













ORIGINAL

## Integration of Educational Content in Social Media Platforms: Content Creators' Experiences

### Integración de contenido educativo en plataformas de redes sociales: experiencias de creadores de contenido

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#### ABSTRACT

**Introduction:** this study addresses the problem of understanding educational content creators' lived experiences and challenges in developing impactful social media content.

**Method:** the study employed a qualitative phenomenological research design involving 10 content creators. The inclusion criteria specified that participants must be educators who were content creators actively producing educational materials for social media platforms, with a minimum of one (1) year of experience in content creation and social media channels with 300 000 or more subscribers. It used the thematic analysis steps.

**Results:** through a phenomenological approach, the research identified several themes, including (1) designing user-centered content, (2) balancing educational values and engagement, (3) applying principles of accuracy and relevance, (4) considering ethics and fact-checking, (5) fostering community building and collaboration, (6) managing challenges on time management and limited resources, and (7) measuring effectiveness through engagement metrics. The findings reveal that creators prioritize audience needs and strive to balance entertaining and informative content while maintaining ethical standards.

**Conclusion:** despite facing significant challenges such as resource limitations and time management, creators were committed to producing meaningful educational content that enhanced student engagement and learning outcomes.

**Keywords:** Phenomenology; Educational Content; Social Media; Content Creators.

#### RESUMEN

**Introducción:** este estudio aborda el problema de comprender las experiencias vividas por los creadores de contenido educativo y los desafíos en el desarrollo de contenido impactante para las redes sociales.

**Método:** el estudio empleó un diseño de investigación fenomenológico cualitativo que involucró a 10 creadores de contenido. Los criterios de inclusión especificaban que los participantes debían ser educadores que fueran creadores de contenido y produjeran activamente materiales educativos para plataformas de redes sociales, con un mínimo de un (1) año de experiencia en creación de contenido y canales de redes sociales con 300 000 o más suscriptores. Utilizó los pasos de análisis temático.

**Resultados:** a través de un enfoque fenomenológico, la investigación identificó varios temas, incluyendo (1) diseñar contenido centrado en el usuario, (2) equilibrar los valores educativos y el compromiso, (3) aplicar principios de precisión y relevancia, (4) considerar la ética y la verificación de hechos, (5) fomentar la colaboración y la creación de comunidades, (6) gestionar los desafíos en la gestión del tiempo y los recursos limitados, y (7) medir la eficacia a través de métricas de participación. Los hallazgos revelan que los creadores priorizan las necesidades de la audiencia y se esfuerzan por equilibrar el contenido entretenido e informativo manteniendo estándares éticos.

**Conclusiones:** a pesar de enfrentar desafíos importantes, como limitaciones de recursos y administración del tiempo, los creadores se comprometieron a producir contenido educativo significativo que mejorara la participación de los estudiantes y los resultados del aprendizaje.

**Palabras clave:** Fenomenología; Contenidos Educativos; Redes Sociales; Creadores de Contenidos.

## INTRODUCTION

Educational social media content has become a powerful tool across various learning areas, deeply influencing how knowledge is shared, accessed, and retained in the digital age. Leveraging a range of formats—including videos, images, visual graphics, and audio—educators can creatively deliver content that resonates with different learning styles and levels of understanding.<sup>(1)</sup> This multimedia approach is especially effective for engaging students, as it allows information to be presented in ways that are visually appealing, interactive, and easily digestible. By tailoring content to meet the specific needs and preferences of their target audiences, educators can capture student interest while covering diverse subjects in a more relatable and accessible manner. Moreover, social media in education facilitates increased engagement, encouraging students to interact with the content and apply their learning in new, meaningful ways.<sup>(2)</sup> It enables not only students but also teachers and the general public to access educational resources, broadening the reach and impact of learning beyond traditional classrooms. This accessibility supports collaborative knowledge sharing, empowering students and educators alike to contribute insights and resources to an ever-growing educational community. Social media provides educators with real-time feedback opportunities, allowing them to gauge student comprehension and respond promptly to questions or issues. This immediate interaction encourages dialogue, enabling content to be adjusted and refined according to students' learning needs. Ultimately, this dynamic and responsive environment fosters inclusivity and adaptability, enhancing the quality of educational experiences by creating a more personalized, student-centered approach that supports continuous growth and learning.

