

**IAO**

NOVEMBER 30, 2019

# ACCREDITOR

## UTILIZING SOCIAL MEDIA FOR ENHANCED LEARNING

- ➔ Ways to Use Social Media for Education
- ➔ The Revolution of Digital Media
- ➔ Research Based Data & Analysis

## TOP SOCIAL MEDIA

PLATFORMS FOR TEACHERS AND STUDENTS TO IMPROVE THE LEARNING PROCESS

**EXCLUSIVE**

**IN  
CONVERSATION  
WITH**  
CHAIRMAN OF  
ST. PETERSBURG ART  
ACADEMY  
MS. NATALIA PARENKO



### FEATURED ACCREDITATIONS

Institutes displaying commitment towards quality learning



# Editor's Note

Over the past decade and half, social media has assumed considerable importance in our lives and has indeed risen a notch beyond its conventional utilization of just 'keeping in touch' with everyone.

The field of education is no less influenced by social media. In fact, it has become the easiest platform to acquire training and education from. Even those who are unable to attend formal schools, can now very conveniently acquire education through social media.

The utilization of social media platforms in conventional classrooms cannot be ignored, either. It is becoming increasingly important for teachers to devise strategies and lessons that involve students' usage of social media platforms to ensure increased engagement and interaction.

In this issue of IAO's Accreditor, we explore in depth, how social media can and is influencing conventional classrooms and what platforms could be best utilized to make learning all the more fun.

“

**If you are on social media, and you are not learning, then you are using it wrong.**

Jeff Wright, Editor in Chief



**DIVERSITY IN  
ACTION!  
'SHARE OUR  
SIMILARITIES,  
CELEBRATE OUR  
DIFFERENCES'**





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## TOP SOCIAL MEDIA PLATFORMS FOR EDUCATIONISTS

Connecting with each other comes to us more easily now that we can just tap away on a keyboard and chat with a person who lives over 3000 miles away. Finding information knows no boundaries with Google on every computer in the world.

As educators, this means access to faster & excess information, which is thrilling and mind-boggling. However, it can also be frustrating and confusing with so much to choose from. How do you know which platform is the best for your goals?





# UTILIZING SOCIAL MEDIA

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## HOW INSTITUTES ARE USING SOCIAL MEDIA FOR ENHANCED LEARNING?

Technology has advanced to such an extent that it is almost impossible to imagine our lives without smartphones, laptops, computers, social media, blogs, websites, and of course the internet. The digital revolution has finally turned into an evolution; evolving the way we interact, work and learn. With such a massive shift in behavior of consumers of these devices and platforms, it is highly out of question to ignore their relevance adhered to the classic forms of education.

### **Educational Institutes are Adapting to the Change**


Approximately five years ago, in the initial stages of social media, educational institutes saw it as a distraction but not anymore. In fact, today, many universities and schools are utilizing social media to bring about a positive change within the learning environment. Social media exists and there is no going back on that – why not use it productively instead of considering it a nuisance?

International Accreditation Organization recently surveyed its associated institutes to find out how institutes are comprehending the social media revolution. Here are the findings:



# Using Social Media as Online Classrooms

67% of the institutes accredited by IAO reported that they are using social media platforms as a way of connecting with their students in a much more productive way. In this particular segment, participants reported that by creating Facebook groups, they are able to motivate their students to interact with each other and most of all interact with their teachers. Teachers are able to post their lectures or even give lectures via Facebook Live, answers questions students might have through messages and comments and even assist them through their projects if required. Students who are on vacations or cannot attend the lectures due to illness can easily catch up with the happenings if they are being regularly posted on a social media group.




**HIGHER**  
ENGAGEMENT  
ENT **RATE**  
EVEN  
DURING  
**HOLIDAYS**





# HIGHER ENGAG EMENT RATES

A close-up photograph of a woman with long dark hair, smiling as she looks down at her smartphone. The image is overlaid with several white digital icons: a cloud with a downward arrow, a star, a musical note, and a location pin, all connected by a network of lines and dots. A yellow horizontal bar is positioned above the text block.

