

# AN ASSESSMENT OF THE GRAMMATICAL STRUCTURES AND MECHANICS OF WRITING FACEBOOK POSTS

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**ABSTRACT--** Facebook is an imperative means of communication and social interaction. This study which is qualitative in design determined the proficiency of students writing Facebook posts. It looked into the grammatical structures, punctuations and emoji used by the participants. Data were gathered from Facebook posts and were analyzed using a checklist covering rules of grammar, mechanics and appropriate use of emoticons. The study found out that the Facebook posts are short but had big images; they are seasonal; they are usually related to business and usually asked questions. Apparently, these kind of posts were the ones usually liked and got the most number of comments. The Facebook posts are also coherent and unified, using proper emoticons, and they express a complete thought, but the use of the emoji stood out among the features. But no matter how well a Facebook user attempts to post an awesome post, they still could not evade errors which led to the conclusion that there are five major weaknesses present in Facebook posts: use of abbreviations, improper capitalization, misused punctuation marks, incorrect spelling, omission of words, wrong diction, and misuse of subject and verb agreement.

**Keywords--** emoticons, Facebook, Facebook post, social networking site (SNS), writing proficiency

## I. INTRODUCTION

Writing means the way we arrange a sentence. If we can arrange sentences well, we will be able to write down anything easily. Generally, Facebook posers tend to write down long and complex sentence even if the sentence has no meaning at all.

In the writing process, there are some rules that have to be followed in order to make composition writing easy. In addition, writing is also a craft, and those who practice it enough can become good at it. Learning to write also means becoming fluent in written English, Calanoga (2019).

Writing provides a means for students to perceive new information in their own. It is particularly effective in large classrooms where breaking students into pairs or groups is prohibited. It also appeals to individuals who prefer to learn independently.

English has been gaining importance as the most used language in the world. The advent of new technologies makes the language more essential for everyone to communicate efficiently (or effectively). In her study on Textual Analysis of School Graffiti, Manera (2019), also propounded that writing is a way of expressing not only positive emotions but also negative ones like ...”to get revenge or to rebel”. However, this study does not focus

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on anything associated with negativity. Instead, it focuses on writing sentences-whether they are correctly written or not.

In a technology-driven world, giving priority to teaching and writing English as writing function is an imperative factor to students' success.

Social Networking Sites (SNS) like Facebook have been used for a variety of educational purposes to help students in the educational setting. Most students use SNS like Facebook in conducting group projects and assignments and have been found to be very useful in having group work. Students' language skills are also enhanced by the amount of information disclosed on teachers' or academic's SNS. Sharing information among groups can have a positive effect on students' output. Facebook improves one's personal development, increase students' successes and assists both teachers and students when used as a supportive material in lessons.

Facebook was founded by Mark Zuckerberg. The website membership was initially limited by the founders to Harvard students, but expanded to other colleges in Boston area, the Ivy League, and the Stanford University. It gradually added support for students at various universities before opening to high school students, and eventually to any one age 13 and over.

The name of the social networking site stems from the colloquial name for face and book. Face means what you first see of the body in front of you. It is also the clearest part of the body that gives you an indication of what is the person in front of you like which is related to the social field. While the word book, is related to the academic field. So, the word Face has social roots and the word book has academic roots and the social networking site (Facebook) can be used for achieving purposes in improving the learners' writing (Rosen, 2011).

Facebook is a vital means of communication and societal interaction. It has something in common with the theory of social constructivism, strongly influenced by Vygotsky (1978). His work suggests that knowledge is first constructed in social context and is then taken up by individuals. According to social constructivists, the process of sharing each person's point of view called collaborative celebration results in learner's building understanding together that wouldn't be possible alone. That is to say that, Facebook is a social networking site which supports collaborative work among learners, sharing experiences in thoughts and its turn plays an extremely important role in improving the learners abilities to write effectively.

