

Unlocking the Power of Social Media for Learning

L&D Leaders, USA, June 4, 2024

The power behind **your mission**



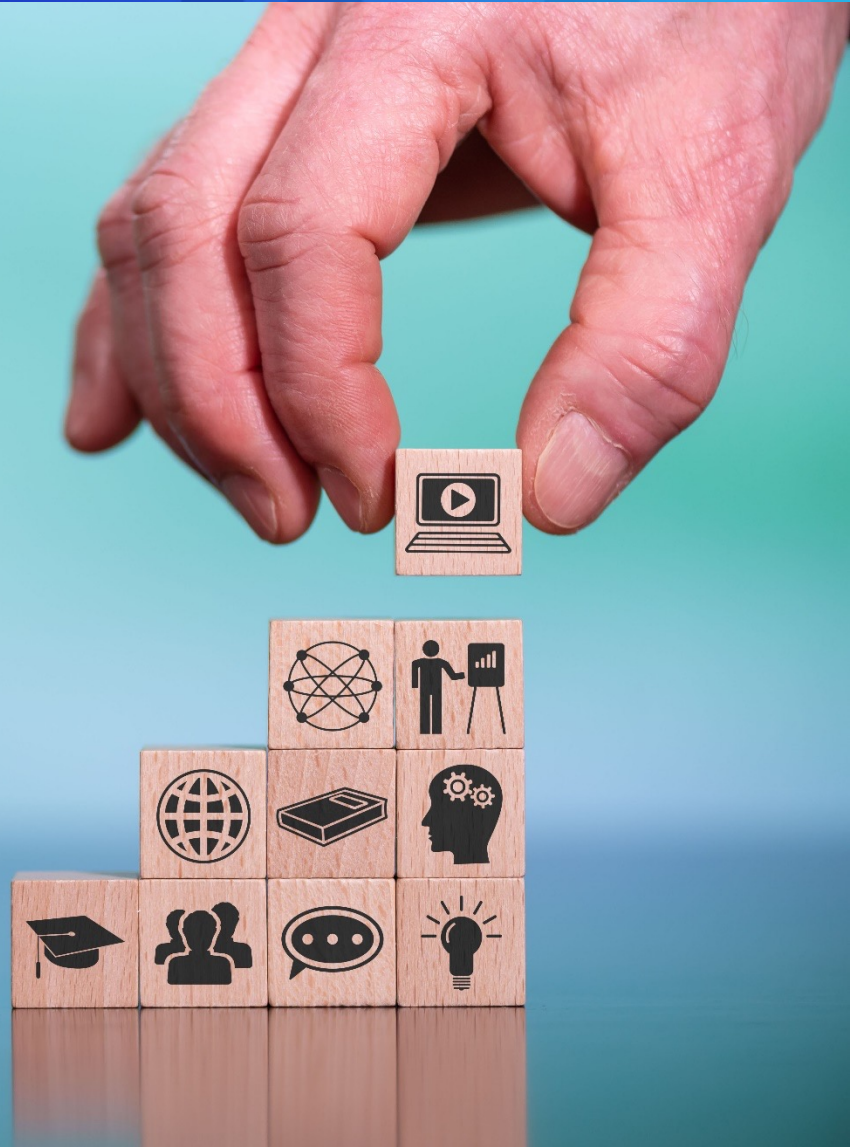
**How many of you
include social learning
in your programs?**

The power behind **your mission**



**How many of you already
have a tech platform with
social features?**

The power behind **your mission**



**How many here are
looking to drive upskilling
by investing in a platform?**



Why invest in social learning?



How to accelerate social learning?



How can tech platform enable social learning?



**L&D
LEADERS
USA**

3-4 JUNE, 2024 | NEW YORK CITY, USA



**Maitri Malia, Director,
Learning and Development**

JOHNSON CONTROLS

#LDLEADERS

- Lead Employee Enablement learning function at Johnson Controls
- Priority focus on global sales and GTM
- My team – critical growth enabler for Johnson Controls
- Consult / partner closely with Sales and Growth Leaders

