

Leveraging

# USER-GENERATED CONTENT

for Training & Performance Improvement



146

Learning Leaders from TrainingIndustry.com's audience participated in a survey to help executives and professionals in the **TRAINING & DEVELOPMENT** space improve how they leverage user-generated content for training & performance improvement.

## Percent of Learning Leaders who leverage or plan to leverage USER-GENERATED CONTENT



**91%** for training or performance improvements

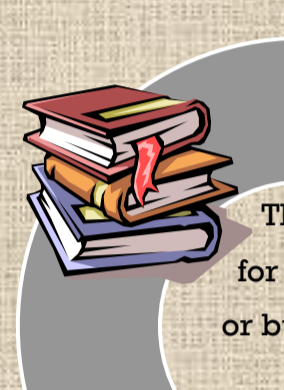
## What is USER-GENERATED CONTENT?

Content that is created by **SUBJECT MATTER EXPERTS (SMEs), MANAGERS, MENTORS, CUSTOMERS, PEERS, etc.** — anyone *other than* learning professionals.

It includes **case studies, job aids, webinars, video recordings, wikis, blogs, reviews/ratings, etc.**

When leveraging **USER-GENERATED CONTENT**, the role of Learning Leaders should be to **SUPPORT USERS**,

**REVIEW CONTENT** for accuracy, and make content **ACCESSIBLE**.



However, only **60%** of Learning Leaders have experience **SUPPORTING** users.



The most common practice is to provide training for users on how to **DEVELOP** content through **storytelling** or by using tools.

**37%** said they were **INEFFECTIVE** at leveraging user-generated content.



## CHALLENGES

Learning Leaders cited the following as the three most common **CHALLENGES** when leveraging user-generated content.

Ensuring the **ACCURACY** of content

Securing **RESOURCES** to create the content (time, staff)

Ensuring good **INSTRUCTIONAL DESIGN**



## Best Practices

**PARTNER** with users to identify relevant information — and give them some **CONTROL**.

Start **SMALL** to ensure user **SUPPORT** for the content creation process.



Find **SMEs** with the right **EXPERIENCE**, and make content creation a part of their **job**.



**Support** users by providing **GUIDELINES**, coordinating **PLANS** and providing the right **TOOLS**.



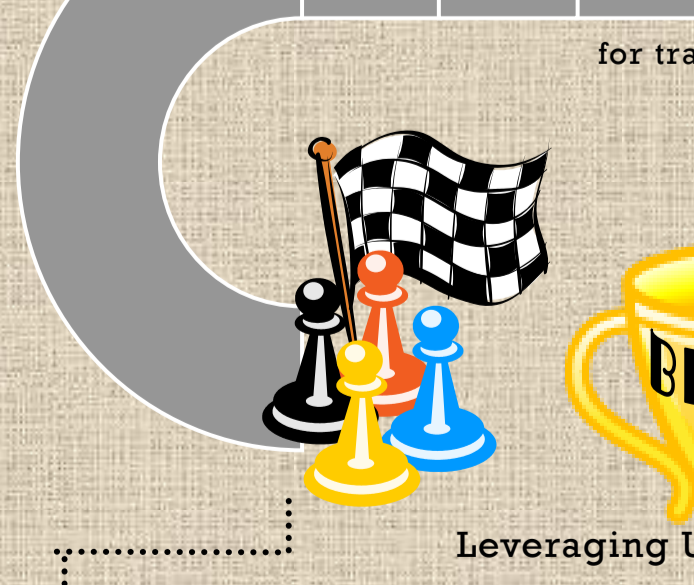
**Review** user content to ensure **ACCURACY** using specific **WORKFLOWS** (ex. multiple proofers and one content owner).



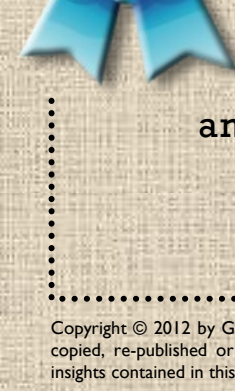
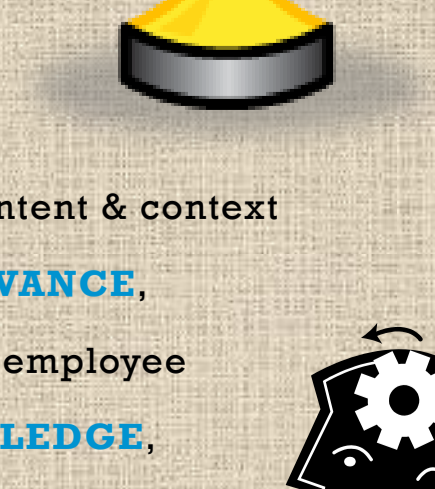
Make sure user content is easily **ACCESSIBLE**.



By **overcoming** common **CHALLENGES** and **performing** **BEST PRACTICES**,



Learning Leaders can realize the **BENEFITS** of leveraging user-generated content for training and performance improvement.



**Increased** content & context **RELEVANCE**, **Capture** of employee **KNOWLEDGE**, and **Improved** content & context **ACCURACY**.

