



UTILIZING SOCIAL MEDIA PLATFORMS TOWARDS IMPROVING READING PROFICIENCY: A GUIDED LEARNING ACTIVITY

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ABSTRACT

This study assessed the extent of utilizing social media platforms towards improving reading proficiency: a guided learning activity. This study utilized twenty-seven (27) students using quantitative research method. The findings of the study revealed that the respondents strongly agree that they used different social media platforms towards enhancing reading proficiency. On the other hand, the respondents agree that they encounter challenges in utilizing social media platforms to enhance reading proficiency. Moreover, there is significant relationship between the utilization of social media platforms towards enhancing reading proficiency and challenges encountered on it. A guided learning activity was designed to improve reading proficiency through the use of social media platforms.

Keywords: *Digital tools, Teaching Strategies, Utilization, Social Media Platforms, Proficiency*

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