
The Importance Of Using Social Media Marketing (Smm) In The Development Of Ict Competencies Of Professional Education Teachers

¹Ruslan Malikov Raufovich, ²Husniddin Amrillayev Ashrab ugli, ³Golibjon Otamurodov Ruzimurodovich, ⁴Umida Marasulova, ⁵Dilobar Saidova Ikrambayevna

1 Teacher of the Department of Humanities and information technologies of Samarkand State Institute of foreign languages, Samarkand, Uzbekistan.

2 Teacher of the Department of Humanities and information technologies of Samarkand State Institute of foreign languages, Samarkand, Uzbekistan.

3PhD, Assistant Professor, Regional center for retraining and professional development of pedagogical staff under National University of Uzbekistan.

4Candidate of Pedagogical Science, Deputy Director for Research and Innovation of the Shahrisabz Branch of the Tashkent State Pedagogical University named after Nizami, Shahrisabz, Uzbekistan.

5PhD, Scientific degrees at the institute for retraining and advanced training of preschool education personnel and managers. Department of "Pedagogy and Psychology".

ABSTRACT:

This article covers the role, role and importance of social media networks in the development of ICT competences of professional education teachers. Also, ways of using Telegram bots in increasing the efficiency of the educational system are indicated.

Keywords:

Social media marketing, professional education, quiz, Telegram, teachers of professional education, types of quizzes on Telegram.

1. INTRODUCTION

The modern period of professional education development is characterized by the active and comprehensive introduction of information and communication technologies, which can significantly change the content, methods and forms of training. The main goal of their implementation is the development of intellectual abilities of students in the modern information society, as well as improving the quality of education and training. Socio-political, economic and socio-cultural changes taking place in Uzbekistan in the last decade have led to the need to update the education system, its focus on entering the world educational space. In accordance with this, national education should be aimed at preparing students not only to adapt (adapt) to modern society, but also to be competitive in the labor market, ready for further life in the world society, a single information educational space. New educational standards the main task is to form a new style of thinking, thanks to which the student will be able to learn independently, set educational goals and find

ways to solve them, using all the tools of information technology.

Actuality of SMM

Teachers should apply such methods and organizational forms of educational work that meet the requirements of the developing knowledge society. Students should be able not only to master the content of the educational disciplines offered to them in depth, but also to understand how they can produce new knowledge themselves, using the potential of modern ICT tools. For some (perhaps many) teachers, this approach may seem too bold. It will take time for teachers to master new approaches to academic work. For this to happen, it will also require a lot of effort on the part of state bodies, institutions of the system of training and professional development of teachers and heads of professional colleges .

The role of social media marketing in the pedagogical activity of professional education teachers is incomparable. Because, not only

representatives of this sector, but also people working in other areas use social media networks for at least 3 hours a day (marketing statistics). This means that people spend a lot of their time on SMM (social media marketing).

The Internet is taking over many areas of people's lives. The number of Internet users as of October 2019 - March 2020 reached 97 million people – 81 % of the total population of the country [4]. With the growing number of smartphones in the population and the expansion of the mobile Internet coverage area, the amount of mobile traffic consumption is growing more and more. Moreover, over the year, mobile Internet traffic grew by 25% and reached 56% of users. [5, 6]. The most popular programs in Uzbekistan are Whatsapp, Viber, Skype, Telegram, and Zoom. In terms of the growth in the number of mentions in social media from March 2019 to February 2020, Telegram leads the way – from 215 thousand mentions per month it grew to 936 thousand [7].

SMM (Social Media Marketing) — social media marketing is the promotion of products and services in social networks that are perceived by marketing as social media.

Social media marketing is a tool for dialogue between a social group and the subject of a company's marketing. SMM is a direct work in communities that cover the target group of users. Social media platforms are a modern tool for interacting with the target audience. Today, the audience of social networks is comparable to the audience of television channels, only it is more attentive and active.

Tasks that can be solved using SMM:

- * social and online support for offline and online marketing activities;

- * group dialogue with a group of active consumers adepts of the subject of marketing of the company;

- * social dialogue with the audience interested in solving problems and discussing problems, problems and prospects that are close to the subject of the subject of marketing;

- * social promotion-popularization of the social significance of the subject of marketing of the company and the company itself;

- * verification of the views and aspirations of the social community with the plans and strategy of the brand and company;

- * increase in traffic to the company's Internet resources.

Social media marketing involves the mandatory optimization of the site and bringing it in line with the main criteria of SMO— Social Media Optimization, since it is a tool by which members of the social community – the target audience—are attracted to the site from social networks, communities, blogs, diaries and forums.

A quiz is a form of game or intellectual competition, a quiz, an attempt for recognition or reward, to attract the audience to participate in an event, a format of interactive interaction with the audience.

