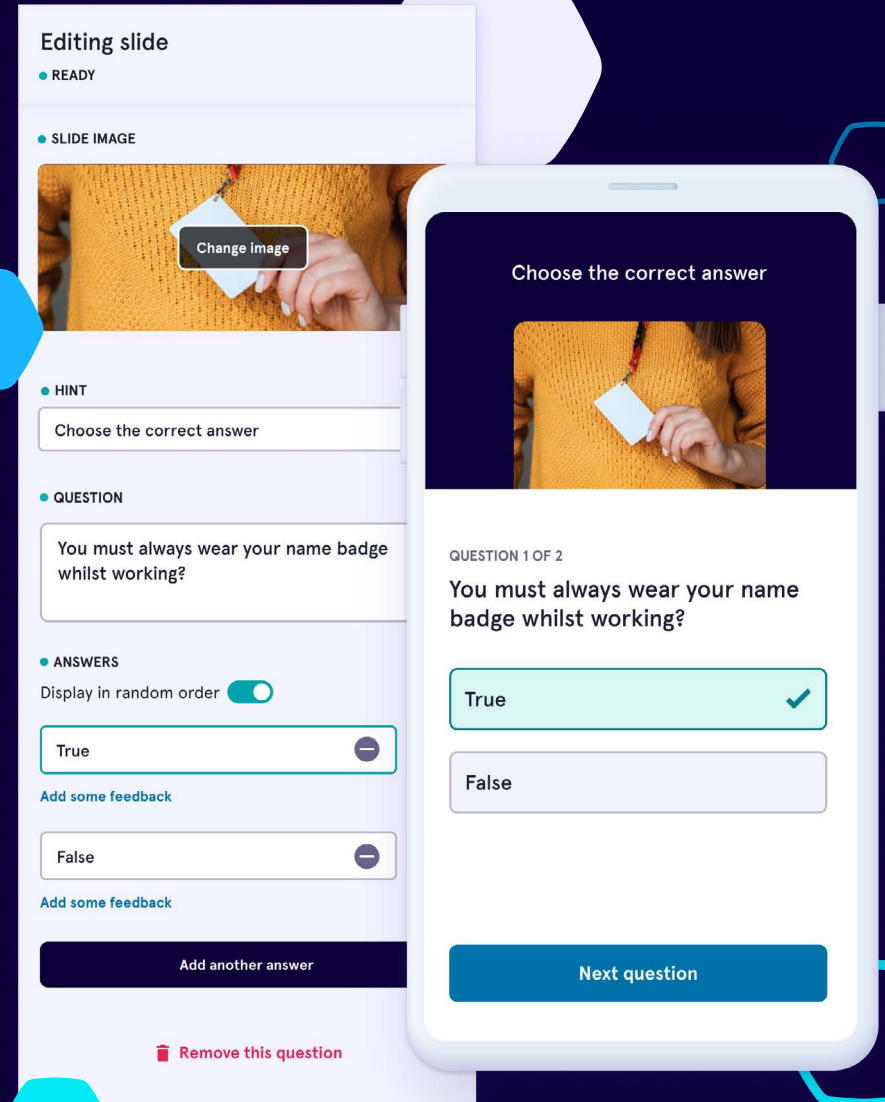



Creating Content with eduMe



Editing slide

- READY
- SLIDE IMAGE

 [Change image](#)

- HINT

Choose the correct answer

- QUESTION

You must always wear your name badge whilst working?

- ANSWERS

Display in random order

True

[Add some feedback](#)


False

[Add some feedback](#)

[Add another answer](#)

[Remove this question](#)

Choose the correct answer



QUESTION 1 OF 2

You must always wear your name badge whilst working?

