

The background features a dark blue, repeating 3D cube pattern. Overlaid on this are several overlapping, colorful geometric shapes and lines in shades of orange, red, and purple. The text is centered horizontally and rendered in a bold, white, sans-serif font.

**#eLBXLive**

**What is the first word that comes to mind when it comes to  
Social Learning?**

# What Research Tells Us About Social Learning

Social learning is...

## Communicating

An interchange of knowledge and perspective among groups



## Collaborating

Relationships that support constructive learning



## Creating

Active learning influenced by cognition, environment, and behavior



## Connecting

A cognitive process that takes place in a social context



## Curating

A synthesis of knowledge that is personal to the learner



# Why Social Learning?

Learning occurs **WITH** and from **OTHERS**

Learning happens through **DIRECT** and **INDIRECT** contact

Learning goes **BEYOND** the **CLASSROOM**

Social learning is **MORE EFFECTIVE** than formal training.



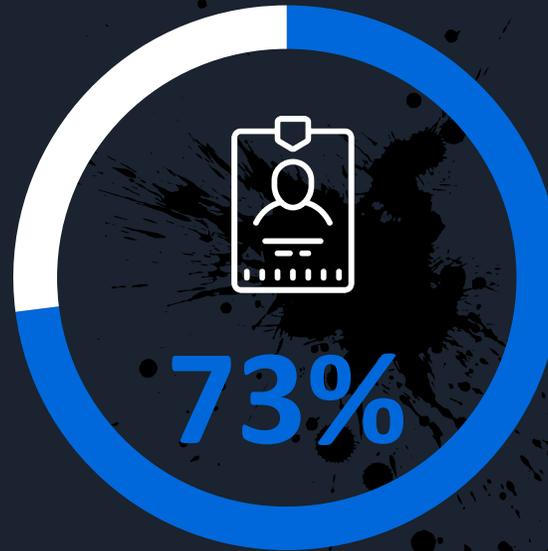
# The Value of Social Learning



## COMPANIES

Use social learning  
in some way

Bloomberg



## EMPLOYERS

Expect to increase their  
focus on  
**social learning**

Brandon Hall Group



## ROI

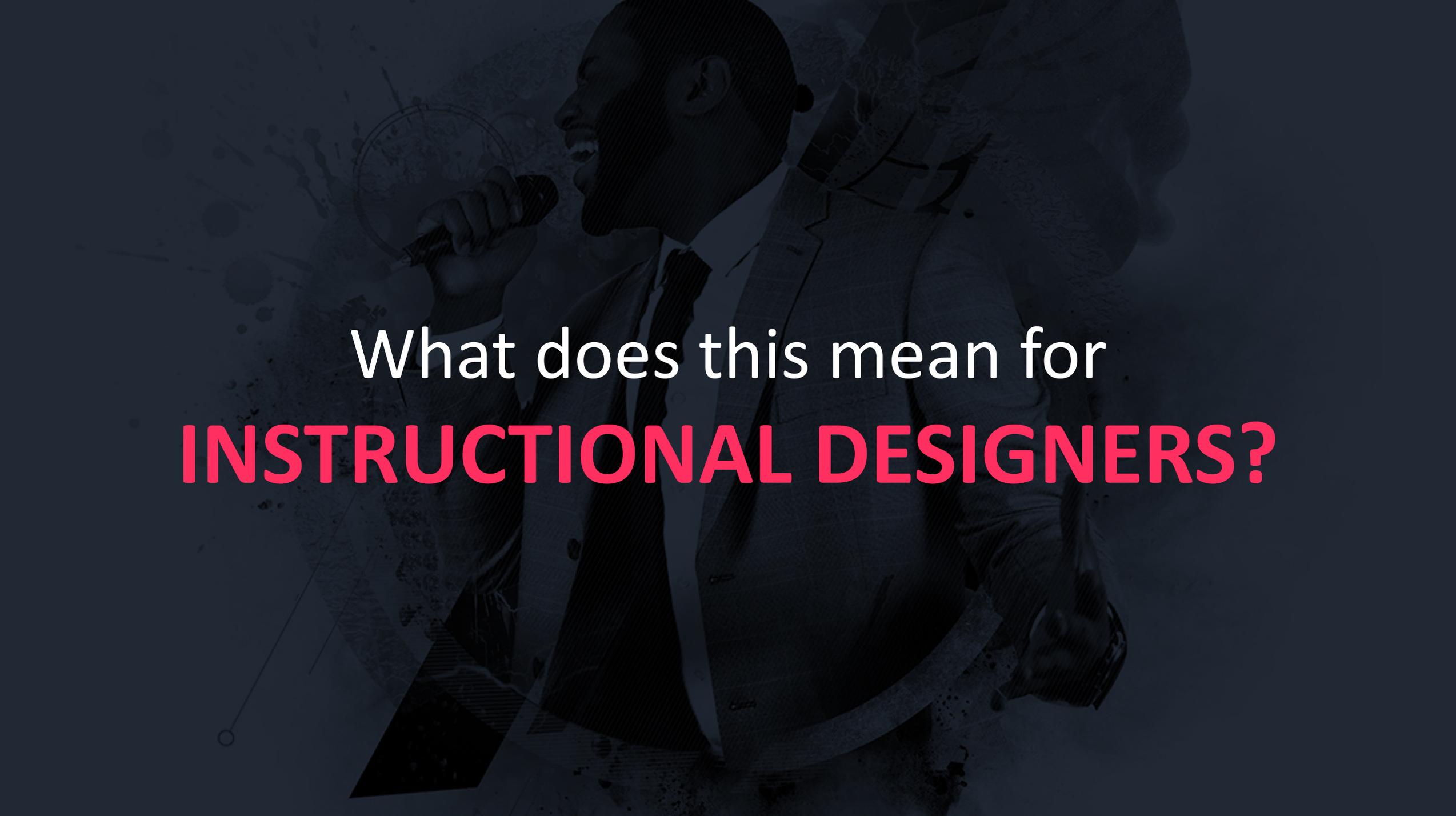
Compared to **traditional  
learning**

Association for Talent  
Development

# Think about it...

There are **uncanny similarities** between the way we meet physically with each other and the features available in social media....





What does this mean for  
**INSTRUCTIONAL DESIGNERS?**

eLearning doesn't exist  