Almost all of the 67% institutes mentioned previously reported that the engagement ratio from students after implementing social media classrooms has increased drastically. Since they are not limited to a specific time, students ask questions or share their thoughts on projects regularly and at their own will, which makes the entire learning process much more fruitful. Similarly, during vacations such as winter vacations or annual leaves, students are content to know that they can connect with their teachers through social media. Whenever they need help, fellow students and teachers are available via social media.



## ENCOURAGING COLLABORATION AND TEAMWORK

One of the many flaws of traditional schooling system has been the lack of teamwork and the ever-growing competition among students. Students compete against each other to such an extent that might even hinder their learning. In addition, collaborating with fellow students, especially when they live far off has always been a hassle. Thankfully, social media classrooms have emerged as a solution for this problem. Today, students can collaborate with each other regardless of their location, condition or situation. Whether a student is on vacations or abroad, he can easily collaborate with his fellow students via social media channels. In addition, such collaboration reduces the amount of competition among students, if used well. Teachers promote collaboration by asking students to share their assignments or ideas in a group on Facebook, making it easier for everyone to cooperate and reducing competition.

# Enhanced Collaboration & Interaction

## INTERACTION WITH PARENTS, KEY ADVISORS & INFLUENCERS

Approximately 72% teachers confirmed that social media groups make it easier for them to introduce influencers and key advisors to students. Many a times, an expert of a given subject might be far away and the easiest way to approach her or him is to start a live session in a Facebook group. Similarly, social media interaction also makes it easier for teachers to connect with parents of the students. Instead of having monthly or yearly parent teacher meetings, it makes sense for teachers to connect with parents on daily or weekly basis to provide updates in an informal manner, which will not hurt the self-respect of the student as well.





# GOAL ORIENTED & NOT TIME LIMITED DISCUSSIONS

Usually, traditional classrooms offer lectures within a limited time frame. These lectures could range from anywhere between 30 minutes to 60 minutes. Teachers have to complete the lecture within the time frame whether students are able to catch up or not. Social media becomes of great relevance here. 83% teachers surveyed by IAO said that they upload their lecture videos and transcripts on Facebook groups and encourage students to ask questions or discuss topics. This way, the time constraint created by classic classrooms is eliminated.

## **Should You Consider Shifting to Social Media to Provide Better Education?**

As per the statistics, definitely social media is creating a path for teachers and students to engage, share ideas and discuss topics in a way that was previously impossible. However, still many teachers and educationists find it informal to indulge in educational activities over such platforms. Considering the fact that social media is highly popular among teens and students in general, it should be given preference and should be used as a tool to spread education or at least assist in spreading education.

FOURTH QUARTERLY

# Featured Accreditations

*IAO saw an overwhelming amount of institutes applying for accreditation, eager to be recognized globally through our seal and certificate. Here in the IAO featured accreditations, we include the most dedicated institutes striving for provision of high quality education, and certified globally by IAO.*

# 1



## SHARKIA PORTABLE WATER AND SANITATION COMPANY'S TRAINING CENTER

Sharkia Portable Water and Sanitation Company's Training Center is an organization dedicated towards offering top of the line services and products related to the water purification industry. From the transfer of assets of the stations, networks and lines of drinking water and sanitation to providing purified water to the urban communities, Sharkia Portable Water and Sanitation Company's Training Center's has got it all covered.

# 2



# LEADERS INTERNATIONAL SCHOOL

Based in Qatar, Leaders International School is one of its kind in terms of the passion they share for education. After a thorough review of the institution and meetings with the faculty members, we observed the merit and the passion they have towards offering high quality education within their region. At IAO, it is always an honor to come across such institutes and individuals.

It is worth mentioning here that the institute provides unparalleled education to children along with all the other facilities that make the education process fun and engaging, which is why they are ranked among the top schools in Qatar.

