

Role of Social Digital Platforms in Facilitating the Creation of Digital Educational Content -Analytical Study-

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Abstract

The digital educational content industry is an emergent domain that synergistically integrates advanced communication and information technologies with pedagogical methods, significantly enhancing the educational process. This enhancement not only improves methods of information transmission and exchange but also elevates the overall digital educational experience.

This analytical article provides a comprehensive review of the digital educational content framework and its interplay with social digital platforms. It delineates the principal forms and platforms instrumental in content production and discusses the pivotal advantages these platforms offer in facilitating digital education. Furthermore, we outline essential criteria for the successful production of digital content. We conclude that media and communication technologies, through their robust social digital platforms, have profoundly augmented digital education, positioning it as a formidable alternative to conventional educational methodologies, particularly amidst the rapidly evolving digital revolution driven by artificial intelligence.

Keywords : social platforms ;content creation ; digital content ; educational content ; digital platforms.

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INTRODUCTION

In the swiftly expanding digital information age, modern media and communication technologies are experiencing unprecedented growth. Social digital platforms have become ubiquitous, deeply embedded in our daily interactions and significantly enhancing communication methodologies. These platforms foster a rich milieu for pioneering new communication and knowledge exchange modalities. Notably, they provide advanced tools and technologies that fundamentally transform the learning and teaching landscapes, facilitating effortless access to knowledge sources and fostering interactive educational environments.

Particularly impactful in the realm of digital educational content, social digital platforms are instrumental in enhancing the production and dissemination of varied and engaging educational materials. In the sphere of communication and information sciences, these platforms are essential for devising and implementing strategies that ensure efficient content delivery to targeted audiences. They introduce innovative tools and technologies that enable educators, learners, and students to exchange knowledge and experiences with enhanced efficacy, thereby allowing individuals from diverse cultural backgrounds and educational interests to access a broad spectrum of educational resources tailored to their specific needs and preferences.

It is evident that the field of communication and information sciences has broadened to encompass virtually all facets of life, undergoing substantial transformations influenced by the capabilities of its social digital platforms. These platforms have transcended traditional communication channels, emerging as primary catalysts within the digital educational content industry. They offer exceptional opportunities for collaboration among content creators and consumers, from learners to educators and other stakeholders in digital education. This shift represents a significant evolution in knowledge management and dissemination, driven by technological advancements and the digital transformation of media and communication technologies, thereby fostering innovation and collaboration in the educational sector.

I. CONCEPTS OF DIGITAL EDUCATIONAL CONTENT

I.1. The Concept of Social Digital Platforms

The term "social digital platforms", refers to a variety of internet services as mediums for communication, enabling the exchange of information, experiences, opinions, and diverse perspectives through social networking sites (Wielec, 2021), they facilitate interactions among users by allowing them to share content like images, videos, articles and more through individual profiles or group pages. This category includes prominent social media platforms such as Facebook, Twitter, Instagram, YouTube, among others (Ohara, 2023) . Despite differences in their features and functionalities, these platforms aim to empower users to engage in rich social interactions. They represent the second-generation media, where users are not only consume but also create the content. The advent of Web 2.0 marked a significant shift from the earlier Web 1.0 paradigm, which was characterized by one-way communication and content , predominantly curated by professionals, in contrast, Web 2.0 responded to the innate human desire for social connectivity by facilitating vibrant online communities, thus revolutionizing digital interaction (Wielec, 2021).

The origin of social digital platforms trace back to 1997 with the launch of SixDegrees.com by Andrew Weinreich, pioneering the concept of personal profiles and group affiliations within social networks, this innovation laid the foundation for the development of modern social media, starting with LinkedIn in 2003 and followed by Facebook in 2004. These platforms created a global ecosystem supporting the creation of groups and pages, connecting individuals with shared interests. The emergence of platforms like Twitter, Instagram, and TikTok further accelerated user participation and collaboration, strengthening the fabric of digital communities (Jones, 2023). Today, digital platforms are perceived as sophisticated forms of electronic communication that operate over the internet, where users can forge and nurture digital communities, they share content in multifaceted ways, from likes and shares to comments and chats, facilitating interaction anytime and anywhere. These platforms aim to cultivate specialized digital communities centered around content sharing, thus enhancing connectivity and community engagement.

I.2. The Concept and Evaluation of Digital Educational Content

To understand digital educational content, it is essential to clarify the concepts of both: digital content and educational content, as well as the role of digital content creators who play a pivotal role in materializing this type of communication in education. Content encompasses all the information and experiences conveyed through writing, speech, or other communicative arts, utilizing various media to impart meaning to the end-user (Lenkert, 2020). Thus, digital content refers to any information created, edited, distributed, and published through digital means, such as texts, images, videos, animations, and interactive media with applications spanning across various fields of communication, particularly education. To ensure its effectiveness, it must uphold a high quality to build trust and influence digital public opinion (Lyons, 2023), and those with innovative ideas and adept in digital transformation technologies and design methodologies are known as digital content creators. They are involved in the production, editing, and writing of material across diverse sectors on internet-connected channels and platforms. Their creations are intrinsically linked to the digital attributes of social media channels, continuously updated to cater to both the creators and the consumers of the content (Lenkert, 2020).

Digital content refers to any form of media designed for electronic interaction and published over the internet such as texts, images, videos, live streams, podcasts, and other forms, with the advancement of media and communication technologies, digital content has become essential across various fields, particularly in education, where digital educational content has emerged. This type of content includes the knowledge, procedures, skills, and educational concepts necessary to achieve curriculum objectives and relies heavily on social digital platforms and internet publishing, enabling learning beyond traditional educational institutions (Harman, 2024) . So, it forming a crucial support structure that facilitates modern education and stands as the cornerstone of interaction between educators, who act as content creators, and students, who engage as consumers of this content.

The distribution of digital educational content represents a major shift in education, contributing to the expansion of knowledge access and making it globally available beyond the confines of traditional educational institutions, transcending their various forms and domains. This shift has led to a radical change in education, with the advancement of media, communication technologies and modern tools, the

methods of disseminating educational content have also evolved. Digital platforms, interactive applications, and virtual classrooms have become the foundation that redefines education as a digital, accessible communication process (Harman, 2024). Today, individuals can access digital educational content allowing them to move away from traditional resources that relied on printed books and local materials. Although these traditional formats still hold significant value, they have always been constrained by financial, material, and geographical limitations, which historically hindered their widespread adoption and distribution. The digital transformation era has contributed to addressing many of limitations that traditional educational resources faced. With the emergence e-books and online educational materials, access to education has become more widespread, overcoming barriers while emphasizing speed, flexibility and cost-efficiency. This transformation has not only bridged the educational divide but also fostered integration with multimedia in media and communication, enhancing collaborative education, customization, and adaptation while increasing reliance on digital data.

II. UTILIZATION OF SOCIAL DIGITAL PLATFORMS

II.1. Key Social Digital Platforms Used in Digital Educational Content Creation

Since the advent of the internet and the digital revolution driven by media and communication technologies, many digital platforms have appeared, each with features suitable for creating digital educational content, are:

II.1.1 Facebook:

Established in February 2004 by Harvard University students, including Mark Zuckerberg, it was initially conceived as a social networking platform designed to serve as a digital directory for university students to connect and share information. Originally exclusive to Harvard, it rapidly expanded into a global social communication platform, attracting millions of users worldwide (Kerner, 2021). The English with Lucky page, created in 2015 with 2.5 M followers, is a prime example of diverse content for teaching English from A1 to C2, it offers lessons on pronunciation, verb conjugation, vocabulary and tenses, integration them into role-play conversations and explanatory videos. Lucky uses facial expressions to simplify pronunciation and includes links to her books on learning English, which enhances effective self-learning, as reflected in the positive comments on the page.