in a

**VACUUM**



# Consider How Learning Occurs in Social Contexts

## Behavior

Observing the behavior of others



## Reward Systems

Progress updates, recognition, and even badges



## Experiences

Sharing stories, best practices, and lessons learned



## Supervisory Practices

Mentoring, coaching, and immediate, personalized feedback



Learning doesn't  
end on a

**CONCLUSION  
PAGE**



# Promoting Learning Beyond the Course Conclusion Page

The image displays two overlapping screenshots of the Adobe Illustrator Facebook page. The left screenshot shows the page header with the Adobe Illustrator logo, name, and handle (@Adobellustrator), along with a navigation menu. The right screenshot shows a live video post by Adobe Illustrator, titled "How to make sliced text in Adobe Illustrator with Paul Trani". The video is annotated with a purple arrow pointing to it labeled "Live Tutoring" and a green arrow pointing to the "Start Watch Party" button labeled "Collaboration".

**Page Header (Left Screenshot):**

- Logo: Ai
- Name: Adobe Illustrator
- Handle: @Adobellustrator
- Navigation: Home, About, Livestream, Videos, Posts, Events, Photos, Community

**Post Content (Right Screenshot):**

- Post Type: Live Video
- Text: Adobe Illustrator was live. 2 hrs
- Title: How to make sliced text in Adobe Illustrator with Paul Trani
- Video: Sliced text in Illustrator
- Engagement: 407 reactions, 119 Comments, 51 Shares
- Buttons: Like, Comment, Share, Start Watch Party

**Annotations:**

- Live Tutoring (Purple arrow pointing to the video)
- Collaboration (Green arrow pointing to the Start Watch Party button)

