

Social media

Encourage managers focused on particular learning objectives to create social media groups where learners can share favorite courses, discuss key takeaways and more.

Corporate social media tools such as Yammer, Slack, Skype and any proprietary applications are effective for promoting skill building, fielding learning questions and discussing on-demand instruction.

Great themes to highlight include:

- Watch courses on demand to fit them into your schedule.
- Access on-demand courses from your computer or mobile device—anytime, anywhere.
- Find just what you need with bite-sized learning.
- Explore a vast range of business, creative and technology skills courses.
- Discover and develop in-demand skills from personalized course recommendations.
- Learn from industry experts with real-world experience.

Check out our tip sheet "[Grab-and-go messaging](#)" for more suggested communications.