True

False

[Next question](#)

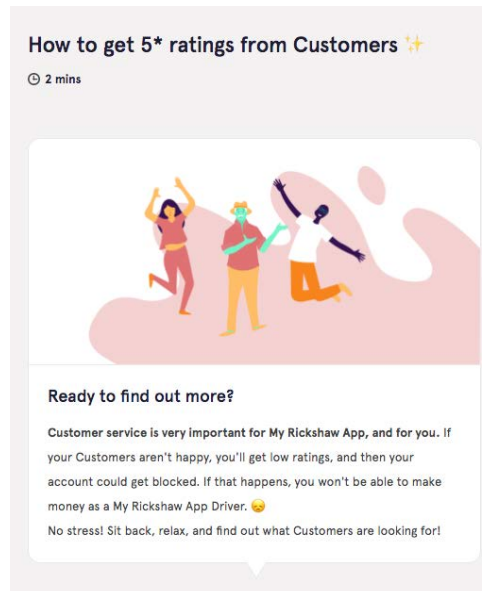
Courses

[Click to watch how](#)

[\(LEARNING > + ADD A COURSE\)](#)

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 & values, 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, surveys and flashcards are all available!



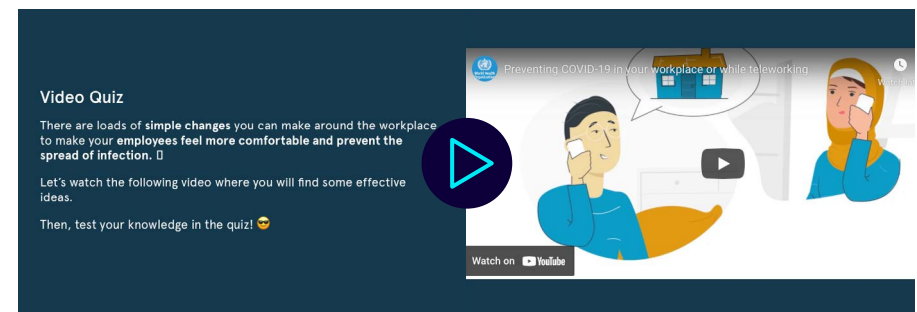
57% of employees expect to learn in a 'just-in-time' way. This is a by-product of two things - the rise of the internet and proliferation of the smartphone, the combination of which has been a normalized expectation of immediacy.

Lessons

[Click to watch how](#)

[\(LEARNING > COURSE > ACTIVITIES > CREATE AN ACTIVITY\)](#)

Here you can create conversational or slideshow lessons - templates are available for each!



- ▶ 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.¹

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

[ACCESS NOW](#)

¹ <https://www.slideshare.net/jbersin/the-disruptive-nature-of-digital-learning-ten-%20things-weve-learned/22>

Lesson creation checklist

Print the following off and pin it somewhere visible to remind you of the steps to follow for the perfect lesson structure.

Your lesson should include:

- A warm welcome!
- A slide to provide context to the topic - here you can include: fun facts, statistics, company-specific information that will motivate your users
- Learning outcomes following the correct format
- A video (or information slides if you are not including a video)
- A quiz with at least 3 questions
- A recap of key learnings from the lesson
- A final slide with action points or a motivational message

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, statistic or 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

- ▶ Quizzes can be single choice, multiple choice or ordering and will follow a video or set of images.
- ▶ They help you (and your users) monitor their understanding of the content!
- ▶ Don't try to trick your users. Double negatives in your questions are a no-no
- ▶ Try to keep question length the same
- ▶ Provide feedback for incorrect answers to address any misconceptions

Question 1
What is the new way to greet customers?

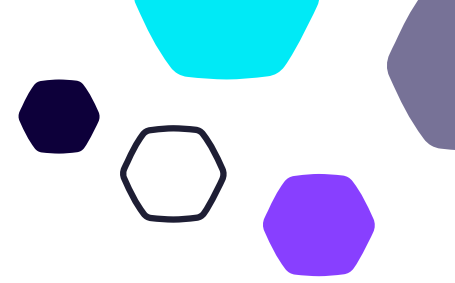
Say "Hello" ✓

Handshake

Why add a quiz? It helps keep learners engaged and interacting with the content and makes it harder to switch off/get distracted if users know that they will be tested on what they have been shown.