# Embedding Social Learning Opportunities in a Course

The image shows the Articulate Storyline interface with the 'Insert Web Object' dialog box open. A purple arrow points to the 'Web Object' button in the top toolbar. A green arrow points to the 'Displayed in Slide' radio button in the dialog box. The dialog box contains the following fields and options:

- Enter a web address:** Address:  Test Link...
- How do you want to display this web object?**
  - Display in slide
  - Display in a new browser window
- Browser Controls:**
- Window Size:**
- How should this web object behave?**
  - Load web object automatically

At the bottom of the dialog box, there is a link: [LEARN MORE ABOUT WEB OBJECTS...](#) and two buttons: **OK** and **CANCEL**.

**What are your best ideas for implementing social learning?  
You can vote on the ideas submitted.**

**Top**

# Types of Social Learning



Social  
Polling



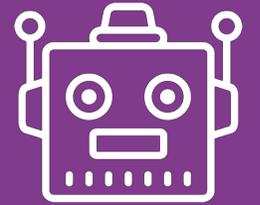
Coaching and  
Mentoring



Gamification



Leaderboards



Q&A  
Sessions

# Social Polling

SLEEP 101

How often do you stay up all night to study or write a paper?

- Never have and never will
- Once, but never again
- Very occasionally
- Once a month, or more

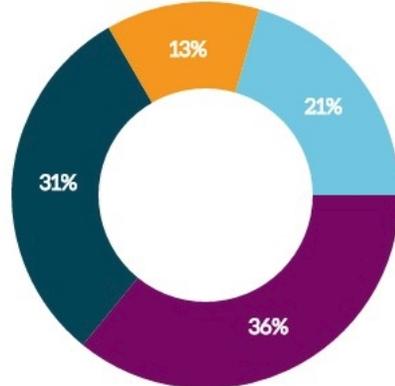


SLEEP 101

RESOURCES MENU EXIT

Summary Results by Question

How often do you stay up all night to study or write a paper?



Options	
Never have and never will	14
Once, but never again	12
Very occasionally	5
Once a month, or more	8
TOTAL	39



< BACK NEXT >



# Social Polling

**70:20:10**

**70%**

On the Job  
**EXPERIENCE**

**20%**

Mentoring &  
**COACHING**

**10%**

Classroom  
Courses &  
**READING**

# Coaching and Mentoring

Menu Resources

ICMC QUESTION 2

### WHAT SHOULD YOU DO?

The CIO has given you an indication of what he would like to discuss. What in response? Select the best answer and select SUBMIT.

- “Yes, that’s a good idea. First I’d like to share some of my initial ideas for s can link them to your project deliverables.”
- “Yes, that would be a big help. Can you describe some of the challenges yo and the impact they have had on your organization?”
- “Yes, that’s definitely a great idea. Can you suggest people in your organiz about the impact these challenges have had?”

SUBMIT

Audio player controls are visible at the bottom of the slide.

