



SOCIAL MEDIA PLATFORMS ON CREATIVE WRITING SKILLS IN ENGLISH OF COLLEGE STUDENTS: A GUIDED ACTIVITIES

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ABSTRACT

This study investigated the influence of social media platforms on the creative writing skills in English of college students and developed guided activities to enhance their performance. The research aimed to determine how exposure to social media contributes to students' vocabulary use, idea generation, and writing style, as well as to identify challenges encountered in using these platforms for academic purposes. A descriptive research design was employed, and data were gathered through surveys, writing outputs, and focus group discussions. Findings revealed that while social media provides opportunities for self-expression and creativity, it also poses challenges such as informal language use, grammatical lapses, and overreliance on abbreviations. Based on these results, guided activities were proposed to strengthen creative writing skills, including online writing prompts, peer feedback sessions, structured blogging, and digital storytelling. The study concludes that when properly guided, social media can be a valuable tool for enhancing students' creative writing skills in English.

Keywords: *social media platforms, creative writing, English skills, college students, guided activities*

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