More tips on quiz writing

How to structure content



04 Media

- ▶ Videos are an excellent, engaging way to deliver information. 1-2 minutes is the ideal length to keep users' attention

Why video? Video is taking over the internet. By 2022, online videos will make up more than **82%** of all consumer internet traffic.² This is **15 times higher** than in 2017. Videos should be **2 mins max!** After this, users start to drop off.

- ▶ Include subtitles for those who may not be able to listen to the audio

Why add subtitles or at least on-screen text to your videos: **85%** of Facebook videos are watched on mute. This also makes content accessible to those who are hard of hearing.³

- ▶ Images in the video should be relevant to the subject
- ▶ Check out our [guide on video creation](#)
- ▶ You don't have to include a video - you can use images & GIFs instead. [Check out an example here!](#)

05 Recap

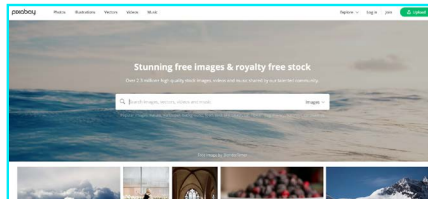
- ▶ This is your opportunity to reiterate the key points of the lesson & to outline next steps
- ▶ Repeat the most important points - repetition is key to content retention!
- ▶ Users should be able to 'tick off' this list and be confident they know what it means

² <https://www.forbes.com/sites/tjmccue/2020/02/05/looking-deep-into-the-state-of-%20online-video-for-2020/?sh=7c0998d25d80>

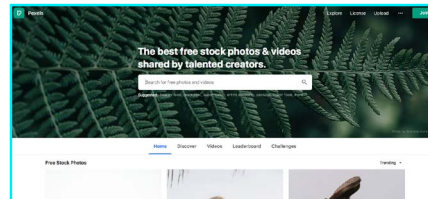
³ <https://digiday.com/media/silent-world-facebook-video/>

Useful resources for images

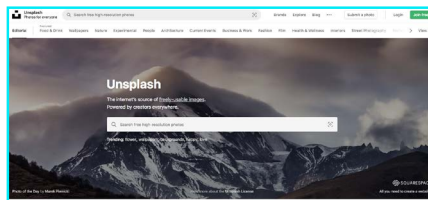
Pixabay.com



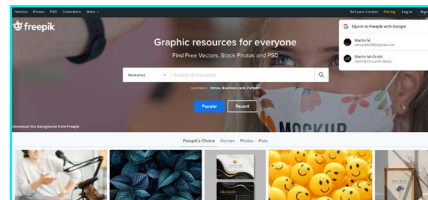
Pexels.com



Unsplash.com

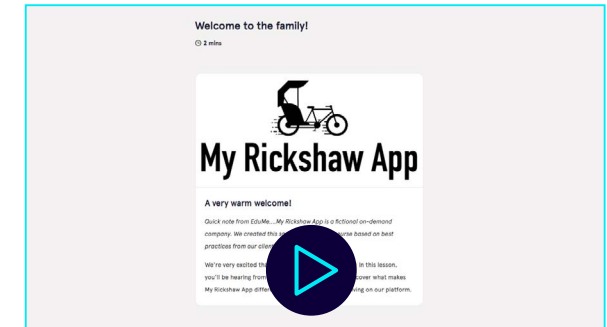
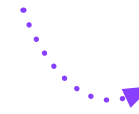


Freepik.com

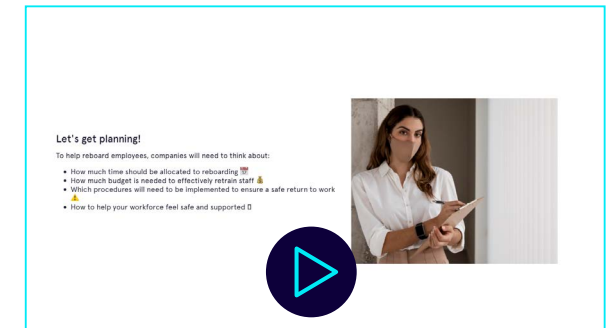
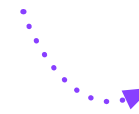


