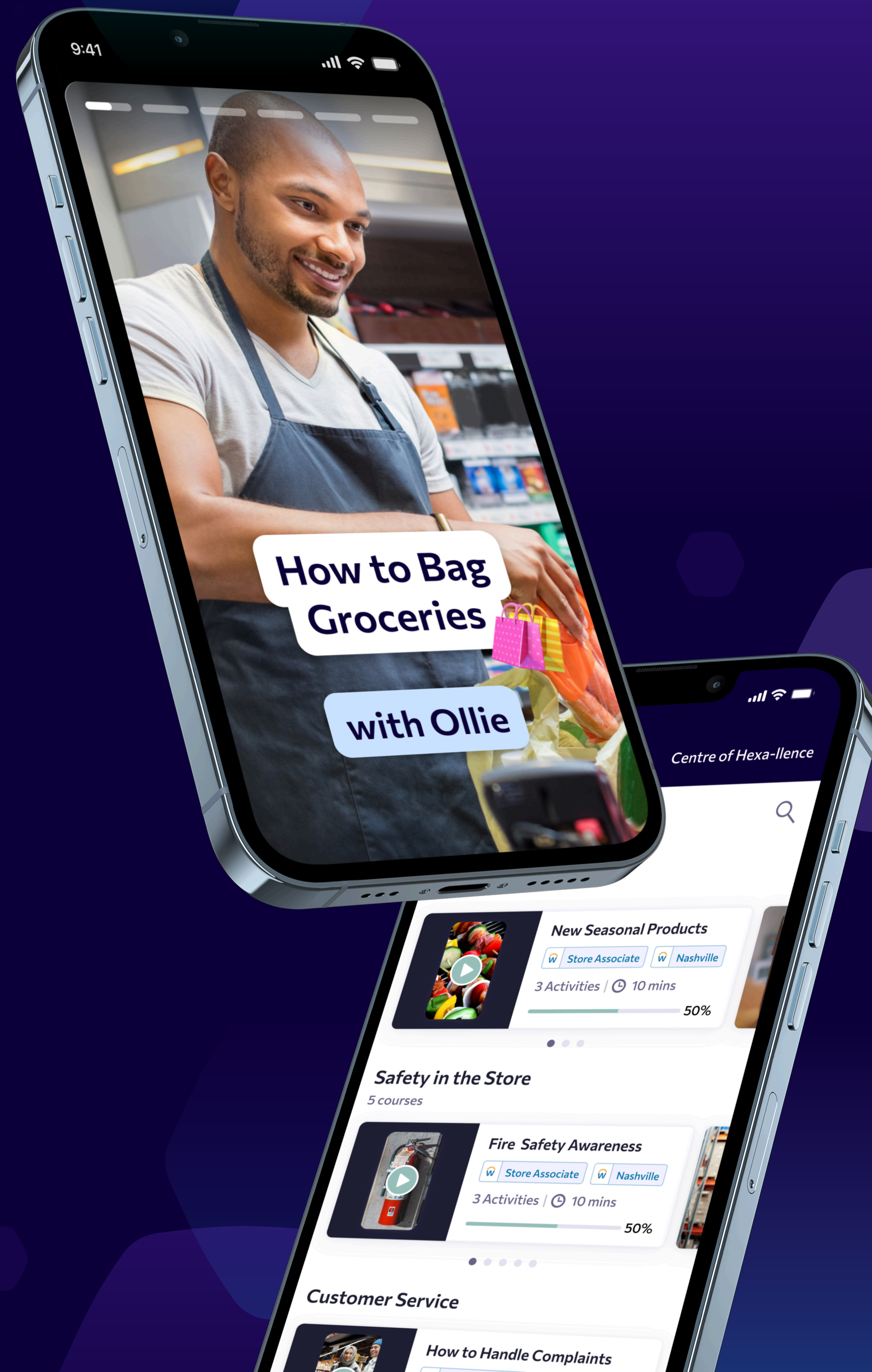




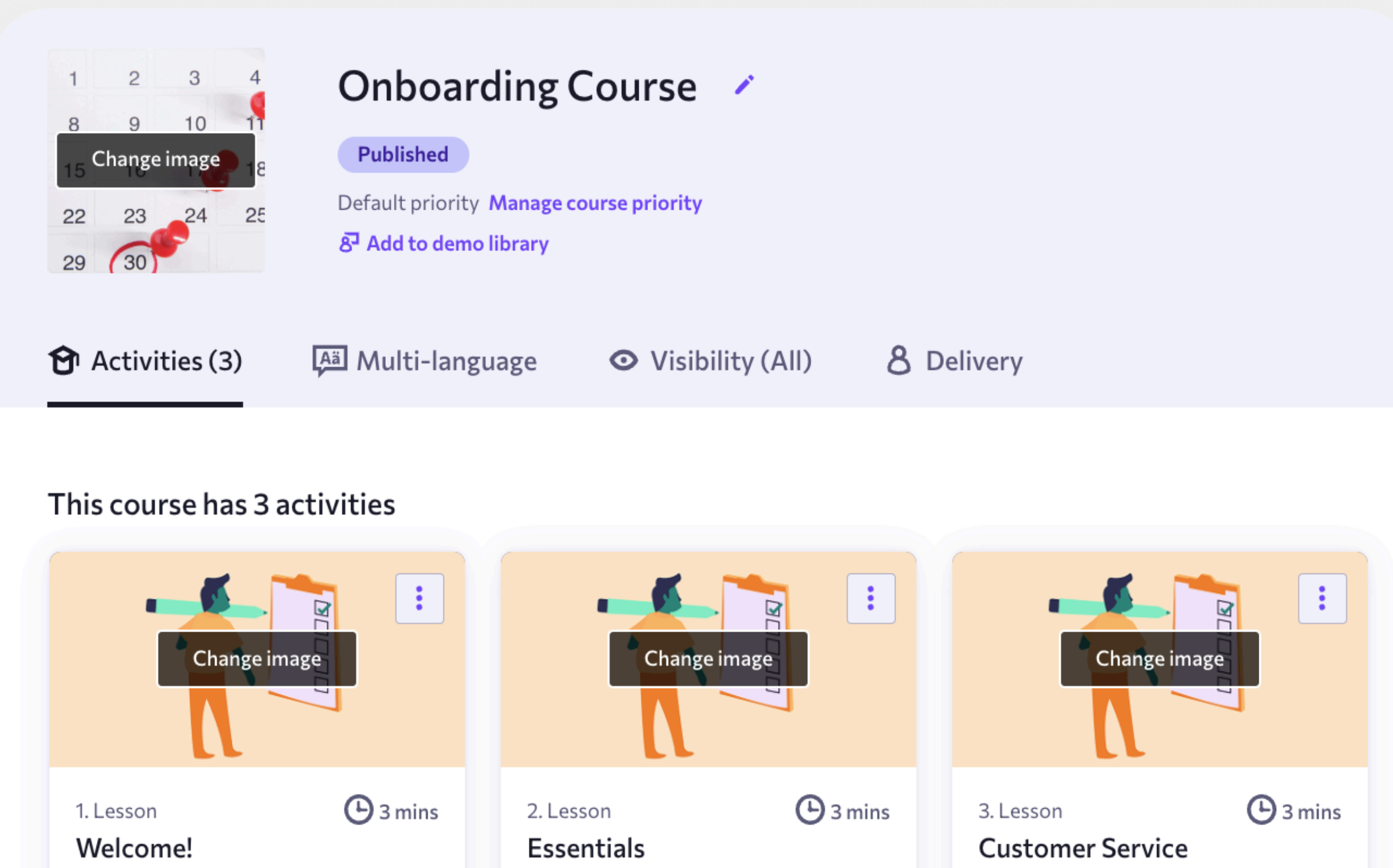
Creating content with eduMe



Courses

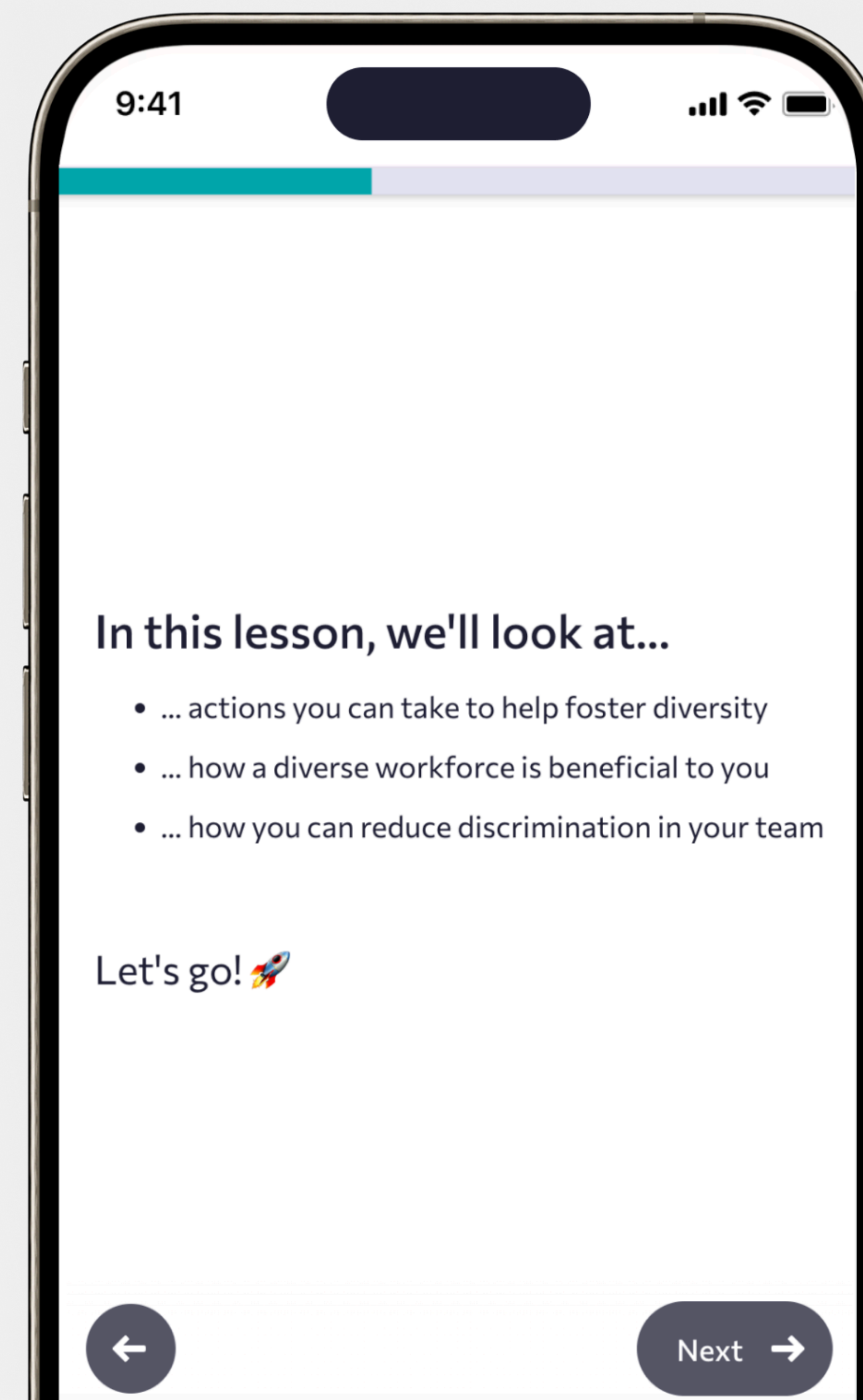
This is where your training content lives!

- ▶ A course covers a broad topic which is then broken down into concise lessons. For example, an onboarding course may include a **welcome** lesson where you introduce new hires to your company, followed by **essentials** that new starters should know, and then a lesson on **customer service**.
- ▶ We recommend a course length of **15-20 minutes**.
- ▶ You can include many different elements in your course. Lessons, assessments, and surveys are all available!



Lessons

- ▶ Lessons should be no more than **5 minutes** in total (including a video). For guidance on structure, follow the checklist on the next page.



Why should content be concise? The average employee has just **1% of a work week** (which translates to **4 minutes per day**) to designate to learning.

