

Continuing the Learning with Social Media

*Turning Training from a One-Time
Event to an Ongoing Experience*

GMU / DAU 8th Annual Innovations in
e-Learning Symposium

June 7, 2012

#iel12



Honesty and Service®



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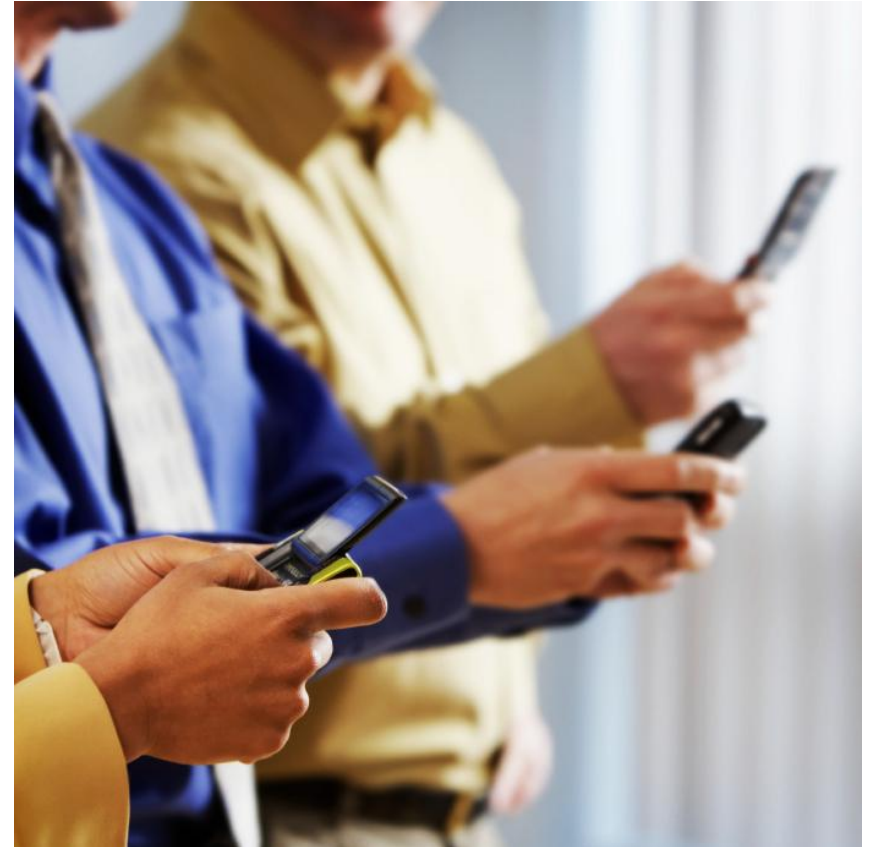
Significant Work. Extraordinary People. SRA.

Session Objectives

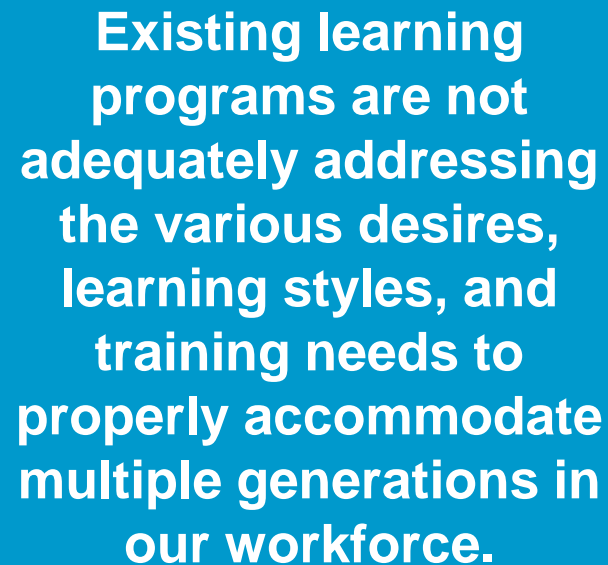
- **Discuss common challenges and potential barriers facing training professionals, agencies, and learners today**
- **Learn about the various social media platforms, tools, and options enabling informal learning**
- **Identify potential social media solution(s) for reinforcing training, employee development, and ongoing learning in your agency**
- **Highlight important social media and learning considerations**
- **Explore potential social learning de-railers and how to avoid them in your learning programs**
- **Provide an action planner for identifying and incorporating social learning in your learning programs**

Let's take a quick poll

- What is your experience with social media?
 - None
 - Personal use only
 - Personal and business use
- What is your experience with social learning?
 - None
 - I've participated in social learning
 - I'm implementing social learning



Can you relate?



