

How social could your learning program be?



Is the use of one or more Interactive Elements appropriate for your learning program? While none of these elements are essential to the effectiveness of your program, the checklist below may help you to assess areas in which certain social media or web-based platforms can heighten the level of engagement and impact of your program.

Should you use Twitter?

- Would participating in an existing Twitter chat be appropriate?
- Would you like your learners to share key points or images from your program (“live tweeting”)?
- Would it make sense to organize your own Twitter chat?

Should you use LinkedIn?

- Would you like to set up an asynchronous online discussion forum?
- Would you like to publish and/or have learners publish longer-form writing that appears in the newsfeed of other professionals in the industry?

Should you use a Blog?

- Are there experts on this topic who have published blog posts appropriate for your learners to read/comment?
- Would you like learners to publish reflections about their learning experiences in an online forum that has already been set up?
- Would encouraging learners to regularly reflect, constantly find new information and publish their thoughts be an essential activity or component in a learning program?
- Is there long-form information that you’d like to publish and distribute easily via a web link?

Should you use a Website?

- Is there a specific site that learners should be visiting to research answers or download/submit forms?

Should you use YouTube?

- Would video content created by those outside of your organization be appropriate?
- Do you need to share video without being concerned about file size?
- Do you need an easy platform for learner-generated content to be uploaded?

Should you use Slideshare?

- Would slide-based content created by those outside of your organization be appropriate?
- Would you like to distribute slide presentations without being concerned about file size?
- Would you like examples of how others have presented similar information?

Should you use Email?

- Do you need to push information to a geographically-dispersed audience?
- Would a “drip campaign” of ongoing content and resource delivery help with learning and retention?