In her paper on writing strategies, Malana (2019) said that writing is a skill that anyone can learn. Although we cannot all be great, we can all write well enough to handle situations we encounter in college or on the job, she added. Facebook, then is one of the many ways by which students strategize and systematically inquire about how they will work, what they are, where they occur, and how much information can be learned.

Writing skills should be inculcated in the mind of every student which serves as favorable practice for them to become effective and competent writer. To assist the understanding of the students writing problems, it is important to conduct a further investigation to evaluate their prior knowledge on the different writing techniques and strategies by examining student's awareness.

The research study described the writing skill proficiency of students in making posts in the social media particularly in the Facebook page. In this research study, the basis is the basic principles in writing proficiency which includes the correct and proper procedures in grammatical structures, use of punctuation and proper use of emoji.

## **Statement of the Problem**

The study generally aimed to assess the writing skill proficiency of students as revealed in their Facebook posts. Specifically, it sought to answer the following questions:

1. What are the features of Facebook posts?
2. What are the strengths and weaknesses of the students in writing as revealed in their Facebook posts along:
  - a. Correct Grammar
  - b. Mechanics
  - c. Appropriate Use of Emoji

## **II. METHODOLOGY**

### ***Research Design***

The study utilized the qualitative research. It described the features and characteristics of facebook posts and the writing proficiency of the students as revealed in their facebook posts.

### ***Respondents and Sampling Procedures***

To gather sufficient and reliable information for the study, 105 students' posts in the Facebook page were collected.

### ***Research Instrument***

In order to facilitate a well- organized data collection, different posts in the Facebook page were gathered and analyzed using a self- made checklist on the aspects of grammar, mechanics and use of emoticons/emoji. The checklist for grammar contains

### ***Collection of Data***

The researchers went through the following steps while conducting the research and used the model developed by Kurt (Team Coach Class Action Research, 2000- 2011). According to the model, the implementation of the action research includes four stages, namely: 1. Planning, 2. Action, 3. Observation, and 4. Reflection.

During the planning stage, the researchers thought of assessing the writing skills of students through their Facebook posts. Different literatures were downloaded and reviewed to serve as bases in the collection and analysis of data. To ensure data collection, they thought of posting a question or a statement that would interest facebook users to react.

During the action stage, the researchers posted a sample question in their Facebook account and gathered all the answers coming from whoever answered the said question. To complete the number of respondents, the researchers directly gathered posts of different individuals in Facebook page through screenshots.

During the observation stage, the researchers read the different posts gathered and analysed them based on the checklist to determine the writing skills of the students.

Finally, during the reflection stage, the facebook posts were interpreted and the strengths and weaknesses in writing among the students were identified. The different posts were assessed in terms of features and violations

on the rules of grammar, mechanics and emojis and recognize the strengths and weaknesses of the students' writing ability.

### *Analysis of Data*

The gathered data were analyzed and interpreted. On the features of facebook posts, the list provided in the related literature was used. For the strengths and weaknesses of Facebook posts, a checklist about a set criteria about effective writing was used.

## III. DISCUSSION

### *Features/ Characteristics of the Facebook Posts*

A good and well-written facebook post should contain characteristics or features like short, has big image, is related to one's business, seasonally relevant, asks questions, makes fans feel nostalgic and makes fans feel happy.

First, a post should be **short**. For a post to be short, it simply implies that, if your post is a wall of text, your fans won't take the time to read any of it. Cut your messaging down to the bone-right to the core of the idea. It may take a paragraph to really explain the benefits, but unless it's short enough, nobody is going to even read it. Therefore, a post to be attractive must be concise and brief.

In the study conducted, this characteristic was very evident in the following Facebook posts:

Sample posts:

*"Challenges are what make life interesting and overcoming them is what makes life meaningful."*

*"Your sweet word can make me smile, but your TIME is much enough to make me feel special."*

The given examples are evidently short because it didn't exceed the exact standard of 40 characters. However, there are also examples of posts, which exceeded the standard length and are considered long posts.

According to Kevan Lee, Director of Marketing at Buffer, the social media management platform, a perfect Facebook post is short which contains if possible of about 40 characters. With this characteristic of post, it tends to receive a higher like rate and comment rate, thus in other words more engagement.

