

Using Social Media (Video) for Microlearning

By Anne Clarkson

HANDOUT

1. What is microlearning?

- a. Educational approach that offers bite-sized, small learning units with just the necessary amount of info to help learners achieve a goal.
- b. Content can take many forms, from text to interactive media, but should always be short. Microlearning can be:
 - i. Text (phrases, short paragraphs)
 - ii. Images (photos, illustrations)
 - iii. Videos (short 2-3 minutes)
 - iv. Audio (snippets)
 - v. Tests/Quizzes (single item)
 - vi. Games (single screen challenges)

2. Benefits of microlearning

- a. Faster to deliver
- b. Affordable
- c. Flexible
- d. Learners find more engaging
- e. Boosts knowledge retention if easy to revisit
- f. Gives learners more freedom
- g. Teach single skills
- h. Grow interest in a topic
- i. Build rapport
- j. Make connection to Extension
- k. Create a resource to reuse
- l. 3-7 minutes matches human memory and attention span capacity

3. Why deliver on social media? ([Pew](#))

- a. % of US Adults on Social Media by Type
 - i. YouTube 73% of adults
 - ii. Facebook 68% of adults (3/4 use daily)
 - iii. Instagram 35% of adults
- b. % of US Adults on Social Media by Age
 - i. 88% of 18-29
 - ii. 78% of 30-49
 - iii. 64% of 50-64
 - iv. 37% of 65+

4. Why video?

- a. Video content performs better than all other types of content on social media.
 - i. 85% of all Internet users in the US watched video content monthly
 - ii. Where both text and video are available 72% prefer video.
 - iii. 12xs more engagement than text and images combined
 - iv. Best performing on Facebook
 - v. Tweets with video get 10x more engagement
 - vi. Pinterest users 2.6xs more likely to make a purchase after viewing video

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5. How to create and upload a microlearning video to Facebook.

- a. Identify topic and the associated learning objective
 - i. If you were presenting this as a PowerPoint slide would the slide have more than 2-3 points?
 1. If no, your topic is about the right size for microlearning.
 2. If yes, pick one of the subtopics/subobjectives and use that point as the topic for your video.
 - ii. If your primary objective is marketing or promotion, try to think of another educational objective that can also be accomplished with this video.
 - iii. LESS IS MORE 😊
- b. Do any necessary research.
 - i. You do not need to cite sources for facts in a social media microlearning video. If you directly quote anyone, you should give them credit for the words. You'll want to be able to back up what you say should anyone ask after you share.
- c. Practice a few times.
 - i. Introduce yourself and your topic in a short sentence. When possible use real life/relatable examples and stories to illustrate your topic.
 - ii. You may use notes or a script. You can tape them to the wall in front of you or onto your device so you maintain eye contact with the camera.
 - iii. *Authenticity* is highly valued in social media. When you present as if you were sharing this information with a friend, your viewers see you (and the information you share) as relatable and approachable.
- d. Record and save recording.
 - i. Computer
 1. Use Zoom meeting by yourself and record. Save archive.
 2. Most computers also have another recording tools such as QuickTime Player.
 - ii. Phone or Tablet
 1. Use the video feature on the phone/tablet. Turn camera to face you. Hold the phone, use a selfie stick, balance on a shelf, or use masking tape to tape to the wall.
 - iii. Save/move recording to the device you plan to use to upload your video to Facebook. To move from your phone to your desktop, you can move the video to Google Drive and then download the video from Google Drive to your work desktop.
- e. Upload video to Facebook
 - i. Go to your county Facebook page
 - ii. Click New post
 - iii. Add video (from file)
 - iv. Add title, summary, and post (or schedule to release at a future date).
 1. Link to extra resources in the summary or the comments.
 - v. Share/tag friends and other community organizations