Menu Resources

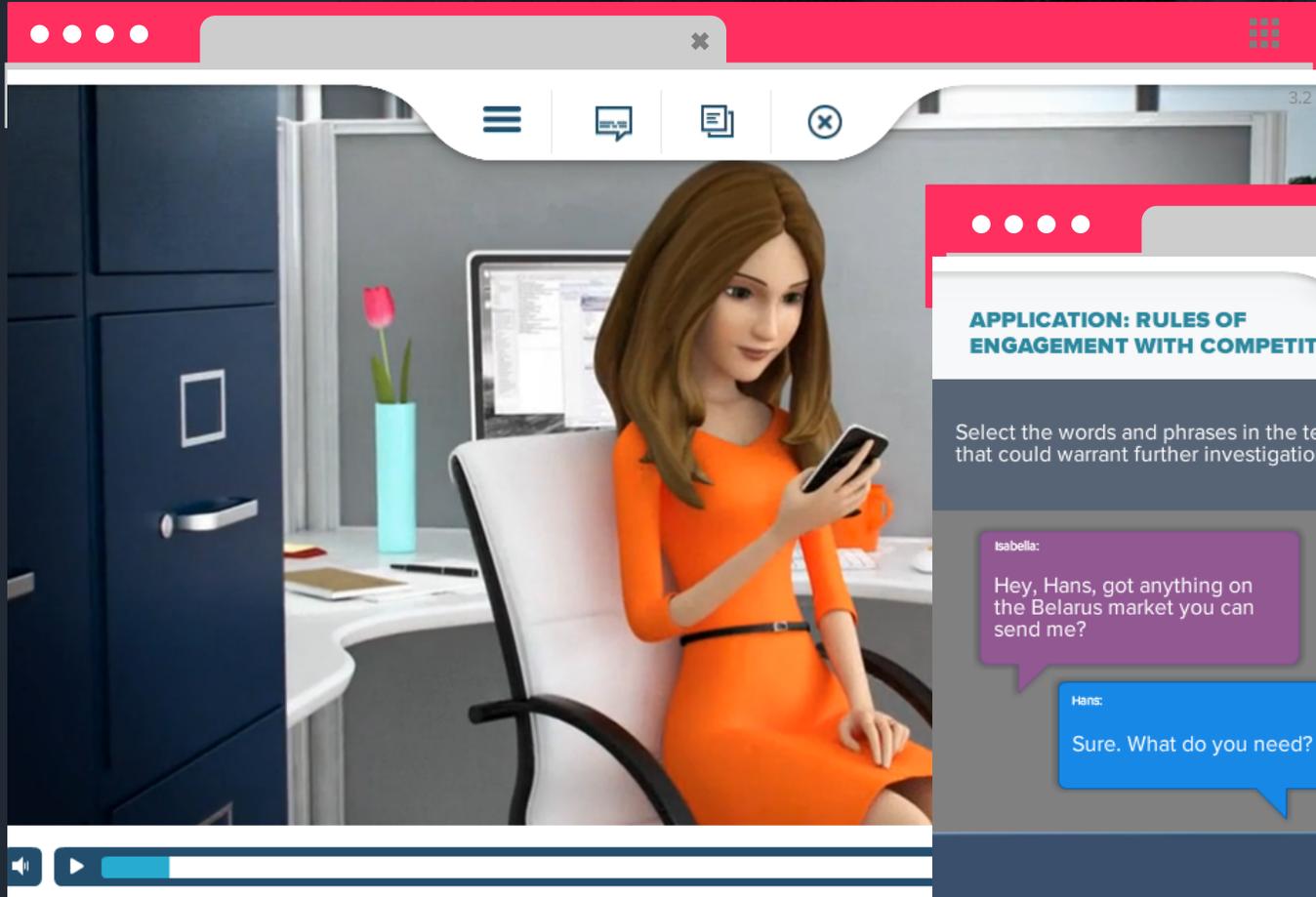
ICMC RESPONSE

ANTHONY

Video call controls (mute, video, chat, end call) are visible at the bottom of the screen.

Audio player controls are visible at the bottom of the slide.

# Ask an Expert Example



**APPLICATION: RULES OF ENGAGEMENT WITH COMPETITORS**

Select the words and phrases in the text messages that could warrant further investigation. **Text Tracker 0/4**

**ASK AN EXPERT**

Start by asking an expert. ↓

Isabella: Hey, Hans, got anything on the Belarus market you can send me?

Hans: Sure. What do you need?