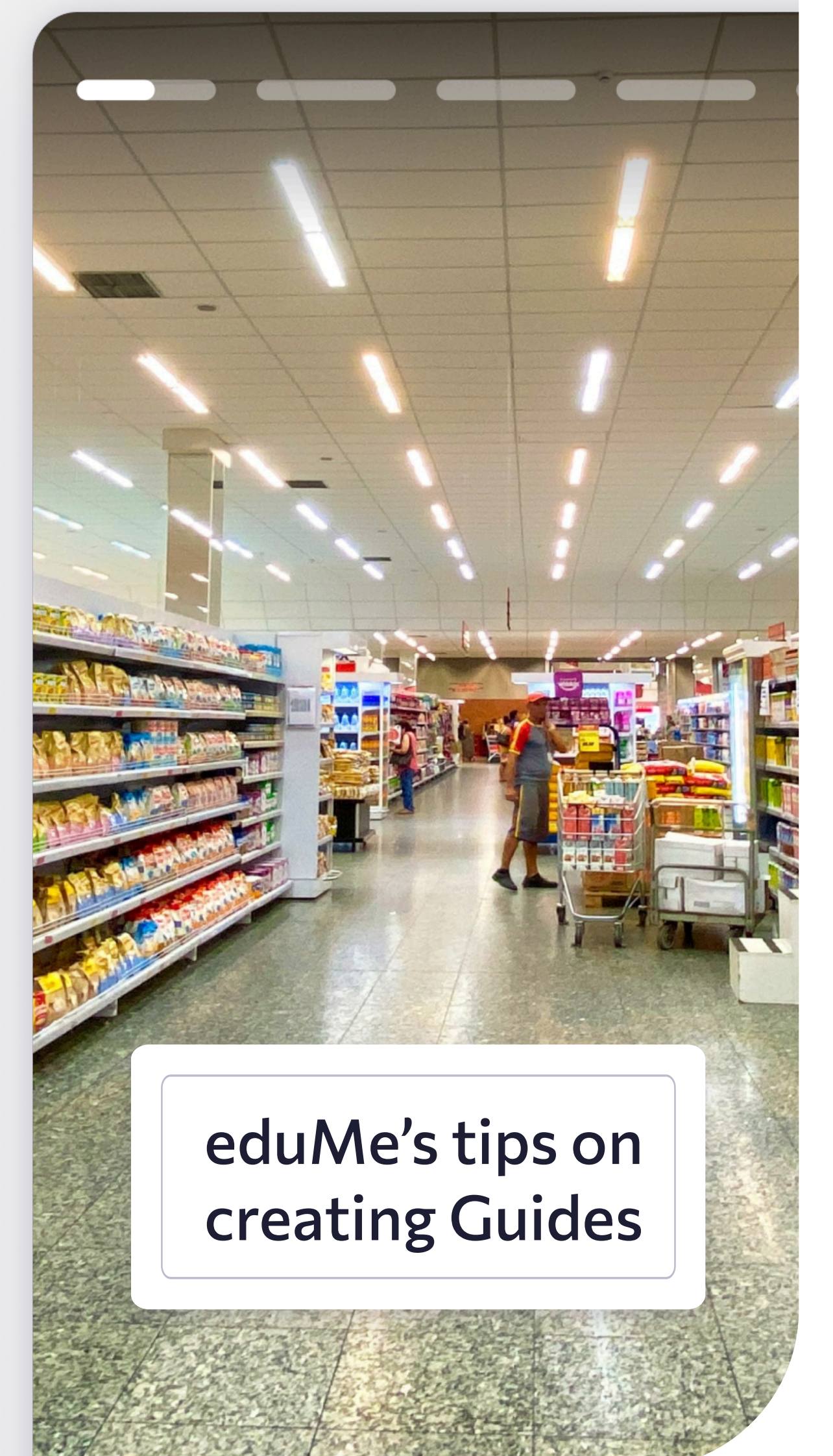
Guides

Guides are a social-media style visual learning format designed to teach step-by-step processes e.g. how to greet customers, how to use features of the app, how to operate a tool. The benefit for users is the ability to watch and easily replay short clips, rather than pausing and rewinding a video.

Top tips:

- ▶ Aim for no longer than **15 seconds** per clip.
- ▶ **2-3 minutes** or **8-10 steps** is the ideal length of a guide.
- ▶ If applicable, show what **not** to do as well as the correct way to highlight the consequence of the incorrect action and why it's important to get right.

[Click to see guide](#)



Looking for inspiration and ideas for creating excellent content? Check out our library of sample courses.

[ACCESS NOW](#)

How to structure content

Break it down!

Not sure where to start? Let's take a look at how to structure a lesson and some recommendations for each component.

01 Introduction

- ▶ The introduction should spark interest in the lesson ahead! Here you can include an attention-grabbing quote, a statistic, or a motivational quote to engage the users.

02 Learning outcomes

- ▶ Should be short and sweet - tells user what value they'll get from the lesson.
- ▶ We recommend **2-3 learning outcomes** per lesson.
- ▶ Follow a consistent format. For example, *By the end of this lesson, you'll be able to:*
 - ✓ ...provide excellent customer service
 - ✓ ...get started with the Acme app
 - ✓ ...log your holidays in the HR system

03 Quizzes

- ▶ Testing is a well research tool for knowledge retention, helping learners to recall information and organise it for long term storage.
- ▶ Quiz scores help you (and your users) monitor their understanding of the content. You can make edits in accordance. It also acts as an interactive elements to keep learners engaged.
- ▶ **Top tips:**
 - ✓ Avoid trick questions or answers that are too obviously incorrect.
 - ✓ Avoid "All of the above" answers as this can appear as a trick question. Instead, use multi-option answers.
 - ✓ Provide feedback for incorrect answers.
 - ✓ Aim to word answers differently to the original text so that learners don't simply opt for the most familiar option rather than recalling the information.

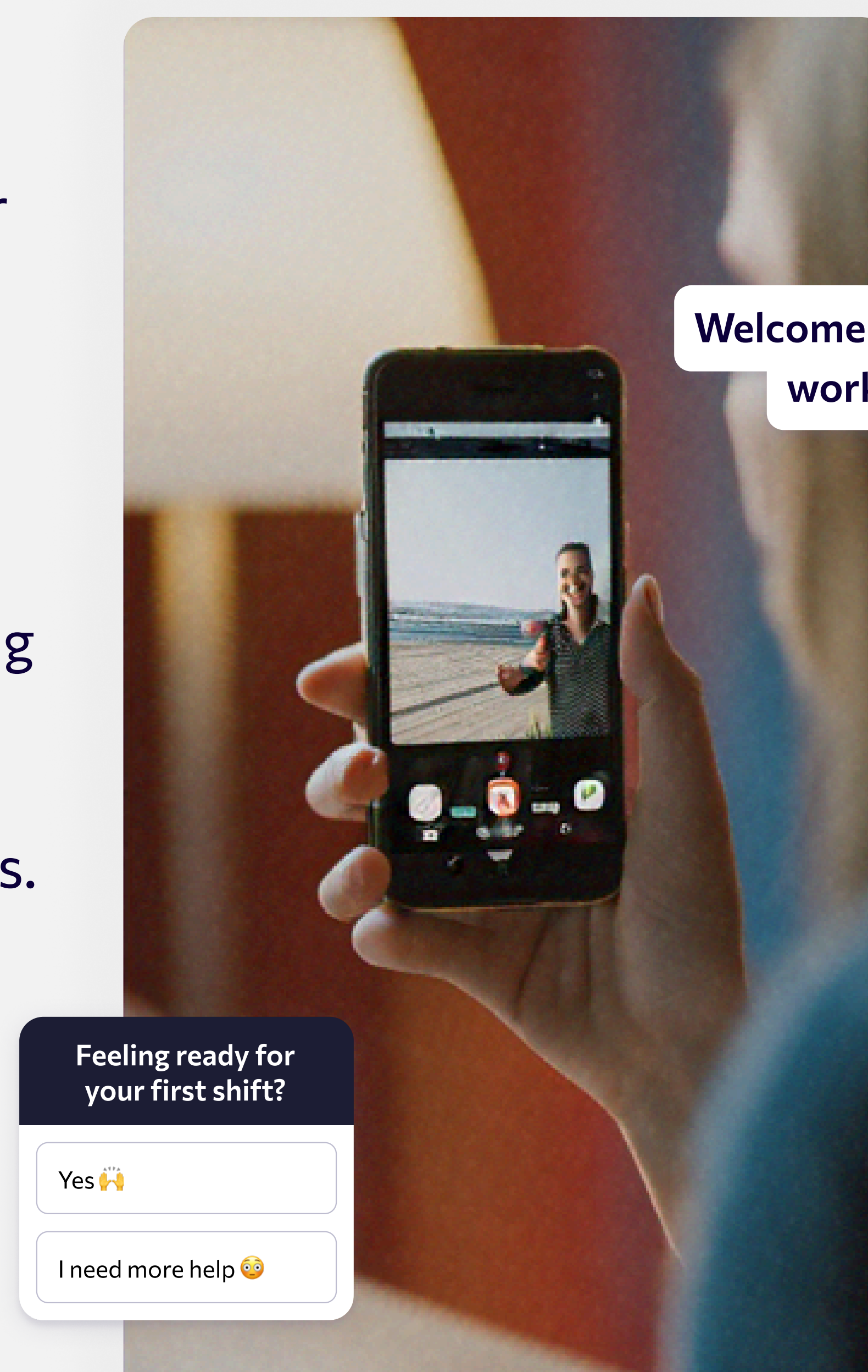
How to structure content

04 Media

▶ Video content works well to convey visual processes and make text more engaging and memorable, as people retain information more effectively when visual elements accompany textual explanations.