II.1.2 YouTube:

In 2005, YouTube has emerged as a dedicated social platform to creating channels for sharing videos, while facilitating interaction with other users through comments or shares. It has become a quintessential reference channel for millions in enhancing the creation and distribution audio-visual content, particularly in education. It enables users to watch videos, create channels on various educational topics, subscribe to others, and actively engage with their content (Romero, 2019). This is evident in channels like ZamericanEnglish channel, which was founded in 2017, is a global leader in digital English education outside traditional classrooms, with 5M followers and 11M subscribers. Its success lies in Adel Ibrahim's unique teaching method, which breaks lessons into short segments covering various language skills such as reading, writing, speaking and listening. This approach combines personalized and collaborative learning. Adel Ibrahim also offers

interactive videos with exercises, role-play, and quizzes, with links in the description for feedback and corrections.

II.1.3 Instagram:

It was launched in 2010 and later acquired by Facebook, to serve as a miniature version of it, operating partially for free. It has maintained its popularity by focusing on sharing photos and videos continuously evolving through the introduction of innovative features tailored for digital content creation, such as Instagram Stories and Reels (Moreau, 2024). These features help users to engage with short videos and images, enhancing the exchange of knowledge and skills, this is demonstrated by AbduRahman Hijazi's Instagram page named 'dalilk4english' which focuses on teaching English via shorts, videos, images, exercises and live broadcasts, allowing for immediate interaction, and using hashtags to accelerate the searching and access to lessons. This content has now expanded to the rapidly growing platform, Threads which is connected to Instagram, this transition makes it an excellent tool for promoting educational content In alignment with the interests of learners.

II.1.4 TikTok:

It was officially recognized as a social media platform in 2016, and quickly became the most popular among them, dedicated to sharing short visual and musical content that ranges from 15 s to 10 min. It stands out by offering a variety of sound effects and filters that users can employ to create their educational content in a way that differs from others, such as Reels featuring memes and Comedic educational animations (Gregersen, 2023). Its user-friendly technical features make the content engaging and visually appealing by promoting rapid dissemination and widespread reach through an algorithm that enhances content discovery. This is achieved by integration audio and visual effects, emojis, Gifs, and live technology, which significantly enhances interaction with learners, positioning it as a unique digital education platform (McLachlan, 2022). Thus, it's considered a fast-paced educational platform that relies on Reels like short videos, it's widely used for learning languages, as it offers diverse material including grammar, practical examples presented through animated clips or motivational videos.

II.1.5 Telegram:

The brothers Pavel and Nicolai Durov founded Telegram in 2013 as a strong alternative to WhatsApp, launching it on iOS and Android towards the end of 2018. It supports sending and receiving messages, videos, files, voice recordings and even calls, all secured through encryption to ensure information confidentiality. Also, it allows for the storage of large files, making it highly sought after for digital educational publishing through its channels (Gordon & Fernandez, 2024), that are useful for gathering a large number of active participants through chats and discussions, enabling the improvement and customization of content to meet users' needs by providing educational materials in various formats including word documents, pdfs, images, videos and even links to educational channels and websites (Roca, 2022). We can see that in the "English Test" channel serves as valuable tool for enhancing English language skills, the learners or subscribers generally can test their language proficiency by engaging in daily quizzes, which help improve their understanding of grammar and vocabulary. The interactive environment created by group chats and discussion foster a dynamic learning experience, allowing participants to analyze their results and learn from their mistakes. Consequently, this

channel can be an effective resource for improving English skills through daily practice and interactive learning.

II.1.6 LinkedIn:

It's an excellent platform for e-learning, allowing educators and learners to publish articles and professional studies, as well as share weekly updates on educational content through posts, reviews, and comments. This one supports the creation of groups for exchanging insights and experiences related to the development of professional educational skills (Massod, 2021), like LinkedIn Learning offers interactive educational content that supports classrooms by integrating content with the curriculum, enhancing educational material with scientific articles, specialized training courses, discussions' group under the guidance of teachers through dialogue, assessment and correction. It fosters both self-directed and collaborative learning, and also enables direct communication via phone number or email, along with providing supplementary resources such as YouTube and Telegram links, ensuring the credibility and reliability of the content.

II.1.7 Pinterest:

This platform is specialized in sharing images and presenting them in a unique and visually appealing way that helps organize content through boards, charts, and designs on diverse topics. Its graphical representations clearly illustrate precise goals and directions, making it easy to organize and retain them (Massod, 2021). So, it serves as an effective visual educational tool for managing and distributing visual content, especially educational ideas that contain visual resources such as infographics, interactive diagrams and flashcards that teachers use to explain concepts, while video lessons and exercises are included. Thus Pinterest enables to easily access these methods, which enhances interactive and flexible learning.

All of these digital social platforms aim to enhance the educational experience and facilitate access to information through various formats and methods, such as videos on YouTube, Instagram, and TikTok, digital exchange platforms like Telegram, WhatsApp, and LinkedIn focus on sharing downloadable courses, such as e-books, while chat platforms like Facebook enable real-time communication between teachers and students, fostering an interactive learning environment.

II.2. Forms of Digital Educational Content on Social Digital Platforms

The landscape of educational content across social platforms is both varied and rich, encompassing a diverse range of formats:

II.2.1. Educational Videos:

It originated in the 1980s, coinciding with advancements in information and communication technologies, which facilitated content creation for both professionals and amateurs. These videos combine auditory and visual experiences with entertainment, often through texts, graphics, discussions, and challenges, creating a rich learning environment (Rajadell & Garriga-Garzón, 2017). Digital video content has become popular across various educational institutions due to its 24/7 availability and unique teaching techniques. Features like pause, rewind, fast-forward, adjustable quality allow learners to focus and revisit content, making it a versatile educational tool for any educational level (Baber & Baig, 2022), as demonstrated by Khan

Academy, a leader in online education alongside ZAmericanEnglish Channel, its videos cover a wide range of topics including Mathematics, Programming, Science, History and organized into specific themes. With engaging content and multilingual subtitle to help learners from diverse backgrounds easily grasp the material, combining specialized learning with self-directed study to achieve outstanding results. This does not negate the fact that the shift towards videos has gained significant momentum on YouTube and TikTok their audio-visual nature, surpassing traditional education by enabling both self-directed and personalized learning in the same time.

II.2.2. Educational Stories:

These are narrative videos used to elucidate a topic or impart a specific lesson for learners, where the actions of the characters are depicted clearly, thereby enhancing the transmission of key educational ideas. Viewers are encouraged to delve deeper than the literal spoken words. This form encompasses a wide range of tales, from children's stories and fairy tales to myths and fables. They are narrated for educational purposes due to their ability to simplify complex information and make it more accessible and engaging (Zhang, González, & Solorio, 2024). Many platforms like Facebook, YouTube and Instagram use this approach which has been adopted by the channels of 'English Singing' , 'English Easy Practice' and 'English Crunch' offering stories for children to teach them English skills in a simple and child-friendly manner. These channels combine engaging animations with both written and spoken text in a narrative, story-telling tone, it relies on listening to the story, then repeating it, and finally answering questions that promote interaction and participation. This method ensures the development of English language skills including listening, speaking, and writing.

II.2.3. Educational Dramatizations:

It intricately weaves cultural and environmental contexts into its narratives, making them resonant and relevant to audiences. These dramas leverage their performative nature to explore various topics and perspectives, fostering critical thinking. Their simplicity, clarity, comprehensiveness, and diversity, making them an optimal medium for the conveyance of educational messages (Van de Water, 2021). The dramatic interactive environment enhances learning through practice, such as 'English Conversation' and the '4 Skills' page with its drama series 'Oxford English daily conversation' aims to help learners practice English in everyday context such as family, friends, and work by engaging with roles and imitating the actors' pronunciation. So, learners can build and refine their language skills because this method fosters creativity and encourages the use of both verbal and body language, contributing to the creation of a strong, participatory educational experience free from boredom.