Quiz comes from the English "quiz" - quiz; the etymology is unknown, however, there is an assumption that the word originated in student jargon. The quiz is too general, vague, and context-sensitive a concept, mainly used to refer to a process other than the more systematic one: exam, testing, analysis.

Types of quizzes:

1. In the context of entertainment, a quiz game, a light and superficial rapid test, a way of spending time in the format of games, involving: guessing answer options, searching for an answer by stimulating the imagination, or testing cognitive abilities to accumulate, preserve and reproduce knowledge, skills and abilities;

2. In an educational context, a quiz is a form of student assessment that often has fewer questions of less complexity and requires less time to complete than a test (exam);

3. Sociological survey by the quiz method - in a playful way, obtaining scientific knowledge about social phenomena, as well as processes, views of society on events and phenomena;

4. Personality assessment by the quiz method can be a series of multiple-choice questions about the respondent without correct or incorrect answers. The answers to these questions are summed up according to the key, and the result is intended to reveal some quality of the respondent.

5. Social communication with the help of quiz-communication for PR purposes, with the tasks of broadcasting (transmitting) public experience, ideas and views, as well as organizing joint activities.

The characteristics of the quiz: simplicity, conciseness, intentness, competitiveness, effectiveness.

The goal of the quiz is to provide interactive communication with a high level of engagement and interest in the audience.

The task of the quiz is to generate interest, engage in the process of studying the subject of the quiz, and keep the reader and user on the pages of the resource. The quiz is designed to interest and cause reflection on the subject, serve as a springboard for a person to study themselves, their emotions, adjust their beliefs or actions.

Quiz subtasks:

- * keep the user on the resource pages,
- * hold the reader's attention;
- in a playful or accessible form for the audience, talk about the subject of the quiz;
- * Feedback tool-collect response statistics, analyze them, and then adjust the content of the resource and the view of the target audience based on the analysis;
- * engage in the study of a general topic and a specific subject of the quiz;
- * implement the "virus effect" – provide an opportunity to share the results of the quiz in social networks and (or) with friends, thereby attracting a large number of readers to the resource and the quiz itself.

Marketing and quiz. The task of the quiz, from the point of view of marketing – in accordance with the model of consumer behavior AIDA adopted in marketing practice (an acronym from the English AIDA — Attention, Interest, Desire, Action-attention, interest, desire, action) - to form attention to the subject of the quiz and influence the interest in the subject of the quiz.

The main problem of using quizzes in education is that not all participants of the target audience are inclined to accept the interactive communications offered to them, the format of obtaining knowledge in a game form is not typical for everyone, and the very mechanics of obtaining information by quizzes and surveys (quizzes) contradicts the simplest form of obtaining information: question/answer and requires time and attention from the audience.

A contest with prizes for passing a test or for participating in a quiz is a successful method of promotion when the audience:

- * inclined to actively learn new things;

- * allows for interactive communication;
- * Better assimilates information obtained in the form of a game;

- * Prone to excitement – a state of emotional uplift of strong interest and desire to continue to be in this state;

- * demonstrates a high level of engagement in the subject of the quiz and awareness of the subject of the quiz;

- * tends to share their own success with friends and acquaintances.

Telegram differs from other messengers by the ability to create bots and channels. The bot is a program that allows you to answer user questions, search for information, advice clients, and even support games in the messenger interface. Channels are chats that allow you to send messages to an unlimited number of users who subscribe to it. They are a mix of a blog and a news feed.

The development of Telegram has led to the creation of a large number of popular science channels. Any specialist can run their own channel about their activities, news and trends.

Using the example of using the messenger in the academic life at the university, it is possible to use it for each subject individually or in a general educational chat. Each teacher can create a separate chat for their subject and add all the students in the group. After the training session, the teacher sends the text of the homework assignment to the chat as a reminder. Before the deadline, students can ask questions directly to the teacher. The questions will not be repeated, because the entire history of communication will be visible to all students of the group.

The teacher can provide references to literature or upcoming conferences on the subject. Students can send tasks in the chat, while getting acquainted with the work of colleagues, or, conversely, without seeing them, depending on the type of homework. In the training pairs, the teacher can conduct testing on the subject using a bot in Telegram. The bot can issue a task to the student from the database, and after sending them the answer, give the correct answer. The solution in the form of a photo is sent to the teacher and evaluated later.

Training can also be conducted completely remotely, without face-to-face classes. The main function of Telegram may be to send

course messages, then collect, and verify completed homework. Also useful is a bot that automatically sends students assignments and

reminders about deadlines. Table 1 shows the advantages and disadvantages of using Telegram.

Table 1.

