UTILIZATION OF SOCIAL MEDIA IN THE EFFECTIVE ADMINISTRATION OF PUBLIC SENIOR SECONDARY SCHOOLS IN RIVERS STATE

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Abstract

This paper focuses on utilization of social media in the effective administration of public senior secondary schools in Rivers state. The world is today celebrating the advance in communication which has broadened the scope of communication technologies. The concept of social media are; Facebook as a social media tool and its utilization in schools, Twitter as a social media tool and its utilization in schools and the table representing useful twitter terminology, YouTube as a social media tool and its utilization in schools, WhatsApp as a social media tool and its utilization in schools, strategies to enhance use of social media in effective utilization of schools. In conclusion, it has become imperative and instructive for schools to think out of the box by adopting social media to make the system functional at all times, including emergency periods when it will not be convenient to keep the students in school. The adoption of social media in schools will reduce the issue of face-to-face contact learning. This paper also outline some suggestions, Facebook, WhatsApp, LinkedIn, and twitter are utilized in management system, but there are other social network sites with high capabilities and of great benefit to the school management such as QQ, Qzone and Zoom. They should be looked into and see how they can be effectively utilized, E- learning and teaching of social media should be utilized and adopted by the school.

Keywords: *social media, utilization, effective administration, secondary schools*

1.   Introduction

The world is today celebrating the advance in communication which has broadened the scope of communication through Information and Communication

Technologies (ICT). The expansion in technology has also affected internet software, thus leading to chatting sites known by the name "social media". Social media is a social structure made up of individuals or organizations called "nodes", which are connected by one or more specific types of interdependency, such as friendship, kinship, common interest, financial exchange, dislike, sexual relationships or relationships of beliefs, knowledge or prestige (Adeboye cited in Asemah & Edegoh,2012).

Studies have however shown that it is predominant among young persons (Onuoha & Saheed, 2011) and students of institutions of higher education (Dahlstrom, de Boor, Grunwald, & Vockley, 2011; Al-rahmi, Othman & Musa, 2014). In fact, Rosen (2011) found that while those born between 1965-1979 ('Generation A'), spend approximately 13 hours per day on social media, those born between 1990-1999 ('Z Generation') however spend not less than 20 hours per day on social media. Kalra and Manani (2013) pointed out that these young people use social media for interaction, socialization and entertainment. Social media presents such benefits as encouraging greater social interaction via electronic mediums, providing greater access to information and sources, creating a sense of belonging among users, reducing barriers to group interaction and communications such as distance and social/economic status, and increasing the technological competency levels of frequent users of social media, among others, (Connolly, 2011; Zwart, Lindsay, Henderson & Phillips, 2011)

Social media sites are now being investigated by numerous social science researchers and an increasing number of academic commentators are becoming more and more interested in studying Facebook, Twitter, and other social media services, because of their probable impact on society. Most sites help school administrators connect with others through shared personal interests, political and economic views, or simply recreational activities. Some sites accommodate distinct viewers, while others attract people encourage new ways to communicate and share information.

Social media sites have attracted considerable attention among scholars and educators due to the growing popularity among students of the sites influencing the free access for whom ever that desire to interact with friends and lecturers with a view to generating collective knowledge and having the potential to effect students' academic performance. However, studies appear from two opposing views on the influence of social media on users. While proponents argue that it allows users in connecting people of common interest and value, opponents claim that excessive use of these sites affect the social, mental and physical health of the users. Ogbemudia & Aiasa (2013) social media enable students to connect with friends and share information as well as organize their offline meetings and group work.

The utilization of social media in the effective administration of schools is in the area of using these media platforms in the area of lectures, project defence, submission of assignments etc. with the coverage of this platforms it has been able to make academic activities easier for school administrators and students most especially during the covid19 pandemic and other security challenges.