▶ **Top tips:**

- ✓ **1-2 minutes** is the ideal length for videos.
- ✓ Longer videos could be split into topic-based chunks using a quiz after each, helping embed information learned before moving onto the next.
- ✓ Add the option to turn on subtitles.
- ✓ Match on-screen text to the voiceover.



05 Recap

▶ This is your opportunity to reiterate the key points of the lesson & to outline next steps.

▶ Repeat the most important points - **repetition** is key to content retention!

▶ Users should be able to “tick off” this list and be confident they know what it means.

Content impact scorecard

Catchy title

Does the title make the benefit clear to the learner?



Introduction

Does this introduction create a compelling hook for learner motivation?



Concise content

Is the content under 5 mins per lesson and 20 mins per course?



Learning outcomes

Do the learning outcomes highlight the key actionable takeaways for the learner?



Relevant content

Does the content reflect the learning outcomes?



Quiz

Does the content include a quiz reflecting the learning outcomes?



Recap slide

Does the content include a recap slide of key takeaways?



Survey

Ability to gather immediate feedback & inform future content creation?



Emojis & formatting

Does the content include emojis & bullet points/bold text etc.?



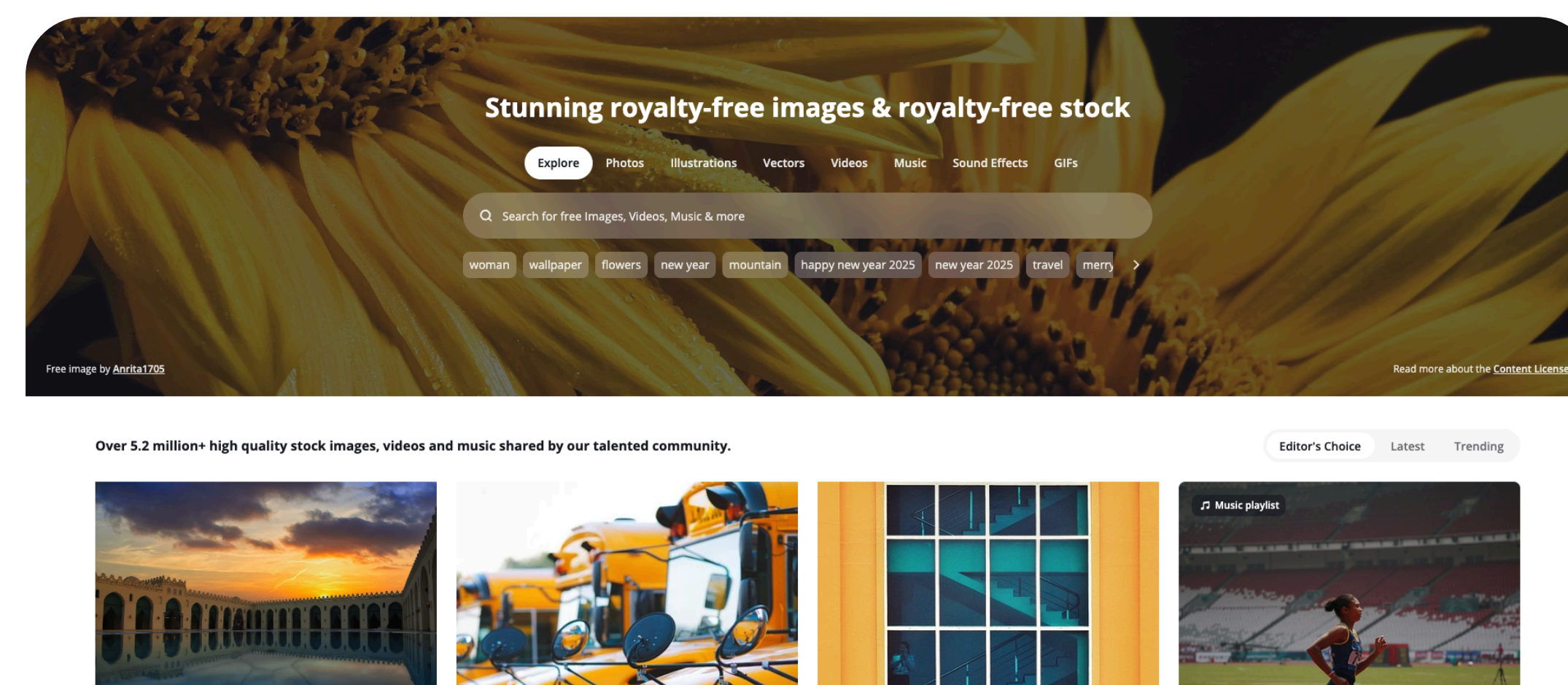
Brand representation

Does the content include images & colours that reflect your brand?