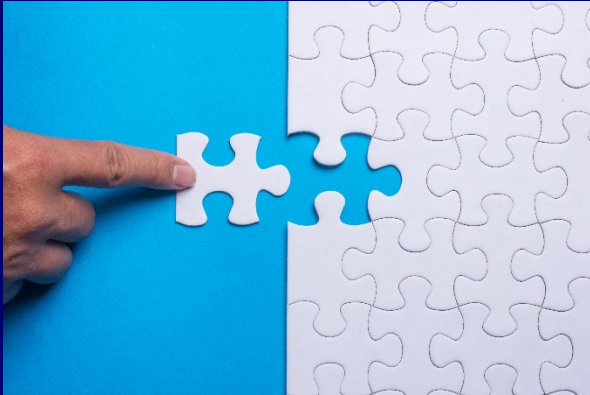


Tapping into Human Behavior for Social Learning



The power behind your mission

Ownership: Business Partners



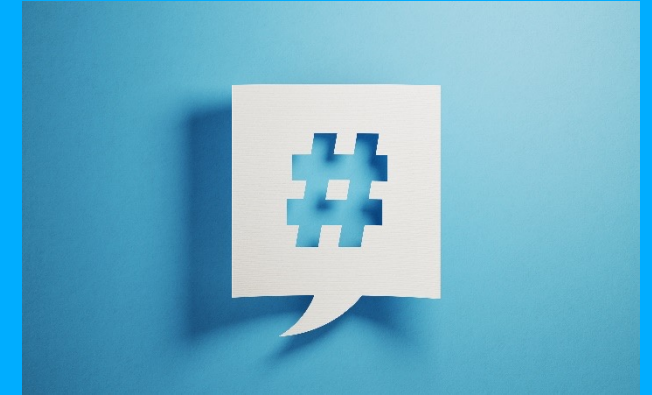
Learning Groups owned by
Business Partners / SMEs

