What is 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 91% 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.

The three most common CHALLENGES when leveraging user-generated content are:
- Securing RESOURCES to create the content (time, staff)
- Ensuring good INSTRUCTIONAL DESIGN
- Ensuring the ACCURACY of content

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

The BENEFITS of leveraging user-generated content for training and performance improvement include:
- Increased content & context RELEVANCE
- Capture of employee KNOWLEDGE
- Improved content & context ACCURACY

To overcome common CHALLENGES and perform BEST PRACTICES, Learning Leaders can realize the BENEFITS of leveraging user-generated content for training and performance improvement.