In the Philippines, the exploration and utilization of educational content creation on social media platforms such as Facebook, Instagram, YouTube, and X have been gaining significant momentum over recent years. This trend highlights a shift in educational approaches, with these platforms not merely serving as social interaction spaces but evolving into essential tools for learning and information dissemination.<sup>(3)</sup> Various organizations and educational institutions have recognized the versatility of social media, employing it for a wide array of educational purposes. These include applications in science and technology, creative writing, language arts, and even specialized disciplines such as dental education, which showcase the breadth of knowledge that can be accessed through digital platforms.<sup>(4)</sup> Social media content creation for learning in the Philippines presents substantial opportunities for engaging with wider audiences and fostering collaborative learning environments. This approach allows educators and institutions to create content that appeals to diverse learner profiles and learning styles, which helps broaden educational reach. Through features such as live streams, polls, interactive quizzes, and comment sections, these platforms encourage active participation, allowing students to interact not only with content creators but also with peers, thus supporting a collaborative and dynamic learning process. Furthermore, social media acts as a vital network-building tool, facilitating connections between learners, educators, and industry professionals, which can lead to valuable mentorships, internships, and project collaborations.<sup>(5)</sup> As more educational institutions incorporate social media strategies, they create a supportive ecosystem that fosters lifelong learning and digital literacy among students.

Additionally, these platforms offer a fertile ground for creativity, particularly among younger users such as children and teenagers. As effective learning media, social platforms offer tutorials, step-by-step instructions, and interactive events that not only foster curiosity and engagement but also generate public interest and support for creative initiatives.<sup>(6)</sup> By enabling young learners to explore their interests and express their ideas through videos, blogs, and other digital formats, these platforms support the development of creative and critical thinking skills that are essential in today's digital age.<sup>(7,8)</sup> Through these experiences, young users can gain valuable digital literacy skills that prepare them for future academic and professional endeavors.

While existing literature extensively explores the role of social media in education, most research centers

on learners' experiences and educational outcomes, frequently neglecting the unique perspectives of the content creators themselves.<sup>(9,10)</sup> This study addresses this oversight by adopting a phenomenological approach to delve into the lived experiences, challenges, and insights of educational content creators, particularly those engaged in science content on social media. By examining their experiences—both positive and negative—this research aims to enrich our understanding of the content creation process, shedding light on the core principles and values that guide effective educational content on social media platforms. The study's focus is especially pertinent given the current lack of standardized frameworks or guidelines for effective educational social media content creation. As such, it not only fills a critical gap in academic literature but also serves as a potential resource for educators who aspire to become content creators, offering them practical insights to refine their approaches and enhance the quality of their educational materials.

Additionally, this research emphasizes the complex interplay between creativity, accuracy, and audience engagement that content creators must navigate. By documenting the complexities and challenges inherent in producing meaningful content, this study aims to equip educators with foundational knowledge and practical strategies, ultimately supporting them in creating reliable and engaging educational resources. In doing so, this research aspires to promote the development of social media content that is not only educationally sound but also capable of making a lasting impact in the digital learning landscape. This study examined the experiences of content creators as they incorporated educational content into social media platforms. It investigated the factors they considered when creating this content and explored the challenges they faced across various platforms. The findings provide insight into the complexities of blending education with social media.

### Statement of the problem

This study explored the lived experience of content creators in integrating educational content into social media platforms. It sought to answer the following questions:

- What were the considerations of the content creators when making educational content integrated into social media platforms?
- What were the challenges they encountered when integrating educational content into the different social media platforms?

## METHODS

### *Research Design*

This study employed a qualitative phenomenological research design, which is particularly suited for exploring the lived experiences of educational content creators on social media. By utilizing a phenomenological approach, the research aims to uncover the essence of participants' experiences in creating educational content, focusing on their challenges, insights, and strategies. This design facilitates an in-depth understanding of the subjective realities faced by content creators, allowing for the identification of recurring themes that contribute to the body of knowledge in educational media.