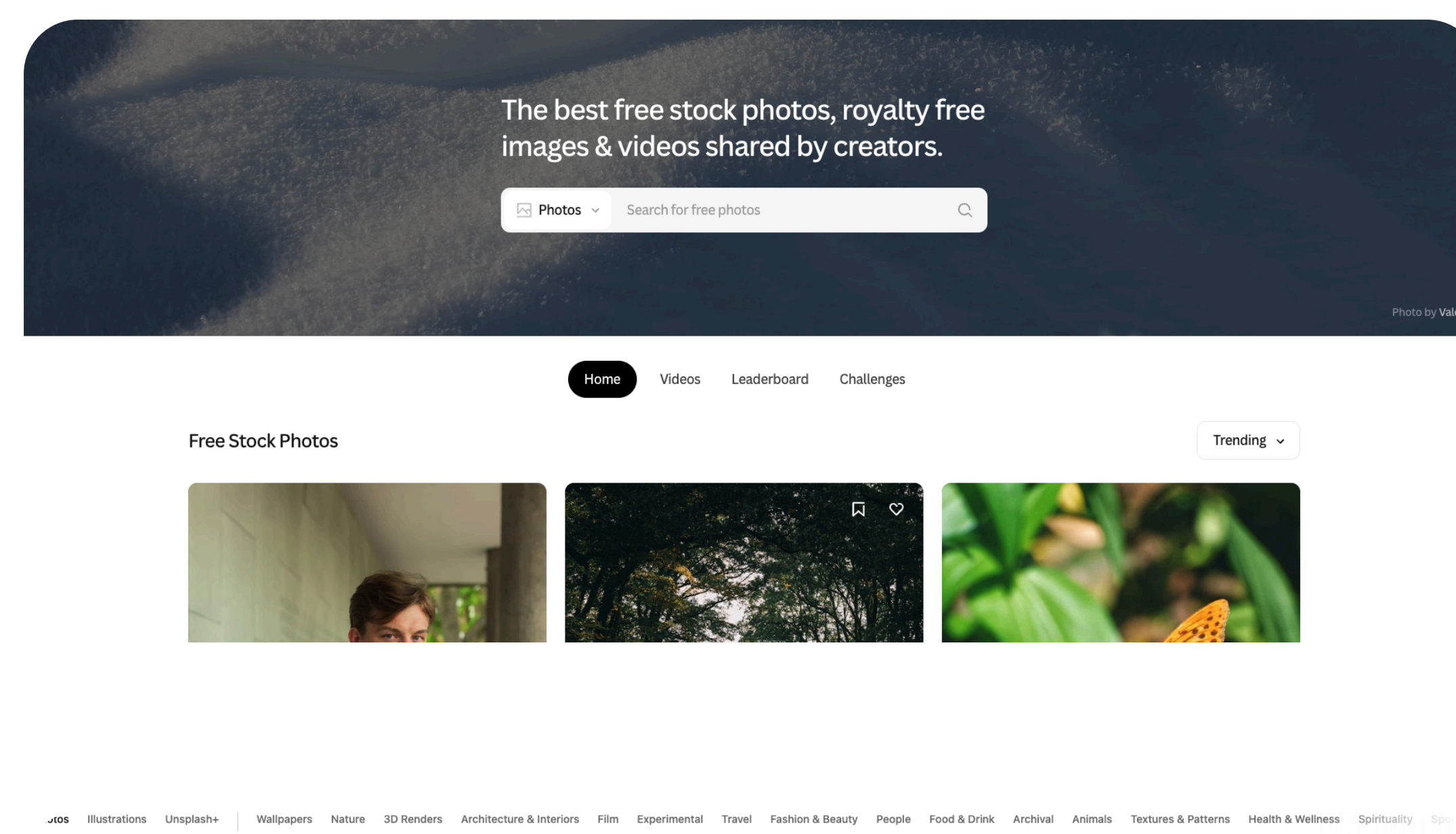


Useful resources for images

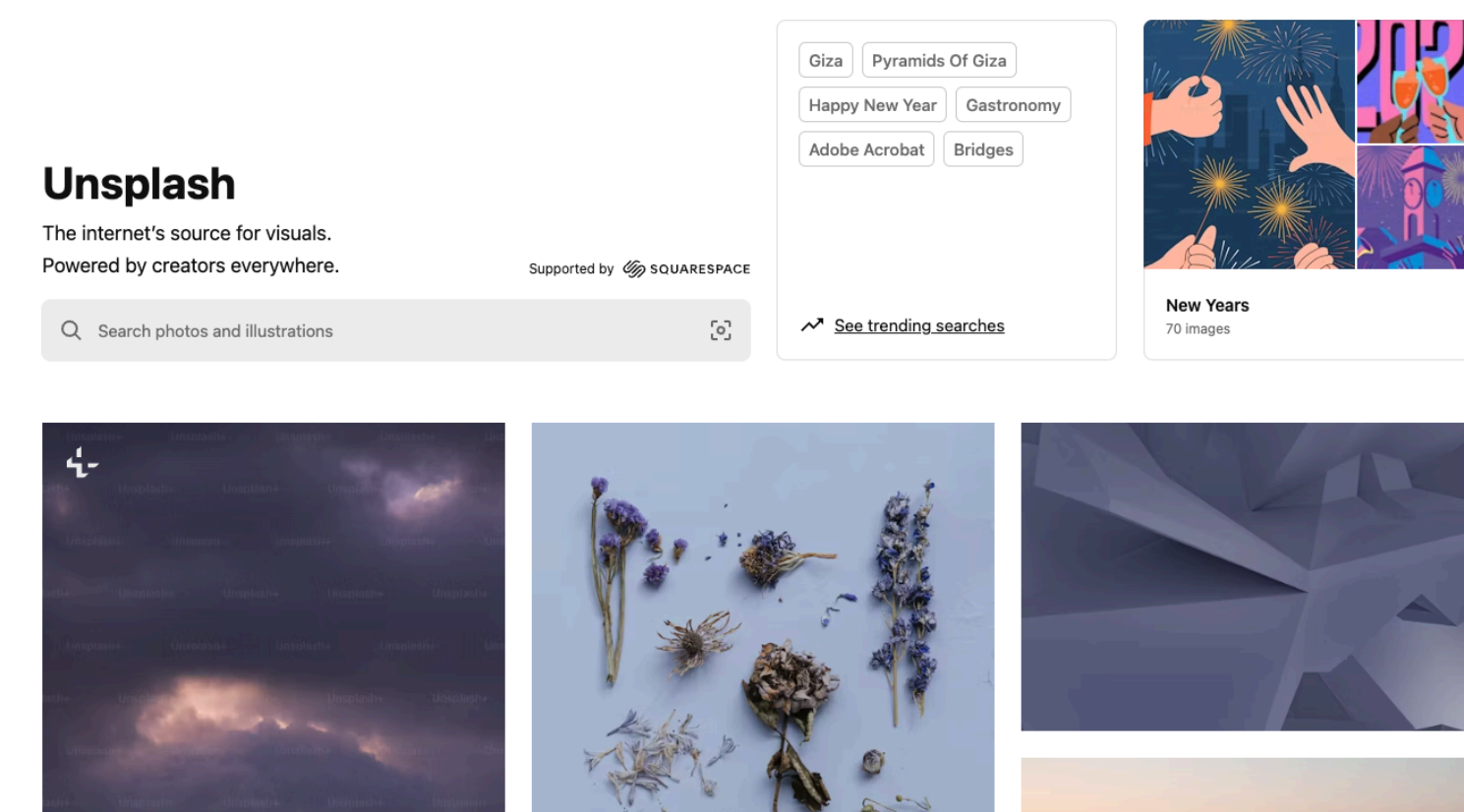
pixabay.com



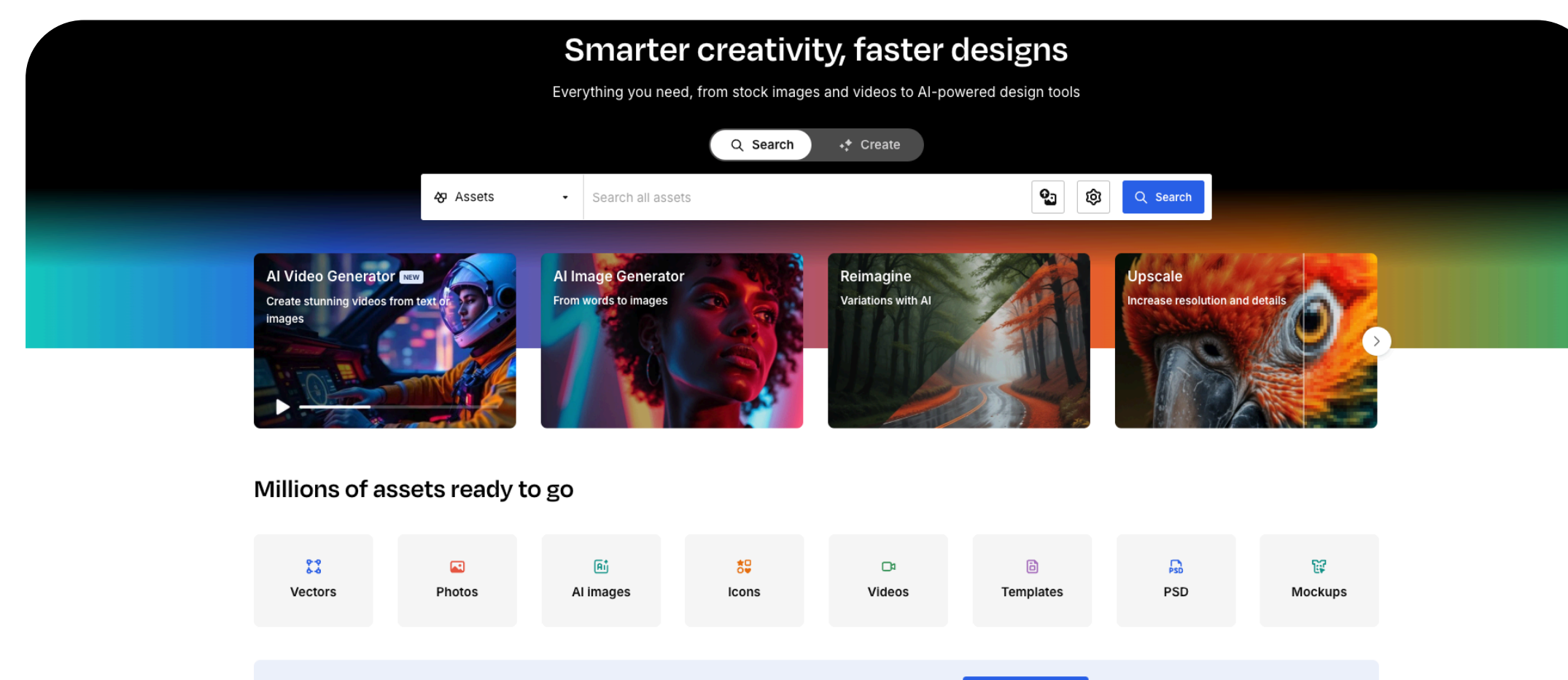