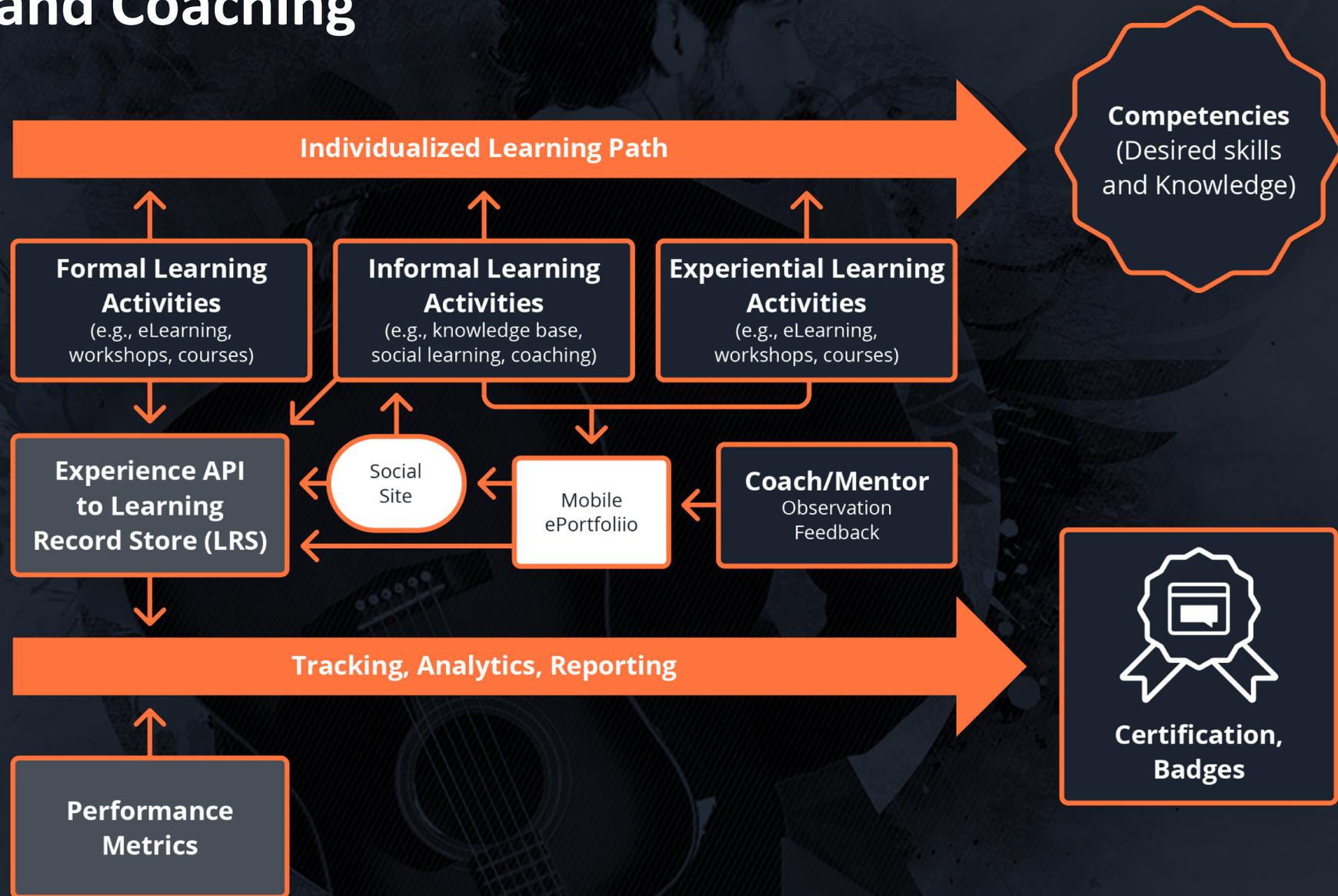
Isabella: Sales prospects, market size, competitors' pricing, discounts, etc.

Hans: Will do. Got anything for me in Ukraine?

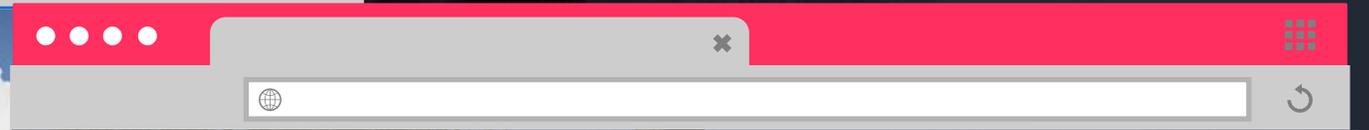
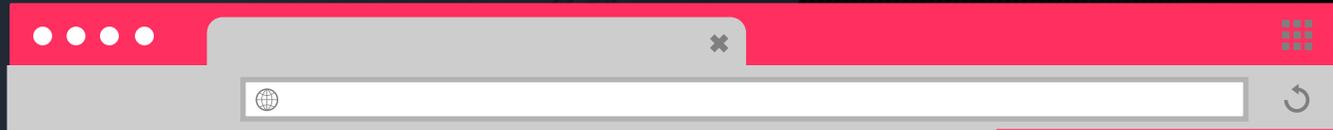
Isabella: Yep. Want to meet for a drink to swap info?