II.2.4. Live Streaming:

Live streaming on social media platforms has emerged as an exemplary method for delivering information directly and instantly to a target audience. This format is popular in educational contexts for introducing new information or educating followers on innovative topics. The key advantage of live streaming lies in its immediacy, it requires no prior video editing or extensive preparation and is not cost-prohibitive (Zhang, González, & Solorio, 2024) . Simply, it facilitates real-time interaction by allowing quick responses to viewers' comments, fostering discussions

and feedback between learners and instructors that rely on these questions, clarifications or critiques to refine or assess content effectively. It is used in training courses such as preparation for high school exams, where it expands the educational environment and promoting active digital engagement, which is a core component of blended digital learning.

II.2.5. Educational Podcasts:

Educational podcasts, also known as audio broadcasting or audio blogging, primarily leverage sound, sound effects, and the strategic word manipulation to create engaging auditory experience. These audio blogs enable listeners to access their favorite programs by connecting to the internet, thus transcending temporal and spatial limitations (Rime, Pike, & Collins, 2022). Podcasts are valuable educational tool for enhancing listening and speaking skills like 'Spotlight English' 'The Level up English', and 'Easy English Podcast' in TikTok and YouTube help learners improve pronunciation and speaking through progressively structured levels of learning. It flexible learning with various formats including monologues, dialogues, interviews and documentaries or stories, each serving specific educational purposes. Additionally, motivational podcasts engage listeners through persuasive techniques and have gained increasing popularity for their ability to transform the educational experience from traditional methods to a dynamic, flexible and encouraging language practice through imitation, which ultimately facilitates mastery of the language.

II.2.6. Short Educational Story :

The short story feature on social media platforms is an innovative function that allows users to share temporary multimedia content such as photos or videos, typically visible just for 24 hours. This feature is common platforms like Facebook, Instagram, and Telegram, giving users to control who views their stories. It provides a dynamic way to share daily events, enhancing the popularity, influence, and reach of their content (Ortiz, 2024). Short stories can include display times, headlines, keywords, opinions, frequently asked questions, success stories, challenges, and other content that attracts followers' attention.

II.2.7. Successful Educational Experiences and Biographies:

Sharing personal opinions and experiences via video-sharing platforms like YouTube or image-sharing sites like Pinterest can enhances user interactions and offers' experiences, gaining valuable insights that inform their choices. This sharing impacts content creators and contributes to the success and dissemination of their content, fostering a community of shared learning and inspiration (Mutenda, 2020)

II.2.8. Online Video Courses (Educational Training Courses):

These videos represent a strategic approach to creating and distributing educational videos that explore topics in depth and promote broad learning among audience, they effectively address educational needs and attracts a diverse audience while generating profit for educational channels (Mutenda, 2020). Learners are drawn to these courses because they allow for the practical application of theoretical knowledge, enhancing understanding, reinforcing and accelerates the pace of learning, raises educational levels, and facilitates the sharing of it. They are considered part of collaborative learning in groups, and blended learning that integrates both theoretical and practical aspects of educational topics.

II.2.9. Digital Textbooks and Educational Books:

Digital educational books are electronic versions of traditional textbooks or their equivalents, accessible via computers and smartphones. They include interactive elements that enhance user engagement and understanding. Digital textbooks may complement traditional learning environments in educational institutions or introduce new content in various digital formats such as Word, PDF, etc (Bixler, 2022). This is what was developed on the ZAmericanEnglish channel, which initially started as lectures, training lessons, then evolved into online videos and later expanded to include a comprehensive book covering various levels of English language proficiency and skills, reaching learners worldwide.

II.2.10. Educational Applications:

Technological advancements have revolutionized education by introducing modern teaching methods, notably through mobile applications. These apps are increasingly recognized as solutions to various educational challenges, especially in language acquisition, serving as complementary e-learning tools that utilize encourage learners to engagement notifications and reminders (Abdullayeva & Muminbekova, 2023). Duolingo for example is the best language educational App, offering short, interactive lessons through exercises such as translation, listening repetition, and quizzes that develops all of language skills, and provides notifications or reminders to motivate users to maintain regular practice and adapts its content based on the learner's performance, and finally can pass the final exams like TOEFL or IELTS.

III. ADVANTAGES AND SUCCESS FACTORS

III.1. Advantages of Social Digital Platforms in Educational Content Creation :

III.1.1. Immediate Communication and Global Access:

Social media serves as a global bridge connecting individuals from diverse cultural and linguistic backgrounds, enhancing personal and professional relationships within a global community of learners. It reduces distances and accelerates the learning process, that we always see in online learning courses that bring together from different languages, nationalities, and cultures (Varthana Team, 2024). For example the Coursera platform, which offers online courses from high universities, brings all learners from different parts of the world just at distance to exchange of experiences that enhance mutual understanding and foster personal and professional relationships.

III.1.2. Access to a World of Knowledge:

Digital social platforms transcend the limitations of bulky educational books and constrained resources. They open a vast gateway to educational content from around the globe, enabling users to engage with digital communities and forums teeming with experts and specialists (Varthana Team, 2024). This access allows for the acquisition of a diverse array of opinions and perspectives, establishing these platforms as primary sources for immediate and direct news and information updates amidst rapid digital transformation, and they support independent digital learning, helping users to explore specialized topics and deepen their understanding of

academic subjects beyond standard curricula, thereby catering to individual learning styles for achieving educational success.

III.1.3. Keeping Up-to-Date with Developments:

Digital social platforms play a crucial role in keeping users continuously informed about the latest developments in the educational sector by following educational media and thought leaders. It stimulates users' curiosity and increase their participation and engagement in ongoing discussions and educational advancements (Varthana Team, 2024). This is achieved by Twitter and LinkedIn, where researchers share their recent articles, fostering discussions about e-learning methods and modern educational technologies.

III.1.4. Tool for Learner Engagement and Interaction:

These digital platforms provide educational opportunities to enhance learner engagement, which is offered by content creators. Learners feel free to express and discuss their opinions and ideas, regardless of time and place (Purwanto, Fahmi, & Yoyok, 2023). This enhances the educational process by increasing engagement through the development of new educational communication methods like clicking links, sharing content, and comments. Integrating these tools into education creates a collaborative environment that surpasses unidirectional approaches, allowing for more efficient customization of educational offerings to meet users' needs (Ghafar, 2024). The Edutopia page is one of the leading platforms sharing educational content that embodies interaction and participation through articles, tips, and videos showcasing innovative teaching strategies that promote discussion.

III.1.5. Enhancing Active Learning and Collaboration:

Digital media activate collaborative learning by simplifying communication between teachers and learners, they go beyond traditional learning settings to include tools like messaging apps, group chats, and online discussion forums, enabling questions and ideas-sharing, this creates a sense of belonging and encourages collaborative efforts to achieve shared educational goals within dynamic consultative groups enriching the interactive learning experience (Varthana Team, 2024). Google Classroom exemplifies this feature by facilitating small discussion groups that encourage chats in an interactive environment, this boosts learners' confidence and enriches their experiences.

III.1.6. From Static to Flexible Content:

Today, digital platforms have transformed traditional dull content from static form into dynamic experiences with interactive activities like flexible discussions, this collaborative approach serves as an incentive for learner engagement in bidirectional communicative environment, allowing them to work together in project groups to edit and modify content. This process breaks down barriers between authors and audiences, enabling users to contribute their ideas to the development of educational content from traditional to digital formats (Purwanto, Fahmi, & Yoyok, 2023). This further illustrated by the Moodle platform, widely used in Arabian Universities to deliver interactive educational content, whereas education was once limited to traditional educational institutions, Moodle now enables access to Knowledge anytime and anywhere, It facilitates the uploading and downloading of courses, tests..., thereby transforming education into an interactive electronic experience.