pexels.com



unsplash.com



freepik.com

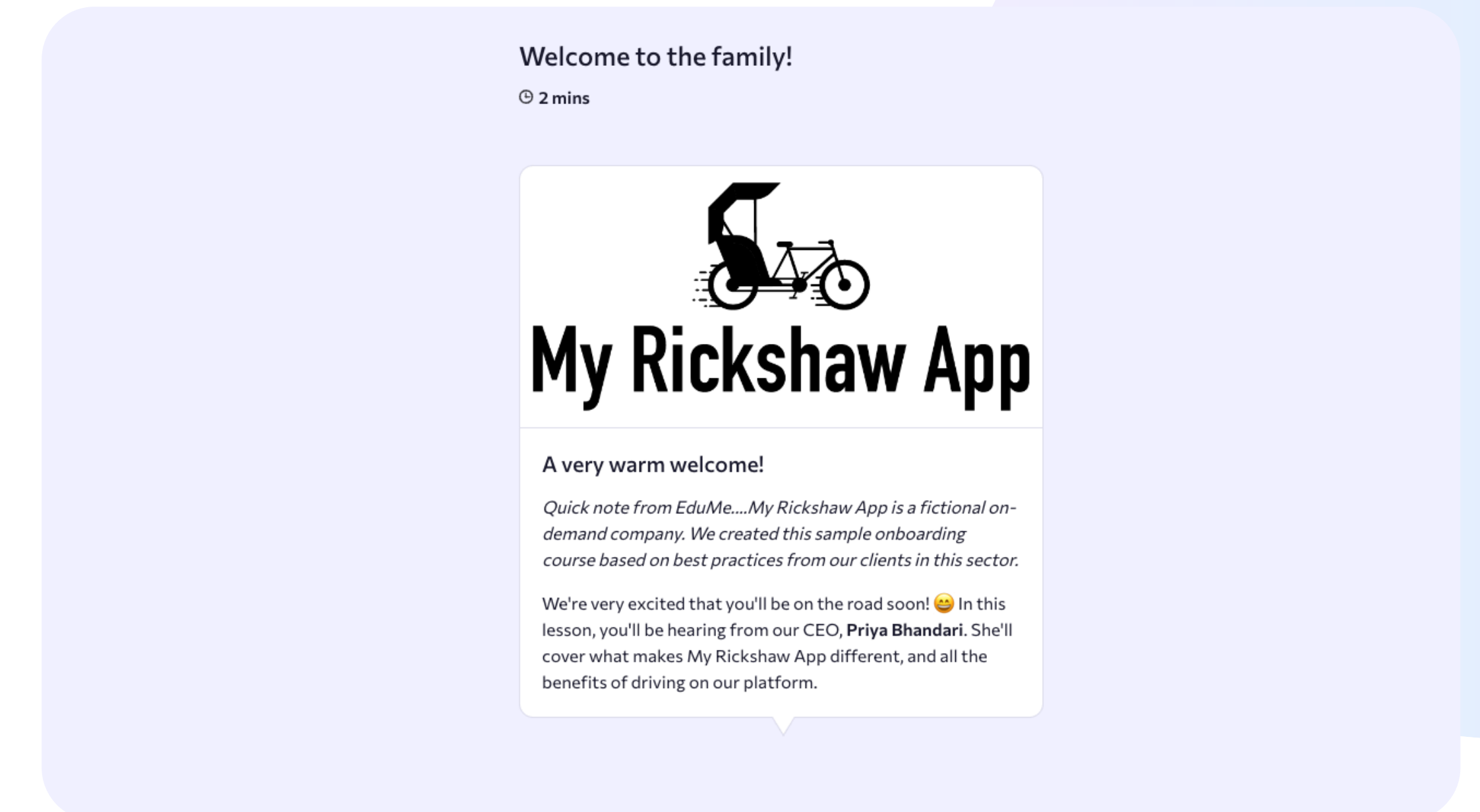


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Example lessons on the eduMe platform

