

## Chapter 4

# Importance of Social Media to Create Environmental Awareness in Sustainable Higher Education System

**T. Phani Madhavi**  
*Sathyabama University, India*

### **ABSTRACT**

*This chapter mainly addresses on the importance of social media to achieve the environmental sustainability in higher education system comprised of universities, colleges, and training institutions, which is responsible for skills development, personal development, and knowledge generation. Higher education systems play a critical role to develop the values and attitudes of the individuals and to create environmental awareness about the several issues. There are many environmental issues such as global warming, waste management, environmental pollution in a global community. It is a mandatory requirement to create environmental awareness about the effects of environmental hazards. Due to rapid increase in living standards and industrialization, all the individuals as well as organizations should act in environmentally responsible ways and also promote sustainable practices for the protection of the environment.*

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## **INTRODUCTION**

Over a past decade, the communication methods has been changed drastically by usage of social media networking sites like Facebook, Twitter, LinkedIn, You tube .There are several advantages of social media in higher education system particularly students can create a bond with institution, it encourages the interaction between students community, increases the student participation in team projects, enhances the video conferencing abilities, develops the better collaborative activities, it provides the rich e-learning media facilities etc. Social media become an effective marketing and communication tool in higher education system across the world for disseminating information such as daily events, press releases, publications, latest updates, upcoming events, achievements of the students, staff as well as organization, admission advertisements, recruitment details, information distribution and communication to support teaching activity and for many other benefits. The information included in social media platforms have the power to spread to other social media fora within few seconds. Social media have been used by environmentalists to conduct environmental awareness campaigns and to promote environmental education.

The term social media is defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content” (Kaplan & Haenlein, 2010). There are a plethora of Internet services that can be classified as social media, with Facebook and Twitter being two of the most common platforms (Staff, 2011). Twitter encourages word-of-mouth and discussion through short messages which are tied to events and/or people. Facebook encourages social networking and accessing of aggregated social network information through a personalised dashboard. Facebook provides the facilities for users to share content to their network of contacts of various types of content, such as text, links, images and videos. Conversely, Twitter provides limited facilities for sending short messages and embedding images (Tobey & Manore, 2014). Social media platforms have been shown to be effective tools to communicate and support interaction (Tobey & Manore, 2014). Environmental awareness is seen as a component to the education process and helps with creating change (Staff, 2011). The greater the number of aware and informed individuals; the more likely societies will take some form of action to affect environmental change. In higher educational institutions it

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