Tribal Learning: Communities of Practice



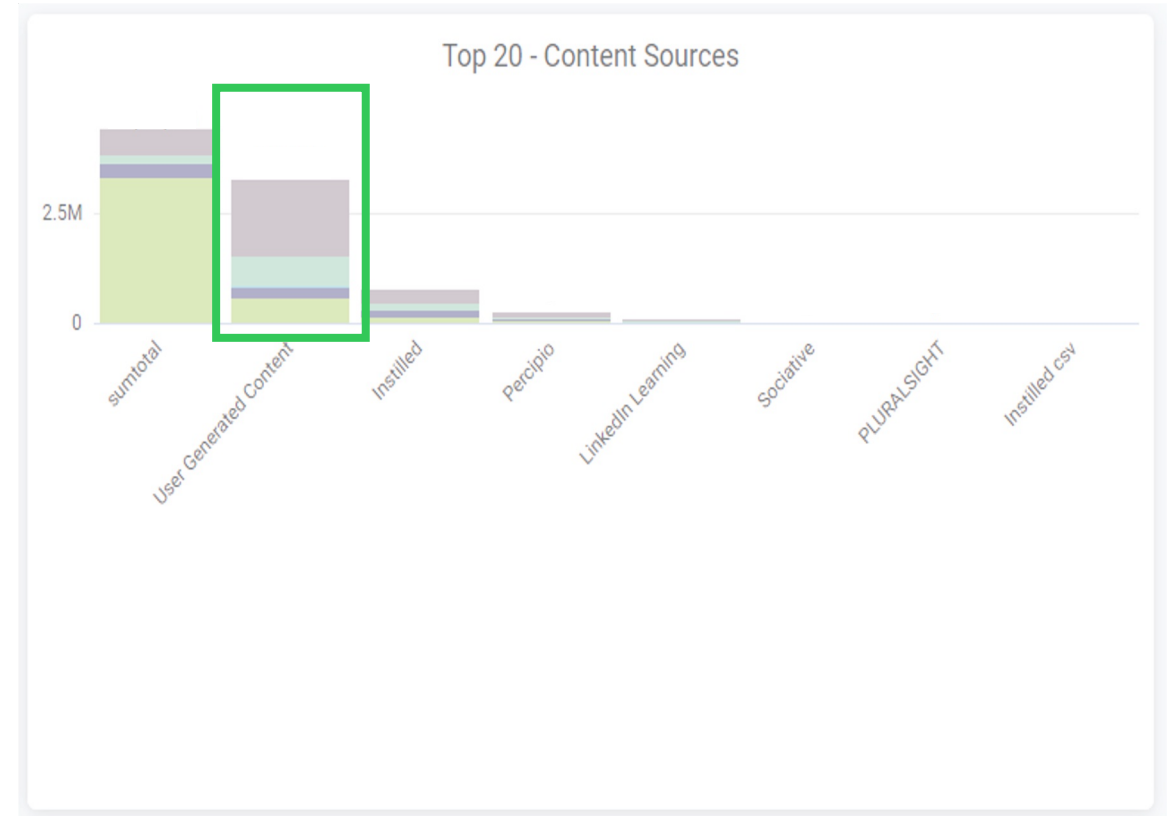
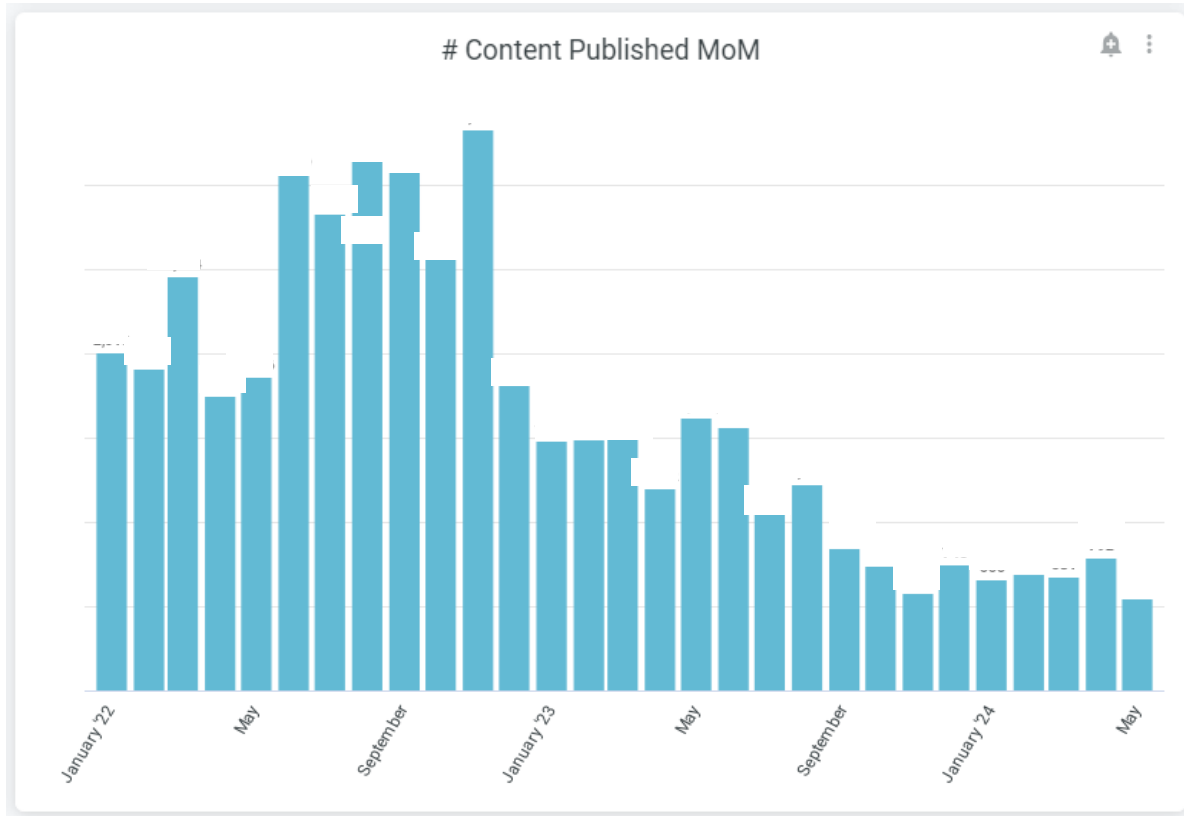
Learning Channels

Influencer Insights: Crowdsourcing Knowledge from Within



User Generated Content

Publishing Trends and Content Source

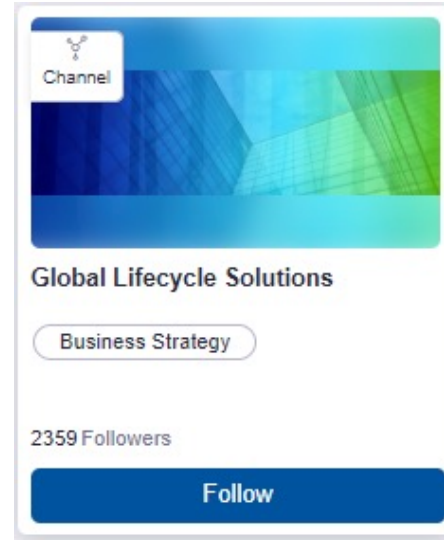


User generated content is the second highest content source...with a minimum 500 monthly published content (inclusive of all content) and maximum 3500 in some months!