Example lessons on the eduMe platform

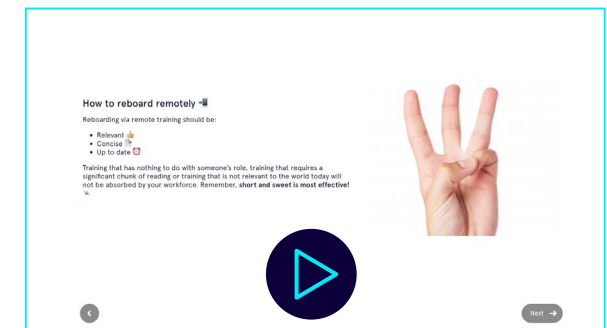
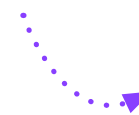
Lesson with live action video

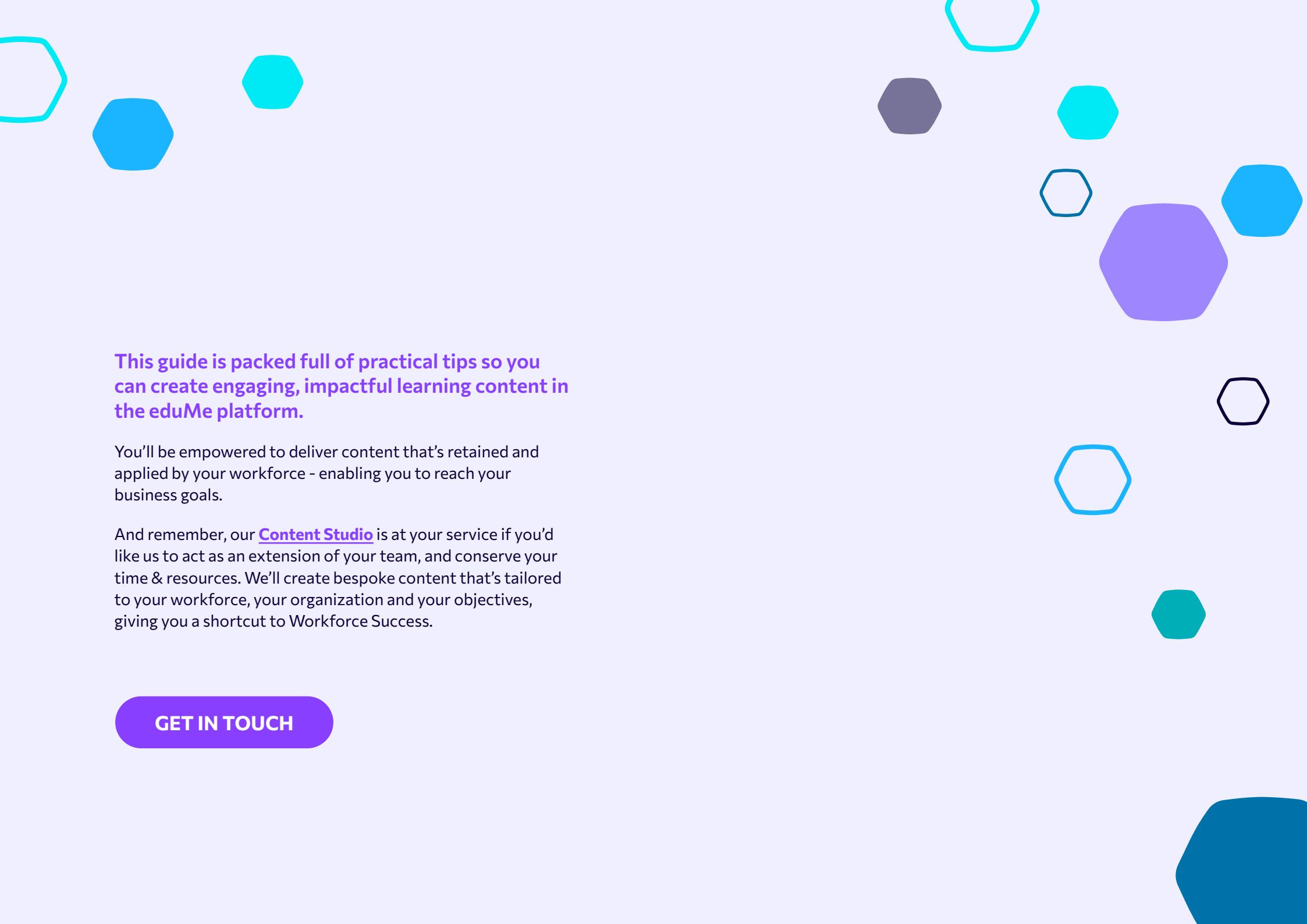


Lesson with slideshow video



Lesson with text & images





This guide is packed full of practical tips so you can create engaging, impactful learning content in the eduMe platform.