Short and sweet posts can capture attention quickly, entice users to stop scrolling and engage. Based on this finding, it implies that Facebook posts can either be long or short depending upon the message it conveyed. The shorter the posts, the more likes and comments they gain.

Second, an effective Facebook post should also **contain big image**. Photo posts on Facebook receive 53% more likes than the average post. And the bigger the image, the more it will stand out. In the study, this feature is very evident as reflected in the following posts:

Sample posts:

It is observed in the examples that the pictures stand out more than the caption and it is more likely visible to the Facebook users. The posts gain more likes because the user is now focused on the picture rather than the text surrounding it. The other Facebook users will now automatically appreciate the pictures before scrolling or going on to the next posts.

These big images found in Facebook post add appeal and attraction to the viewers. Due to its commonality, the users now are more excited to view the pictures which dominated the posts.

As a result, the bigger the image, the more it will stand out and consequently be appreciated.

Third, it must be related to one's business. The best Facebook posts are not engaging, but they weave your business into the story you're telling. It's great to have a post that gets a ton of engagement. But if it's just a picture of a cat, then it's not actually engaging anyone with your business. Always keep the conversation focused on your niche. You don't want to just promote your business of course, but the joke, knowledge and stories you share need to be related to your business.

In the present study, this feature was also evident as reflected in the following examples

Sample posts:

*"Congrats, anak, for being one of the academic awardees. You made it again. You make us proud. May the Almighty God grant you many more success in your life's ventures. We are always here for you. We love you, anak."*

*"I just want to share my great achievement this afternoon during the 15<sup>th</sup> Regional Convention Hospitality and Tourism Society Academics and Skills Olympics 2018 at St. Louis Tuguegarao City, 1<sup>st</sup> Runner Up in Scenic Photography. To my coach Sir Rae Sword, thank you sir for believing that I can do it and for trusting my capabilities and skills. Another achievement to sir I didn't expect that I can make it here."*

It is observed that under this characteristic, it simply means that everyone is free to post anything you want in the Facebook wall, but it should be related to your business. In the examples given above, it talks about personal achievements like education as an academic awardee and skills improvement competition.

The given samples connote that posting achievement on Facebook wall isn't a necessity, but it's a social instrument to let people be updated with you and your life.

Facebook as of today is an appropriate and efficient way in promoting anything about an individual. Social media networking sites and other commercial institutions used Facebook page in promoting and in introducing their products and in encouraging everyone to patronize their products and become one of the members of the group. This type of post focuses on quality and content duration which can be a great way to share quality informative content that gets your audience excited.

These facts basically explain that Facebook wall is always about socializing wherein if you find that your achievements are worth showing off, you could, but it is always depending on you and how you want everyone think about you.

Fourth, it must be seasonally relevant. One of the easiest ways to make posts relevant to the audience is to post about things and feelings that occur naturally at different times of the year. It could be during fiestas, birthdays, anniversaries, Christmas, and other important events in one's life. These are relevant because everyone shares and observes such events in their own lives.

In the study, there were Facebook posts about various events and seasons.

Sample posts:

*December 9- "Feel the Spirit of Christmas and It's my birth month. I had received my early special gift from God and that is my new-born #Baby Kyrie."*

*“Hey my princess happy happy 17<sup>th</sup> birthday! I wish you faith, courage and determination to succeed in all walks of life. May you have a great and rocking life ahead. You are certainly the brightest part of our lives and our prayer is for you to grow up and become the young lady. We love u so much and take care always. God bless u more.”*

The given examples exemplify being time based and event based posts. The first post talks about the biggest event that every Christian celebrates every December that is Christmas celebration. It is a general knowledge that everyone, Christian or non-Christian, is aware that December is the month of Christ, the time to share, to clean our body and soul and to forgive one another. This event is very memorable and meaningful to everybody. Posting messages about Christmas will surely be very interesting to the readers.