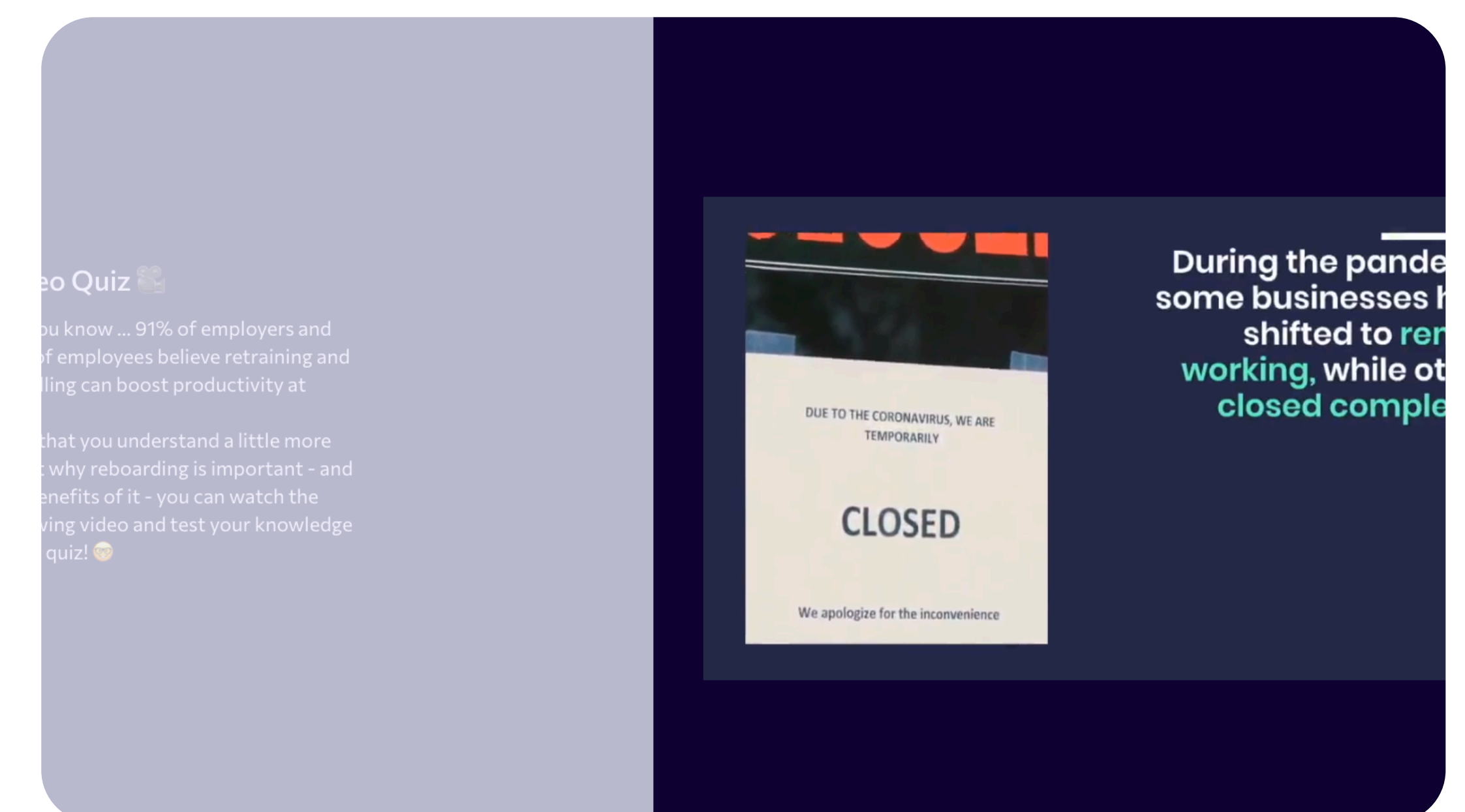
Lesson with live action video

[Click to view](#)



