

Training Magazine Network
January 12, 2011
Social Media: Choosing, Using, Unconfusing

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Product Comparison Chart

	In a Nutshell	Bigger Picture	How to View It
Twitter	Microblogging tool that allows users to publish chronologically-ordered "tweets" of 140 characters or less	Tweets feed into a timeline that you and others can view. Good for rapid conversation, quick answers, live chats.	Those who read tweets are meant to drink from the stream; while as a trainer you can manage discussion and assignments to some extent, Twitter is not in general a vehicle for linear, structured conversation.
Facebook	Single-login site that aggregates many forms of social media, such as messages, photos, videos, events, discussions, hobbies, and links to other sites. Can connect with LMS-type products such as Moodle and BlackBoard.	A great deal of functionality available to users, who can post status updates, links, photos, and multimedia such as videos; users can join groups.	One-stop community portal with functionality for groups, discussions, event planning, links, photos, videos, and online games and quizzes. Private messaging and live chat available. Can be used to host course. Important aspect is the extensive social profile: Document expertise and interests. LinkedIn and proprietary products can provide similar functionality in profiling.
Blog	Online space for posting chronologically-ordered comments or ideas that can include text, photo,	Easy, one-stop, do-it-yourself Web page creation tool. Allows for adding images and multimedia; simple	Space for reflection, post-and-response conversation, and knowledge sharing. Clean, simple space for arranging assignments, discussion questions, and links to course material. Can be used to host

	video, audio, and links to other sites, blogs, or documents. Readers can respond to posted content.	post-and-respond interaction.	course.
Wiki	Interactive Web page on which everyone with access can change the content.	Easy-to use, editable online space for collaborative work, sharing knowledge, and building databases or libraries of information.	Most useful for collaboration, editorship, and data compilation. Examples in training: Learner-built development of permanent, takeaway record of particular course session; record of course over various iterations or offerings across time; compilation of FAQs or good practices for those coming into the role that the training targets; or single project aimed at improving overall company or work unit operations.

Adapted from Bozarth, J. (2010). *Social Media for Trainers*. San Francisco: Pfeiffer.