Additionally, in the second post speaks about the coming of a new life on earth. This event is relevant to everyone especially among couples because every couple would always long to have a child. When a baby is born, everyone is excited and happy. Likewise, when a woman is pregnant, members of the family, relatives and friends are all excited on the day the baby is born. Hence, as soon as he/she is borne, everyone is excited and happy.

Further, these posts can be considered as seasonally relevant because they were posted at the right time and usually occur naturally. Thus, Facebook users put into big consideration the events and occasions which are relevant before posting them to the social networking sites.

Fifth, a Facebook post must ask a question. Questions are what Facebook is built for. In Facebook posts, a two-way communication between you and your fans is created. When somebody asks a question, naturally an answer is given. Therefore, the more question is asked, the more answers will be given too. This characteristic is very evident in the following posts gathered from the respondents.

Sample posts:

*“been 3 days since u left me, when are u planning to come back? i miss you!”*  
*“can I just ask myself? What could be the consequences of my battle? are they worth it.”*

In the samples above, we can enumerate at least four questions from only two posts. These posts will more likely receive great number of likes and comments. This is due to the fact that the other Facebook users tend to answer the questions given by the person who posted it. The person who posted the question is expecting and seeking for short and relevant answers to the questions. Once the first question is answered, more questions will be asked that would also encourage others to react. Others post/ ask questions in order to gain attention from the other users.

As people answer the question, don't forget to respond to fans. If someone takes the time to comment on one of your post, make sure to reply. No one likes being ignored and fans who engage with your posts want you to engage in return. This implies that post carrying questions are used as instrument of gaining information from the users.

Sixth, it makes fans feel nostalgic. One of the most powerful emoticons is nostalgia. Nostalgia happens when one tends to reminisce his/her past experiences, be it happy or sad. It is a feeling of homesickness, wistfulness, longing or melancholy. When one is nostalgic, he / she tends to be sad or lonely. More often, Facebook fans share with the sentiments of the one who made the post.

Sample posts:

*“stronger than before loving myself more”*

*“Eight years ago today”*

*“Such a wild landscape!”*

These sample posts are evidently showing that the users tried to reminisce past occasion, feelings, someone important and memorable places they have been. The first post shared about nostalgic emotion about becoming stronger compared to the old personality before. The next post displayed a memory of things that happened years back. Finally, the last post shared a picture of a beautiful scene which is an image of landscape where she/he spent a memorable incident in her/his life in the past.

These posts gained attention from the other Facebook users because similar to the one who posted it, the other users also feel the emotions as shared by the users.

Facebook is an appropriate social media page to post events and memories from the past because it makes people feel “nostalgic” about the past that are comforted by happy memories, and it reminds them of people they love, reinforcing feelings of social connectedness. According to psychologists, the experience of nostalgia can comfort people who are in distress and increase their self-esteem. There are posts that only talk about their past memorable experiences, happy moments and events wherein the main purpose in posting in the Facebook page is to simply reminisce and recall everything that transpired in the past.

Seventh, it makes fans feel happy. The idea of happiness has the ability to propel people to do anything even vote against an oppressive distract. This characteristic is very evident in the following sample posts.

Sample posts:

*“#unending thanks to all the supports behind my success”*

*“I felt safe and protected by my God”*

It is observed in the given examples that users posted these statements as a product of their feeling of happiness. Facebook users usually share post when they are under extreme feelings such as extremely sad, lonely, angry and most especially extremely happy. This signifies that the Facebook is efficient not only for information dissemination but also for self-expression.

According to Flores (2018), a clinical psychologist and author of the new book *Facehooked: How Facebook Affects our Emotions, Relationships and Lives*, sharing and posting happy moments and experiences in the Facebook page can improve one's life, rather than make it worse. Emotions are contagious even without direct contact, especially happiness. If you want to live a lasting impression on others, being positive is more impactful than sharing a low point in life.

Thus, in these findings, “Sharing happiness makes other people happier” is proven to be existing in real life.

