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9 Facebook functions useful for eLearning

Are you getting the most out of social media in your eLearning strategy?

Use of social media in eLearning: 9 Facebook features to consider

Facebook can be a valuable tool for activating social learning dynamics connected with your e-Learning course. The training team can use this tool to collaborate and communicate during the course development process, while online students have the ability to provide feedback and share experiences from anywhere in the world. What are the 9 free features of Facebook to help you manage your next online training project?

1. Live video

Live video is a more interactive solution than just a YouTube video. With this tool your eLearning team can host brainstorming and feedback sessions with customers and stakeholders from all over the world (in fact, no air fare is required). Direct Facebook gives online students the opportunity to interact and ask questions directly to teachers. How? Students can write live comments that the protagonist of the video can read in real time.

2. Facebook events

Facebook events allow you to announce your eLearning event to specific individuals and groups, as well as to collect registrations allowing a better planning. The function also allows you to share photos, position the event on the map and add keywords to help people find your eLearning event.

3. Facebook groups

Closed Facebook groups help create a sense of online learning community and encourage online students to participate in online discussions, while public groups allow you to gain visibility for your eLearning course and bring new people into the conversation.

4. Facebook pages

With the creation of a page, your training team can promote eLearning courses, while online students can open ad hoc pages to share interests and interact with their colleagues. "For example, an individual creates a page that explores his passion for product knowledge or sales skills, and others follow the page to receive suggestions and express their opinions on the administrator's articles." There is also the possibility to create a separate page for each online training course or group to centralize communications. "For example, a page dedicated to online customer service training."

5. Polls

Through the Facebook surveys, students can share their knowledge and quickly identify areas for improvement. "For example, a survey by Facebook reveals that a high percentage of the audience needs more multimedia content to improve their understanding, or that they find it difficult to navigate the eLearning course due to a cumbersome layout of the course or intrusive graphics. You can even discover new interesting topics that you might consider for future courses. "

6. Private messaging

Facebook's private messages offer online collaborators and learners a place to discuss sensitive issues. "For example, the eLearning Project Manager is able to communicate privately with the graphic designer, and online students can start an online

conversation with teachers in case of problems with the courses."

7. Reviews and ratings

This feature is primarily useful for the eLearning team when it is looking for products or services for developing eLearning content. "For example, the team is looking for a supplier of authoring tools. "Evaluations and reviews help you make a more informed decision, as they show what others have to say about the product, but your audience can also use this feature to get an idea about your organization or your e-Learning courses. "

8. Scheduled contents

Facebook allows your e-Learning team to plan in advance the content to be published, to maximize the efficiency of your social presence. "For example, schedule a content to be published every Monday to ensure that your organization's page remains active."

9. Automatic translator

One of the most useful features of Facebook is the integrated automatic translator. It is possible to use it both to talk to a global audience and for communications and exchanges within an international e-Learning team. Under the post or the Facebook content an automatic translation icon is shown: simply click on the icon to read the content in your native language.

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