

### *Benefits to Using Social Tools for Learning*

Increase speed of  
information  
dissemination  **69.3%**

Increase learner/  
user access and  
availability  **65.8%**

Accommodate  
learner/user needs  **59.5%**

Improve learner  
performance  **48.9%**

Reduce costs  **40.1%**

## Using Social Tools for Learning Executive Summary

In early 2018, The eLearning Guild surveyed members to assess how they use social tools for learning. In past surveys, the Guild has asked its members about their use of such tools, which have emerged, disappeared, and evolved over time. We were particularly interested in learning whether and how much organizations were leveraging the use of social tools to conduct or support training and performance support efforts, whether they found such use worthwhile, and what factors supported or hindered efforts.

Compared with past data collection, there has been a significant shift from researching potential use to actual use, with more than 70% of organizations using at least one social tool for learning. Respondents identified several benefits; see chart.

The survey exposed opportunities for expanding use of social tools beyond offering standalone content and as add-on support to traditional learning activities. This report also includes information for addressing concerns surfaced by the survey, such as tips for getting started, ideas around building strategy, and a framework for evaluating interactions.

To download the full report, click here: <http://bit.ly/2u9XfEu>