Social media sites as well as email, instant messaging, blogging, and online journals have completely changed the way that people interact and gather information (Raacke & Bond-Raacke, 2008). In contemporary time, schools have become accustomed to use social media sites much more than older generation schools have in recent years. Schools have subscribed to the use of social media for their day to day activities. These activities include dissemination of information, group meetings,

calling, messaging and other academic activities. The use of social media in the academic sphere has become the tool used for almost every project or paper that a student will write in high school. However, the extent education institutions use social media in managing daily activities which this study tends to ascertain its utilization in public schools.

2.   Literature Review
Concept of Social Media

The term Social Media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue. Social media takes on many different forms including magazines, Internet forums, weblogs, social blogs, microblogging, wikis, podcasts, photographs or pictures, video, rating and social bookmarking. With the world in the midst of a social media revolution, it is more than obvious that social media like Facebook, Twitter, Orkut, Myspace, Skype, whatsapp, zoom etc., are used extensively for the purpose of communication.

This form of communication can be with a person or a group of persons. Today most of the people specially the youngsters are hooked on to the different social media for keeping in contact with their peers. Social media is media for social interaction as a superset beyond social communication. There are pros and cons to the use of social media. One most important advantage is the online sharing of knowledge and information among the different groups of people. This online sharing of information also promotes the increase in the communication skills among the people especially among the learners/students of educational institutions. There is also a flip side to the use of social media tools. Sometimes, such tools are misused by people which leads to interference into one's privacy. Such instances can lead to dangerous proportions keeping in view the ethical aspect of the use of such media. The social media tools have virtually bought people close to one another specially those living in far off places.

However, these days it has been witnessed that most of the business houses also engage in social networking while promoting their products and services. Social network is a social structure made up of individuals or organisations called "nodes", which are tied (connected) by one or more specific types of interdependency, such as friendship, kinship, common interest, financial exchange, dislike, sexual relationships or relationships of beliefs, knowledge or prestige (Adeboye, 2012, cited in Asemah & Edegoh, 2012). Social network can also be referred to as a map of specified ties, such as friendship, between the nodes being studied. The nodes, to which an individual is thus connected, are the social contacts of that individual; the network can also be used to measure social capital – the value that an individual gets from the social network. Social networking sites include: Yahoo Messenger, Facebook Messenger, Blackberry Messenger (BBM), Google talk, Google+ Messenger, iPhone, Androids and so on. These networking sites are used by most people to interact with old and new friends, physical or internet friends (Adeboye, 2012, cited in Asemah & Edegoh, 2012).

The expansion in technology has also affected internet software, thus leading to chatting sites known by the name "social media". With social networking sites, one can send and receive messages almost immediately. However, lack of regulation of the internet has led to its excessive use. McQuail (2008:154) avers that the internet penetrates more homes. It is a common sight to see a youth chatting in sensitive and highly organised places like church, mosque and lecture venues. Some are so carried

away that even as they are walking along the high way, they keep chatting. The manufacturing and distribution of equally sophisticated cellular phones has complicated the situation, as youths no longer need to visit a cybercafé before they send and receive messages. Attention has been shifted from visible to invisible friends, while important ventures like study and writing are affected in the process. This phenomenon has become a source of worry to many who believe in knowledge and skill acquisition.

According to Billington and Billington (2012) based on the pervasive use and prevailing impact social media have on society, it is essential for leaders and managers to integrate these technologies and seek the best way to use social networks to the advantage of the business and for him/herself, personally. The reason being that social networking has a viral growth, connectivity, and ease of use, anonymity, global reach community, relevance, and a "smart" trend. The viral growth of usage requires everyone who wants to compete in the business environment of today to understand and utilize social technologies.

Facebook as a Social Media tool and its Utilization in Schools

Facebook is a networking site launched in February 2004, owned and operates by Facebook. Facebook was founded by Mark Zuckerberg and some of fellow college roommates at Harvard University, including Eduardo Saverin, Dustin Moskovitz, Andrew McCollum and Chris Hughes (Zeevi, 2013).As from July 2010, Facebook have more than 500 million actives users. Facebook otherwise known as the blue app was ranked as the most used social network world wide in 2009 (Paxon, 2010). Today, Facebook is the largest social network in the world. It started as a website limited to Harvard students only, but quickly expanded to additional colleges in the Boston area, other Ivy League schools, then eventually just about every University in North America, up till now where 1 out of every 7 people on earth is on Facebook (Zeevi, 2013).

