

# The Impact of Social Media in Educational Management: A Case of State Universities in Zimbabwe

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## Abstract

This paper examines the impact of social media on educational management within state universities in Zimbabwe. In an increasingly digital world, social media platforms have become pervasive, influencing various aspects of life, including education. This study explores how these platforms are used for communication, administration, teaching and learning, and student engagement within Zimbabwean State Universities. Through a review of existing literature and empirical evidence gathered through a case study approach, this paper identifies both the benefits and challenges of social media adoption in the educational landscape of Zimbabwe. Purposive sampling was used to select the three State Universities. Participants included, university administrators, faculty members and students. The data collected was analyzed using thematic analysis to identify key themes and patterns related to the impact of social media on educational management. Findings suggest that while social media offers opportunities for improved communication, collaboration, and access to information, issues such as data security, digital divide, and the potential for misinformation need to be addressed to effectively harness its full potential in educational management.

*Key words:* Social Media, Educational Management, State Universities, Communication, Student Engagement, Digital Divide.

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## 1. Introduction

The advent of the digital age has brought about significant transformations in the way information is accessed, shared, and utilized. Social media platforms, such as Facebook, Twitter, WhatsApp, Instagram, and YouTube, have emerged as powerful tools for communication, networking, and information dissemination. The influence of these platforms has permeated almost every sector, including education. In the context of higher education, social media holds the potential to revolutionize educational management by facilitating efficient communication, fostering collaboration, enhancing teaching and learning experiences, and promoting student engagement.

This paper focuses on the impact of social media on educational management within state universities in Zimbabwe. Zimbabwe, like many developing countries, faces unique challenges in its educational sector, including limited resources, infrastructure constraints, and a digital divide. Against this backdrop, this study aims to investigate how state universities in Zimbabwe are utilizing social media to address these challenges and improve their overall educational management practices. The research will examine the extent to which social media is being used for administrative purposes, communication with students and staff, curriculum delivery, and student support services. Furthermore, it will explore the challenges and opportunities associated with the adoption of social media in the Zimbabwean state university context.

## 2. Literature Review

### *Theoretical Framework: Communication Theory*

From interpersonal relationships to the impact of the media, communication theory examines how information is conveyed and understood using a variety of models and viewpoints. This theory is pertinent since it aided in the effort to comprehend how social media affects educational management. It makes use of a number of models to demonstrate communication, including the transactional model (simultaneous sending and receiving), interaction model (with feedback), and linear transmission model (sender to receiver) (Bush, T2015). Communication theories aid in understanding and enhancing the flow of knowledge, ideas, and information among stakeholders in educational management, which enhances learning environments and organizational efficacy (Anghel, P 2003).

The literature on the impact of social media in education is vast and diverse. Studies have highlighted various benefits, including:

*Enhanced Communication and Collaboration:* Social media platforms facilitate instant communication between administrators, faculty, and students, fostering a sense of community and facilitating the rapid dissemination of

information (Greenhow, 2011). Online forums and group chats allow for collaborative learning, discussions, and peer support (Manca & Ranieri, 2016).

*Improved Student Engagement:* Social media can be used to create engaging learning environments that encourage active participation and interaction (Junco, 2012). Platforms like YouTube can be used to host educational videos and tutorials, while interactive quizzes and polls can be incorporated into online lessons.

*Increased Access to Information:* social media provides access to a wealth of information and resources that can supplement traditional teaching methods (Boyd, 2014). Students can connect with experts in their field, access research papers, and participate in online discussions.

*Streamlined Administrative Processes:* Social media can be used to automate administrative tasks, such as registration, announcements, and feedback collection (Rambe & Bere, 2013). This can free up administrative staff to focus on more strategic initiatives:

However, the use of social media in education also presents several challenges:

*Digital Divide:* Unequal access to technology and internet connectivity can exacerbate existing inequalities in education, creating a digital divide between students from different socioeconomic backgrounds (van Deursen & van Dijk, 2015).

*Privacy and Security Concerns:* The use of social media raises concerns about data privacy and security, as personal information can be vulnerable to breaches and misuse (O'Bannon & Thomas, 2015).

*Distraction and Misinformation:* social media can be a major source of distraction for students, hindering their ability to focus on their studies (Kirschner & Karpinski, 2010). The spread of misinformation and fake news on social media also poses a challenge to critical thinking and informed decision-making.

