

Transforming Learning through Social Media©

Who hasn't felt inundated by the relatively new world of social media? Tweets and status updates merge with posts and pictures. While social media is well known for its uses in marketing, sales and personal communication, much of the potential of social media as an educational tool is unexplored. As people are increasingly wired it is critical to explore the opportunities that social media gives us as educators, to further engage learners and explore educational content that has been previously unavailable. In this workshop, you will explore how social media can facilitate learning, increase learner engagement and deepen the impact of your existing training programs. Through the use of case studies and personal examples, you will examine a variety of applications for using social media as an educational tool. You will also have the opportunity to begin to develop a social media educational plan for yourself and/or your organization. Join us in learning how to harness social media to enhance learning.

*"Lee-Anne, your course was so informative! You're truly a gifted teacher! - I have learned so much during these last two days!" ~ **Judy Rogness, EHC Benefits Examiner, Pacific Blue Cross.***

*"What a great course! I am now more comfortable with so many social media tools." ~ **Julie-Ann Dunwoody, Manager; Training & Development, Boston Pizza International***

Direct benefits to participants:

- Learn about and assess various types of social media (e.g. Facebook, LinkedIn, YouTube, Flickr, Twitter, blogs)
- Discover how learning via social media is both different from and similar to more traditional types of learning
- Explore and practice using a variety of social media tools both as a regular consumer (e.g. non-instructional use) and for instructional use
- Plan and begin to implement your own social media workplace learning strategy
- Receive a detailed, customized resource guide and a follow-up resource package

Important small print: while general familiarity with computers is a pre-requisite (e.g. being able to navigate the internet, conduct searches etc.), prior experience with social media is not.

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