ELEARNINGNEWS ARTICLE

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Why should we build a digital community?

A digital community can give companies a series of effective opportunities to communicate with their staff. Especially if it is a community within an eLearning platform.

eLearning platforms are not used just to deliver courses to individual participants, but can also be used to create a community of participants in the same course or to a series of courses, so that they can relate to each other either on topics related to the course, or on other topics or also on topics that are meaningful to the company.

The creation of the community of trainees is therefore a very interesting opportunity for all companies that use eLearning platforms to increase communication between and with their staff.

This infographic (created by cyberius.com) shows the essential elements of a digital community, its advantages and peculiarities, what is not a community, and the 5 main reasons for which it is important to create it.

Why Should We Build A Digital Community?



Why Do We BUILD Digital Communities?



Opportunities

Digital communities create **opportunities** for brands to connect with their audiences in a way that is natural and personal.



Interactions

Through targeted community interactions, you can generate excitement, launch products, or announce events, without all the traditional hassle.