You'll be empowered to deliver content that's retained and applied by your workforce - enabling you to reach your business goals.

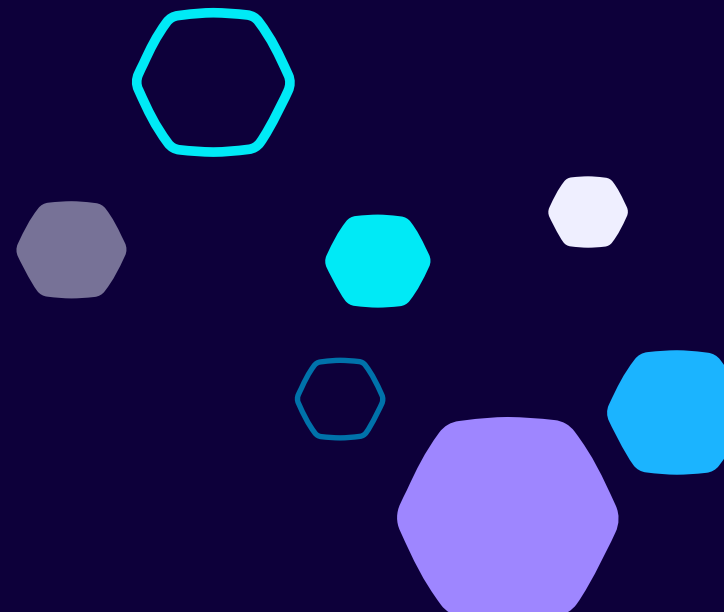
And remember, our [Content Studio](#) is at your service if you'd like us to act as an extension of your team, and conserve your time & resources. We'll create bespoke content that's tailored to your workforce, your organization and your objectives, giving you a shortcut to Workforce Success.