III.1.7. Creative Promotion:

Social platforms provide a venue for both content creators and consumers to express and share their educational creativity across various fields through innovative methods. By sharing their talents with a global audience, creators receive feedback that can inspire others and encourage them to strive for excellence and explore new creative expressions. This process not only enriches the content but also fosters a vibrant community of learning and innovation (Varthana Team, 2024) .

III.1.8. Building a Positive Digital Reputation:

The characteristics of social digital platforms, such as widespread reach, speed, flexibility, and popularity, facilitate the creation and distribution of educational content using the most efficient methods and technologies. This positive interaction reflects well on the audience, who form a favorable mental image that meets their needs anytime, anywhere (Varthana Team, 2024). Consequently, this favorable impression supports and enhances their digital reputation amid intense competition in the digital transformation race, especially when selecting the optimal crew for an educational channel from accredited experts and specialists with reliable information and mastery of digital techniques and requirements.

III.1.9. Developing Communication Skills and Increasing Confidence:

Creating digital educational content is a media and communication effort that requires robust communication skills from creators as part of this process, and digital platforms provide a relatively safe space for individuals to practice and develop these skills, enabling them to express acquired knowledge clearly, and engage with diverse viewpoints (Varthana Team, 2024) . This process not only boosts the audience's awareness and confidence but also accurately identifies educational or communication challenges, carefully considers available solutions, which is essential for gaining the audience's trust and interest in the content.

III.2. Requirements for the Success of Digital Educational Content on Social Digital Platforms

III.2.1 Digital Literacy:

It is essential for the success of digital educational content, as it enables users to navigate social safely and efficiently, this includes teaching the fundamentals of the internet and digital transformations, identifying relevant information, formulating questions, and verifying sources to form well-informed opinions (Varthana Team, 2024) . Therefore, digital educational content emphasizes the principles of cybersecurity, personal data protection, and responsible online behavior, these skills are crucial for intelligence interaction with digital platforms and ensuring such as Coursera, edX, Slack, and Google Scholar provide valuable resources for acquiring these competencies.

III.2.2 Enhancing Open Communication:

Open communication on digital platforms should be safe, secure and supportive, allowing content creators and followers can comfortably to share their experiences, ask questions, seek help, and discuss educational challenges, this helps in developing effective solutions solutions and strategies for managing them. (Varthana Team, 2024). Apps like HelloTalk or Tandem make language learning easier through open communication anytime and anywhere, these results in improved educational skills, increased self-confidence, and expanded discussion networks.

III.2.3. Collaboration with Stakeholders:

Addressing the digital challenges in educational content requires collaborative efforts among all stakeholders to ensure compliance with established standards and to stand out amidst intense digital competition. This collaboration enhances the quality and scope of digital educational content (Varthana Team, 2024). This is exemplified by LinkedIn Learning, Coursera, edX, Udemy, Khan Academy, LinkedIn Learning, Moodle, which reply on a diverse range of contributors in developing digital educational content, including academics who ensure global standards are met, instructional designers who innovate interactive learning methods, developers who provide the necessary technological tools, and Multimedia designers who enhance the learning experience, while research institution contribute valuable studies, government bodies establish policies to ensure quality and educational technology consultants guide the integration of modern technologies ensuring high-quality content that meets learners' needs.

III.2.4. Harnessing Educational Potentials:

Digital social platforms offer unique opportunities to present educational content in more engaging and appealing ways. Today's educational potentials include delivering digital content through various interactive formats such as videos with commenting features for real-time questions, stories, training courses, and other forms that cater to the diverse needs of learners (Varthana Team, 2024) thereby enhancing the educational experience, which we see on most digital platforms we use daily, such as YouTube, TikTok, Facebook and Instagram with videos, reels, stories, shorts and comments, Coursera, Udemy and LinkedIn Learning with courses and live discussions, Moodle with quizzes.

III.2.5. Understanding the Impact of Social Media on the Educational Process:

This is utmost importance for making informed decisions that enhance digital educational strategies, as it involves understanding how to present effectively educational experiences via methods that leverage the unique features and advantages of each social media platform, thereby making the content more engaging (Varthana Team, 2024). This involving responsible online behaviour in education and increasing awareness of risks such as misinformation and fraud, for example Facebook launched the 'Check Before You Share' campaign to combat misinformation, while YouTube introduced the 'YouTube Kids' App to filter inappropriate content, also Instagram and Telegram use the personal security by encrypting conversations. These initiatives improve digital security in online education.

III.2.6. Leveraging the Positive Impact of Educational Content on Social Digital Platforms:

Educational digital content creators should try to leverage their positive impacts on the learning and teaching process, including fostering a culture of communication, education, relationship building, entertainment, and activity, and discussions. All these positives contribute to creating a vibrant, interactive, and flexible educational environment that provides a suitable atmosphere for discussions and the exchange of knowledge and information, which facilitates the understanding of content by followers, interactors, or even creators (Varthana Team, 2024).

III.2.7. Adopting Communicative Additions to Content:

Sometimes, accessing educational content can be difficult when relying on only one platform, therefore it is best to adopt an integrated communication approach that combines various platforms and additional tools, including WhatsApp, Email, and Links to educational websites. This enhances the speed of accessing knowledge, which the majority of content creators rely on today by sharing their content along with access links or explanatory descriptions on Facebook, Instagram, YouTube and TikTok (Varthana Team, 2024) .

CONCLUSION

Social digital platforms are a key driver in the transformation of digital education by enhancing access, participation, and interaction, making education more cost-effective and global. These platforms provide a means of reaching a global audience, improving content quality through real-time user feedback, and supporting a variety of content formats. They also offer valuable analytical tools and integrate advanced technologies such as artificial intelligence, further enhancing the educational experience. In Algeria, this transformation became particularly evident during the COVID-19 pandemic, when educational institutions relied on digital platforms to ensure the continuity of learning. English-language platforms were activated, information and communication technologies were utilized, and remote lectures and live broadcasts were organized. This shift helped create complementary content alongside traditional education and strengthened interaction between teachers and students. Today, digital education in Algeria integrates collaborative, self-directed, and blended learning models, with a focus on real-time feedback to improve content. While technologies such as artificial intelligence are still under study in the country, they represent the future of digital education and should be further researched and explored.

To fully leverage modern digital technologies in education, well-structured and organized plans are essential, therefore teachers must adopt comprehensive and innovative strategies that incorporate advanced techniques such as representational and comedic education, which have recently gained significant popularity. Collaboration with professional designers can help create engaging content tailored to the learners' backgrounds, this collaboration should be supported by discussion forums to gather feedback via surveys on the quality of educational content, facilitating ongoing development. However, as education shifts to digital platforms, cybersecurity must also be an integral part of any strategic plan because Protecting educational content and the personal information of both teachers and learners is crucial, that secure platforms and encryption methods should be integrated to safeguard data from cyber threats, and cybersecurity training should be provided to students to ensure a safe online learning experience. Additionally, leveraging artificial intelligence through personalized learning systems and automation algorithms in smart platforms will enable interactive and responsive teaching. As these technologies advance, the role of the teacher may evolve into that of a robotic educator, supported by AI to analyze learners' needs, emotions, and provide customized, real-time responses. The future of education will increasingly rely on Big Data to transform user information into ready-made responses through educational robots capable of adapting to learners' emotional states and individual circumstances. As these developments unfold, the role of the teacher may shift from a traditional educator to a digital content engineer or designer, raising important questions about

the future of human professions in the age of Big Data and Artificial Intelligence, and how the balance between human expertise and AI-driven automation will shape the future of education.

