies into pedagogical frameworks, enhancing learning outcomes and experiences (Hatchuel & Weil, 2003). The realm of social media platforms serves as a compelling exemplar of this innovation. These platforms exhibit a dynamic spirit by consistently introducing new features, functionalities, and

interaction models (Bughin & Hazan, 2017). Such innovative iterations transcend the conventional boundaries of communication, paving the way for educators to explore novel avenues in education (Koutropoulos et al., 2012).

This innovative spirit extends beyond the superficial, communication-oriented layers of social media. Educators are empowered to experiment with pedagogical approaches that embrace blended learning (Garrison & Kanuka, 2004), where traditional classroom instruction is harmoniously complemented by digital engagement. Furthermore, these platforms offer fertile ground for the creation and dissemination of multimedia-rich content, catering to diverse learning preferences (Mayer, 2009). The fusion of text, images, videos, and interactive elements not only enhances understanding but also caters to a wider spectrum of learners (Clark & Mayer, 2016).

Innovation within the context of social media also involves personalized learning approaches (Brusilovsky, 2001). The capacity to tailor content delivery to individual student needs is facilitated by platforms that enable adaptive learning pathways (Siemens & Tittenberger, 2009). Through the analysis of students' interactions and engagement, educators can customize learning experiences, thereby promoting deeper comprehension and knowledge retention (VanLehn et al., 2005). The integration of these innovative techniques holds immense promise for fostering enhanced engagement, meaningful learning experiences, and increased knowledge retention among students. By capitalizing on the evolving landscape of social media platforms, educators can tailor their pedagogical strategies to resonate with the digital-native generation, maximizing the potential for educational impact (Siemens, 2008).

Management

The adept management of social media within the secondary education landscape demands meticulous deliberation and deliberate strategic planning. This entails steering educators and students towards utilizing these platforms in manners that amplify learning outcomes (Bower, Dalgarno, Kennedy, Lee, & Kenney, 2015). Concurrently, it encompasses the imperative task of navigating challenges such as digital literacy disparities, privacy apprehensions, and the harmonization of online engagement with conventional teaching methodologies (Hew & Cheung, 2013). Effective management strategies hinge upon aligning the utilization of social media with pedagogical objectives. Educators must be equipped to design activities that leverage the unique strengths of these platforms, promoting collaboration, active participation, and constructive dialogue (Junco, Heiberger, & Loken, 2011). At the same time, administrators must foster digital literacy, imparting the skills required to navigate the digital landscape responsibly (Martin & Grudziecki, 2006). Privacy concerns loom as a significant challenge in the integration of social media (Davies & Merchant, 2007). With the potential for data breaches and inadvertent sharing, institutions must outline clear guidelines that safeguard students' personal information while enabling valuable interactions (Greenhow & Askari, 2017). Striking the delicate balance between harnessing the advantages of social media and preserving privacy is a task that requires vigilant management and well-defined policies.

A notable dimension of effective social media management involves reconciling the realm of online interaction with traditional teaching methods (Bannan-Ritland, 2003). Educators must skillfully orchestrate a blend that integrates virtual communication with face-to-face instruction, ensuring a cohesive educational experience (Graham, 2006). This involves deliberate structuring of activities that transcend the virtual realm, fostering real-world application of concepts learned online (Ferdig et al., 2013). In essence, proficient management of social media within secondary education necessitates a multifaceted approach. It demands educators, administrators, and policymakers to collaboratively design a framework that optimizes the educational potential of these platforms while adroitly addressing the associated challenges. By crafting robust management strategies, institutions can harness the benefits of social media while mitigating potential drawbacks, thereby fostering a holistic and fruitful educational journey.

Uses of Social Media in the Management of Secondary Schools
Social media, a dynamic force in today's digital age, has permeated various aspects of society, and its impact is keenly felt within the realm of secondary education. The strategic utilization of social media platforms in the management of secondary schools presents an array of innovative possibilities, each contributing to a more enriched and effective educational experience. This section explores the multifaceted uses of social media in secondary school management, highlighting its potential to transform communication, engagement, professional development, and parental involvement.

