

# Using Social Media Strategies for More Effective Training #astdggnb

## Why use social media for training?

Using Social Media to motivate learners, create collaboration opportunities and extend the learning experience makes training less of an event and more of an ongoing process. Formal training does not offer enough performance support. Information changes quickly. Many people now entering the workforce are digital natives, have shorter attention spans and are very connected to their mobile devices. They have different needs.

### **Info-graphic: Social Media and the Workforce (Blackboard Blog)**

<http://blog.blackboard.com/infographic-social-media-and-the-workforce/>

### **Less Trainers; More Community Managers and Curators**

<http://www.bottomlineperformance.com/less-trainers-more-community-managers-and-curators/>

In the White Paper, Learning Trends, Technologies and Opportunities, Sharon Boller of Bottom-Line Performance notes there will be less focus on training employees and more focus on encouraging employees to develop informal learning strategies and personal knowledge networks. There will be less trainers and more community managers and content curators.

### **How We Use Social Media for Informal Learning (blog post by Steven Boller of Bottom-Line Performance)**

<http://www.bottomlineperformance.com/how-we-use-social-media-for-informal-learning/>

### **Social Media for Learning**

#### **ASTD > ATD Certificate Program**

Enhance the learning experience with informal learning and social media approaches.

<http://www.astd.org/Education/Programs/Social-Media-for-Learning-Certificate#topic-detail-0>

### **Social Learning Fear Factor ASTD > ATD**

by Allison Michels, Andrea Lodato, Carol Runyan

<http://www.astd.org/Publications/Blogs/Learning-Technologies-Blog/2014/02/Social-Learning-Fear-Factor>