

# MODERN ONLINE MEDIA IN MATHEMATICS EDUCATION

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Twitter, Facebook, LinkedIn, and YouTube – these online social media platforms are extremely underrated and underused in education. However, they have millions of users logging on daily to consume technical and educational content, and their demand is significantly higher than the supply.

Social media as an educational content platform first became prevalent in the computer science community, and this type of application slowly trickled down from the academic community to the industry. Nowadays, the impact of academic papers is often measured by the buzz it generates on social media (an idea called "altmetrics"), and companies invest millions of dollars to build profiles and attract attention. During this process, e-learning has skyrocketed, and in some industries, private online education has become a serious competitor for the traditional academic system.

In the last two years, I built a successful online brand with high-quality educational mathematics content that reaches millions of students every month, one that turned into a full-time job for me. This talk is going to be about the lessons I learned along the way, and the massive potential of online media for us mathematicians, teachers, and educators.