Abubakar (2011) opined that Facebook is used to keep students connected with those around them and what is happening in the world at any given time. Facebook has been described as one of the important social media networks and websites. It is one of the new media networks which provide students with the mix of interpersonal and mass communication capabilities that have not existed before and which place emphasis on interactivity and mobility (Paxson, 2010).

School management has various use for Facebook as one of the most used social media platform, it has over 60 million business pages used to promote updates in their pages. Facebook offers school managements opportunity to create ads and manage their business pages. It also provide marketing and advertisement opportunity for the schools using the platform. Creating a Facebook page for a school needs one's personal profile page on an existing Facebook account this can pose a challenge if more pages should be created for purposes. To avoid these challenges Facebook has created a separate professional and personal use of Facebook as an alternative tool created specifically for companies and school managements called Facebook Business Manager (Gonzalo, 2018). With the use of Facebook in schools, administrators can pass information on their page creating awareness to parents and students. Information regarding suspension of students, promotion of staffs, and closure for school fees payment are usually done on this platform thereby creating that free flow of information to the school and its inhabitants.

Facebook platform can be used for marketing of schools programmes and events by school management. According to Djurica, Djurica, Maric and Jovanovic (2013) Facebook is the most advanced form of direct marketing that allows users to reach their target market for free or for minimal investment. Because of its local and global character, advanced applications, and unstoppable growth. Facebook has huge marketing potential. Through it, many organisations and users announce the message they want to convey to others in different ways. Djurica et al. also disclosed that beside young people, there is growing number of adults, intellectuals and business people around the world who use Facebook.

Facebook can also be used for communication between internal and external agencies related to school management. Facebook groups and messaging can be used to communicate between employees to within familiar interface. School management can create a Facebook group for staff, alumni, and public relation purposes for the general public. They can send messages through these means and receive feedbacks anytime of the day.

Another communication tool that can be utilising by school management on the Facebook platform is the message. The message tool can help both administrative and management of school to send and receive information, documents and media content in their created groups both private and secrets groups by member of the groups.

Twitter as a Social Media tool and its Utilization in Schools

Twitter can be considered as one of the contemporary and popular online social networks. As a micro-blogging system, it is relevant in both private and public communication spheres. Twitter is used for purposes such as updating current status, initiating conversations, endorsing tweet content, promoting products and even for spamming (Benevenuto, Magno, Rodrigues, & Almeida, 2010). Twitter is one of the most popular social media platforms, attracting around 255 million active monthly users, with around 500 million tweets sent per day (Twitter, 2014a). Twitter users tend to visit the platform more frequently than Facebook users, with 46% being daily visitors and 29% visiting the platform multiple times a day (Duggan & Smith, 2013).

According to Haewoon, Changhyun, Hosung and Sue, (2010) twitter users follow others or are followed. Unlike on most online social media sites, such as Facebook or MySpace, the relationship of following and being followed requires no reciprocation. A user can follow any other user, and the user being followed need not follow back. Being a follower on Twitter means that the user receives all the messages (called tweets) from those the user follows. Common practice of responding to a tweet has evolved into well-defined mark-up culture: RT stands for retweet, '@' followed by a user identifier address the user, and '#' followed by a word represents a hashtag. This well-defined mark-up vocabulary combined with a strict limit of 140 characters per posting conveniences users with brevity in expression. The retweet mechanism empowers users to spread information of their choice beyond the reach of the original tweet's followers (Haewoon, et al., 2010).