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Role of Social Digital Platforms in Facilitating the Creation of Digital Educational Content -Analytical Study-

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Abstract

The digital educational content industry is an emergent domain that synergistically integrates advanced communication and information technologies with pedagogical methods, significantly enhancing the educational process. This enhancement not only improves methods of information transmission and exchange but also elevates the overall digital educational experience.

This analytical article provides a comprehensive review of the digital educational content framework and its interplay with social digital platforms. It delineates the principal forms and platforms instrumental in content production and discusses the pivotal advantages these platforms offer in facilitating digital education. Furthermore, we outline essential criteria for the successful production of digital content. We conclude that media and communication technologies, through their robust social digital platforms, have profoundly augmented digital education, positioning it as a formidable alternative to conventional educational methodologies, particularly amidst the rapidly evolving digital revolution driven by artificial intelligence.

Keywords : social platforms ;content creation ;digital content ; educational content ; digital platforms.

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INTRODUCTION

In the swiftly expanding digital information age, modern media and communication technologies are experiencing unprecedented growth. Social digital platforms have become ubiquitous, deeply embedded in our daily interactions and significantly enhancing communication methodologies. These platforms foster a rich milieu for pioneering new communication and knowledge exchange modalities. Notably, they provide advanced tools and technologies that fundamentally transform the learning and teaching landscapes, facilitating effortless access to knowledge sources and fostering interactive educational environments.

Particularly impactful in the realm of digital educational content, social digital platforms are instrumental in enhancing the production and dissemination of varied and engaging educational materials. In the sphere of communication and information sciences, these platforms are essential for devising and implementing strategies that ensure efficient content delivery to targeted audiences. They introduce innovative tools and technologies that enable educators, learners, and students to exchange knowledge and experiences with enhanced efficacy, thereby allowing individuals from diverse cultural backgrounds and educational interests to access a broad spectrum of educational resources tailored to their specific needs and preferences.

It is evident that the field of communication and information sciences has broadened to encompass virtually all facets of life, undergoing substantial transformations influenced by the capabilities of its social digital platforms. These platforms have transcended traditional communication channels, emerging as primary catalysts within the digital educational content industry. They offer exceptional opportunities for collaboration among content creators and consumers, from learners to educators and other stakeholders in digital education. This shift represents a significant evolution in knowledge management and dissemination, driven by technological advancements and the digital transformation of media and communication technologies, thereby fostering innovation and collaboration in the educational sector.

IV. CONCEPTS OF DIGITAL EDUCATIONAL CONTENT

I.1. The Concept of Social Digital Platforms

The term "social digital platforms", refers to a variety of internet services as mediums for communication, enabling the exchange of information, experiences, opinions, and diverse perspectives through social networking sites (Wielec, 2021), they facilitate interactions among users by allowing them to share content like images, videos, articles and more through individual profiles or group pages. This category includes prominent social media platforms such as Facebook, Twitter, Instagram, YouTube, among others (Ohara, 2023) . Despite differences in their features and functionalities, these platforms aim to empower users to engage in rich social interactions. They represent the second-generation media, where users are not only consume but also create the content. The advent of Web 2.0 marked a significant shift from the earlier Web 1.0 paradigm, which was characterized by one-way communication and content , predominantly curated by professionals, in contrast, Web 2.0 responded to the innate human desire for social connectivity by facilitating vibrant online communities, thus revolutionizing digital interaction (Wielec, 2021).

The origin of social digital platforms trace back to 1997 with the launch of SixDegrees.com by Andrew Weinreich, pioneering the concept of personal profiles and group affiliations within social networks, this innovation laid the foundation for the development of modern social media, starting with LinkedIn in 2003 and followed by Facebook in 2004. These platforms created a global ecosystem supporting the creation of groups and pages, connecting individuals with shared interests. The emergence of platforms like Twitter, Instagram, and TikTok further accelerated user participation and collaboration, strengthening the fabric of digital communities (Jones, 2023). Today, digital platforms are perceived as sophisticated forms of electronic communication that operate over the internet, where users can forge and nurture digital communities, they share content in multifaceted ways, from likes and shares to comments and chats, facilitating interaction anytime and anywhere. These platforms aim to cultivate specialized digital communities centered around content sharing, thus enhancing connectivity and community engagement.

1.2. The Concept and Evaluation of Digital Educational Content

To understand digital educational content, it is essential to clarify the concepts of both: digital content and educational content, as well as the role of digital content creators who play a pivotal role in materializing this type of communication in education. Content encompasses all the information and experiences conveyed through writing, speech, or other communicative arts, utilizing various media to impart meaning to the end-user (Lenkert, 2020). Thus, digital content refers to any information created, edited, distributed, and published through digital means, such as texts, images, videos, animations, and interactive media with applications spanning across various fields of communication, particularly education. To ensure its effectiveness, it must uphold a high quality to build trust and influence digital public opinion (Lyons, 2023), and those with innovative ideas and adept in digital transformation technologies and design methodologies are known as digital content creators. They are involved in the production, editing, and writing of material across diverse sectors on internet-connected channels and platforms. Their creations are intrinsically linked to the digital attributes of social media channels, continuously updated to cater to both the creators and the consumers of the content (Lenkert, 2020).

Digital content refers to any form of media designed for electronic interaction and published over the internet such as texts, images, videos, live streams, podcasts, and other forms, with the advancement of media and communication technologies, digital content has become essential across various fields, particularly in education, where digital educational content has emerged. This type of content includes the knowledge, procedures, skills, and educational concepts necessary to achieve curriculum objectives and relies heavily on social digital platforms and internet publishing, enabling learning beyond traditional educational institutions (Harman, 2024) . So, it forming a crucial support structure that facilitates modern education and stands as the cornerstone of interaction between educators, who act as content creators, and students, who engage as consumers of this content.

The distribution of digital educational content represents a major shift in education, contributing to the expansion of knowledge access and making it globally available beyond the confines of traditional educational institutions, transcending their various forms and domains. This shift has led to a radical change in education, with the advancement of media, communication technologies and modern tools, the

methods of disseminating educational content have also evolved. Digital platforms, interactive applications, and virtual classrooms have become the foundation that redefines education as a digital, accessible communication process (Harman, 2024). Today, individuals can access digital educational content allowing them to move away from traditional resources that relied on printed books and local materials. Although these traditional formats still hold significant value, they have always been constrained by financial, material, and geographical limitations, which historically hindered their widespread adoption and distribution. The digital transformation era has contributed to addressing many of limitations that traditional educational resources faced. With the emergence e-books and online educational materials, access to education has become more widespread, overcoming barriers while emphasizing speed, flexibility and cost-efficiency. This transformation has not only bridged the educational divide but also fostered integration with multimedia in media and communication, enhancing collaborative education, customization, and adaptation while increasing reliance on digital data.

V. UTILIZATION OF SOCIAL DIGITAL PLATFORMS

II.1. Key Social Digital Platforms Used in Digital Educational Content Creation

Since the advent of the internet and the digital revolution driven by media and communication technologies, many digital platforms have appeared, each with features suitable for creating digital educational content, are:

II.1.1 Facebook:

Established in February 2004 by Harvard University students, including Mark Zuckerberg, it was initially conceived as a social networking platform designed to serve as a digital directory for university students to connect and share information. Originally exclusive to Harvard, it rapidly expanded into a global social communication platform, attracting millions of users worldwide (Kerner, 2021). The English with Lucky page, created in 2015 with 2.5 M followers, is a prime example of diverse content for teaching English from A1 to C2, it offers lessons on pronunciation, verb conjugation, vocabulary and tenses, integration them into role-play conversations and explanatory videos. Lucky uses facial expressions to simplify pronunciation and includes links to her books on learning English, which enhances effective self-learning, as reflected in the positive comments on the page.