Hans: Good idea. Usual place on Thursday after work?

# Mentoring and Coaching



# Serious Games



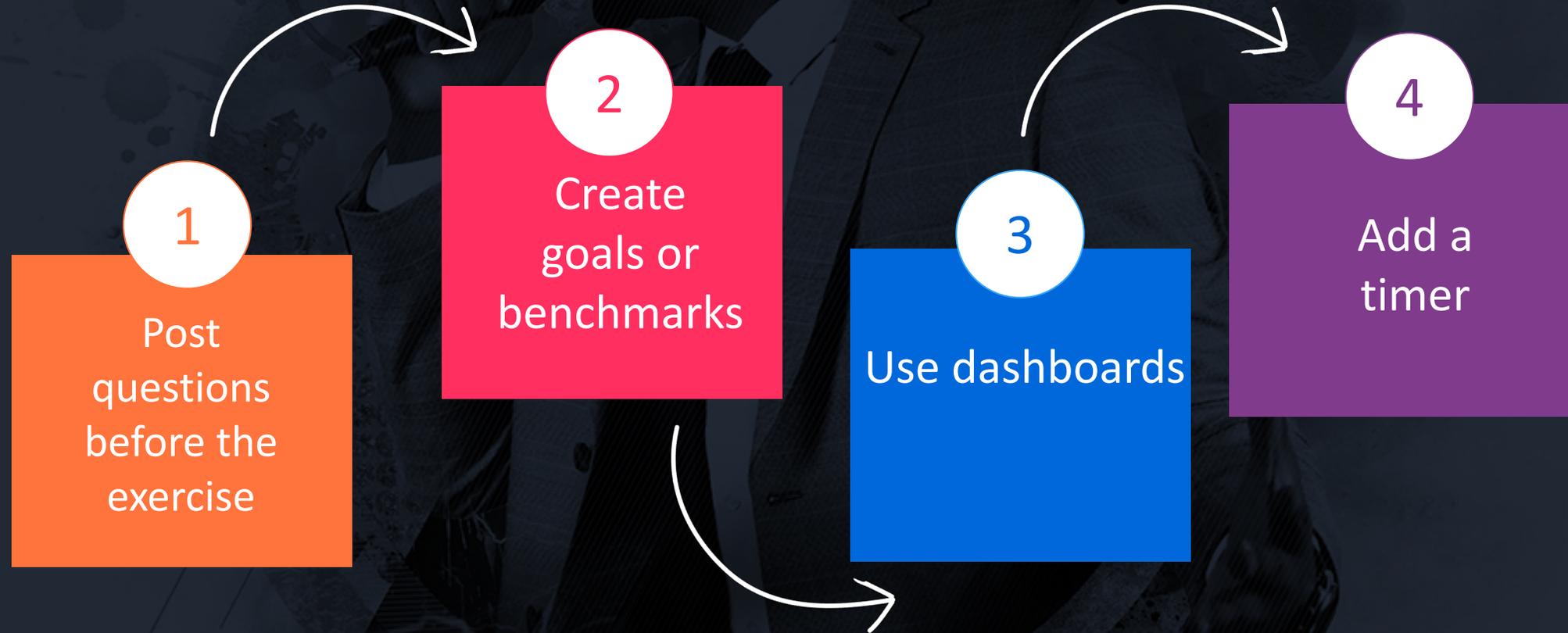
# Team-Based Game Strategy



Work together to  
solve a mystery that  
ties into a  
compliance topic



# Team-Based Game Strategies



# Leaderboards

The screenshot shows a browser window with the URL www.facebook.com. The main content is a 'Leaderboard Results' page. At the top, it displays 'Max Score: 65,100 | Gold Score: 45,000'. Below this is a table with columns for Rank, Name, Course Name, Score, Completed Date, and Percentage. The table lists 10 entries, each with a gold medal icon and a progress bar. Annotations include a green arrow pointing to the 'Badges earned' column (Score), a purple arrow pointing to the 'Standing' column (Rank), and a blue arrow pointing to the 'Completed courses' column (Completed Date). The bottom of the page shows 'Results: 1 - 10 / 18' and a pagination control with a limit of 10 and page 1 of 2.