Table 2.1. Useful Twitter terminology (adapted from Mollett et al., 2011)

S/No	Terms	Definitions
1.	Follow	Following another user means that all their tweets will appearin your feed. Click on their user name (also known as a 'handle'),and their profile will appear with a prominent Follow buttonbeside it. Just click on this to

		'follow'.
2.	Who to follow list	This is a list of Twitter's suggestions of people or organisations that you might want to follow, based on points of similarity with your profile. Scroll down the list and click the follow button next to anyone you want to.
3.	Unfollow	To stop seeing someone else's tweets, go to your following list and find the person you want to stop following and hover the cursor over the Following button until it is replaced by the Unfollow button, then click.
4.	Block	From time to time a spammer or other unsavoury character may appear in your Followers list. Click the icon next to the unwanted follower's name so that the 'Block [their name]' option appears — click this and they will be removed from your Followers list. For any form of spammer or malware user it is a good ideato click also 'Report [their name] for spam' so as to limit their capacity to annoy others. You should look at and 'weed' your Followers list regularly. Twitter shows the new followers at the top of the list.
5.	Retweet or RT	To share somebody else's tweet that you have seen in your feed, hover above it and select retweet. It then goes to all your followers, with a small arrow icon, which shows others that this wasn't originally your tweet.
6.	Reply	To respond to somebody else's tweet, hover over it and select the Reply option, which will then appear in their Interactions section or 'tab'.
7.	@	Used in tweets when you want to mention another user. Also the first part of every twitter user name — for example @BAOTCOT.
8.	Mentions	Check your Mentions area or 'tab' to see when others mention you in a tweet by your username. If you mention others, this will appear in their Mention tab.
9.	#	Hashtag – used to categorise tweets. Popular topics are referred to as trending topics and are sometimes accompanied by hashtags, such as #london2012, #OTuesday or #Occhat. Click on any tweet categorised with # for a list of relate tweets from many different users. Including already popular hashtags in your tweet may attract more attention to it.

		Hashtags are also used as part of 'back channel'communication around an event, be it a conference, a TV programme or a global event. An event audience can share comments, questions and links with each other while continuing to follow the formal presentation.
10.	Direct Message or DM	These are private messages that you can send to other Twitterusers. To send or receive a DM click the envelope icon onyour profile page. DMs can only be sent between using who are following each other.
11.	ShortenedURLs	Given that a typical web address is rather long and clumsy, free URL shortening sites such as bitly.com and tinyurl.com provide links which you can paste into tweets. Copy the web address of the page that you wish to share, paste it into the box on either site, and you will be given a short link which will redirect anybody who clicks on it back to the original page you want to share.

The success of a social media platform lies in its ability to attract people from different domains and geographic locations of people, groups, and organisations from various communities who are also interested in social media due to its various benefits (Sugimoto, Work, Larivière, & Haustein, 2016).

According to Letierce, Passant, Breslin, & Decker, (2010) information dissemination as a major benefit of using Twitter. It has been observed that tweets can help in predicting citations to a certain extent (Eysenbach, 2011). However, other studies advise analysts to exercise caution when using simplistic metrics such as the tweet count to evaluate research outputs (Robinson-Garcia, Costas, Isett, Melkers, & Hicks, 2017).

Furthermore, knowledge cultures assembled in these online communities produce the capacity for cognition and accomplishment far beyond what one person alone could accomplish. Requirement for setting up classroom social network in institutions in Nigeria tertiary seek technological solution to improve access to quality materials. Five factors which are critical in ensuring e-learning success include; administrative leadership, continuous program monitoring, course development, professional support for academic staff and evaluation of results (Lee & Dziuban, 2002). The utilization of twitter in schools have impacted positively in the schools system as relevant information are be dropped on this platforms and school authorities get to welcome positive criticisms through this platforms.

Again, most issues are been resolved through this platform as government authorities sees tweets relating to hike in payment of fees, poor state of school facilities and address them swiftly in some cases.

