

CREATING A SOCIAL LEARNING CULTURE IN THE MODERN WORKPLACE

GATHERED FROM A GLOBAL NETWORK OF LEARNING LEADERS JUST LIKE YOU

Social learning has come a long way since Albert Bandura proposed his theory in the 20th century. From digital collaboration and communication tools to the impact of the shift to remote work in 2020, **technology is changing the way employees interact with and learn from each other.**

Ultimately, though, social learning is about what it's always been about...



Below are five strategies you can use to **create a culture that encourages social learning in your organization** — with or without technology.

1 START WITH YOUR “WHY”

Understand **why** you are using social learning.



Trying to **boost** engagement?



Cutting formal training costs?



Helping employees **connect** with each other?

The reasons behind your strategy will inform it and **help you identify metrics to measure success later.**

Listen to this episode of “The Business of Learning” for more tips and best practices on social learning. ▶

2 PICK THE RIGHT TOOLS

Social learning doesn't need flashy platforms, although sometimes, they can help. Start with what you have, then **encourage collaboration and peer learning.**



Chat tools



Social networks



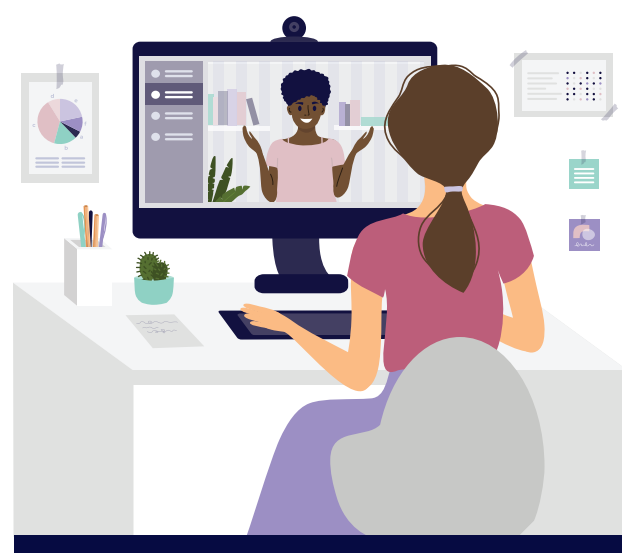
Communities of practice



Shared file programs like SharePoint

Read about encouraging social learning through online communities of practice in this article. ▶

3 START DURING ONBOARDING



Begin an employee's social learning journey during onboarding. Assign each new hire a “buddy,” and **make sure all employees know where they can go to find answers to their questions** — and that it's OK to ask.

Listen to this episode of “The Business of Learning” to learn more about onboarding. ▶

4 INCORPORATE SOCIAL LEARNING IN FORMAL TRAINING

Social learning and formal training aren't at odds with each other. Offer opportunities for employees to **learn from each other** before, during and after instructor-led training sessions to **improve engagement and retention.**



Find out the right balance of social, formal and on-the-job training in our research report “Deconstructing 70-20-10 for the 21st Century.” ▶

5 BE INTENTIONAL AND INCLUSIVE

As more companies move to a hybrid work model (with some employees working on site and some working remotely), **ensuring that social learning is accessible to all employees** is more important than ever.

DO



Incorporate **collaboration** and **social engagement** into your digital platforms.

DON'T



Overlook in-person opportunities by **focusing exclusively on remote workers.**

Learn more about the hybrid classroom in this free research report. ▶

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