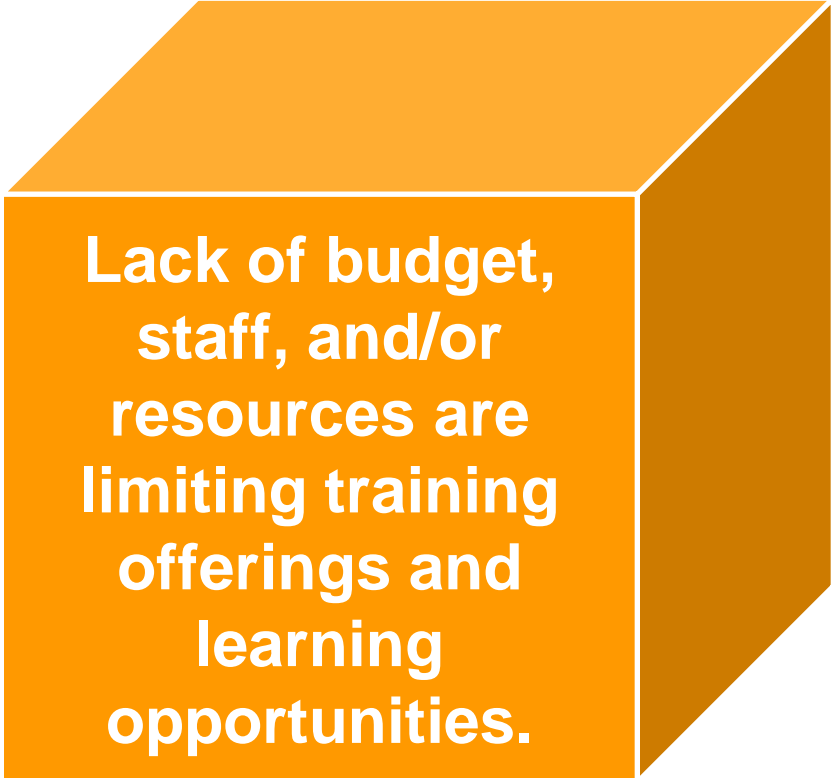
Existing learning programs are not adequately addressing the various desires, learning styles, and training needs to properly accommodate multiple generations in our workforce.

Can you relate?




Our agency is not
leveraging the
latest technology,
tools, and/or trends
in the learning
industry.

Can you relate?



**Lack of budget,
staff, and/or
resources are
limiting training
offerings and
learning
opportunities.**

Can you relate?



**Employees are
strapped for time,
they are unable to
take time off the job
to participate in
formal training
events.**

Discussion

Take 7 minutes to...

1. Introduce yourself

- ✓ **Name and location**
- ✓ **Organization and job role**

2. Discuss

- ✓ **What are 1-2 of the biggest challenges you face today to implementing social learning in your learning programs?**



Potential barriers/challenges

- **Technology**
- **Lack of strategy**
- **Inconsistent application**
- **Learner Access**
- **Privacy**
- **Resources**
- **Policies**
- **Cost**
- **Integration of platforms w/existing web-based initiatives**
- **Misperception(s) about value and use of social media tools**

Are you asking these questions?

- How will we get people to use social media tools?
- How will we encourage people to create and share?
- How will we ensure what they share is accurate?
- When are they going to have time to collaborate and share during their workday?
- What platform will allow us to track all of the social learning that takes place?

Source: Designing Social Learning: “Informal” Does Not Mean “Unplanned”, Chris King, June 2011

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Instead, try these questions

- **How can we support those who are already working and learning collaboratively?**
- **How can we build on what is already happening?**
- **How can we encourage those who are not already working and learning collaboratively to do so?**
- **How can we provide services to individuals and teams to help them address their learning and performance problems with collaborative approaches?**

Source: Designing Social Learning: “Informal” Does Not Mean “Unplanned”, Chris King, June 2011

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Some of the players



Source: <http://www.geek.com/articles/geek-cetera/social-media-explained-with-donuts-20120210/>

The usual suspects

- **Facebook**

- Median age is 38 years of age
- Almost half of all users access via mobile device (500M+ mobile users)
- The average user spends 20 minutes on the site per visit
- During March 2012, on average 398 million users were active with Facebook on at least six out of the last seven days.

- **LinkedIn**

- Average member is 43 years of age
- American users spend an average of 17 minutes on the site

- **Twitter**

- Average member is 33 years of age
- 36% of users tweet at least once/day, with average visit time of 11:50 minutes
- Over 40% of users do not tweet anything
- 45% of the mass communications posted on Twitter are nonsense

The new kids on the block

- **Google+**
 - As of May 2012, 100+ million users
 - American users spend an average of 6 minutes on the site
 - The top occupation is student (20%)
 - The Google+ button is served more than 5 billion times each day
 - China and Iran block access to Google+
- **Pinterest**
 - Pinterest is now the third most popular social network, behind Twitter and Facebook (in the US)
 - American users of Pinterest spend an average of 1 hour 17 minutes on the site
 - Over 80% of Pinterest pins are ‘repins’ (content already pinned being repinned by users)
 - 30% of Pinterest users are between 25-34 years, 25% 35-44 & 17% 18-24 years old
 - Over 20% of Facebook users are on Pinterest daily

What's right for me?

