

# Using Social Media Strategies for More Effective Training

#astdggnb

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**1**

**An understanding of different social media tools used in various organizations.**

**2**

**The ability to use Twitter & LinkedIn Groups to extend the learning experience.**

**3**

**Strategies for using YouTube & Instagram to motivate learners.**

**4**

**Insights into using Storify & Yammer for community building & collaboration around learning events.**

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*“Conte and Paolucci (2001) define **social learning** as a process of learning caused or favored by people being situated in a common environment and observing one another.*

*This allows the learners to not only perceive each other for comparison and self-evaluation, but also see others as a neutral source of information, which may help or speed several forms of instrumental learning.”*

**Donald Clark**

Clark, D.R. (2012). Instructional Design: Social Learning and Social Media. Retrieved from [http://www.nwlink.com/~donclark/hrd/media/social\\_learning.html](http://www.nwlink.com/~donclark/hrd/media/social_learning.html)

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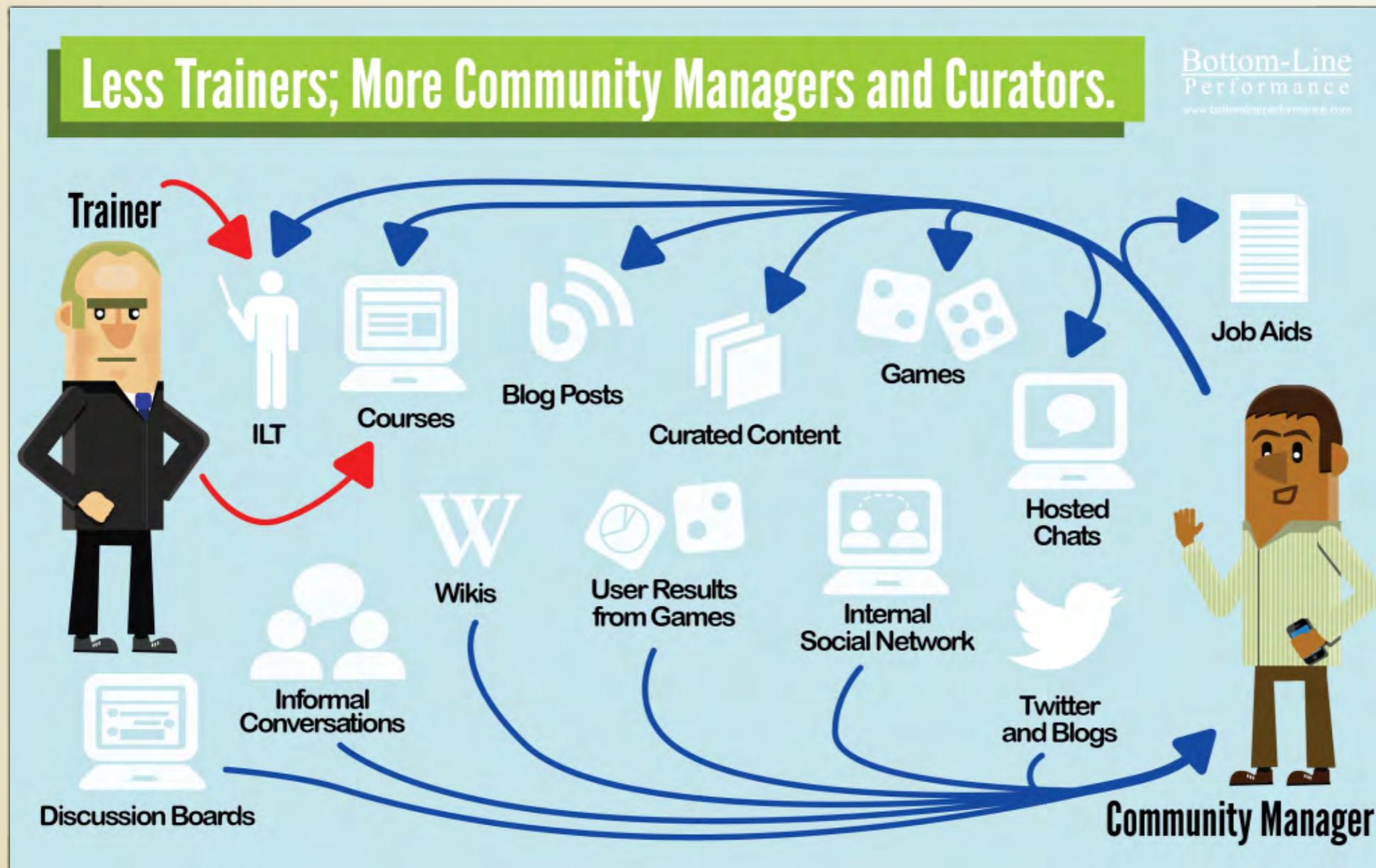
*“Social media has provided a **virtual bridge** by acting as the common environment in a social learning episode. This virtual bridge allows the learners to interact with each other in much the same manner as they would in a common environment, thus they are virtually able to observe and learn from others.”*

*Donald Clark*

Clark, D.R. (2012). Instructional Design: Social Learning and Social Media. Retrieved from [http://www.nwlink.com/~donclark/hrd/media/social\\_learning.html](http://www.nwlink.com/~donclark/hrd/media/social_learning.html)

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Boller, Sharon (2013). Learning Trends, Technologies and Opportunities. Retrieved from <http://www.bottomlineperformance.com/less-trainers-more-community-managers-and-curators/>

