

Project 2 Networked Learning Space, Implementation Plan

INTE 5665: Social Media and Digital Cultures

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The following paper shall serve to explain the implementation plan for my networked learning space, a Google+ community titled, [eLearning Meets Design](#).

Building a Learning Audience

This networked learning space is intended for those interested in learning more about designing, building, and implementing eLearnings in various settings. My primary audience will be all of my colleagues at work and any other eLearning designers/specialists that I have connected with via various social media platforms. This space is intended to help beginners to the field, but my goal is to have this space grow so that it covers all levels of experience within the field.

With those intentions for the space, I plan to (and in some cases, have already done so) build the learning audience via the following methods:

Email invitation:

I have sent an email from my Outlook account at work to all of my training colleagues. I explained the intention for my networked learning space and ask for all those who are interested to join. I included a direct link to the site for easy access and simple instructions on how to quickly join my community. I also asked for everyone to forward the email to anyone else who may be interested in joining. Through this method, I gained 17 out of my 40 members.

Facebook:

I plan to post a direct link to my site with a brief explanation of my intention for my networked learning space on my personal Facebook page. I will ask for anyone who is interested to click the link and join my community as well as spread the word about it by sharing my post.

Twitter:

I have recently created a new Twitter account dedicated solely to my networked learning space ([@eLearn Design](#)). I have already found 23 eLearning and design thought leaders to 'follow' and by doing so, have somehow enticed 59 people to 'follow' me. I realize that in the grand scheme of things, 59 followers is not a blip on any sort of radar. But gaining that many followers in just 72 hours has made me realize that this Twitter account may be my best resource for finding members to join my Google+ community. I plan on "cross-selling" my community resources across both platforms and every now and then, I will post a link on Twitter inviting people to join on Google+.

LinkedIn:

Once I have at least 100 members, I plan to post a link to my community on my LinkedIn profile. I then plan on posting a link and information about my community as an update on my homepage. Finally, as soon as I feel *really* confident about my space, I am going to post invitations in the LinkedIn groups that I am a part of (like eLearning Global Network and eLearning Edge). All of these posted links will invite my LinkedIn connections, as well as anyone else with interest, to join my community.

Google+:

I have recently become a member of other communities that cover similar topics and share similar resources. Out of my 40 members, 13 are strangers who I feel discovered my community through my sharing of posts and commenting in other similar communities. I will continue to engage with these other communities and eventually tag them in shared posts with the intention of broadening my presence in this platform.

Pinterest:

As I post resources with images and photos, I pin them to my eLearning and Design pin board. The description of each pin contains a link to my networked learning space and an invitation to join my community.

Engaging the Learning Audience

To engage my learning audience, I have begun to fill my community with relevant resources that pertain to designing, building, and implementing eLearnings, as well as the basics of design. I include blog posts, articles, templates, websites for thought leaders in the field, how-to videos, and images. I then sort these posts through subheadings that separate them into topics. Since the topics make the content easily searchable, members should have no problem finding information and resources that pertain to their specific needs.

Once a week, I post a resource to the discussion topic, inviting members to discuss and comment on that particular resource. In the future, I also plan to begin inviting members to relevant webinars and other online events that I find that relate to the topics of my community. I also plan to always engage with my members on any interaction they have with my community, whether it be questions, comments, shares, or +1's.

Establish Immediate and On-Going Relevance and Value (for Continued Participation from Learners)

As eLearning and design are ever evolving fields, I do not feel that it will be difficult to establish immediate and on-going relevance. Both are topics that are constantly being written about due to their constant change and both fields intertwine with each other in so many ways. There seems to be a never ending stream of resources on both topics all over the place!

As long as I keep up with maintenance on my site, constantly adding those new resources and organizing and re-organizing my content, I think learners will continue to find value in what I post. If they find value in my community, they will continue to participate. Therefore, constant maintenance and participation on my end means continued participation from my members and learners.

Sustaining the Networked Learning Space

To sustain my networked learning space, I plan to log into my community at least once a day. My intention is to post at least one relevant resource a day, at least one event or webinar a week, and at least one discussion post a week. With constant maintenance and member growth, my hope is that over time, the site will begin to sustain itself (although I would never leave it of course).