### *Research Environment*

This research was conducted in various educational settings in the Visayas Region in the Philippines, specifically targeting regions where social media usage for educational purposes is prevalent. These settings include urban and rural schools as well as online educational communities that actively utilize platforms such as Facebook, Instagram, YouTube, and Messenger. By selecting a diverse range of environments, the study aims to comprehensively understand the different contexts in which educational content is created and consumed. This geographical diversity allows for the exploration of how local culture, resources, and technological access influence the practices of content creators, thereby enriching the findings and their implications for broader educational strategies.

### *Research Participants*

Participants for the study were the ten (10) selected educational content creators using purposive sampling to ensure that individuals with relevant experiences and insights were included. The inclusion criteria specified that participants must be educators who were content creators actively producing educational materials for social media platforms, with a minimum of one (1) year of experience in content creation and social media channels with 300 000 or more subscribers. These criteria ensure that participants possess sufficient experience to provide meaningful insights into their practices and challenges. Additionally, participants must focus primarily on science education to maintain a clear thematic focus. Exclusion criteria ruled out individuals not directly involved in educational content creation, such as students, parents, or administrators, as well as those whose primary focus is on non-educational content.

### Data Collection Process

Data collection was conducted through semi-structured interviews, which allowed participants to articulate their experiences while guiding the conversation around key themes related to content creation. Each interview lasted approximately 60 to 90 minutes and was conducted via video conferencing platforms to accommodate participants from different geographical locations. The interview questions were designed to explore several areas, including participants' motivations behind content creation, challenges faced in producing educational materials, strategies employed to engage audiences, ethical considerations in content creation, and experiences related to community building and collaboration. To ensure a thorough understanding of the participants' experiences, the interviews were audio-recorded with their consent and subsequently transcribed verbatim for analysis.

### Data Analysis

Thematic analysis was employed to analyze the interview data, following a rigorous six-phase process as outlined by Braun and Clarke. <sup>(11)</sup> The analysis began with familiarization with the data, which involved repeated readings of the transcripts to immerse the researcher in the participants' narratives. Initial codes were generated to identify significant features of the data, and themes were subsequently identified that captured the essence of the participants' experiences. This iterative process involved reviewing and refining the themes to ensure that they accurately represented the data and addressed the research questions. Cross-referencing participant statements supported the validation of themes, enhancing the credibility of the findings. Finally, the results were interpreted in light of existing literature, contributing to a nuanced understanding of the complexities involved in educational content creation on social media. By employing this rigorous methodology, the study aims to produce reliable and valid insights that can inform future research and practice in the field of educational content creation.

## RESULTS

The qualitative analysis of educational content creators' experiences reveals several pivotal themes that underscore their practices and challenges in the realm of social media.

### Theme 1. Designing User-Centered Content

Creators emphasize the need to understand their audience, crafting content that is both engaging and educationally meaningful. By analyzing audience demographics, interests, and learning preferences, content creators can tailor their material to ensure that it resonates with viewers and maintains their interest. This audience-focused approach allows creators to blend educational depth with accessibility, helping learners connect with complex topics in a way that feels relatable and manageable. The participants commented:

*"Understanding the needs of my targeted audience will enable me to craft content that arouses their interest and makes them engage." Participant 5*

*"I consider what the students need; information was taken from reliable and relevant sources like the curriculum." Participant 8*

*"I make sure that every content I post is not just for the target learners but for all individuals." Participant 10*

The emphasis on understanding the audience's needs implies that creators must invest time in researching their target learners to design content that resonates with them. This involves not only identifying interests but also recognizing diverse learning styles and preferences. By prioritizing user-centered design, creators can enhance engagement and make learning more impactful, ultimately leading to better educational outcomes.