1. **Communication Enhancement:** Social media platforms serve as powerful communication tools that bridge the gap between educators, students, and parents. Instant messaging services, such as WhatsApp and Telegram, facilitate swift communication of announcements, updates, and assignment reminders. Schools can create official profiles on platforms like Twitter and Facebook to disseminate crucial information, school news, and event details in real time. This transparency not only fosters a sense of community but also keeps stakeholders well-informed (Junco, Heiberger, & Loken, 2011).

2. **Student Engagement and Interaction**: The interactive nature of social media platforms offers a means to engage students beyond the classroom. Educational YouTube channels and Instagram accounts can provide supplementary learning resources, visually appealing content, and interactive quizzes. Discussion groups and forums on platforms like Reddit can encourage peer-to-peer knowledge sharing and problem-solving. This dynamic engagement aids in reinforcing learning objectives (Hew & Cheung, 2013).

3. **Professional Development for Educators**: Social media serves as a hub for professional growth and development for educators. Platforms like LinkedIn offer opportunities for teachers to connect with colleagues, share teaching strategies, and stay updated on pedagogical trends. Additionally, Twitter chats and education-focused groups provide platforms for educators to engage in meaningful discussions, fostering continuous improvement (Martin & Grudziecki, 2006).

4.   **Parental Involvement:** Social media can facilitate stronger collaboration between schools and parents. Closed Facebook groups or dedicated platforms allow parents to stay informed about school activities, upcoming events, and classroom progress. By offering glimpses into daily school life, social media platforms bridge the home-school divide, promoting active parental engagement (Bower et al., 2015).

Incorporating social media into secondary school management demands a thoughtful approach that addresses concerns related to privacy, security, and responsible usage. Schools must establish clear guidelines and policies to ensure that social media platforms are leveraged effectively while safeguarding student well-being (Greenhow & Askari, 2017).

The multifarious uses of social media in secondary school management have the potential to revolutionize the educational landscape. By harnessing the power of social media, schools can foster seamless communication, elevate student engagement, provide professional development opportunities for educators, and bolster parental involvement. The strategic integration of these platforms not only streamlines administrative processes but also creates a dynamic and connected educational ecosystem.

Challenges of Social Media Management
While the integration of social media into secondary school management offers a plethora of benefits, it also presents a set of challenges that demand careful consideration and strategic planning. Recognizing and addressing these challenges is essential for maximizing the positive impact of social media while mitigating potential pitfalls. This section sheds light on the multifaceted challenges that emerge in the realm of social media management in secondary schools, encompassing issues related to digital literacy, privacy concerns, online safety, and maintaining a balanced approach.

1.   **Digital Literacy Disparities:** One of the primary challenges lies in the varying levels of digital literacy among educators, students, and parents (Hew & Cheung, 2013). While the younger generation may be well-versed in social media usage, educators and parents may not possess the same level of familiarity. This discrepancy can hinder effective communication, collaboration, and understanding of the potential educational applications of these platforms.

2.   **Privacy and Security Concerns**: The open nature of social media platforms raises concerns about data privacy and security (Greenhow & Askari, 2017). Schools must navigate the fine line between sharing valuable educational content and safeguarding sensitive student and staff information. Inadvertent sharing, data breaches, and identity theft are risks that underscore the importance of instituting robust privacy policies and guidelines.

3.   **Online Safety and Cyberbullying:** The virtual space is not immune to issues of safety and bullying. The integration of social media can inadvertently expose students to online harassment, cyberbullying, and inappropriate content. Schools must proactively educate students about responsible online behavior and implement strategies to detect and mitigate instances of cyberbullying (Bower et al., 2015).