# 3



## ST. PETERSBURG ART ACADEMY IN FLORENCE

Saint Petersburg Art Academy offers courses in Russian academic traditional figurative art, fine arts, paint and restoration. It is the only art academy in Florence, Italy, that focuses on Russian art forms. The institute's programs are based on the original program of one of the leading universities of Russia.

First and the foremost, upon our evaluation of the institute, IAO's team was amazed at the overall professionalism and dedication of the faculty to their respective fields. Highly experienced staff with an amusing décor, St. Petersburg Art Academy in Florence definitely stands tall among most of the art institutes in Florence.

nd Kindergarten



دولة قطر  
مدينة الدوحة  
شارع ١٤٤٤

# 4



# KID'N AROUND KINDERGARTEN

Kid'n Around Kindergarten is a kindergarten school based in Doha, Qatar, with the aim of providing high quality & practical education to small minds. Their philosophy: "We are in the business of effecting change in small minds for a bigger future."

With this philosophy, Kid'n Around Kindergarten has prepared a state of the art facility for young children, full of practical learning opportunities and an amicable environment.



# 5



## KIOC COACH EDUCATION CENTRE

Following a thorough evaluation and inspection process, IAO's Global Chapter Members found KIOC Coach Education Centre offering state of the art technology and equipment, a highly qualified and award-winning faculty, and top of the line training techniques. This, in itself, is an achievement of the institution and a testimony of their commitment towards offering excellent coaching services within their region.

It is worth mentioning here that KIOC Coach Education Centre is spearheaded by the only qualified full time coach available in Bangalore, India, Mr. Irfan Sait, who has the unique distinction of completing Level 1, 2 and 3 cricket coaching courses from India, Australia & England.

# 6

**ST. HELEN INSTITUTION**  
396/4 A N S C BOSE ROAD KOL-47



# ST. HELEN'S INSTITUTION

St. Helen's Institution was established in 2019 with the aim to provide the best infrastructure and faculty to students, resulting in top quality education. The institute offers a wide range of courses, allowing students to choose and develop their careers in the fields they choose.

Even though the institute is relatively new, their commitment and passion towards quality education can be seen in the discipline and integrity endorsed and observed by and at their institute.

# 7



# NARAYANA COLLEGE OF NURSING

Narayana College of Nursing is a top of the line nursing institute in India. The institute boasts modern equipment for hands on learning, well-trained and highly experienced faculty to its students. The institute aims to provide high quality education in the field of nursing.

The IAO regional chapter made a visit to the Narayana College of Nursing and our committee was fully satisfied with the teaching methods, facilities and expertise of those running the institution.

IN CONVERSATION  
WITH

# NATALIA PARENKO



CHAIRMAN OF ST.  
PETERSBURG ART ACADEMY

**Q: Could you please walk us through your academic background and achievements? Your extensive and varied experience can be a source of inspiration for many; please share the highlights and milestones of your professional journey.**

**A:** Saint Petersburg Art Academy in Florence is the first institution in Italy that represents the Russian academic tradition in figurative art, offering an academic course in Drawing, Painting and Restoration, based on the original program of the leading universities of Russia - globally recognized and highly appreciated worldwide.

In 2017 the initiative of state Academy of Arts in St. Petersburg was the impetus for the opening of the official representative office of the Russian academic school in Florence. During the process of developing its activities, the Academy has acquired new cooperation with a number of Russian and Italian state institutions and organizations. Thus, in 2019, the Academy has signed a collaboration agreement with the Saint-Petersburg State Institute of Restoration and Culture. This collaboration gives our students a unique opportunity to get a joint diploma in Arts (Russian and European) that currently has no analogues in the world.

**Q: Currently heading the institute, what are some of your long-term and short-term goals for the education system?**

**A:** Firstly, as an overall objective, we see a development of our Academy as a multicultural institution, which reassures that its graduates are completely ready to work in a professional field in any country. In order to meet this goal, we thoroughly tailor the didactic program.