### Theme 2. Balancing Educational Value and Engagement

Striking a balance between engagement and educational content is a significant concern for creators, who focus on making their materials both informative and entertaining. Achieving this balance requires careful planning and a deep understanding of pedagogical strategies, as creators must present complex ideas in enjoyable ways without sacrificing accuracy. This involves blending storytelling techniques, interactive elements, and visuals to capture the audience's attention while ensuring the core message remains clear and accurate. The participants expressed:

*"Balancing engaging content with educational value involves creating content that is both interesting and informative." Participant 1*

*"I'll make sure that my posts will contribute to their learning." Participant 6*

*"I incorporate relatable examples for students and use language that is easily understood by most viewers." Participant 9*

The challenge of balancing educational content with entertainment suggests that creators need to explore innovative ways to engage their audience without sacrificing educational integrity. Incorporating interactive

elements, storytelling, or gamification techniques could serve to enhance both engagement and educational value. This balance is crucial, as it influences learners' motivation and retention of information.

### Theme 3. Applying Principles of Accuracy and Relevance

Ensuring the accuracy and relevance of content is a recurring theme. Creators rely on research, curriculum guides, and established educational standards to provide credible information that aligns with learners' academic needs. By grounding their work in verified sources, they can deliver content that supports the educational goals of their audience while also building trust. The participants shared:

*"Ensuring the correctness of the concepts I present is crucial. Before creating my video content, I research to guarantee accuracy." Participant 2*

*"I constantly consult curriculum standards and do not entertain collaborations that may affect the accuracy of my content." Participant 4*

*"I follow the guides from the division office to make sure that my content is reliable and valid." Participant 6*

The commitment to accuracy and relevance indicates a need for ongoing professional development in research methodologies and curriculum alignment. Creators should consistently update their knowledge of educational standards and seek collaborations with curriculum experts to ensure their content is both relevant and accurate. This practice not only bolsters the credibility of their materials but also supports the educational growth of their audience.

### Theme 4. Considering Ethics and Fact-Checking

Creators are committed to maintaining ethical standards, avoiding plagiarism, and fact-checking to ensure the integrity of their content. This dedication not only involves meticulously citing sources and providing proper attribution but also requires a proactive approach to verifying information against multiple reputable references to safeguard against the spread of misinformation. The participants said:

*"Fact-checking ensures that all the content shared is true, and plagiarism is avoided at all costs." Participant 2*

*"I see to it that I am not spreading misleading information." Participant 7*

*"Ethical Guidelines ensuring that material sources are properly credited and avoid misinformation." Participant 10*

The focus on ethical standards and fact-checking underscores the necessity for creators to develop a strong ethical framework guiding their content creation. This includes adhering to principles of transparency, proper citation of sources, and a commitment to avoiding misinformation. By implementing robust ethical guidelines, creators can maintain trust with their audience and ensure that their content serves as a reliable educational resource.

### Theme 5. Fostering Community Building and Collaboration

By fostering an environment that encourages open dialogue, sharing of experiences, and collaborative projects, creators help establish networks that enhance learning and professional growth, allowing participants to learn from one another and develop a sense of belonging within the educational space. The participants commented:

*"Fostering a sense of community and making the audience feel that they belong." Participant 1*

*"By responding to comments, answering questions, and fostering discussions, I build my community." Participant 3*

*"Some of my videos were edited by my students, incorporating their feedback into the content creation process." Participant 8*

The importance of fostering a supportive online community implies that creators should actively engage with their audience by encouraging interaction and feedback. Strategies such as hosting live Q&A sessions, responding to comments, and facilitating discussions can help build a sense of belonging among learners. This collaborative environment not only enhances content relevance but also promotes learner retention and participation, creating a dynamic educational ecosystem.

### Theme 6. Managing Challenges on Time Management and Limited Resources

Many creators struggle with time management, finding time to create content amidst other responsibilities. Resource limitations, such as poor internet connectivity, add to the challenge. Additionally, the pressure to consistently produce high-quality content can lead to stress and burnout, making it even more difficult for creators to balance their creative pursuits with personal and professional obligations.

*"The primary challenge I face is finding time to record and edit videos, a process that can sometimes take me hours to complete." Participant 2*



*“Living in a far-flung area, stable internet connection is the greatest burden.” Participant 3*

*“Managing the time to consistently produce content since I am also a full-time educator.” Participant 7*

The challenges associated with time management and resource limitations highlight the need for creators to develop effective time management strategies. Additionally, they may benefit from institutional support, such as access to resources or collaboration with colleagues to share the workload. Addressing these challenges can alleviate stress and enhance the quality of content produced, ultimately benefiting both creators and their audiences.