YouTube as a Social Media tool and its Utilization in Schools

YouTube is a frequently used social media tool in the classroom (also the second most visited website in the world). School management can upload videos of occasions, procedures and information to the general public for authenticity. School management can also employ the use of YouTube for lecturers to upload their lectures on video, were students can be able to download or view classes or lectures via

YouTube. Students can watch videos, answer questions, and discuss content. Additionally, students can create videos to share with others. Sherer and Shea (2011) claimed that YouTube increased participation, personalization (customization), and productivity. YouTube also improved students' digital skills and provided opportunity for peer learning and problem solving. Eick et al. (2012) found that videos kept students' attention, generated interest in the subject, and clarified course content. Additionally, the students reported that the videos helped them recall information and visualize real world applications of course concepts.

WhatsApp as a Social Media tool and its Utilization in Schools

WhatsApp Messenger was founded in 2009 by Brian Acton and Jan Koum, former employees of Yahoo. WhatsApp is a freeware, cross-platform messaging and Voice over IP (VoIP) service owned by Facebook, Inc. It allows users to send text messages and voice messages, make voice and video calls, and share images, documents, user locations, and other media. WhatsApp's client application runs on mobile devices but is also accessible from desktop computers, as long as the user's mobile device remains connected to the Internet while they use the desktop app. The service requires users to provide a standard cellular mobile number for registering with the service.

According to Similar Web (2016) though there are many instant messaging applications that can operate on mobile devices, it is seen that WhatsApp application is one of the most favoured mobile based applications. In their study, Church and de Oliveira (2013) emphasize this fact and state that whatsApp has grown in popularity due to its benefits such as, being able to send real-time messages to an individual or groups of friends simultaneously, low-cost, and privacy. However, in studies on the use of whatsapp instant messaging platform in education, it is also determined that these applications have potential to increase learning (Smit, 2012), learners' being active in their studies (Cifuentes & Lents, 2010), interaction between students on personal, school, and course related topics, create sense of belonging (Sweeny, 2010), eliminate social barriers (Doering, Lewis, Veletsianos, Nichols-Besel, 2008), and increase students' motivation (Plana et al., 2013). By the help of these benefits, which are also supported by the studies conducted on WhatsApp (Nguyen & Fussell, 2016), it is noted that the application can be a useful tool within the scope of learning anytime and anywhere, and collaborative learning.

Regan (2019) disclosed that there are over 42 billion text messages a day in the WhatsApp platform, which has make organisations and many educational institution adopted it for communication with staff and clients. principals can manage their contacts using WhatsApp platform and easily share information documents and other media files within their contacts. The WhatsApp platform can also be used to create groups where members can privately discuss and share information within their selves. It also can be used as an internal communication tool by school managements.

Challenges to the Use of Social Media in the Effective Utilization of Schools

The social networking phenomenon is consuming the lives of millions of users around the world. Since the inception of the first social networking site, SixDegrees.com at 1997 (Boyd and Ellison, 2008), the social networking craze has grown beyond all expectations. Data privacy is a fundamental problem in today's information era. Enormous amounts of data are collected by government agencies, search engines, social networking systems, hospitals, financial institutions, and other

organizations, and are stored in databases. Those stored information is very crucial for individuals, people might misuse this information. The problems that exist in the real world such as theft, fraud, vandalism also exists in online Web environments.

New laws introduced jail terms of up to ten years for individuals using networking sites such as Facebook to steal identities without having to wait for them to obtain money as a part of the fraud (Hildebrand, 2009). Social media is becoming a necessity day by day. It is a phenomenon that is exploited, which strive to transform relationships between people and groups of people, which already exist into an online network which can be traversed and exploited. These sites have now transformed into social networking services (Wu and Majedi et al. 2010) and people are eagerly signing up to these social websites. But apart from the attraction they have, there are also some hidden threats that they possess. Facebook then offers multiple tools for users to search out and add potential contacts. By the time one person fills information, Facebook has a reasonably comprehensive snapshot both of who you are and of who you know.