### ***The Strengths and Weaknesses in Writing by the Students***

Based on the checklist made containing the different criteria for effective writing and in improving writing skills, it was found out that the Facebook posts of the students contain errors on mechanics, grammar and use of emoji. Most of the posts violated rules in mechanics.

Aspects of the mechanics are very technical in writing. It relates to the accuracy of writing and the writing appearance in general. The aspects included in the mechanics are the use of capital letters, punctuations, abbreviations and vests of quantity. Discipline and accuracy become important factors in the aspects of mechanics.

A well-written Facebook post should **observe correct use of punctuation marks**.

Punctuation marks are very important component of a post, but some users failed to observe its proper usage as revealed in the following examples:

Sample Posts:

*“Hi mahalq, I know your mad at me..”*

*“Congrats anak for being one of the academic awardees. You made it again...”*

It is observed in the following posts that the users used multiple and unnecessary punctuations in the initial post. In the second post, the user violated the proper function and purpose of utilizing punctuation marks. Under the proper use of punctuations, it is noted that a period is used in sentences under declarative form and multiple periods are not advisable. For showing extreme feelings and forceful utterance, an exclamation point should be used such as in the statement in the second example “You made it again...”. This should end with an exclamation point (!) instead of an ellipsis since it connotes extreme feeling/emotion.

This finding is due to the lack of awareness and inefficient knowledge about the use of punctuations. Furthermore, the user is very particular in posting rather than considering one factor of mechanics that is using the right punctuations.

Facebook post should also **use correct spelling**. Many Facebook posers of English find the spellings difficult to remember. However, to spell well is something that cannot be ignored.

Sample misspelled words:

“ryt”- right

“coz”- because

“cheeting”- cheating

“feelin”- feeling

“applied”- applied

“colledge”- college

These are just examples of words failed to spell correctly by Facebook posers. The spelling that they used was based on how they pronounced the words like is “ryt” instead of right, “coz” instead because, “cheeting” instead of cheating, “feelin” instead of feeling and “colledge” instead of college. While the word ‘applied’ was spelled by the user as “a-p-p-l-y-e-d” because the user is not aware of the rule governing verb tenses wherein if the verb ends in “y” and you wish to transform it into past tense you have to change “y” to “i” before adding “d” or “ed”.

This also applies in pluralizing words that ends in “y”. This post’ weakness is a result of failure to acquire sufficient practice or knowledge regarding correct spelling and its conventions.

Facebook is now so prevalent and embedded, but to help make sure what you write is at the very least spelled correctly, the social network (and your browsers, smartphones, tablets, and computers) comes with spell check.



Facebook posts also **must appropriately use letter capitalization**. Memering and O'Hare (1980: 438) says that the basic rule, to which these are very few exceptions, is to capitalize "first" words and words that are considered proper names.

*"having a peace of mind help you to decide example.. you choose to love that person even if your family is against for that person but you choose to fight because you love that person."*

*"she's been covered with deceptive mask incapable of expressing what's inside"*

*"true friendship isn't about being inseparable it's being separated and nothing changes"*

The posts did not capitalize the first letter of the statements. In the first statement, *"having a peace of mind help you to decide."* The first letter of the first word *having* should be capitalized. Hence the sentence would be: *"Having a peace of mind helps you to decide."* It is stated in the Rules of Capitalization, rule number 1 that "Capitalized the first word in quotation provided the quoted material is a complete sentence."

Aside from the spelling error, subject-verb agreement was also violated. Instead of using the plural form *"help"*, the singular form *"helps"* should be used.

The Facebook users did not consider capitalizing the first letter of their statements because they thought it was not necessary for as long as they can deliver the message they want to convey through posting. In some other cases such as proper nouns, acronyms and some pronouns, capitalization should also be put into consideration.

Finally, a Facebook post should use abbreviations. An abbreviation is a shortened form of a written word or phrase. It may be used to save space and time, to avoid repetition of long words and phrases, or simply to conform to conventional usage.