II.1.2 YouTube:

In 2005, YouTube has emerged as a dedicated social platform to creating channels for sharing videos, while facilitating interaction with other users through comments or shares. It has become a quintessential reference channel for millions in enhancing the creation and distribution audio-visual content, particularly in education. It enables users to watch videos, create channels on various educational topics, subscribe to others, and actively engage with their content (Romero, 2019). This is evident in channels like ZamericainEnglish channel, which was founded in 2017, is a global leader in digital English education outside traditional classrooms, with 5M followers and 11M subscribers. Its success lies in Adel Ibrahim's unique teaching method, which breaks lessons into short segments covering various language skills such as reading, writing, speaking and listening. This approach combines personalized and collaborative learning. Adel Ibrahim also offers

interactive videos with exercises, role-play, and quizzes, with links in the description for feedback and corrections.

II.1.3 Instagram:

It was launched in 2010 and later acquired by Facebook, to serve as a miniature version of it, operating partially for free. It has maintained its popularity by focusing on sharing photos and videos continuously evolving through the introduction of innovative features tailored for digital content creation, such as Instagram Stories and Reels (Moreau, 2024). These features help users to engage with short videos and images, enhancing the exchange of knowledge and skills, this is demonstrated by AbduRahman Hijazi's Instagram page named 'dalilk4english' which focuses on teaching English via shorts, videos, images, exercises and live broadcasts, allowing for immediate interaction, and using hashtags to accelerate the searching and access to lessons. This content has now expanded to the rapidly growing platform, Threads which is connected to Instagram, this transition makes it an excellent tool for promoting educational content In alignment with the interests of learners.

II.1.4 TikTok:

It was officially recognized as a social media platform in 2016, and quickly became the most popular among them, dedicated to sharing short visual and musical content that ranges from 15 s to 10 min. 5t stands 64t by offering a variety of sound effects and filters that users can employ to create their educational content in a way that differs from others, such as Reels featuring memes and Comedic educational animations (Gregersen, 2023). Its user-friendly technical features make the content engaging and visually appealing by promoting rapid dissemination and widespread reach through an algorithm that enhances content discovery. This is achieved by integration audio and visual effects, emojis, Gifs, and live technology, which significantly enhances interaction with learners, positioning it as a unique digital education platform (McLachlan, 2022). Thus, it's considered a fast-paced educational platform that relies on Reels like short videos, it's widely used for learning languages, as it offers diverse material including grammar, practical examples presented through animated clips or motivational videos.

II.1.5 Telegram:

The brothers Pavel and Nicolai Durov founded Telegram in 2013 as a strong alternative to WhatsApp, launching it on iOS and Android towards the end of 2018. It supports sending and receiving messages, videos, files, voice recordings and even calls, all secured through encryption to ensure information confidentiality. Also, it allows for the storage of large files, making it highly sought after for digital educational publishing through its channels (Gordon & Fernandez, 2024), that are useful for gathering a large number of active participants through chats and discussions, enabling the improvement and customization of content to meet users' needs by providing educational materials in various formats including word documents, pdfs, images, videos and even links to educational channels and websites (Roca, 2022). We can see that in the "English Test" channel serves as valuable tool for enhancing English language skills, the learners or subscribers generally can test their language proficiency by engaging in daily quizzes, which help improve their understanding of grammar and vocabulary. The interactive environment created by group chats and discussion foster a dynamic learning experience, allowing

participants to analyze their results and learn from their mistakes. Consequently, this channel can be an effective resource for improving English skills through daily practice and interactive learning.

II.1.6 LinkedIn:

It's an excellent platform for e-learning, allowing educators and learners to publish articles and professional studies, as well as share weekly updates on educational content through posts, reviews, and comments. This one supports the creation of groups for exchanging insights and experiences related to the development of professional educational skills (Massod, 2021), like LinkedIn Learning offers interactive educational content that supports classrooms by integrating content with the curriculum, enhancing educational material with scientific articles, specialized training courses, discussions' group under the guidance of teachers through dialogue, assessment and correction. It fosters both self-directed and collaborative learning, and also enables direct communication via phone number or email, along with providing supplementary resources such as YouTube and Telegram links, ensuring the credibility and reliability of the content.

II.1.7 Pinterest:

This platform is specialized in sharing images and presenting them in a unique and visually appealing way that helps organize content through boards, charts, and designs on diverse topics. Its graphical representations clearly illustrate precise goals and directions, making it easy to organize and retain them (Massod, 2021). So, it serves as an effective visual educational tool for managing and distributing visual content, especially educational ideas that contain visual resources such as infographics, interactive diagrams and flashcards that teachers use to explain concepts, while video lessons and exercises are included. Thus Pinterest enables to easily access these methods, which enhances interactive and flexible learning.

All of these digital social platforms aim to enhance the educational experience and facilitate access to information through various formats and methods, such as videos on YouTube, Instagram, and TikTok, digital exchange platforms like Telegram, WhatsApp, and LinkedIn focus on sharing downloadable courses, such as e-books, while chat platforms like Facebook enable real-time communication between teachers and students, fostering an interactive learning environment.

II.2. Forms of Digital Educational Content on Social Digital Platforms

The landscape of educational content across social platforms is both varied and rich, encompassing a diverse range of formats:

II.2.1. Educational Videos:

It originated in the 1980s, coinciding with advancements in information and communication technologies, which facilitated content creation for both professionals and amateurs. These videos combine auditory and visual experiences with entertainment, often through texts, graphics, discussions, and challenges, creating a rich learning environment (Rajadell & Garriga-Garzón, 2017). Digital video content has become popular across various educational institutions due to its 24/7 availability and unique teaching techniques. Features like pause, rewind, fast-forward, adjustable quality allow learners to focus and revisit content, making it a versatile educational

tool for any educational level (Baber & Baig, 2022) , as demonstrated by Khan Academy, a leader in online education alongside ZAmericanEnglish Channel, its videos cover a wide range of topics including Mathematics, Programming, Science, History and organized into specific themes. With engaging content and multilingual subtitle to help learners from diverse backgrounds easily grasp the material, combining specialized learning with self-directed study to achieve outstanding results. This does not negate the fact that the shift towards videos has gained significant momentum on YouTube and TikTok their audio-visual nature, surpassing traditional education by enabling both self-directed and personalized learning in the same time.

II.2.2. Educational Stories:

These are narrative videos used to elucidate a topic or impart a specific lesson for learners, where the actions of the characters are depicted clearly, thereby enhancing the transmission of key educational ideas. Viewers are encouraged to delve deeper than the literal spoken words. This form encompasses a wide range of tales, from children's stories and fairy tales to myths and fables. They are narrated for educational purposes due to their ability to simplify complex information and make it more accessible and engaging (Zhang, González, & Solorio, 2024). Many platforms like Facebook, YouTube and Instagram use this approach which has been adopted by the channels of 'English Singing' , 'English Easy Practice' and 'English Crunch' offering stories for children to teach them English skills in a simple and child-friendly manner. These channels combine engaging animations with both written and spoken text in a narrative, story-telling tone, it relies on listening to the story, then repeating it, and finally answering questions that promote interaction and participation. This method ensures the development of English language skills including listening, speaking, and writing.

II.2.3. Educational Dramatizations:

It intricately weaves cultural and environmental contexts into its narratives, making them resonant and relevant to audiences. These dramas leverage their performative nature to explore various topics and perspectives, fostering critical thinking. Their simplicity, clarity, comprehensiveness, and diversity, making them an optimal medium for the conveyance of educational messages (Van de Water, 2021). The dramatic interactive environment enhances learning through practice, such as 'English Conversation' and the '4 Skills' page with its drama series 'Oxford English daily conversation' aims to help learners practice English in everyday context such as family, friends, and work by engaging with roles and imitating the actors' pronunciation. So, learners can build and refine their language skills because this method fosters creativity and encourages the use of both verbal and body language, contributing to the creation of a strong, participatory educational experience free from boredom.

