Taxonomy of Social Media Plaforms for Learning in Higher Education

General Networks

Description	Use in HE	Examples
Platforms designed for broad interpersonal connections and content sharing.	Networking, alumni groups, class discussions, job search	Facebook, LinkedIn, Mastodon, Threads

Media Sharing
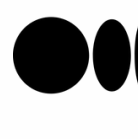
Photo Sharing - Platforms emphasising visual content, primarily photos.	Documenting campus life, sharing educational infographics	Instagram, Shapchat
Video Sharing - Platforms focusing on video content and livestreams.	Instructional videos, livestreaming lectures, student project showcases	YouTube, TikTok, Vimeo, Twitch

Blogging and Publishing

Microblogging - Platforms focused on short, frequent updates and quick engagements.	Sharing research, class updates, engaging in professional dialogues	X (Twitter), Tumblr
Traditional Blogging - Platforms that allow for long-form content creation and sharing.	Course blogs, research journals, student portfolios	WordPress, Blogger
Social Blogging - Mix of blogging and social networking features.	Reflection essays, interdisciplinary discussions, creative writing projects	Medium, Tumblr

Community and Discussion

Forums - Websites or sections of websites dedicated to discussion and user-generated content.	Subject-specific forums, Q&A for course topics, study groups	Reddit, Quora
Q&A Platforms - Specifically focused on questions and answers.	Academic help, research inquiries, technology troubleshooting	Stack Exchange, Yahoo! Answers

Messaging and Communication

Instant Messaging - Tools primarily for direct and group messaging.	Study groups, project coordination, quick peer communication	WhatsApp, Signal, Messenger, Telegram
Video Call Platforms - Focused on video communication.	Virtual classes, office hours, guest lectures	Zoom, Skype, FaceTime

Professional and Business Networks

Collaboration and Workspace - Combines networking with tools for teamwork.	Group projects, faculty collaboration, course management	Slack, Microsoft Teams, Discord
Networking - Platforms designed for professionals to connect and share.	Professional development, networking, internships and job opportunities	LinkedIn, Xing

Niche and Specialised Networks

Dating and Relationships - Platforms focusing on romantic or social connections.	Socialising, networking (though less academically focused)	Tinder, Bumble
Hobby and Interest-Based - Tailored to specific interests or activities.	Clubs, extracurricular activities, shared interest groups, niche research	Strava (cycling/running), Ravelry (knitting)

Social Commerce and Reviews

Shopping Platforms - Platforms integrating social features with shopping.	Promoting university merchandise, art and design portfolios	Pinterest (with Shop the Look), Instagram Shop
Review Platforms - For reviewing businesses, products, or services.	Rating courses, reviewing local accommodations and eateries for students	Rate My Professors, Student Room, Yelp, TripAdvisor

Content Discovery and Curation

Bookmarking - Platforms for saving and discovering web content.	Organising research materials, curating study resources	Pinterest, Pocket
News Aggregators - Platforms curating news or articles based on interests.	Staying updated with industry news, academic articles	Flipboard, Feedly

Augmented and Virtual Reality

Virtual Reality (VR) Social Spaces - Virtual environments for social interaction.	Virtual campus tours, immersive learning experiences	VRChat, Meta/Facebook Horizon Worlds
Augmented Reality (AR) Social Tools - Apps or features enhancing the real world with digital content.	Augmented campus experiences, interactive learning modules	Instagram AR Effects, Snapchat Filters