### **Theme 7. Measuring Effectiveness Through Engagement Metrics**

Effectiveness is often measured through engagement metrics, though creators acknowledge the limitations of these metrics in fully capturing educational impact. They recognize that while likes, shares, and comments provide a snapshot of audience interaction, they do not necessarily reflect the depth of understanding or the long-term retention of knowledge gained by learners from the content.

*“There are a lot of social media parameters to measure effectiveness, including engagement metrics and reach.” Participant 4*

*“Based on the number of views or the overall engagement my video received.”(for analysis content”.*  
Participant 9

*“Depends on the number of views on each video, that’s how I measure success”. Participant 10*

The reliance on engagement metrics for measuring effectiveness suggests that creators should adopt a more comprehensive approach to evaluation. By integrating qualitative feedback from learners alongside quantitative metrics, creators can gain a deeper understanding of their content’s educational impact. This holistic evaluation strategy will enable them to refine their content continually, ensuring it meets the evolving needs of their audience while accurately reflecting their educational outcomes.

## **DISCUSSION**

The analysis of content creation practices reveals a dynamic interaction among understanding audience needs, delivering educational value, and adhering to ethical standards. Content creators employ user-centered design principles, placing significant emphasis on comprehending their learners’ needs and interests. This approach fosters a personalized learning experience by tailoring content to the audience, ensuring it is both engaging and meaningful.<sup>(12)</sup> By aligning educational resources with learner expectations, creators enhance engagement, stimulate curiosity, and make educational materials more relevant and accessible. This focus on user-centered design closely aligns with the principles of personalized learning, which seek to address specific learning requirements. Multimedia tools succeed when their pedagogical content is closely aligned with audience needs. Furthermore, this alignment encourages continuous feedback from learners, allowing creators to refine their approaches based on real-time reactions.<sup>(13)</sup> Ultimately, this commitment to understanding the audience not only enriches the learning experience but also fosters a sense of community among participants.

Transitioning from audience understanding to content quality, balancing educational value with engagement emerges as a key concern for creators. They strive to produce informative content without sacrificing its ability to captivate learners. Research supports this approach, demonstrating the effectiveness of platforms such as YouTube, Twitter, and blogs in boosting student engagement and academic performance with studies.<sup>(14,15)</sup> However, creators remain mindful of maintaining the depth of educational content, recognizing that superficial engagement may lead to shallow learning.<sup>(16)</sup> There was a need to strike a balance between interaction and substance, ensuring that while content captivates, it also facilitates meaningful learning.<sup>(17)</sup> By incorporating relatable examples and using accessible language, creators successfully create a blend of entertainment and instruction that promotes deep learning. Additionally, they often engage in iterative testing, where they assess the impact of their content on audience understanding and adjust accordingly. This ongoing refinement process ensures that their materials remain effective and aligned with educational objectives.

Building upon this foundation of engagement, accuracy, and relevance become critical components of content creation. Creators meticulously ensure that their materials align with established curriculum standards, reinforcing the credibility of educational content. Digital resources are most effective when consistently aligned with curricular objectives.<sup>(18)</sup> By rigorously fact-checking their content and ensuring it adheres to educational guidelines, creators bolster the integrity of their materials, helping students develop accurate knowledge. This commitment to accuracy not only enhances the reliability of educational resources but also safeguards the overall educational process. Furthermore, creators often collaborate with subject matter experts to validate their content, ensuring that it meets high standards of quality and relevance. This collaborative approach enhances their confidence in the materials they produce and fosters a culture of shared responsibility for educational outcomes.

