



Social Media for Trainers: Techniques for Enhancing and Extending Learning

Jane Bozarth

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A how-to resource for incorporating social media into training

Whether you work in a traditional or virtual classroom, social media can broaden your reach and increase the impact of training. In Social Media for Trainers, e-learning and new media expert Jane Bozarth provides an overview of popular tools, including blogs, wikis, Twitter, Facebook, YouTube, SlideShare, Flickr, and others. You'll learn to leverage each medium's unique features and applications to deliver training, facilitate discussions, and extend learning beyond the confines of a training event. This key resource offers a new set of powerful tools for augmenting and enhancing the value of your training.

PRAISE FOR SOCIAL MEDIA FOR TRAINERS

"Clear explanations and practical examples of the use of social media for learning, make this book essential reading for all workplace trainers."

—Jane Hart, founder, Centre for Learning and Performance Technologies, and founding member of the Internet Time Alliance

"... a practical, intelligent book teaching trainers how to effectively utilize technology for real learning outcomes."

—Karl Kapp, professor of Instructional Technology at Bloomsburg University and author of Learning in 3D and Gadgets, Games and Gizmos for Learning

"Trainers who want to succeed in the new social learning world should read this book. Jane has made social media easy, practical, and simple to use."

—Ray Jimenez, PhD, Chief Learning Architect, VignettesLearning.com



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