With this information people might use it for negative cause and damage one person's life but if people read and understand the privacy and security options they might be less exposed. Asif and Khan (2012), found that people remain unaware of information sharing policies, although the policies are clearly stated. And if they have read them, they are not confirmed about the effect. This study also shows that people do not know how their personal data can be shared. And they end up sharing their private information with unauthorized people because of their ignorant attitude. In addition, they noticed that complexity of privacy settings and lack of control provided to the user is equally responsible for unintentional information sharing.

There are a number of barriers to trust in the online environment. These barriers include perceived risk, website design and content, the user themselves and privacy concerns. Privacy concerns are considered the greatest barrier of them all because 'the internet, by design, lacks unified provisions for identifying who communicates with whom; it lacks a well-designed identity infrastructure' (Leenes et al., 2008).

Privacy concerns include online information collection techniques such as cookie technology involving extreme surveillance. The use and analysis of data are also a concern due to unethical merging and data mining practices to profile customers. The instant recording and permanence of activity, loss of control and ownership of data also creates barriers to online activity where a school site can be hacked and information about other students will be used to hack other accounts of fellow students (Tavani, 2011). Social networking users claim to be concerned about risks to privacy, yet do little to safeguard their information (Dwyer et al., 2007). Often users openly disclose detailed and personal information on these networks, comfortable living a part of their lives online (Rosenblum, 2007).

With each additional expansion to the website has come a growing level of discontent and concern and a general feeling that 'the company was eroding privacy and making substantial information public' (Rothery, 2010).

It is important to be cautious when using social media especially in the classroom. Although it's not recommended to ignore social media all together people should still have an understanding of the negative impacts it can have on society. Critics are unsure about how social media will affect the teacher student relationship and commonly express concern about how attention keeping this type of learning is. It

is a fear that students will become caught up in the chaos of social media instead of focusing on their school work. With this comes the idea that one day a person's intelligence might depend on these social medias instead of using them to help aid their foundations of thought. The overuse of this technology, while convenient, can also harm expression of critical thought going forward. Putting young students onto social media sites for the purpose of education can also be detrimental to their mental health.

According to a survey taken of teens and young adults increased use of social media can lead to anxiety, depression, and lack of self-esteem. These issues can affect how a person functions normally and can be detrimental to education. If a student is overcome with mental health issues due to constant social media use then it can be hard for them to focus on their schoolwork. Social media usage in secondary school education has its limitations, such as dominance of educators in interactions between staff and students, privacy concerns, anti-social interactions and discriminatory behaviour. Although there was some backlash from state educators, Missouri passed a law that prohibited teachers from communicating privately with students over social media platforms in 2011. Legislators who helped pass this were worried that online communication between underage students and faculty would lead to inappropriate relationships that would cause issues in the classroom. Missouri is not the only state that has taken strides toward limiting social media usage however, and while communication is an important tool teacher utilize certain situations can be misconstrued by outside sources if said communication reaches a more personal level. Due to this stigma teachers are forced to keep all communication with students professional regardless the platform it takes place upon.

Ahmed (2011) reported that one of the dangers of social network: cyber or E crime encourage copyright infringement which has always remain a serious case dealing with social networking sites especially about the videos clips for instance in YouTube. Users without considering the terms can easily upload download or watch any kind of video clips. YouTube claiming one billion dollars for uploading videos Viacom without their permission as did the French independent labels collecting society.

Furthermore, there has been a recent spike in phishing attacks associated with social media sites (Fisher, 2011). Many people view social media sites on cell phones or other mobile devices. This makes it harder to distinguish real and fake websites. Additionally, social media enables attackers to send phishing message that appear to come from someone the victim knows. Having obtained long information for a few accounts, scammers will the send out message to everyone connected to compromise account, often enticing subject line that suggests familiarity with the victim (Baker, 2009). Social networkings have become perilous as a result of the activities of criminals. Recently Nigeria is faced with one of the most danger the social network can generate (Amaka, 2012).

Strategies to Enhance use of Social Media in Effective Utilization of Schools

According to Drahošová and Karovič (2016) social media have revolutionized the use of the Internet as a tool to promote academic success. The key to social media success is to not get hung up on the tools and technology, but to focus on how one's institution can use them more effectively to: increase the visibility of their organisation personal goal.

