



# **Social Media & Digital Learning Technology at UHN**

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# Challenges

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- Technology - Some technology is blocked internally
- Buy-in - We had to distinguish between our objectives for internal staff and our external audience in order to get buy-in
- Promotion - Creating a buzz is important but takes time and effort

# Learning Experiences

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- Involve key stakeholders early
- Involve IT early but don't let technical restrictions stop you
- Different modalities appeal to different people - use an integrated strategy.
- You don't have to reinvent the wheel - a simple tweak to old technology can have dramatic impact (e.g. webcasts)
- Glitzy, new technology has its place but sometimes simple technologies work equally well or better (e.g. texting)

# Results

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- More than 500 facebook members
  - A large pool of potential new hires
- Internal communication strategies have helped make staff feel connected and involved
  - MFP-TV, text messaging, A Minute with Uhni, digital signage
- Learning opportunities and learner participation have increased dramatically
  - eLearning, archived webcasts, podcasts, video casts, learning games, virtual worlds
- Positive feedback and excitement about new technologies such as gaming, virtual worlds, digital scenarios text messaging

# More information

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