

## A quick and useful guide to UGC

# Getting started with user-generated content

### What is user-generated content?

The new user-generated content feature in Learn LMS allows learners to share content captured or created anywhere and from any device.

- The feature can be easily switched on in the Settings area in Learn Admin.
- UGC is already available to all users in an organization, so using the new feature incurs no additional cost and is easy to use.

### There are several reasons why a company would benefit user-generated content:

- **Breaking down silos:** The new feature allows specified users to share their knowledge within the organization, breaking down silos and improving efficiency.
- **Retaining knowledge:** The feature helps organizations retain valuable knowledge, even after people leave the business
- **Incorporating shared knowledge:** Shared knowledge can be incorporated into formal courses, improving their relevancy and effectiveness.
- **Making Learn more central:** The feature adds value to the organization and improves the perception of the Learning and Development department.
- **Enabling trusted experts:** The feature enables trusted experts to share their knowledge, reducing the stress on moderation and improving the quality of content.
- **Building on existing functionality:** The feature builds on other Learn functionality, making it a vibrant place where knowledge can be shared across the organization.

### Questions to ask yourself and team members to identify how and where you can benefit from UGC

How are you currently uncovering and sharing knowledge across the organization and to prevent silos?

How are you retaining valuable knowledge within your organization when employees leave?

How are you incorporating shared knowledge into your formal curriculum to improve its relevance and effectiveness?

What are you doing to make your L&D department more central to your organization?

How are you leveraging trusted experts to share their knowledge within your organization?



Next, let's learn about how to create and share user-generated content to achieve desired outcomes.

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# How to start creating and sharing user-generated content

Creating user-generated content for sharing peer-to-peer knowledge at work can be an excellent way to foster collaboration, learning, and innovation among employees.

**Here's how to be successful when creating and sharing user-generated content:**

### Identify your objectives

Determine what you hope to achieve with user-generated content.

Are you aiming to improve problem-solving, encourage knowledge sharing, or enhance team collaboration? Draft a quick outline to ensure you hit all the points.

### Choose a recording platform

Select a recording platform that you are comfortable with. You will want to work with something that facilitates easy creation and sharing.

This could be a virtual meeting platform like Teams or Zoom, a social media tool, or a recording app.

### Set guidelines and standards

Establish guidelines for creating and sharing content to ensure consistency and quality.

This could include guidelines for formatting, tone of voice, and content relevance. It may also include suggested durations.

### Encourage engagement

In your content, include prompts to encourage comments or offline conversations. Foster a culture of participation by making it clear that everyone's contributions are valued. Provide incentives such as recognition, rewards, or gamification to motivate.

**Now, not everyone will jump at the chance to create and share.**

**Here are some ways to support your colleagues:**

### Provide training and support

Offer training and support to help colleagues understand how to create effective user-generated content.

This could include workshops, tutorials, or one-on-one coaching sessions.

### Promote collaboration

Encourage collaboration by facilitating discussions, feedback, and contributions from multiple team members.

This could involve setting up dedicated discussion threads, brainstorming sessions, or collaborative editing tools.

### Highlight and reward success stories

Showcase success stories and examples of effective user-generated content to inspire others and demonstrate the value of participation.

### Measure and Iterate

Track metrics such as engagement, participation rates, and knowledge sharing effectiveness to gauge the impact of your user-generated content efforts. Use this data to iterate and improve your approach over time.



**By following these steps, your organization will soon find a surge of innovative content created and shared among your team. Happy creating!**