**Q: What do you think your biggest challenge is working in the education industry at such a key position?**

**A:** Nowadays the art market is extremely extensive and a professional should be prepared to face this challenge and be ready to perform in different spheres. In particular, having the basics of classical art is absolutely indispensable in understanding of the modern art, so being a professional in art means a constant self-improvement and study as well, that in synergy guarantee a complex view on the problematic field.

**Q: During your entire career, which milestone felt most accomplished and why?**

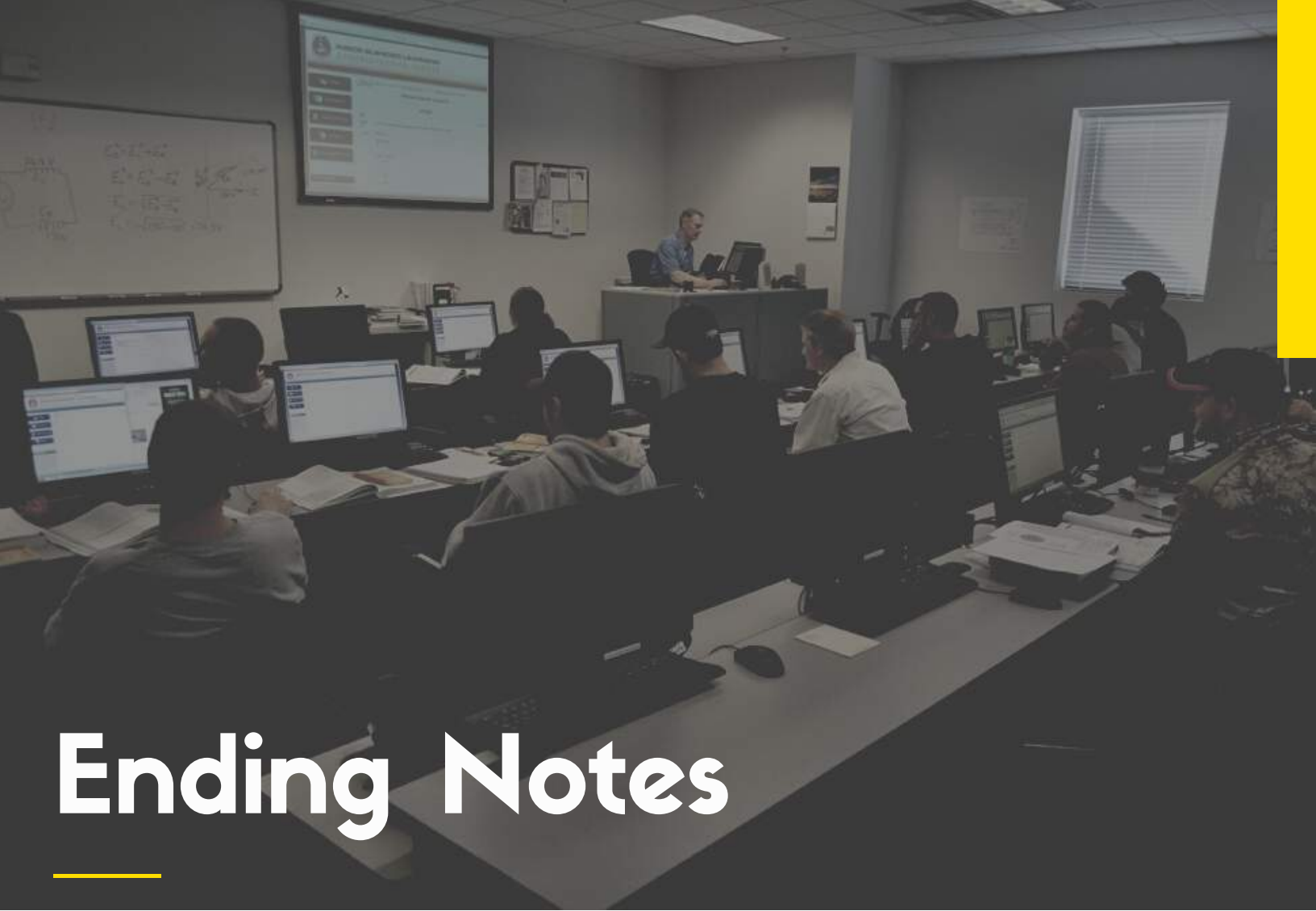
One of the greatest satisfactions for me as an Academy's Head is to see our students growing professionally. Once they enroll and start their journey as an artist, teaching staff is always tracking the results and it is really impressive to notice a difference between their initial level and current artworks.