## Leaderboard Results

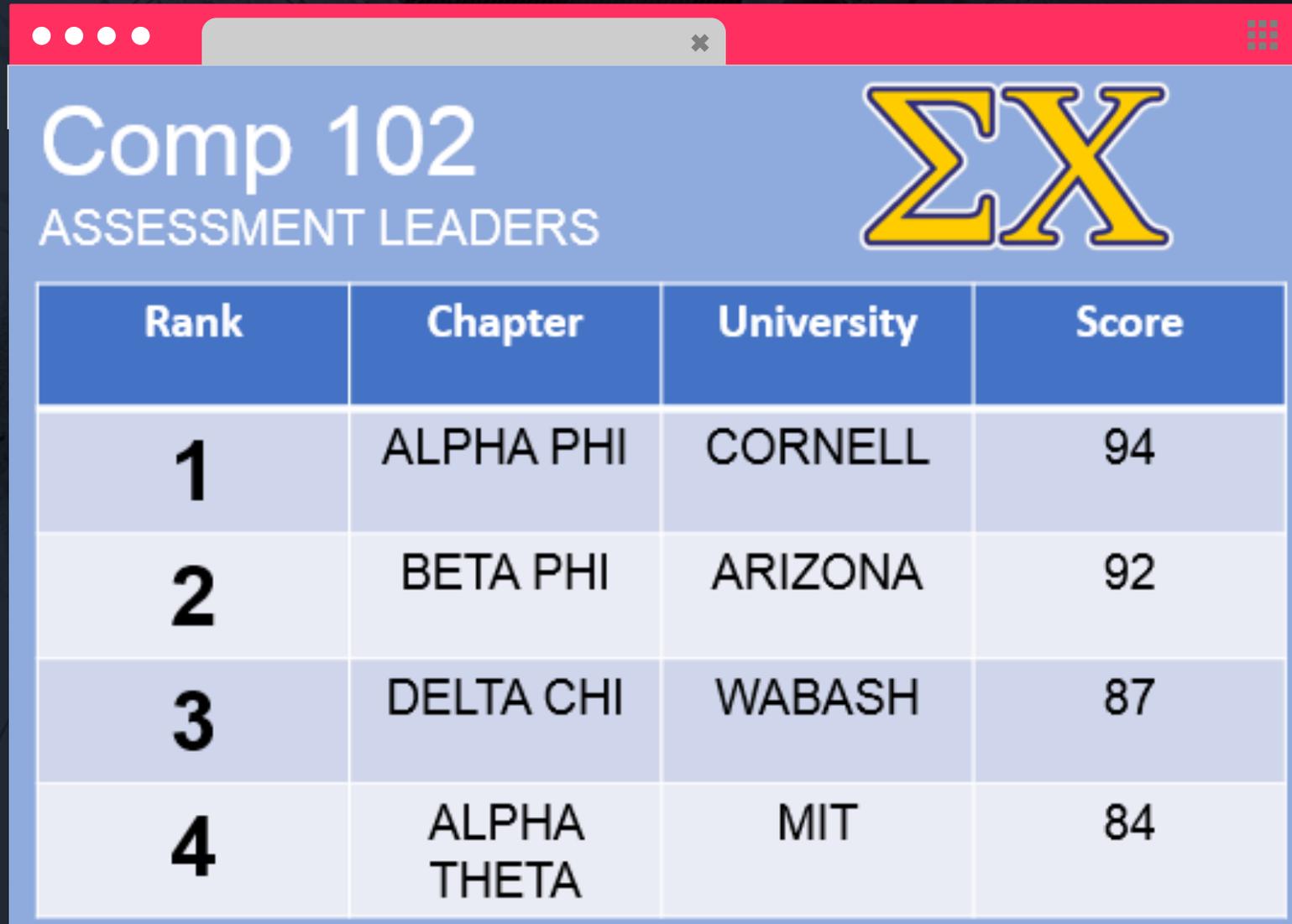
Max Score: 65,100 | Gold Score: 45,000

Rank	Name	Course Name	Score	Completed Date	Percentage	
1	Stuart Milton	Preventing Discrimination & Harassment: Employees	65,100	01/02/2018		<input type="checkbox"/>
2	John Lennon	Preventing Discrimination & Harassment: Employees	64,000	01/02/2018		<input type="checkbox"/>
3	John Locke	Preventing Discrimination & Harassment: Employees	59,000	12/28/2017		<input type="checkbox"/>
4	Elvis Pressly	Preventing Discrimination & Harassment: Employees	58,000	12/28/2017		<input type="checkbox"/>
5	Ronald Reagan	Preventing Discrimination & Harassment: Employees	54,500	01/02/2018		<input type="checkbox"/>
6	George Washington	Preventing Discrimination & Harassment: Employees	51,200	12/28/2017		<input type="checkbox"/>
7	Janie Jackson	Preventing Discrimination & Harassment: Employees	46,000	12/28/2017		<input type="checkbox"/>
8	Babe Ruth	Prevención de la discriminación y el acoso: Empleados	46,000	01/05/2018		<input type="checkbox"/>
9	John Kennedy	Preventing Discrimination & Harassment: Employees	37,000	12/28/2017		<input type="checkbox"/>
10	John Smith	Preventing Discrimination & Harassment: Employees	36,500	12/28/2017		<input type="checkbox"/>

Results: 1 - 10 / 18

Limit: 10 | « < 1 / 2 > »

# Leaderboards



Rank	Chapter	University	Score
<b>1</b>	ALPHA PHI	CORNELL	94
<b>2</b>	BETA PHI	ARIZONA	92
<b>3</b>	DELTA CHI	WABASH	87
<b>4</b>	ALPHA THETA	MIT	84