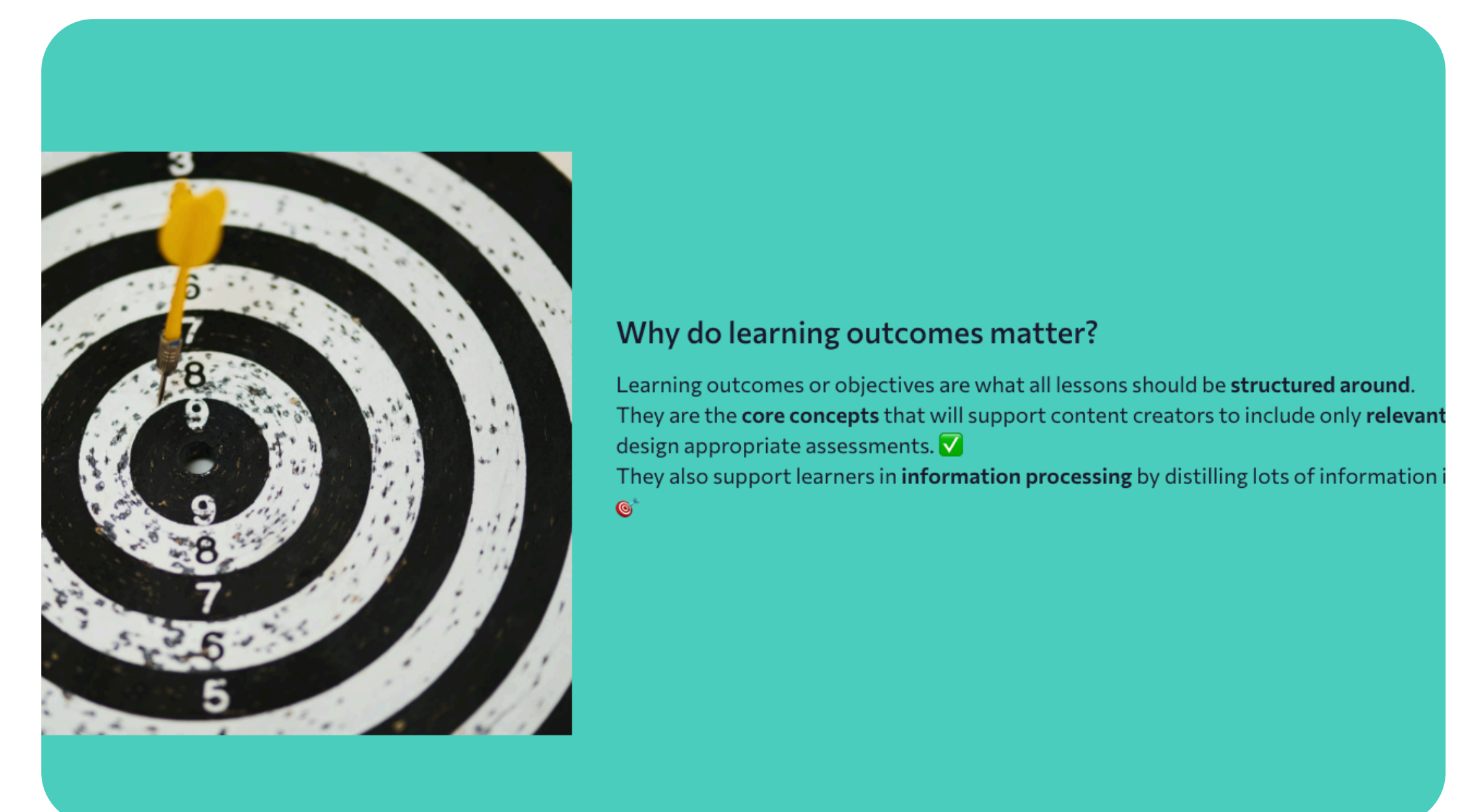
Lesson with slideshow video

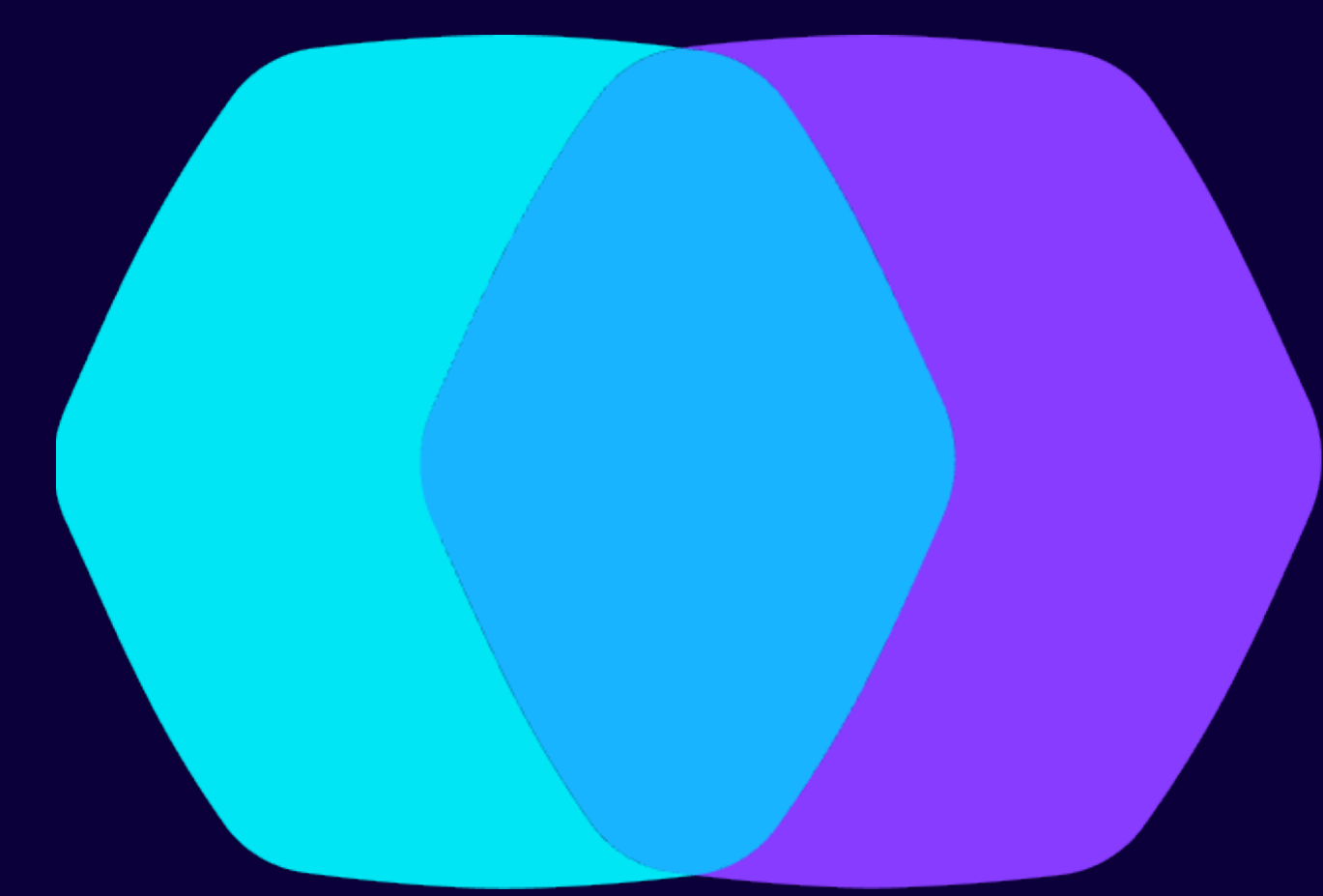
[Click to view](#)



Lesson with text & images

[Click to view](#)





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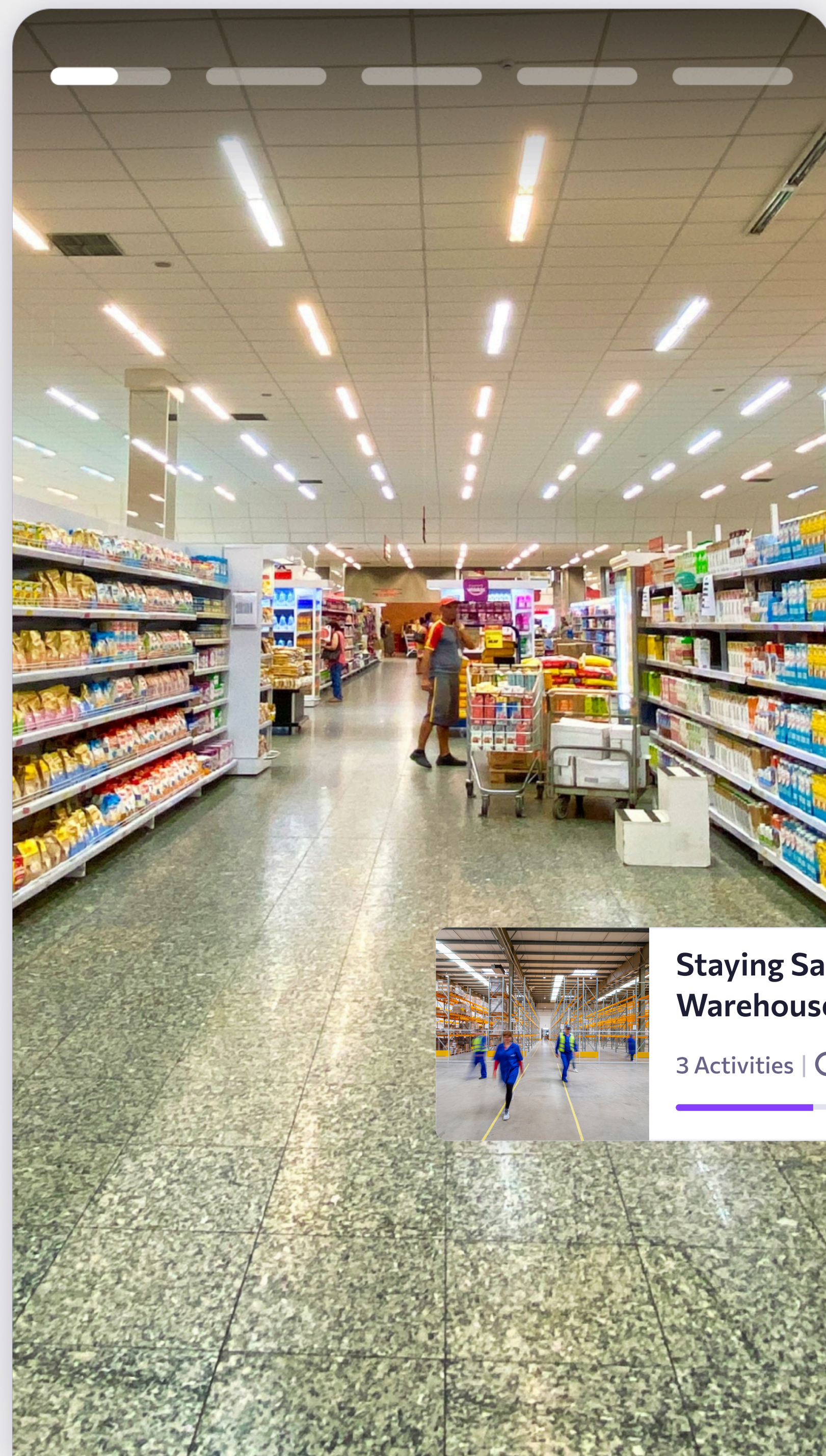


Appendix

eduMe features and what they are used for

Content formats

Keep learners hooked with bitesize, visually rich formats, designed to feel like 'social media style' training.



Testing and Feedback

Boost engagement and retention with assessments to test knowledge and surveys to gather valuable feedback.

- ▶ Set minimum pass scores in **assessments** to monitor how individual users are performing.
- ▶ Collect insights from users after they just completed a course with **in-course surveys**, or ask a quick question with a **standalone survey**.

When is negative behavior classed as bullying?

Choose the correct answer

Question 1 of 5

If it's only face-to-face

If it's a one-off

If it's harmful to someone's physical or emotional well-being

eduMe AI

Brainstorm ideas, generate content, and transform existing documents into lessons in just a few clicks.