GET IN TOUCH



www.eduMe.com

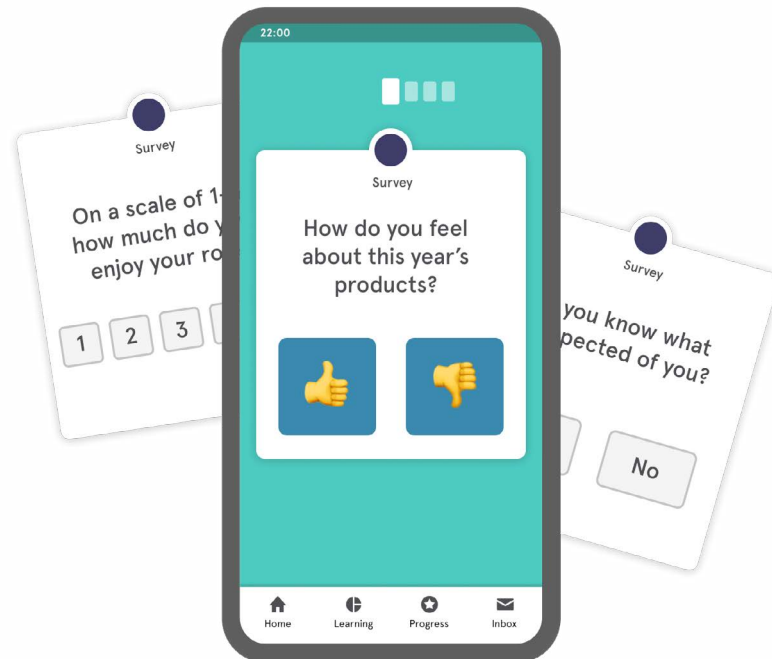
Appendix



eduMe features and what they are used for

Assessments

Adding an assessment into your course is a great way to see how much information your users have retained. Assessments can be set with a minimum pass score, and you can monitor how individual users are performing.



Surveys

There are 2 types of surveys in eduMe...

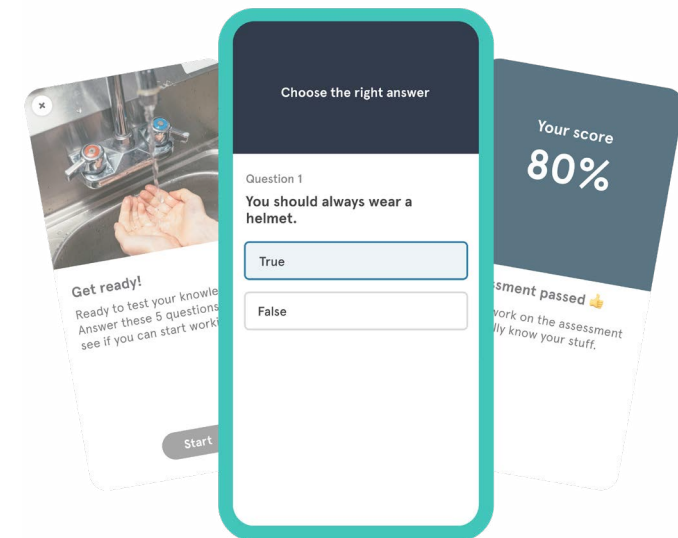
In-course surveys

These are used to gather quick feedback from users on the course they have just completed. You can ask questions such as:

- ▶ *How useful did you find this course?*
- ▶ *Would you recommend this course to your colleagues?*
- ▶ *What else would you like to learn about?*

Standalone surveys

Use these to take the pulse of your workforce by asking a quick question.



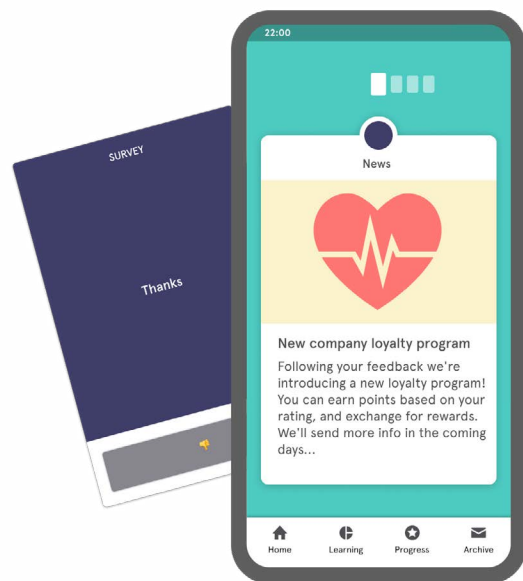
Pulse Surveys are the most effective way to understand employee reception as they enjoy a response rate that's **45-55%** higher than traditional surveys.⁴

⁴ <https://www.forbes.com/sites/sap/2013/10/23/lousy-response-rates-on-your-employee-survey-heres-how-the-best-leaders-get-great-participation-every-time/#380609e8151a>

eduMe features and what they are used for

Messages

Deliver concise, regular communication to your workforce that provides useful information, delivers helpful reminders, and shares insightful stories. These are available in the eduMe app.



Flashcards

Flashcards provide easy access to the most important points in your course. They live in the course view, meaning that users can access them without going into the lessons. They will also appear on the homepage as swipe-able cards. Keep them short and snappy! Flashcards are available in the eduMe app.

