форм організації навчання, кожна з яких має свою структуру, належать: урок, практикум, семінарське і факультативне заняття, навчальна екскурсія, співбесіда, консультація, домашня робота учнів. Класифікація форм організації навчання здійснюється за різними ознаками: дидактичними цілями, кількістю учнів, місцем проведення навчання, тривалістю навчальних занять.

Підводячи підсумок, варто зазначити, що сьогодні освітній процес в Україні орієнтований на нове соціальне замовлення щодо завдань, змісту, якості і термінів шкільної освіти, де лейтмотивом стають: пріоритет загальнолюдських цінностей; методологічна переорієнтація змісту освіти на особистість; на формування всіх необхідних компетентностей; на забезпечення активної пізнавальної позиції суб'єкта навчання; спрямованість освіти на найповнішу реалізацію здібностей, інтелектуального, духовного і творчого потенціалу молодої людини; вироблення стійких механізмів самонавчання, самовиховання і саморозвитку.

Можна сказати, що одним з найважливіших стратегічних завдань на сьогоднішньому етапі модернізації освіти України є забезпечення якості підготовки учнів на рівні міжнародних стандартів. Це завдання можна реалізувати за умови зміни педагогічних методик, впровадження інноваційних технологій навчання та вдало підібраної форми організації навчання.

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USE OF SOCIAL MEDIA AS AN INNOVATIVE EDUCATIONAL TECHNOLOGY

Анотація. Розглянуто сучасні інноваційні технології навчання, однією з яких є використання соціальних медіа у педагогічній практиці. Доведено доцільність та наведено поради щодо використання соціальних медіа у сучасному класі.

Ключові слова: соціальні медіа, соціальні мережі, освітня технологія, інноваційна педагогіка, інструменти навчання

Abstract. *Modern innovative educational technologies are considered, one of which is the use of social media in teaching practice. The benefits and hints of using social media in the modern classroom are discussed.*

Keywords: *social media, social networks, educational technology, innovative pedagogy, learning tools.*

Nothing stays the same over a period of time and education is no exception to this rule. Pedagogy, like a mirror, reflects features of the scientific and technological era, of the contemporary reality. It is the science of upbringing, education and training, which has always pursued perfection and updating, its leading defining criteria being innovation, viability, competitiveness, compliance with social demands and needs.

We cannot deny that today both social media and technology have become an indispensable part not only of our lives, but of education as well. To a big extend it is due to the COVID-19 pandemic which has drastically changed the way of teaching and learning. Distance learning has become the educational necessity and students now have to get used to it via digital platforms. As a result, students' need for socializing has increased. Therefore, the use of social media as an educational technology could be a wonderful way to quench their thirst for communication and at the same time fill in the gaps in learning, if used in a safe and appropriate way.

Educational technology is a term used to describe a wide array of teaching-and-learning–related software and hardware that's increasingly being used in college and university classrooms in order to facilitate learning. In addition to practical educational experience, educational technology is based on theoretical knowledge from various disciplines such as communication, education, psychology, sociology, artificial intelligence, and computer science [6]. In the field of educational technology, most products and services on the market work to improve the educational experiences of students, instructors or managers. According to B. Bahay, innovation in education is a purposeful process of partial change leading to modifications of the purpose, the maintenance, methods, forms of training and education, adaptation of the learning process to new requirements [5]. As for innovative educational technology, it might represent a completely new way of teaching, or it can reflect a better way to use an existing teaching tool. According to Sean Bui, it is a concept of transforming traditional book teaching and learning to digital form (thanks to technology innovation) to make teaching more effective. In short, EdTech is simply the process of integrating technology into education to build better teaching/learning experiences that result in higher learning outcomes.

The latest EdTech trends in 2020-21 are being revolutionized with a strong focus on connectivity, versatility, and student-centered learning. For example, Sean Bui among some common EdTech advantages lists innovative teaching methods, improvement of collaborative teaching, enhancement of the teaching and learning process in general. In his article "Top Educational Technology Trends In 2020-2021" [2] in addition to e-learning, video-assisted learning, blockchain technology, data increase, artificial intelligence (AI), learning analytics, gamification, STEAM (Science, Technology, Engineering, Art and Math), immersive learning with VR (virtual reality) and AR (augmented reality), the author also mentions social media.

It's no secret that our students spend most of their free time on social media websites. So the use of websites and social media as a learning tool can help bring teaching methods closer to the real world. Even yet 10 years ago nobody could imagine social networks becoming the part of educational process. Now many educational institutes have started using social media as a communication tool in which students can interact with others easily, share study materials, discuss or comment on someone else's post. Now it's high time to understand that social media from an overwhelming habit driving teachers mad and frustrated can be turned into a useful tool to implement for educational purposes. Social media is here to stay and build a culture of collaboration and sharing, leading to an improved learning experience. Among the benefits of using social media to improve the academic performance of students Manuela Willbold [1] mentions:

1. Communication and collaboration
2. Finding concrete information online
3. Parental involvement
4. Improved literacy, communication, and reading skills
5. Distance learning opportunities

Stephanie Norman, in his article "5 ultimate tricks of using social media as learning tools" [3] gives teachers the following hints:

1. Create a Facebook group for your class, where a teacher could share with his/her students something funny, post reminders about important assignments or submission deadlines, encourage

students to search for and finally post interesting online resources on the topic, set discussion topics every week, allow and encourage students not to be afraid to ask any question they have, post online resources that make learning fun, motivational posts or videos like, for example, TED talks or TedEd [4]. The latter is the organization that creates lessons worth sharing and posts them on YouTube where people can easily access, find, and share the educational videos with their friends.

2. Use blogging for students' homework assignments, which will create a healthy competitive spirit, since everyone will be able to see what the others have done with the topic. A teacher can also assign team projects and ask several "bloggers" to collaborate within a group and publish different parts of the finished paper on each blog.

3. Use Twitter for bringing fun into the classroom. This network is mostly used for fun, and such an aspect of Twitter is not necessarily a bad thing. For example, a daily hashtag related to a certain topic elaborated previously in class can be introduced, and then each student is asked to discover a fun fact related to it. Then, they should post a tweet under that hashtag, and the entire class will follow the activity. This is a great way for the students to realize how the things they learn at school are being implemented in the real world.

4. Pinterest for pinning educational resources and categorizing them. Pinterest can also be used as a search engine for educational content. Besides, students can be asked to create their own boards with educational resources, so the teacher will understand what each individual is mostly interested in and will be able from then on to encourage them to explore their strengths further.

5. Use YouTube for the flipped classroom concept, according to which a teacher first shares educational lectures and resources in video format and expects his/her students to watch the material instead of writing homework. Then, in class, the lecture/video is discussed and worked out. Another way to use YouTube is tell your students to film themselves making presentations of the projects you assign, and then post the videos on the channel.

The above-listed tips could give a new perspective on the way a teacher can use social media as an innovative educational technology. Of course, these activities will require some investment of a teacher's free time. However, the efforts put into social media activity will yield great results in the form of enthusiastic students' faces in the classroom, since they will realize how fun learning can be and as a result will perceive education differently. Students, teachers and parents are all connected through social media and the Web, which allows parents and teachers to maintain communication about classroom events and assignments. Finally we can conclude that the use of social media in learning is highly beneficial as it "opens up" the classroom and facilitates communication between students, educators, parents and the broader community.

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