**Q: Educationists are advised usually to share their experience and learning. What method of information- dissemination would you say is most effective for this purpose?**

**A:** There are several main methods in my view: visual, audial and informational. Personal contact and individual approach are absolutely essential here. Moreover, classical methods of education can be enriched with the modern ones, involving mix media and technology.

**Q: As an educator, what's your perspective on the current education system in your region and how do you think it can be improved or revolutionized, if required.**

**A:** Current education system has a tendency aiming to grow the professionals solely with a narrow focus which is insufficient for a specialist of a high level, this trend remains worrisome.



# Ending Notes

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Taking this problem in consideration, the Academy offers didactic programs based on the art of Renaissance, postulates of which have been preserved for centuries in the educational system of the Russian academic school. In addition, the Academy gives a versatile, deep knowledge that enables our students to develop their artistic voice and work in various directions, from classical to contemporary art.

**Q: Please share your philosophy of the ideal education a person can achieve regardless of its methods and processes. e.g. it could simply be a moment of enlightenment or a life-long struggle to gain perspective, how would you like to describe 'the best education or lesson' one can get.**

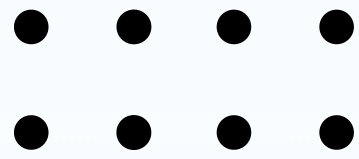
**A:** First of all, a person should be driven by a desire to study. This in turn must be supported and motivated by the teaching professor beyond the formal delivery of content and skills development. Relationships based on trust and empathy among a teacher and a student is a key to success.