II.2.4. Live Streaming:

Live streaming on social media platforms has emerged as an exemplary method for delivering information directly and instantly to a target audience. This format is popular in educational contexts for introducing new information or educating followers on innovative topics. The key advantage of live streaming lies in its immediacy, it requires no prior video editing or extensive preparation and is not cost-prohibitive (Zhang, González, & Solorio, 2024) . Simply, it facilitates real-time

interaction by allowing quick responses to viewers' comments, fostering discussions and feedback between learners and instructors that rely on these questions, clarifications or critiques to refine or assess content effectively. It is used in training courses such as preparation for high school exams, where it expands the educational environment and promoting active digital engagement, which is a core component of blended digital learning.

II.2.5. Educational Podcasts:

Educational podcasts, also known as audio broadcasting or audio blogging, primarily leverage sound, sound effects, and the strategic word manipulation to create engaging auditory experience. These audio blogs enable listeners to access their favorite programs by connecting to the internet, thus transcending temporal and spatial limitations (Rime, Pike, & Collins, 2022). Podcasts are valuable educational tool for enhancing listening and speaking skills like 'Spotlight English', 'The Level up English', and 'Easy English Podcast' in TikTok and YouTube help learners improve pronunciation and speaking through progressively structured levels of learning. It flexible learning with various formats including monologues, dialogues, interviews and documentaries or stories, each serving specific educational purposes. Additionally, motivational podcasts engage listeners through persuasive techniques and have gained increasing popularity for their ability to transform the educational experience from traditional methods to a dynamic, flexible and encouraging language practice through imitation, which ultimately facilitates mastery of the language.

II.2.6. Short Educational Story :

The short story feature on social media platforms is an innovative function that allows users to share temporary multimedia content such as photos or videos, typically visible just for 24 hours. This feature is common platforms like Facebook, Instagram, and Telegram, giving users to control who views their stories. It provides a dynamic way to share daily events, enhancing the popularity, influence, and reach of their content (Ortiz, 2024). Short stories can include display times, headlines, keywords, opinions, frequently asked questions, success stories, challenges, and other content that attracts followers' attention.

II.2.7. Successful Educational Experiences and Biographies:

Sharing personal opinions and experiences via video-sharing platforms like YouTube or image-sharing sites like Pinterest can enhances user interactions and offers' experiences, gaining valuable insights that inform their choices. This sharing impacts content creators and contributes to the success and dissemination of their content, fostering a community of shared learning and inspiration (Mutenda, 2020)

II.2.8. Online Video Courses (Educational Training Courses):

These videos represent a strategic approach to creating and distributing educational videos that explore topics in depth and promote broad learning among audience, they effectively address educational needs and attracts a diverse audience while generating profit for educational channels (Mutenda, 2020). Learners are drawn to these courses because they allow for the practical application of theoretical knowledge, enhancing understanding, reinforcing and accelerates the pace of learning, raises educational levels, and facilitates the sharing of it. They are

considered part of collaborative learning in groups, and blended learning that integrates both theoretical and practical aspects of educational topics.

II.2.9. Digital Textbooks and Educational Books:

Digital educational books are electronic versions of traditional textbooks or their equivalents, accessible via computers and smartphones. They include interactive elements that enhance user engagement and understanding. Digital textbooks may complement traditional learning environments in educational institutions or introduce new content in various digital formats such as Word, PDF, etc (Bixler, 2022). This is what was developed on the ZAmericanEnglish channel, which initially started as lectures, training lessons, then evolved into online videos and later expanded to include a comprehensive book covering various levels of English language proficiency and skills, reaching learners worldwide.

II.2.10. Educational Applications:

Technological advancements have revolutionized education by introducing modern teaching methods, notably through mobile applications. These apps are increasingly recognized as solutions to various educational challenges, especially in language acquisition, serving as complementary e-learning tools that utilize encouragement, engagement notifications and reminders (Abdullayeva & Muminbekova, 2023). Duolingo for example is the best language educational App, offering short, interactive lessons through exercises such as translation, listening repetition, and quizzes that develops all of language skills, and provides notifications or reminders to motivate users to maintain regular practice and adapts its content based on the learner's performance, and finally can pass the final exams like TOEFL or IELTS.

VI. ADVANTAGES AND SUCCESS FACTORS

III.1. Advantages of Social Digital Platforms in Educational Content Creation :

III.1.1. Immediate Communication and Global Access:

Social media serves as a global bridge connecting individuals from diverse cultural and linguistic backgrounds, enhancing personal and professional relationships within a global community of learners. It reduces distances and accelerates the learning process, that we always see in online learning courses that bring together from different languages, nationalities, and cultures (Varthana Team, 2024). For example the Coursera platform, which offers online courses from high universities, brings all learners from different parts of the world just at distance to exchange of experiences that enhance mutual understanding and foster personal and professional relationships.

III.1.2. Access to a World of Knowledge:

Digital social platforms transcend the limitations of bulky educational books and constrained resources. They open a vast gateway to educational content from

around the globe, enabling users to engage with digital communities and forums teeming with experts and specialists (Varthana Team, 2024). This access allows for the acquisition of a diverse array of opinions and perspectives, establishing these platforms as primary sources for immediate and direct news and information updates amidst rapid digital transformation, and they support independent digital learning, helping users to explore specialized topics and deepen their understanding of academic subjects beyond standard curricula, thereby catering to individual learning styles for achieving educational success.

III.1.3. Keeping Up-to-Date with Developments:

Digital social platforms play a crucial role in keeping users continuously informed about the latest developments in the educational sector by following educational media and thought leaders. It stimulates stimulate users' curiosity and increase their participation and engagement in ongoing discussions and educational advancements (Varthana Team, 2024). This is achieved by Twitter and LinkedIn, where researchers share their recent articles, fostering discussions about e-learning methods and modern educational technologies.

III.1.4. Tool for Learner Engagement and Interaction:

These digital platforms provide educational opportunities to enhance learner engagement, which is offered by content creators. Learners feel free to express and discuss their opinions and ideas, regardless of time and place (Purwanto, Fahmi, & Yoyok, 2023). This enhances the educational process by increasing engagement through the development of new educational communication methods like clicking links, sharing content, and comments. Integrating these tools into education creates a collaborative environment that surpasses unidirectional approaches, allowing for more efficient customization of educational offerings to meet users' needs (Ghafar, 2024). The Edutopia page is one of the leading platforms sharing educational content that embodies interaction and participation through articles, tips, and videos showcasing innovative teaching strategies that promote discussion.

III.1.5. Enhancing Active Learning and Collaboration:

Digital media activate collaborative learning by simplifying communication between teachers and learners, they go beyond traditional learning settings to include tools like messaging apps, group chats, and online discussion forums, enabling questions and ideas-sharing, this creates a sense of belonging and encourages collaborative efforts to achieve shared educational goals within dynamic consultative groups enriching the interactive learning experience (Varthana Team, 2024). Google Classroom exemplifies this feature by facilitating small discussion groups that encourage chats in an interactive environment, this boosts learners' confidence and enriches their experiences.

III.1.6. From Static to Flexible Content:

Today, digital platforms have transformed traditional dull content from static form into dynamic experiences with interactive activities like flexible discussions, this collaborative approach serves as an incentive for learner engagement in bidirectional communicative environment, allowing them to work together in project groups to edit and modify content. This process breaks down barriers between authors and audiences, enabling users to contribute their ideas to the development of educational content from traditional to digital formats (Purwanto, Fahmi, & Yoyok, 2023). This

further illustrated by the Moodle platform, widely used in Arabian Universities to deliver interactive educational content, whereas education was once limited to traditional educational institutions, Moodle now enables access to Knowledge anytime and anywhere, It facilitates the uploading and downloading of courses, tests..., thereby transforming education into an interactive electronic experience.