# Leaderboards

## Respiratory Devices

ASSESSMENT LEADERS

1: RESPIRATORY	NORTHEAST	92
2: PUBLICIS	NEW YORK	90
3: PUBLICIS	NORTHEAST	80
4: PUBLICIS	PACIFIC	77
5: PUBLICIS	OHIO VALLEY	77
6: RESPIRATORY	GREAT LAKES	54
7: Neurology	SOUTH CENTRA	31
8: Institution	SOUTHEAST (R	23
-		

 CHEST®

# Q&A Sessions

**THE IMPORTANCE OF A SAFE AND SECURE WORKPLACE**

**SHERIN:** Why're you upset Adi? I also heard that your quality review didn't go too well. Anything I can do to

**Why do you think Adi**

A) She feels her work environment is not safe.

**Menu** **Transcript** **References**

**Ask Disha** **Exit**

**Disha**

Hello!

I'm Disha, your Learning Guide.

I can:

- Answer your questions on the subject
- Help navigate to the appropriate slide
- Provide curated resources from the web
- Offer live news updates on the topic

What would you like to ask?

What can I ask? What is Sexual Harassment?

Latest News Who made you?

Type your message...

# Implementing Social Learning

Follow these steps to successfully  
**implement social learning**

- 1** Assess **readiness to adopt** social learning
- 2** Use **objectives** to identify the platforms
- 3** Transfer **discussions to social media** sites
- 4** Make information **easily accessible**

- 5** Encourage **group collaboration**
- 6** Ask learners to **share posts**
- 7** **Schedule feedback** sessions on social media
- 8** Don't get caught up in the **social media black hole**



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