- **What's right for your learners?**
 - Know your audience – demographics, learning preferences, existing platforms/hangouts, consider a survey/poll
- **What is the nature of your content?**
 - Public, confidential, appropriate for the platform
- **What can you realistically support?**
 - Consistent, reliable, and timely engagement is key
- **Does your current LMS implementation support social collaboration?**
 - Consider exploring untapped features for social media integration and mobile application
- **What existing social media policies exist?**
 - e.g., your agency, your learners (if they are outside of your organization), your industry (e.g., finance, legal, healthcare, etc.)

Things to watch out for

- **Taking on too much too fast**
- **Forgetting your learning audience**
- **Going at it alone**
- **Lack of accountability**
- **Not communicating value or expectations**
 - Why are you using social media for social learning?
 - Why this is better than another format? WIIFL?
 - Irrelevant content sharing, compromised content integrity
- **Focusing on the wrong metrics**
- **Unrealistic expectations**

Additional considerations

- **Productivity**
 - Focus your assignments
 - Set clear expectations and ground rules
- **Time management**
 - Identify quantifiable times for your learners
 - Provide a minimum and maximum
- **Privacy and security**
 - This may vary by platform
- **Knowledge accuracy and management**
 - Who's saying what, and is it even accurate?
 - How do I ensure others know about it for the future? (e.g., tagging, transcripts, etc.)

What can we do to be successful?

- **Enlist a team/task force**
- **Have a strategy/plan**
- **Meet regularly to evaluate and tweak**
- **Build in accountability**
- **Identify/assign community managers/collaboration leads**
- **Join a community/group of others implementing social learning**
- **Stay informed (you) and keep your learners informed**
- **Vary it up, get creative, try new things**
- **Crowdsource**

Little things you can do now

AND THEY ARE FREE – THEY ONLY COST YOU YOUR TIME!

Know your agency's social media policies and guidelines

Create a virtual group – LinkedIn, Facebook, GovLoop, whatever platform works for you

Create “virtual office hours” for live collaboration

Participate/start a chat or Q&A – Twitter, Facebook, etc.

Start and share a Google doc or Wiki

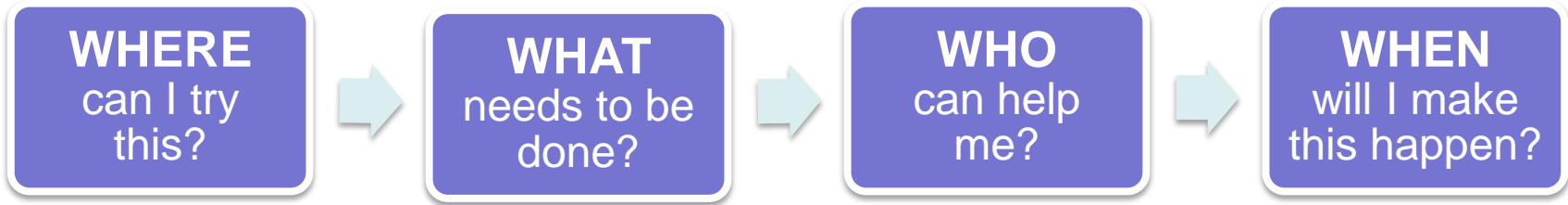
Create Google+ circles or Pinterest boards for different classes/learning programs or topics

Create a checklist of online activities/information for your learners to complete, like a scavenger hunt or amazing race

Start a blog – your learners are your authors! Or they make comments toward a blog post

Leverage SharePoint if you already have it

Individual Action Plan *Implementing Social Learning*



- **STEP 1: Identify 3 opportunities to incorporate social learning in your agency**
- **STEP 2: What's the next thing that has to happen to start using one of the 3 ideas above?**
 - What's already established? Where is their existing interest or activity?
 - What are potential barriers you will need to address or overcome?
- **STEP 3: Who can help you make this a successful initiative?**
 - Stakeholders
 - Implementation support
 - Learners
- **STEP 4: When are you going to make this a reality?**

What's next?

- **Virtual office hours**
 - Tuesday, June 12th
 - 8:30-9:30am and 8:30-9:30pm Eastern
 - Or by appointment
- **Follow-up Twitter chat**
 - Thursday, June 14th
 - 3pm Eastern
 - #soclrngchat
- **Schedule a check-in!**
 - Ask your neighbor
 - Ask a colleague at work as part of your action plan
 - Ask me

Resources for ongoing learning

- **Your peers and speakers attending today!**
- **Your agency's learning portal and training offerings**
- **LinkedIn/GovLoop Groups and Discussions**
- **Twitter**
 - Individuals, organizations, hashtags, lists, saved searches, and chats
- **Industry organizations**
 - e.g., GMU, DAU, ASTD, CLO Media, Training Magazine, e-Learning Guild, etc.
- **Books**
 - e.g., The New Social Learning, Social Learning Theory, Social Media for Trainers
- **Blogs**
 - Create a favorites folder and bookmark
 - Subscribe to RSS feeds
 - Sign up for newsletters
- **Your LMS provider or training vendor/partner**

Thank you!



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