



# **The New Social Learning: A Guide to Transforming Organizations Through Social Media**

*Tony Bingham, Marcia Conner*

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Most business books on social media have focused exclusively on using it as a marketing tool. Many employers see it as simply a workplace distraction. But social media has the potential to revolutionize workplace learning. People have always learned best from one another—social media enables this to happen unrestricted by physical location and in all kinds of extraordinarily creative ways. The New Social Learning is the most authoritative guide available to leveraging these powerful new technologies.

Tony Bingham and Marcia Conner explain why social media is the ideal solution to some of the most pressing educational challenges organizations face today, such as a widely dispersed workforce and striking differences in learning styles, particularly across generations. They definitively answer common objections to using social media as a training tool and show how to win over even the most resistant employees. Then, using examples from a wide range of organizations—including Deloitte & Touche, IBM, TELUS, and even the CIA—Bingham and Conner help readers sort through the dizzying array of technological options available and decide when and how to use each one to achieve key strategic goals.

Social media technologies—everything from 140-character “microsharing” messages to media-rich online communities to complete virtual environments and more—enable people to connect, collaborate, and innovate on levels never before dreamed of. They make learning dramatically more dynamic, stimulating, enjoyable, and effective. This greatly anticipated book helps organizations create a contemporary learning strategy that is as timely as it is transformative.

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