

Social media-style learning that's designed for the frontline.

GUIDES

Simple creation, supercharged engagement. Leverage the power of short-form content in your training with a full-screen video-first learning.

5X
learner engagement



Higher completion rates



Improve training satisfaction



Increase engagement with training



Simpler content creation

Why use Guides?

A proven way to engage.

TikTok, reels, stories – short-form tappable and swipeable formats have already shown their power in driving engagement and keeping users coming back. Now it's time to bring that into training.

With Guides, meet your workforce with content they'll want to come back to by leaning on the proven strength of this format. Key information can easily be brought to life with the video-first approach and digested quickly thanks to easy-to-follow steps.

Faster, simpler content creation.

Forget the traditional LMS – clunky tools with hard-to-master features shouldn't get in the way of communicating effective and valuable information to your workforce.

Guides make creating new training as simple as uploading a story to social media with the Content Builder app. Capture content on the spot, edit and save, or use the desktop editor for more in-depth editing.

Unlock organization-wide knowledge.

Guides' intuitive Content Builder app and desktop editor make it easy for anyone in your organization to share their knowledge.

Empower your employees to create Guides on the topics they know best – record video directly from the Content Builder and edit just as you would on social media.

How can I use Guides?

Guides transform regular training into memorable and engaging learning experiences by leveraging social media formats and breaking content down into steps. Here are just a few ways we think you can enhance your training using Guides:



Demonstrate tasks and processes

Some things are better understood when they're experienced. For training on complex processes or hands-on tasks, use Guides to simplify your message and break it down into steps. Guides enable a show-and-tell style approach, making it easier for learners to follow along.



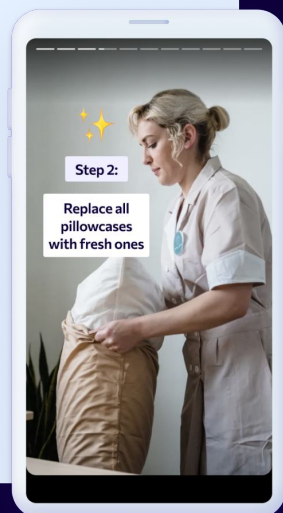
Communicate updates

Time-limited updates don't need time-intensive training. Guides help get the key information across succinctly, and interactive quiz elements mean you can test learners have understood what they need to know.



Encourage knowledge sharing

When it comes to how things work day-to-day, no one understands it better than those on the frontline. Empower teams to share their unique experiences, tips and insight through familiar content creation tools, while admins can still review content before it's published.



US-based pet retailer Pet Supermarket were able to standardize their training while **boosting completion rates to 79%** with a **98% workforce satisfaction rate** when using Guides.

READ THE CASE STUDY



Maximizing impact with Guides: Best Practices

Discover how to transform complex training into engaging, bite-sized stories with Guides.



What are Guides?

Guides are a social media-style learning format designed to make frontline training more enjoyable, engaging and effective.

Content creators can build Guides in minutes, easily breaking down topics into steps that learners can navigate at their own pace.

Planning

Storyboard

Work out how you'll break your content down into steps before capturing content.

Short and sweet

2-3 minutes or 8-10 steps is the ideal length for a Guide.

Compare and contrast

When showing correct processes, include the 'bad' example too so that learners understand the potential impact of getting it wrong.

Capturing

Keep it short

When shooting video, aim for no longer than 15 seconds per step.

Get real

Guides are most powerful when they reflect real-life situations. Don't be afraid to be more informal!

Be specific

When giving instructions, zoom into details where necessary.

Editing

Structure

Include an intro and recap step at the start and end of your Guide to give clarity about what your team are learning.

Stock footage

Royalty-free sites such as Unsplash and Pexels provide high-quality video and image clips where needed – but try to avoid overuse.

Interactive elements

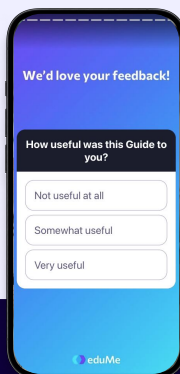
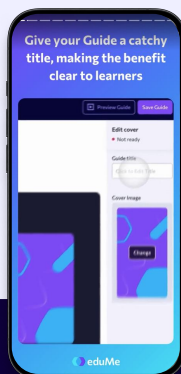
Use quizzes and polls to test your learners' knowledge and get direct feedback.

Want to see Guides in action?

Best practices

Explore eduMe's tips for building the most effective and engaging Guides.

[VIEW GUIDE](#)



Example Guide

Take a first-hand look at a real Guide used in hospitality training

[VIEW GUIDE](#)

