

socialtalent



Engagement: Three easy strategies for success

Engagement with SocialTalent is crucial to its success in your organisation. These three strategies will help ensure you establish, develop, and maintain engagement between the platform and your learners.



1. Communication

Communication is the key to success of any new process or project.

We recommend setting up a system to regularly communicate the value of learning, platform updates, and progress with your team. You could also consider setting up Slack channels or weekly groups for your learners to share with each other. The discussions feature on the platform also can be used for users to share their thoughts and ask questions as they learn. Encouraging this type of communication between your staff helps establish a culture of learning in your organisation.

In particular, communication from leadership has a huge impact. Time and time again, we've seen leaders who communicate and promote the use of learning on the platform have more highly engaged learners.

Nielsen has high engagement rates, which is a result of their effective communication system. A monthly email to managers is sent by the project manager, covering regional engagement stats, new content and product updates, specifically relevant to their teams.



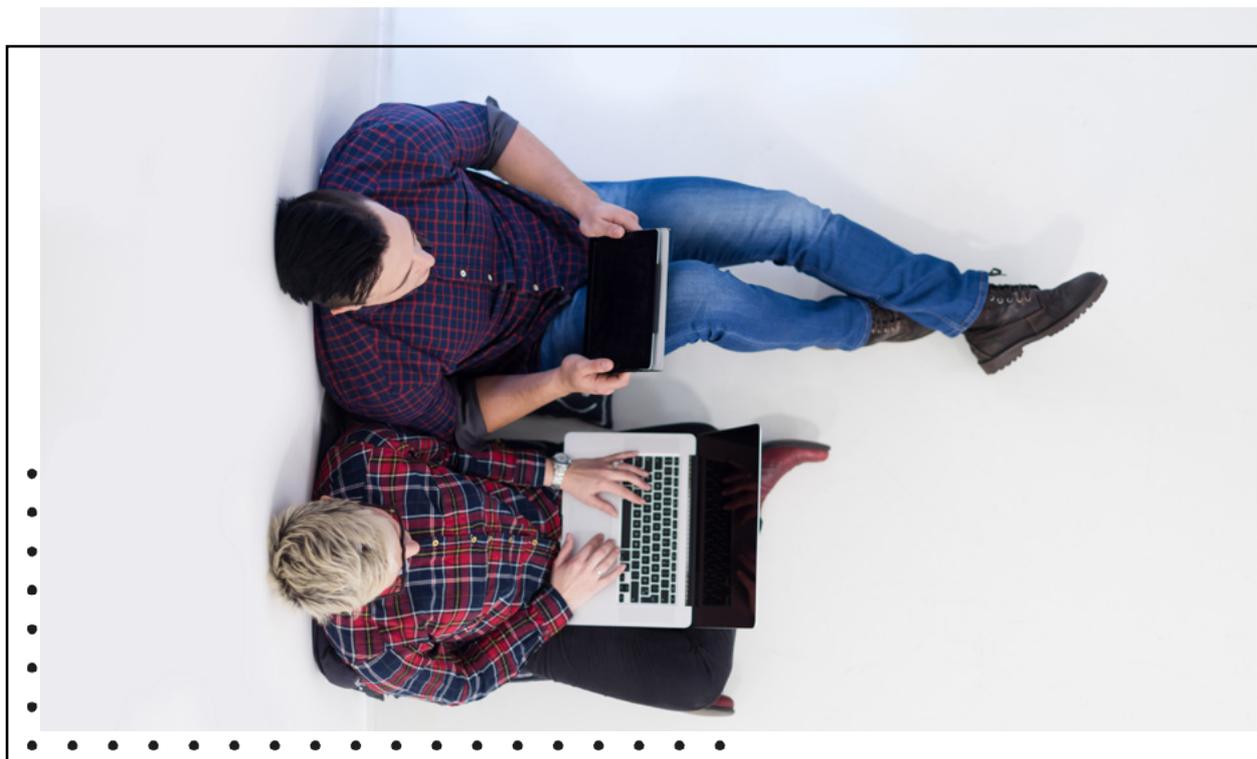
2. Collaboration

Like playing tennis, learning is a lot more fun when you're not alone!

Get teams to focus on subjects at the same time, set team goals instead of individual ones, and maximise the impact of highly engaged users. While our gamification feature encourages engagement through friendly competition, there will always be people who buy in instantly and others who drag their feet.

Setting up a system to spread the enthusiasm of those bought into the platform can have a beneficial impact on engagement.

Randstad set up a system matching highly engaged users with people less engaged and provided them with a collaborative learning goal. The aim was to drive accountability and spread enthusiasm among the team. Making these matches raised the engagement rates of the previously poorly or disengaged users.



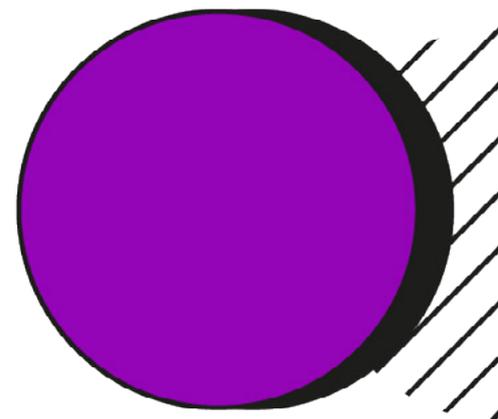
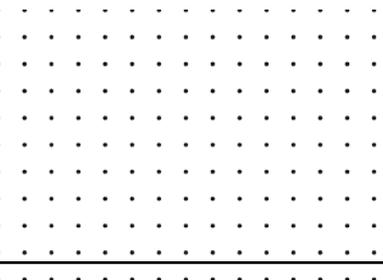
3. Celebration

Everyone likes to be recognised or rewarded for hard work.

In an education environment, it's also a great motivator to continue learning, to adhere to best practice and to build habits of good behaviour.

And there's nothing quite like a little bit of healthy competition! Recognising individuals who achieve learning goals also inspires others to continue their learning, to receive the same rewards and praise.

Celebration of successes had a big effect on user engagement in **Kelly OCG**. Their 'SocialTalent Stars' programme integrated with their internal rewards system and gave recognition on a monthly and quarterly basis. Highly engaged users (based on weekly streaks) would be celebrated through monthly shoutouts, quarterly videos from leadership and with t-shirts and vouchers.



Maintaining engagement:

3 extra factors to consider



To maintain high levels of engagement, it's worth bearing these in mind as you continue with SocialTalent.

1- Engaged leaders in your organisation.

People follow leaders. Setting an example is particularly effective when getting people engaged with learning. When company leaders get involved in the promotion, management, and recognition of learning on SocialTalent, users are more engaged.

2- A defined set of company goals.

People work most effectively when they are aware of what your goals are. A defined set of company goals will also help SocialTalent design specific learning paths that will provide skills that will contribute towards achieving them. If people understand not only what they're learning, but also why, they are more likely to stick at it.

3- An enthusiastic learning culture.

Whether communication, collaborating or celebrating, all of these actions contribute to fostering a learning culture at your company. However you choose to do this - whether through group sharing sessions, celebrating milestones, or friendly competition within the team – having such a culture is great for overall learning resonance in both the team and the individual. Encouraging engagement and sharing will help make learning a habit, which truly is key to long term success.