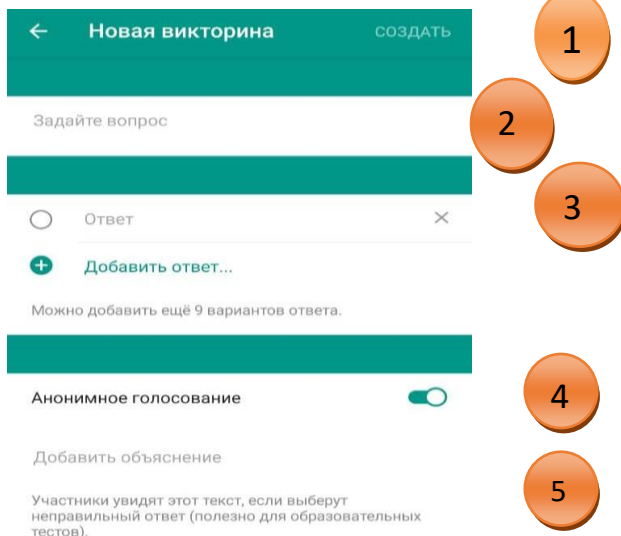
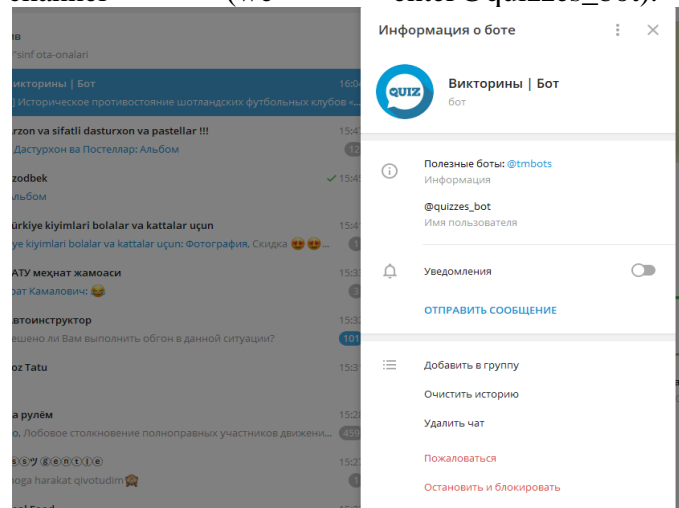
Advantages and disadvantages of using Telegram in educational activities

Advantages	Disadvantages
high speed of communication between students and the teacher	the need to respond to messages outside of the classroom, which will lead to an increase in teacher employment
involvement in the educational process outside of classes	possible distraction of participants a dialog on irrelevant topics or messages from other users
convenience of storing course materials and	the need for a smartphone
Students' works	mobile internet for students and teachers
convenience of subsequent analysis of students' progress and activity during the	possible loss of information if the messenger is blocked
no need to create a	when submitting tasks in the same dialog, copies of works among students are possible
separate application or register	
on a third-party service	
using the messenger for free the	
ability to openly discuss the difficulties of the subject between students the	

In connection with the pandemic in the Republic of Uzbekistan, the transition of the educational process to the remote system caused the transition of the educational environment to electronic form. In particular, the use of online

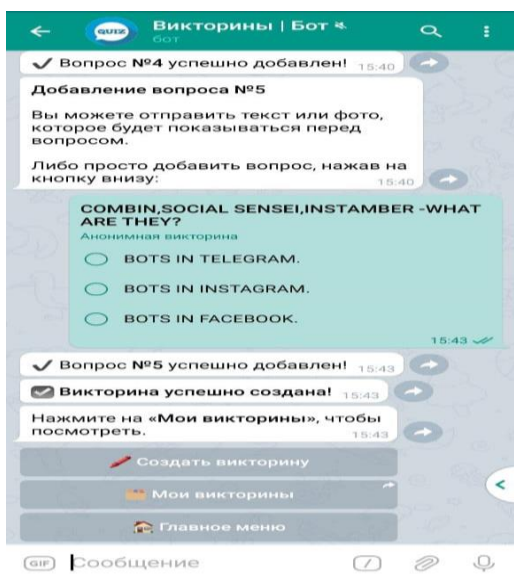
and offline social media networks by professors has led to the development of their ICT competence. In the section of strengthening the new topic, the professor-teacher, who is engaged in science, used exactly the bots of the Telegram social network (@quizzes_bot, @QuizBot and

hakazo). On the basis of these bots, the factual knowledge of the teachers of professional education was tested in an open environment. We will continue our thinking with the methodology of using the above bots. From the Telegram channel (we enter@quizzes_bot).



1- Creating New Quiz, 2- Creating question, 3- Creating answers (Add answer max 9), 4- anonymous voting, 5- participants will see this text if they choose the wrong answer

The advantages are obvious, the messenger saves time and costs for printing paper materials for control work.



CONCLUSION

We can conclude that Telegram is a convenient free communication tool for students and teachers, which will speed up and simplify interaction. Despite the disadvantages associated with the possibility of write-offs, the implementation of other threats is unlikely.

The knowledge and skills of professional education teachers, who have passed the above questions, are positively assessed.

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