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**1**

**An understanding of  
different social media  
tools used in various  
organizations.**

**What Social Media tools  
have you used in training?**

**For Motivation?**

**Collaboration?**

**Knowledge Management?**

**Reinforcement?**

**Performance Support?**



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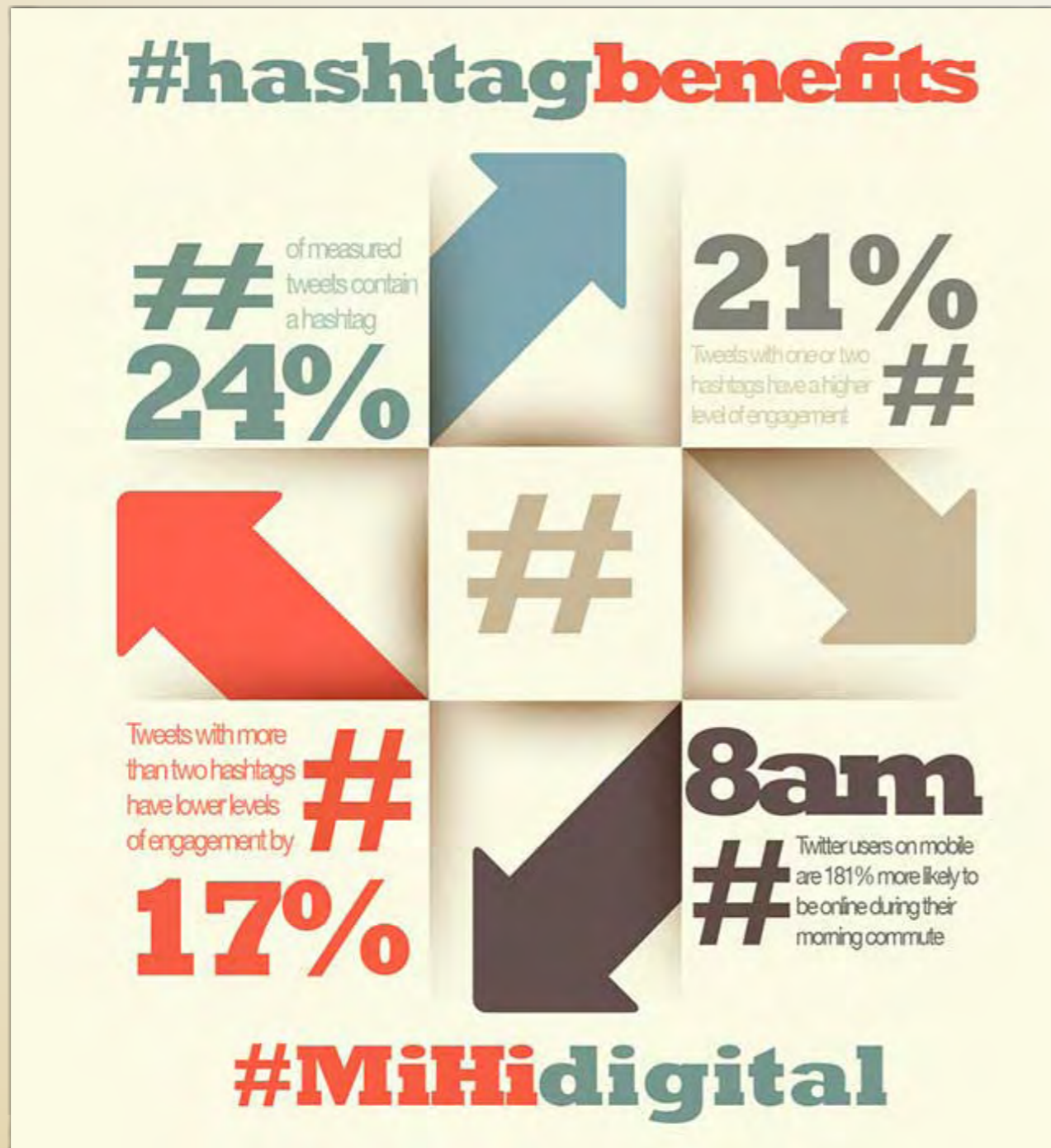
2

The ability to use Twitter & LinkedIn Groups to extend the learning experience.



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## Benefits of Using a Hashtag

Posted on November 9, 2013 by Lisa Mason  
<http://socialmediasatisfied.com/benefits-of-using-a-hashtag-infographic/>

Designed by Mark Worden  
<http://www.mihidigital.co.uk/>



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3

Strategies for using  
YouTube & Instagram  
to motivate learners.



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4

Insights into using Yammer & Storify for community building & collaboration around learning events.

The Yammer logo consists of the word "yammer" in a lowercase, blue, sans-serif font. To the right of the text is a blue icon consisting of three curved lines that suggest motion or a speech bubble.The Storify logo features a blue icon on the left, which is a stylized speech bubble or a curved shape. To the right of the icon, the word "Storify" is written in a blue, sans-serif font.

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Archive tweets, continue conversations, provide additional resources, evaluate how things went



LinkedIn groups for courses, keyword searches for research, professional groups for industry trends



Keep videos 2 to 3 minutes long, use a script, list relevant steps, post link before event



Connect it to your SM networks using relevant hashtags, invite user-generated content, Storify it



Connect virtual teams, share success stories, use as a knowledge base, collaborate online



Combine tweets into a story, add videos showing procedures in context, summarize event details