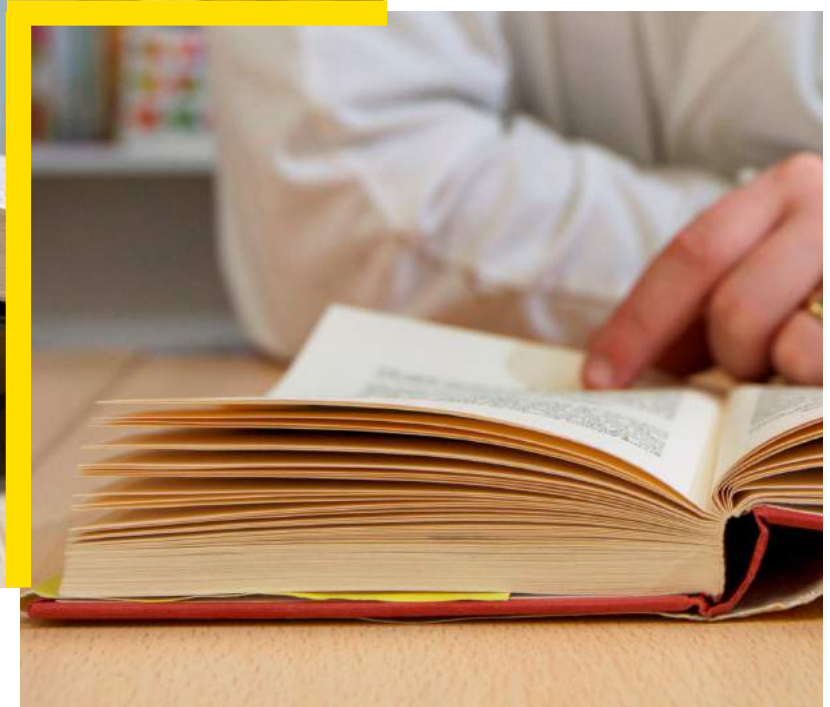
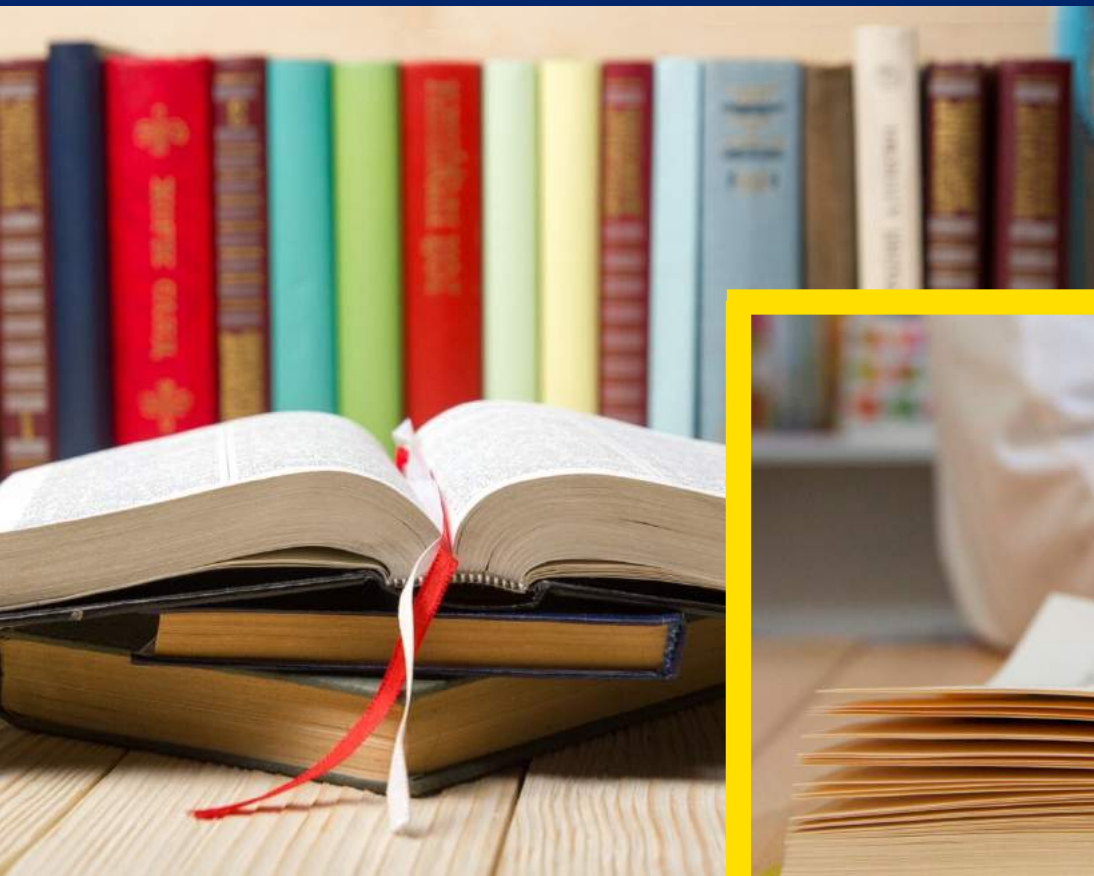
**Q: Thank you for taking the time to answer a few questions for IAO Accreditor. Do you have any parting words of wisdom for educationists and students?**

**A:** I'm very grateful to have such an opportunity! It could be said that to achieve a great result its absolutely essential to love your job and to continue studying and broaden your mind constantly, as a result your hard work will be rewarded.

# Top Social

# Media Platforms for Educationists





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## **Education is the passport to the future, for tomorrow belongs to those who prepare for it today.**

Connecting with each other comes to us more easily now that we can just tap away on a keyboard and chat with a person who lives over 3000 miles away.