*Lack of Training and Support:* Many educators lack the necessary training and support to effectively integrate social media into their teaching practices (Selwyn, 2012).

In Zimbabwe, research indicates that social media adoption in the classroom is still in its infancy. Its widespread adoption is being hampered by issues like poor internet access, expensive data plans, and a lack of digital literacy. To enhance communication and student involvement, some universities have begun experimenting with social media (Ndlovu, 2018).

### **3. Methodology:**

The impact of social media on educational management in Zimbabwe's State Universities was investigated in this study using a qualitative case study methodology. Based on their reported degree of social media adoption and geographic location (representing both urban and rural areas), three state universities were chosen as case studies.

Data was collected through the following methods:

**Semi-structured interviews:** Key stakeholders were interviewed to learn about their opinions on the use of social media in educational management, including students, faculty, and university administrators.

**Document analysis:** To comprehend the institutional framework for social media use, official university documents including communication strategies, social media policies, and online learning platforms were examined.

**Observations:** Observations were conducted on university campuses and social media platforms to understand how social media is actually being used in practice.

The data collected was analyzed using thematic analysis to identify key themes and patterns related to the impact of social media on educational management.

### **4. Findings and Discussion**

The study revealed that social media is being used in various ways within State Universities in Zimbabwe, albeit with varying degrees of success and adoption across the institutions:

**Communication and Information Dissemination:** To interact with students and employees, all three universities use social media, especially Facebook and WhatsApp. These platforms are used to distribute important updates, announcements, and exam schedules. According to reports, this approach is more economical and efficient than more conventional ones like SMS and notice boards.

**Student Support and Engagement:** social media is used by departments and student organizations to advertise events, distribute materials, and offer assistance to students. Students can connect with one another, exchange

information, and ask questions in online forums and groups. But the degree of participation differed, with some platforms seeing higher levels of activity than others.

**Teaching and Learning:** While some lecturers are incorporating social media into their teaching, this practice is not widespread. Those who do use it primarily for sharing course materials, facilitating discussions, and providing feedback to students. Challenges cited included limited training, concerns about academic integrity, and the difficulty of monitoring and moderating online discussions.

**Administrative Processes:** Social media is used to a limited extent for administrative tasks such as registration and feedback collection. Some universities are exploring the use of social media for marketing and recruitment purposes.

**Challenges:** The study identified several challenges hindering the effective use of social media in educational management:

**Digital Divide:** Unequal access to internet connectivity and devices remains a significant barrier. Students from rural areas and low-income backgrounds are often disadvantaged.

**High Data Costs:** The cost of data in Zimbabwe is relatively high, making it difficult for students and staff to access social media platforms on a regular basis.

**Lack of Digital Literacy Skills:** Many students and staff lack the necessary digital literacy skills to effectively use social media for educational purposes.

**Data Security and Privacy Concerns:** Concerns about data security and privacy are a significant barrier to the adoption of social media in education.

## **5. Conclusion and Recommendations**

Social media has the potential to transform educational management within state universities in Zimbabwe. It offers opportunities for improved communication, collaboration, student engagement, and access to information. However, the effective use of social media requires addressing the challenges of the digital divide, high data costs, lack of digital literacy skills, and data security concerns.

Based on the findings of this study, the following recommendations are made:

**Invest in infrastructure and connectivity:** Government and universities should invest in improving internet access and connectivity, particularly in rural areas and for students from low-income backgrounds.

**Reduce data costs:** Advocate for lower data costs to make social media more accessible to students and staff.

Provide digital literacy training: Offer training programs to equip students and staff with the necessary digital literacy skills to effectively use social media for educational purposes.

Develop clear social media policies: Develop clear policies regarding the use of social media in education, addressing issues such as privacy, security, and acceptable use.

Promote the use of open educational resources: Encourage the use of open educational resources that can be accessed and shared through social media platforms.

Support research on the impact of social media in education: Foster research to better understand the impact of social media on educational outcomes and to identify best practices for its use.

By addressing these challenges and implementing these recommendations, State Universities in Zimbabwe can harness the full potential of social media to improve educational management and enhance the learning experiences of their students. Further research is needed to explore the long-term impact of social media on educational outcomes and to develop more effective strategies for its integration into the curriculum.

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