4. **Maintaining a Balanced Approach:** While social media can enhance engagement, it should not replace face-to-face interactions or traditional teaching methods. Striking a balance between online engagement and in-person learning experiences is crucial to ensure a holistic educational journey (Graham, 2006). Overreliance on social media could potentially compromise the development of crucial interpersonal and communication skills.

In addressing these challenges, schools should prioritize comprehensive training programs for educators, students, and parents to bridge the digital literacy gap. Clear and well-communicated privacy policies and guidelines should be established to protect sensitive information. Online safety initiatives should focus on fostering a culture of respectful digital citizenship, and continuous monitoring mechanisms must be implemented to ensure a safe online environment (Martin & Grudziecki, 2006). While the integration of social media platforms into secondary school management offers transformative opportunities, it is imperative to acknowledge and address the associated challenges.

Implications on Sustainable Development
The incorporation of social media into the management of secondary schools not only reshapes educational dynamics but also holds far-reaching implications for sustainable development. By navigating the challenges and harnessing the potential of social media, secondary education systems can contribute to holistic and enduring progress. This section delves into the implications of integrating social media in secondary school management, highlighting its impact on equitable education access, fostering digital citizenship, promoting lifelong learning, and nurturing global awareness.

1. **Equitable Education Access:** Social media has the power to democratize education by transcending geographical barriers and providing access to educational resources for diverse populations (Bower et al., 2015). By making learning materials and opportunities available online, schools can bridge the gap between urban and rural education, ensuring that quality education reaches all corners of society. This inclusivity aligns with the sustainable development goal of providing quality education for all.
2. **Fostering Digital Citizenship:** The integration of social media fosters the development of digital citizenship skills, an essential aspect of modern education (Greenhow & Askari, 2017). Students learn responsible online behavior, critical thinking, and media literacy. These skills empower them to navigate the digital landscape safely and contribute positively to online communities, aligning with the sustainable development goal of promoting responsible consumption and production.
3. **Promoting Lifelong Learning:** Social media's interactive nature promotes a culture of continuous learning beyond the classroom (Hew & Cheung, 2013). Students and educators engage in online discussions, share resources, and seek knowledge independently. This lifelong learning approach encourages self-directed growth, aligning with the sustainable development goal of ensuring inclusive and equitable quality education.
4. **Nurturing Global Awareness:** Social media platforms provide a window to the world, enabling students to connect with peers, educators, and experts from diverse backgrounds

(Martin & Grudziecki, 2006). Through virtual exchanges, collaborative projects, and cross-cultural interactions, students develop a global perspective. This cultural awareness fosters empathy, tolerance, and a sense of global citizenship, aligning with the sustainable development goal of promoting peace, justice, and strong institutions.

Incorporating social media into secondary school management necessitates a strategic approach that aligns with sustainable development principles. Schools must consider the equitable distribution of digital resources, promote responsible digital behavior, emphasize lifelong learning, and encourage connections that transcend borders (Bannan-Ritland, 2003). The integration of social media in secondary school management extends beyond the confines of education to contribute to sustainable development. By capitalizing on the potential of social media while addressing challenges, schools can cultivate a generation of digitally responsible global citizens who are equipped to contribute positively to society.

Conclusion

The integration of social media into the management of secondary schools presents a transformative pathway towards enriching education, fostering innovation, and contributing to sustainable development. The amalgamation of technology and pedagogy has led to a paradigm shift in how education is perceived, delivered, and experienced. As this article explored the diverse dimensions of social media integration, the overarching conclusion is one of both promise and responsibility. Social media, as a dynamic force, has permeated the fabric of society, and its impact within secondary education is undeniable. The innovative potential of social media lies in its capacity to revolutionize communication, enhance student engagement, facilitate professional development, and strengthen parental involvement. From the swift dissemination of information to the cultivation of a global perspective, the implications are profound and far-reaching.

However, alongside its benefits, the challenges of social media management must not be underestimated. Addressing digital literacy disparities, privacy concerns, online safety, and the balance between virtual and traditional interactions are integral to ensuring a harmonious integration. Through comprehensive training programs, robust privacy policies, and a focus on responsible digital behavior, schools can navigate these challenges while harnessing the transformative power of social media.