This feature is evident in the following posts:

Sample abbreviated words:

*"Soc. Med." - Social Media*

*"ppl" - people*

*"BD" - Happy Birthday Day*

These three abbreviated words tend to look ambiguous to users who are not used in this type of word shortening; this is because when they see it, there are a lot of possible meanings created. It is ambiguous also in the sense that it provides variety of meanings and perceptions. Consequently, it becomes a barrier to a smooth flow of communication.

The styling of abbreviation is inconsistent and arbitrary and includes many possible variations. Some abbreviations are formed by omitting all but the first few letters of a word; such abbreviations usually end with a period.

Thus, using abbreviations can make writing faster, but it may create confusion in the texts and short messages. The Facebook posers are not the only one affected but including the persons who read or view the post. This is the main reason why others misunderstand the posts.

### **Grammatical Rules**

Cowan and Cowan (1980: 611-612) states that checking over your sentences to catch careless syntactical and grammatical errors in an important part of completing the post.

Based on the explanation above, it is general observation that English Facebook posers commit errors in grammatical rules when they write a composition/paragraph to post in their Facebook account. Grammatical error

is an erroneous grammatical form. It exists in the students' English composition. It involves the error of English sentence tense, word order, modifier, use of preposition, articles, conjunctions, subject-verb agreement, pronoun – antecedent agreement, correct usage, etc.

One of the most evident errors committed was on the violations on rules of subject-verb agreement. Cowan and Cowan (1980: 612) said that rules of agreement affect the relationship between subject and verb.

Additionally, Kolby, in his book, says that within a sentence, there are certain requirements for the relationship between the subject and the verb. First, the subject and verb must agree both in number and in person. Second, intervening phrases and clauses have no effect on subject-verb agreement and lastly, when the subject and verb are reserved, they still must agree in both number and person

Sample posts:

*“Overcoming them is what make life meaningful.”*

*“Put your mind that friends gives you feedback for who you are.”*

The sentences above violated the conventions on subject-verb agreement, wherein in the first sentence, the verb used is “is” which is singular in number, and then it should be preceded with a singular form of verb. It should be noted that verbs in singular form ends in “s” which is in contrast to the rules governing nouns.

In the first sentence, “Overcoming them is what make life meaningful.”, the subject is “overcoming them”, singular in number and the verb used is “make”. Definitely the verb is expressed in the plural form. Hence, subject-verb agreement becomes erroneous. Malana (2019) also observed this in her study of Students Strategies in Writing Compositions where the level of competence of student-respondents were described to be on the “beginning” level in terms of grammar and mechanics.

Similar observation is made on the second sentence/example. *“Put your mind that **friends gives** you feedback of who you are.”* The subject is “friends” and the verb used is “gives”. Since the subject, friends, is plural, the verb used, gives, must also be plural. Therefore, the sentence should be constructed this way: *“Put your mind that **friends give** you feedback of who you are.”*

This finding is attributed to the fact that many Facebook users are less knowledgeable of the existing rules of grammar. Practically speaking, they put a greater consideration on its impact to their target audience rather than the grammatical structure. If these are not constructed carefully, they can make reading difficult.

On the other hand, the same examples have other errors like omission of words and wrong preposition used.

On the first statement, *“Put your mind that friends gives you feedback of who you are.”*, the writer failed to insert the preposition “in” between the words “put” and “your” and instead of using the preposition “of”, the preposition “about” should be used. Hence, the sentence should be, *“Put **in** your mind that friends give you feedback **about** who you are.”*

In the present study, the Facebook posts have also strengths. The examples given have **coherence and unity**

A natural language discourse is not just an arbitrary sequence of utterances; a discourse must also exhibit coherence.