As we explore the ethical dimensions of content creation, it becomes clear that ethical considerations are paramount in this field. Creators exhibit a strong commitment to originality, proper citation, and the avoidance

of misinformation. Maintaining ethical standards in digital education fosters trust and credibility.<sup>(19)</sup> Ethical lapses, such as plagiarism or the dissemination of incorrect information, can severely damage the reputation of both the creator and the educational content. Therefore, content creators prioritize ethical standards to ensure their work upholds academic integrity and respect for intellectual property, preserving the quality of their materials. In addition, many creators engage in ongoing professional development to stay informed about best practices in ethical content creation. This commitment to ethics not only benefits their practices but also contributes to a culture of integrity within the broader educational community.

Transitioning from ethics, community building, and collaboration emerge as central themes in the work of content creators. They engage learners through interactive discussions, feedback loops, and collaborative projects, making students feel like active participants in the learning process. The role of social media in fostering digital citizenship and collaborative learning was very essential. By facilitating communication between creators and learners, these platforms encourage students to interact not only with the content but also with each other, deepening their engagement and sense of belonging.<sup>(20)</sup> This sense of community promotes a dynamic and interactive learning environment, increasing students' motivation and involvement.<sup>(21)</sup> Moreover, creators often host virtual events, workshops, and discussions that allow learners to share their insights and experiences, further enriching the collaborative atmosphere. Such initiatives not only enhance the educational experience but also empower learners to take ownership of their learning journeys.

However, despite these successes, content creators face significant challenges, particularly in managing their time and resources. Many juggle content creation with other professional responsibilities, and those in remote areas often struggle with poor internet connectivity, which affects their ability to produce and share content consistently. There was a need for institutional support and adequate resources to alleviate these challenges and enable effective digital content creation.<sup>(22)</sup> Without proper support, creators may struggle to maintain the quality and consistency of their work, highlighting the need for improved infrastructure and resources to assist their efforts. Additionally, they often find themselves navigating the complexities of algorithm changes on social media platforms, which can impact their content's visibility and engagement. This unpredictability adds another layer of stress, as creators must adapt their strategies to ensure their materials reach their intended audiences effectively.

Finally, while content creators frequently rely on engagement metrics, such as views and likes, to measure their content's effectiveness, they are increasingly aware of the limitations of these tools. Engagement metrics provide valuable insights into the popularity of content but do not necessarily reflect deeper learning outcomes. While social media metrics offer useful indicators of engagement, they must be supplemented by more nuanced assessments of educational impact.<sup>(23,24,25)</sup> Authentic learning is often demonstrated through critical thinking, problem-solving, and the application of knowledge in new contexts—skills that are not always captured by traditional metrics. Therefore, creators must combine engagement data with more comprehensive evaluations to assess the true educational value of their content. By integrating qualitative feedback from learners and conducting reflective evaluations, they can gain deeper insights into the effectiveness of their educational materials. This holistic approach ensures that their content continues to evolve and meet the needs of their audience.<sup>(26)</sup>

In summary, content creators employ a user-centered approach to ensure their materials resonate with learners while balancing educational depth with engagement. Their commitment to accuracy, ethical practices, and community-building is essential in delivering high-quality educational content. Nevertheless, creators also face significant challenges related to time management and resource limitations, necessitating better support systems and more nuanced evaluation methods to fully understand the effectiveness of digital learning resources. By addressing these multifaceted challenges, content creators can enhance their impact on education and foster more effective learning environments. Ultimately, through ongoing collaboration, innovation, and dedication to ethical standards, creators have the potential to transform educational experiences and make meaningful contributions to the learning community.

## CONCLUSION

This study examined the experiences of content creators as they integrated educational content into social media platforms. The findings reveal that content creators prioritize a user-centered approach, focusing on understanding their audience to create engaging and educationally relevant content. Key challenges include balancing entertainment with educational value, ensuring accuracy and ethical standards, managing time and resources, and fostering community engagement. These findings suggest that effective educational content on social media requires creators to be adaptable and innovative, addressing not only audience needs but also the complexities of digital content creation. Insights from this study underscore the value of well-designed, ethical, and audience-focused educational content, which enhances learning experiences in the digital age. By navigating these challenges, content creators contribute significantly to the educational landscape, highlighting the importance of continued support and resources to foster their impactful work in social media education.

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#### **AUTHORSHIP CONTRIBUTION**

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