**SOCIAL NETWORKS**

Social networks are spaces for teachers to exchange content on new methodological approaches to gamification.

**GAMIFICATION**

We ask ourselves about the integration of gamification in current and future digital trends.

**AIM**

The present research aims to determine behaviours of posts with gamification content on the social networks Twitter, Instagram and TikTok.

**WEB SCRAPING**

Web scraping techniques for Instagram and TikTok, together with the Twitter API, collect 189,414 posts with the keywords gamification and education in Spanish and English, during the year 2022.

**METHODOLOGY**

These large volumes of data are made available to stakeholders through Microsoft Power Business Intelligence. Using deliberative sampling, we conducted an in-depth analysis of the 100 most viral publications on each social network to respond to the research objective.

**RESULTS**

The results highlight the presence of teachers on social networks, predominantly on Instagram for the Primary Education stage, and the influence of gender on the publications. The male gender has a greater number of followers and publications, but the female gender has followers with a greater number of "likes". Commercial interests in the gamification theme are accentuated in digital trends, although they are lower in comparison to sharing non-profit resources.

**CONCLUSION**

It is concluded that teachers who use social networks become emerging agents in the design of materials and, therefore, mediators between the curriculum and practice.