Samle Posts:

*“First, I have to know the reasons why they are judging me. Because people are not judging without reasons, maybe there’s something wrong in my ways in improving my life that they can see, that I can’t see. Improving*

*one's life is not just focusing in my own ways. Looking to the other dimension, sometimes, there's a need to consider other's opinion."*

*"I won't bother myself thinking about other's opinions, especially when they judge me. I'll just let them do that. Anyway, the things I am doing are for my own life's improvement. I will give my best and prove to them that I can. Someday, they will realize that their judgments even motivated me to do better. I believe those kinds of friends aren't true enough because they just can't support me."*

These posts exhibited coherence in the sense that the ideas are unified together and there is an interconnectedness of sentences from the initial up to the last one. It is also observed that there is no presence of gap of elements. The words and ideas are placed in a certain order to make sense.

This is attributed to the fact that proficient Facebook posers consider checking their posts prior to posting. This is to avoid discriminations and criticisms which may result to disappointments.

Additionally, a Facebook post must have **complete thought**. Complete means not lacking anything or having all the necessary parts thus combining complete and thought means an idea which does not lack anything.

Sample posts:

*"Happy bday, apple! God bless you!"*

*"Thank you God for giving me another year of life."*

The above posts exemplify completeness of thought. The statements are not either clause nor phrase because there exists a complete subject and predicate making them fall under sentence category. The above posts are not too long; nevertheless, the thoughts were not fragmented.

This finding is associated to the fact that users are posting statements or messages connoting one main idea. This reason saves the Facebook posers from committing this error. It also informs the readers about the fact that some Facebook posers are equipped with enough knowledge and skills in terms of thought's completeness.

Most of the posts have complete thought because they only focus on one particular and specific idea. There are users who consider proper word choice in their posts. This is done to let the viewers or readers clearly understand the message that the posts want to convey.

### ***Appropriate Use of Emoji***

An emoji is one of the most useful shorthand communication tools of the 21<sup>st</sup> century. An emoji can be used to express personality in email campaigns, or on social media. In fact, nearly half of all comments and captions on Instagram contain an emoji, and using an emoji on Twitter can result in 25% more engagement.

In this finding, it implies that most of the posts used different emojis appropriately. Emojis used in their posts are interconnected and related with the events, feelings and emotions a user wants to express.

In the first example, the user tends to extend his sincere greetings to someone celebrating her birthday and he incorporated in his post the emoji smiling face with heart shaped eyes (🥰) which expresses happiness. On the other hand, the second example expresses love that is why the user used the emoji heart (❤️).

In the ruling of using emoji, no matter how emojis are used, where they are placed, the meaning of the statements are not altered. Emojis are used to emphasize emotions, add color to the statement and may also function as decorative agent of the posts.

This finding shows that emoji do not nullify nor alter the whole content of a certain post. Millennial students are fond of using emoji in their posts for its emphatic purpose only.

#### **IV. CONCLUSIONS**

Based on the study, it is concluded that when the features of facebook posts are evident in the post, the more likes or comments are given. Further, the millennial students' writing proficiency when posting is weak.

#### **V. RECOMMENDATIONS**

Based on the results of the study, the following points are suggested and recommended to teachers, learners, decision makers, parents, and further research to maintain parallelism.

1. Facebook is not only a social networking website that has a great effect in the students' social life, but it has also limitless impact on the students' academic improvement. This is the reason why teachers should take into consideration the importance of using Facebook on the teaching-learning process.

2. Since there are many different sources of learning nowadays, teachers should always search for new and enthusiastic methods of teaching, especially in teaching English writing so that they could attract the students' attention and motivation to learn. In this case, using Facebook in teaching is recommended.

3. Teachers should motivate students who show progress after the training on how to write through Facebook by showing their work on the Facebook group page..

5. Students should give the value of the priceless change made by using the modern technological tools as Facebook for improving their writing.

6. Reading is considered a vital key for good writing. So, students should read more and cooperate with each other so that they could get the benefit of others' good writing or mistakes in an enthusiastic way through Facebook.

7. Decision makers should organize trainings and workshops for discussing the effects of using Facebook on improving the students' writing skills and training teachers how to teach writing perfectly through Facebook.

8. Parents should consider Facebook as a modern technological tool in teaching not as a way of wasting time.

9. Another study should be conducted investigating the effect of using Facebook in improving the students' reading comprehension skills.

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