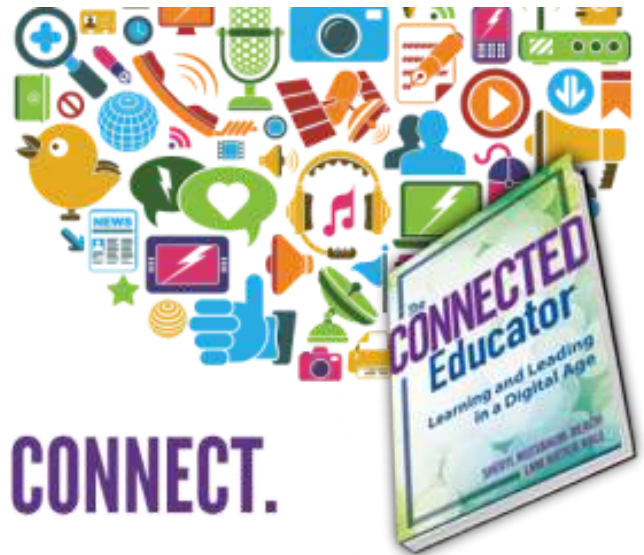
Finding information knows no boundaries with Google on every computer in the world. As educators, this means access to faster & excess information, which is thrilling and mind-boggling. However, it can also be frustrating and confusing with so much to choose from. How do you know which platform is the best for your goals? Which social media organization has the best resources and community? Which one would help you communicate better with your students?

All of these questions flutter through our minds as our eyes wander through the gallons of information we search through. So, to simplify this daunting task for teachers, the following list consists of the best social media for teachers.



# 1. The Connected Educator

A great site for connecting with other educators is edConnectr. It gives educators several avenues with which to find other like-minded educators. A Visual Mapping Engine narrows down certain criteria allowing educators to save valuable time and energy.



## 2. Edmodo



Edmodo

Edmodo is an educational technology platform offering communication, collaboration, and coaching service to K-12 schools and teachers. The Edmodo network enables teachers to share content, distribute quizzes, assignments, and manage communication with students, colleagues, and parents

## 3. TedEd

TedEd offers a variation of TED Talks with shorter, often-animated clips of subjects such as science, technology, social studies, literature, language, art, health, psychology, and business and economics. With communities and clubs, the site also makes it effortless for collaboration.

# TED Ed

## 4. Facebook

The great part about Facebook is that everyone is on it. Students love connecting with their friends and family through Facebook so telling them to check out the page where you post only makes sense. However, it's very important to stay professional and have a separate personal account.





## 5. Twitter

The best way to use Twitter for teaching is as a reminder to students that they need to complete an assignment for a particular due date or that they have an exam coming up soon so study this or that. Sometimes teachers even use it for inspiration by sending a famous quote.

## 6. Instagram

Students love Instagram for so many reasons but mainly for the photos and effects available to them. Teachers can create assignments that tap into the need to Instagram such as photo essays where students take photos, upload, and add captions or students can even create campaigns for certain organizations or just for a lesson.



Instagram

## 7.

## LabRoots

Access millions of documents and hundreds of scientific news feeds by using LabRoots, a social networking site catering to scientists, engineers and technical professionals. Besides the plethora of information, it helps stay connected with colleagues and peers.



# 8. RebelMouse

The New York Times, Mashable, Wired, and Time magazine among others tout RebelMouse as the best tool for organizing all the social media networks any one individual uses. While also used by publishers or larger organizations, RebelMouse brings the many networks together for one person and creates a presence that fits a teacher's agenda.



# 9. SGroups

If there's concern about privacy, Sgroups promotes itself as a networking site that allows users to have ultimate control over who belongs to what group. It's supposed to reflect how we click together with our "small" group. More importantly, the site doesn't share anyone's information, so staying private really means anything shared, remains in that group.





# 10. TeacherTube

If YouTube doesn't make the cut, try TeacherTube. It's dedicated to all sorts of education, from the basics to more complicated work. Interestingly, the tabs for docs and audio are some of the more useful resources within it. However, it's the idea of TeacherTube and its tools that make it so useful because teachers can use it to communicate with students and there's no question that this is within an educational format.

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