The implications of integrating social media transcend the classroom walls, echoing the principles of sustainable development. By promoting equitable education access, fostering digital citizenship, encouraging lifelong learning, and nurturing global awareness, schools contribute to a future defined by inclusivity, responsible citizenship, and continuous growth.

In crafting a sustainable and impactful future, the strategic utilization of social media in secondary school management demands a collective effort. Educators, administrators, parents, and policymakers must collaborate to design a framework that optimally utilizes social media's potential while safeguarding its ethical and educational dimensions. In the heart of this transformation, lies the student. It is the student who stands to benefit from dynamic learning experiences, global connections, and the tools to become lifelong learners and responsible citizens. As we embark on

this journey of educational innovation through social media, let us recognize the power it holds and guide its course towards an educational landscape that nurtures growth, empathy, and sustainable progress.

Suggestions for Effective Integration of Social Media in Secondary School Management:
As secondary schools embark on the journey of integrating social media into their management processes, it is imperative to approach this endeavor with a strategic and thoughtful mindset. While the potential benefits are vast, the road to successful implementation requires careful planning, clear guidelines, and a commitment to responsible digital citizenship. This section offers practical suggestions to guide educators, administrators, and stakeholders in effectively harnessing the power of social media while navigating challenges.

1. **Robust Training Programs**: Initiate comprehensive training programs for educators, students, and parents to bridge the digital literacy gap. Provide workshops and resources that empower all stakeholders with the skills to navigate social media platforms responsibly and effectively (Hew & Cheung, 2013).
2. **Develop Clear Guidelines:** Establish clear guidelines and policies for the use of social media in educational contexts. These guidelines should address issues such as online behavior, privacy, data security, and responsible content sharing (Greenhow & Askari, 2017).
3. **Encourage Ethical Use:** Foster a culture of ethical digital behavior among students and educators. Emphasize the importance of respecting copyrights, citing sources, and adhering to responsible online conduct (Martin & Grudziecki, 2006).
4. **Foster Collaboration and Engagement:** Leverage social media to create collaborative learning environments. Encourage students to participate in online discussions, peer-to-peer knowledge sharing, and group projects that extend beyond the classroom (Bower et al., 2015).
5. **Emphasize Critical Thinking:** Incorporate social media as a tool for critical thinking and media literacy. Teach students to evaluate online information sources, discern credible content, and distinguish between fact and opinion (Hew & Cheung, 2013).
6. **Establish Digital Citizenship Education**: Integrate digital citizenship education into the curriculum. Teach students about responsible online behavior, cyberbullying prevention, and the potential consequences of their digital actions (Greenhow & Askari, 2017).
7. **Regularly Update Policies:** Periodically review and update social media usage policies to align with evolving technologies and changing circumstances. Ensure that policies remain relevant and effective in addressing emerging challenges (Bower et al., 2015).
8. **Foster Parental Involvement:** Engage parents in the social media integration process. Organize workshops or informational sessions to educate parents about the benefits, risks, and strategies for supporting their children's online learning journey (Martin & Grudziecki, 2006).

9.   **Provide Professional Development**: Offer ongoing professional development opportunities for educators. Encourage them to explore innovative teaching strategies that leverage social media, fostering collaboration and enhanced student engagement (Hew & Cheung, 2013).

10. **Cultivate Responsible Digital Citizenship:** Nurture a sense of responsible digital citizenship among all stakeholders. Encourage them to contribute positively to online discussions, demonstrate empathy, and uphold respectful behavior (Greenhow & Askari, 2017).

Incorporating these suggestions into the integration of social media in secondary school management can lead to a holistic and balanced approach that maximizes the benefits while mitigating potential challenges. By fostering a culture of responsible digital citizenship and aligning social media practices with educational goals, schools can pave the way for a transformative and sustainable educational experience.

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