III.1.7. Creative Promotion:

Social platforms provide a venue for both content creators and consumers to express and share their educational creativity across various fields through innovative methods. By sharing their talents with a global audience, creators receive feedback that can inspire others and encourage them to strive for excellence and explore new creative expressions. This process not only enriches the content but also fosters a vibrant community of learning and innovation (Varthana Team, 2024) .

III.1.8. Building a Positive Digital Reputation:

The characteristics of social digital platforms, such as widespread reach, speed, flexibility, and popularity, facilitate the creation and distribution of educational content using the most efficient methods and technologies. This positive interaction reflects well on the audience, who form a favorable mental image that meets their needs anytime, anywhere (Varthana Team, 2024). Consequently, this favorable impression supports and enhances their digital reputation amid intense competition in the digital transformation race, especially when selecting the optimal crew for an educational channel from accredited experts and specialists with reliable information and mastery of digital techniques and requirements.

III.1.9. Developing Communication Skills and Increasing Confidence:

Creating digital educational content is a media and communication effort that requires robust communication skills from creators as part of this process, and digital platforms provide a relatively safe space for individuals to practice and develop these skills, enabling them to express acquired knowledge clearly, and engage with diverse viewpoints (Varthana Team, 2024) . This process not only boosts the audience's awareness and confidence but also accurately identifies educational or communication challenges, carefully considers available solutions, which is essential for gaining the audience's trust and interest in the content.

III.2. Requirements for the Success of Digital Educational Content on Social Digital Platforms

III.2.1 Digital Literacy:

It is essential for the success of digital educational content, as it enables users to navigate social safely and efficiently, this includes teaching the fundamentals of the internet and digital transformations, identifying relevant information, formulating questions, and verifying sources to form well-informed opinions (Varthana Team, 2024) . Therefore, digital educational content emphasizes the principles of cybersecurity, personal data protection, and responsible online behavior, these skills are crucial for intelligence interaction with digital platforms and ensuring such as Coursera, edX, Slack, and Google Scholar provide valuable resources for acquiring these competencies.

III.2.2 Enhancing Open Communication:

Open communication on digital platforms should be safe, secure and supportive, allowing content creators and followers can comfortably to share their experiences, ask questions, seek help, and discuss educational challenges, this helps in developing effective solutions solutions and strategies for managing them. (Varthana Team, 2024). Apps like HelloTalk or Tandem make language learning easier through open communication anytime and anywhere, these results in improved educational skills, increased self-confidence, and expanded discussion networks.

III.2.3. Collaboration with Stakeholders:

Addressing the digital challenges in educational content requires collaborative efforts among all stakeholders to ensure compliance with established standards and to stand out amidst intense digital competition. This collaboration enhances the quality and scope of digital educational content (Varthana Team, 2024). This is exemplified by LinkedIn Learning, Coursera, edX, Udemy, Khan Academy, LinkedIn Learning, Moodle, which reply on a diverse range of contributors in developing digital educational content, including academics who ensure global standards are met, instructional designers who innovate interactive learning methods, developers who provide the necessary technological tools, and Multimedia designers who enhance the learning experience, while research institution contribute valuable studies, government bodies establish policies to ensure quality and educational technology consultants guide the integration of modern technologies ensuring high-quality content that meets learners' needs.

III.2.4. Harnessing Educational Potentials:

Digital social platforms offer unique opportunities to present educational content in more engaging and appealing ways. Today's educational potentials include delivering digital content through various interactive formats such as videos with commenting features for real-time questions, stories, training courses, and other forms that cater to the diverse needs of learners (Varthana Team, 2024) thereby enhancing the educational experience, which we see on most digital platforms we use daily, such as YouTube, TikTok, Facebook and Instagram with videos, reels, stories, shorts and comments, Coursera, Udemy and LinkedIn Learning with courses and live discussions, Moodle with quizzes.

III.2.5. Understanding the Impact of Social Media on the Educational Process:

This is utmost importance for making informed decisions that enhance digital educational strategies, as it involves understanding how to present effectively educational experiences via methods that leverage the unique features and advantages of each social media platform, thereby making the content more engaging (Varthana Team, 2024). This involving responsible online behaviour in education and increasing awareness of risks such as misinformation and fraud, for example Facebook launched the 'Check Before You Share' campaign to combat misinformation, while YouTube introduced the 'YouTube Kids' App to filter inappropriate content, also Instagram and Telegram use the personal security by encrypting conversations. These initiatives improve digital security in online education.

III.2.6. Leveraging the Positive Impact of Educational Content on Social Digital Platforms:

Educational digital content creators should try to leverage their positive impacts on the learning and teaching process, including fostering a culture of communication, education, relationship building, entertainment, and activity, and discussions. All these positives contribute to creating a vibrant, interactive, and flexible educational environment that provides a suitable atmosphere for discussions and the exchange of knowledge and information, which facilitates the understanding of content by followers, interactors, or even creators (Varthana Team, 2024).

III.2.7. Adopting Communicative Additions to Content:

Sometimes, accessing educational content can be difficult when relying on only one platform, therefore it is best to adopt an integrated communication approach that combines various platforms and additional tools, including WhatsApp, Email, and Links to educational websites. This enhances the speed of accessing knowledge, which the majority of content creators rely on today by sharing their content along with access links or explanatory descriptions on Facebook, Instagram, YouTube and TikTok (Varthana Team, 2024).

CONCLUSION

Social digital platforms are a key driver in the transformation of digital education by enhancing access, participation, and interaction, making education more cost-effective and global. These platforms provide a means of reaching a global audience, improving content quality through real-time user feedback, and supporting a variety of content formats. They also offer valuable analytical tools and integrate advanced technologies such as artificial intelligence, further enhancing the educational experience. In Algeria, this transformation became particularly evident during the COVID-19 pandemic, when educational institutions relied on digital platforms to ensure the continuity of learning. English-language platforms were activated, information and communication technologies were utilized, and remote lectures and live broadcasts were organized. This shift helped create complementary content alongside traditional education and strengthened interaction between teachers and students. Today, digital education in Algeria integrates collaborative, self-directed, and blended learning models, with a focus on real-time feedback to improve content. While technologies such as artificial intelligence are still under study in the country, they represent the future of digital education and should be further researched and explored.

To fully leverage modern digital technologies in education, well-structured and organized plans are essential, therefore teachers must adopt comprehensive and innovative strategies that incorporate advanced techniques such as representational and comedic education, which have recently gained significant popularity. Collaboration with professional designers can help create engaging content tailored to the learners' backgrounds, this collaboration should be supported by discussion forums to gather feedback via surveys on the quality of educational content, facilitating ongoing development. However, as education shifts to digital platforms, cybersecurity must also be an integral part of any strategic plan because Protecting educational content and the personal information of both teachers and learners is crucial, that secure platforms and encryption methods should be integrated to safeguard data from cyber threats, and cybersecurity training should be provided to

students to ensure a safe online learning experience. Additionally, leveraging artificial intelligence through personalized learning systems and automation algorithms in smart platforms will enable interactive and responsive teaching. As these technologies advance, the role of the teacher may evolve into that of a robotic educator, supported by AI to analyze learners' needs, emotions, and provide customized, real-time responses. The future of education will increasingly rely on Big Data to transform user information into ready-made responses through educational robots capable of adapting to learners' emotional states and individual circumstances. As these developments unfold, the role of the teacher may shift from a traditional educator to a digital content engineer or designer, raising important questions about the future of human professions in the age of Big Data and Artificial Intelligence, and how the balance between human expertise and AI-driven automation will shape the future of education.

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