

Bonus Tips!

6 Tips to Make Your eLearning Social

1. Encourage discussion for on-demand learning.

This leads to new ideas and more understanding.

2. Crowdsource content.

Enable discussions around registration for a virtual event.

3. Utilize engagement features during virtual events.

Include chat pods, Q&A sessions, polling, and Twitter feeds.

4. Social media.

Utilize social share buttons and connect your elearning with social media pages.

5. Enable feedback between instructors and learners.

Allow students to submit assignments and comments to instructors, and then receive feedback and grading.

6. Integrate your community platform.

Allow users to perform learning activities within a community, utilize Single-Sign-On integrations, and be awarded badges.

5 Tips to Increase Webcast Registration

1. Provide a value offer at the time of registration.

Entice your audience to make the buying decision by offering access to an item that enhances what they'll be learning.

2. Offer continuing education credits.

Allowing attendees to receive credit for both the live and on-demand webcast gives them flexibility and makes the buying decision easier.

3. Improve your titles and description.

Get to your point quickly, don't make your audience guess!

4. Mix it up.

With panel discussions, town hall style meetings, Q&A with the experts, and interviews.

5. Tap into hot topics.

Move quickly on hot topics that benefit and impact your members, stakeholders and partners.

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From Zero to eLearning Hero: 10 Tips

- 10. Do Prep Work:** Have content? Decide what's still relevant and organize it! If you don't, spend a little time finding out what your members want and start with repurposing some conference session recordings, webcasts and podcasts.
- 9. Consistency is Key:** From branding to naming conventions, make sure to use the same terminology so you don't confuse your members or staff! If you're transitioning to a new LMS, use the blank canvas as an opportunity to spiff things up!
- 8. Outsourcing = Efficiency:** Outsource time-consuming tasks whenever you can so you can manage your priorities. If you work at a small association, know that you will most likely be doing some of this work yourself and include it in your project timeline!
- 7. Stick to Your Timeline:** Choose your goal date, and then work backwards from there. While it is tempting to work on the little stuff first...focus on the big stuff first! This includes things like recording content and building out products. Smaller elements can be done once everything else is in place!
- 6. Be the Expert:** Own it! You ARE the LMS expert. You know all the ins-and-outs, how the integrations work. Be intentional about placing yourself in this role and you'll find yourself more involved when business decisions are being made.
- 5. Be Clever:** Get your marketing team together. If you don't have a marketing department, sit down with colleagues over a cocktail and jot down some clever webcast titles and Flash Sale themes. The point of this is to have a little fun with your content, and get people excited about shopping for online education!
- 4. Make it a BIG DEAL:** Launching an LMS or a new product is a big deal! Have a marketing campaign in place and ready to go. Offer discounts. Have a flash sale. Offer Amazon gift cards to the first 20 people who make a purchase. Do what it takes to encourage people to explore your Learning Management System.
- 3. Listen for Feedback:** Listen for feedback, or actively collect it. Do some user testing – watch people click through the platform to make purchases. Ask what they like or where they're getting stuck. Are multiple people asking the same questions? You may be able to clarify language or change the workflow.
- 2. Incremental Improvements:** Always strive to improve the courses you offer and to release new features. Create a wish list for your LMS vendor. Attend eLearning conferences to learn about course development software and different eLearning techniques. Talk to other education professionals to get new ideas!
- 1. Keep it Fresh:** Congratulations on launching your new LMS/course/product! Your job is just beginning. Release new products regularly. Promote your online learning opportunities via social media and newsletters. If you don't have something new to promote, give something away for free. Continue to direct members to your LMS so they'll continue to buy and learn!