According to European Centre for Disease Prevention and Control (ECDC) (2014) a social media strategy should form part of a wider communication strategy, which itself will also be part of wider activities, such as corporate communication, risk analysis, or planning and implementing emergency responses. Before an organisation or school management start planning it is recommended that the school begin by assessing their current organisational activity and interest. This will help the organisation or school to identify internal stakeholders or departments that may need to engage in social networks. An initial consultation could include short one-on-one meetings, or brief workshops, where the school may explore whom they will work with and how selected personnel's will engage with other staff and clients during the process of establishing a social media strategy.

Such an exercise will help school management assess enabling – and obstructing – factors related to the current interest. It will also identify those capabilities and capacities in the organisation that can help to deliver a social media strategy. In particular it should help identify the social media assets and needs of internal stakeholders. The results of such assessments can be used to help shape the school social media strategy development processes. Such assessments can also be used on an ongoing basis to further develop the school social media strategy over time.

Enhancement strategies for social media use for academic purpose or classroom must follow outcomes that are superior to those obtained through traditional competitive approaches, because it motivates students to become more active and more involved participant in the learning process. Researchers such as Kagan (1992), Johnson, Johnson & Smith (1991) and Milis & Cottel (1998) recommend heterogeneous teams, reflecting varied learning abilities, ethnic and linguistic diversity, and a mixture of the sexes. In a semester length academic course, most practitioners recommend teacher-selected teams. Teams composed of four student's works effectively become because they are small enough to promote interaction, large enough to tolerate an occasional absence, and balanced enough to permit focused activities in part. The teams can be kept in places throughout the semester or more typically, rearrange at the mid-semester point. In briefer situations, a short –term mix of students focusing on specific learning goals is appropriate; depending on the task and the group members; these teams can be homogeneous provide opportunities to prepare for or to reinforce practice needed in the work place.

According to Confetto and Siano (2018) to monitor and evaluate the effects of the distribution and diffusion of social media content in the school management system, it is essential to detect, collect and analyse emerging communication flows through audit and social media analytic activities. In the relationship with users there is to consider that as one move away from centrally controlled media, such as the corporate website, group and the blog, and there goes into the world of social networks, forums and chats, the company reduces progressively its control degree of communication. Where websites and blogs are directly managed, social pages, forums and others social media involve a minor, if not zero, power of management/ control from the school management. In this social environment, the expression of opinions, from spontaneous word of mouth among users and from the conversations that are established between these and the organization, a network of communication flows arises and they are defined as "emerging flows". Emerging flows are relevant because they not only have the power to influence (positively or not) the perceptions about the company of remaining parts of the public, but they often represent stimuli and

suggestions useful for organized listening and for the strategic reflection activity of the company. As such, they have the power of modify fundamental corporate communication decisions, such as those relating to the creation and innovation of corporate and content identity resources (Confetto and Siano, 2018).

3.   Conclusion

Effective administration of secondary school education in its generic scope includes planning, organising, controlling, etc, all the activities of the institution by utilising resources effectively and efficiently to accomplish teaching, research and community service functions. It has become imperative and instructive for schools to think out of the box by adopting social media to make the system functional at all times, including emergency periods when it will not be convenient to keep the students in school. This paper has shown that social media is confronted with a lot of challenges in schools; the adoption of social media in schools will reduce the issue of face-to-face contact learning.

Suggestions for Further Studies
The following suggestions were made by the researcher:

Facebook, WhatsApp, LinkedIn and Twitter are utilised in management systems. But there are other social network sites with high capabilities and of great benefit to the school management such as QQ, QZone, Tumblr and Zoom etc. They should be looked into and see how they can be effectively utilised.

The significance difference of gender gap should be bridged by proper knowledge and orientation of social media benefit to all inhabitants in the school

E-learning and teaching of social media should be utilised and adopted by the school.

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