Communities of Practice

Example: Channels

- Channels are communities of practice specifically on a topic.
- Channels are owned and curated by SMEs (business-led) or L&D curators where it's a core company focus
- Business-led: Jira for software engineering or Beyond learning
- L&D curation: Selling Digital
- Learners own their development through personalized choices of needs and interest



Channel

Global Lifecycle Solutions

Business Strategy

2359 Followers

Follow



Channel

Jira Software

Jira for Software Engineering

JIRA

59 Followers

Follow



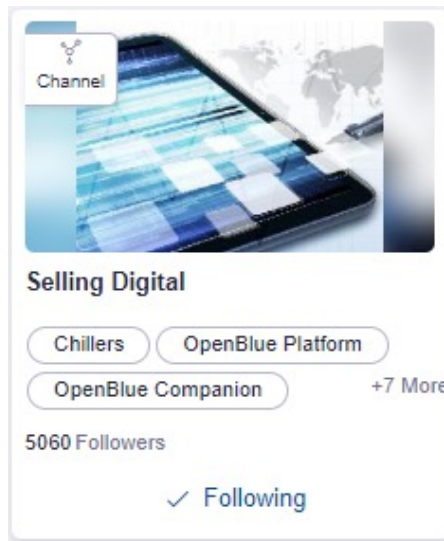
Channel

BEYOND LEARNING

Beyond Learning

133 Followers

✓ Following



Channel

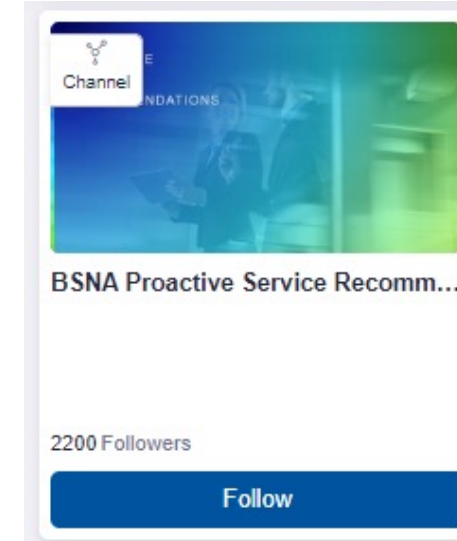
Selling Digital

Chillers OpenBlue Platform

OpenBlue Companion +7 More

5060 Followers

✓ Following

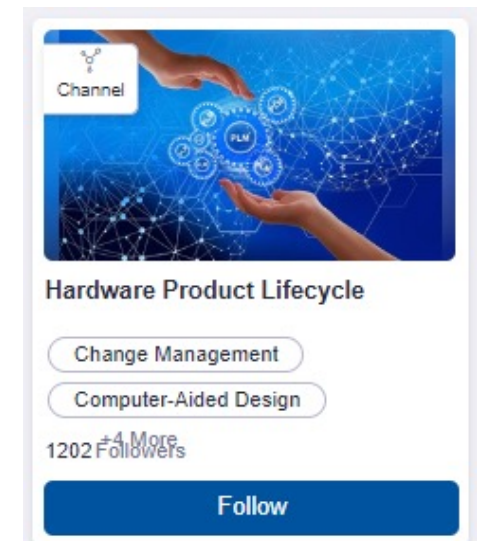


Channel

BSNA Proactive Service Recomm...

2200 Followers

Follow



Channel

Hardware Product Lifecycle

Change Management

Computer-Aided Design

+4 More

1202 Followers

Follow

Key platform features enabling social learning



Ability to ask questions
via comments



Peer Influence



Share
Knowledge



Flaunt Badges

Comments in the learning – directly allowing any user to respond

The image shows a video player interface for a learning module. The video content features a city skyline at sunset with the Johnson Controls logo overlaid. The title of the video is "Take a Journey through Johnson Controls Products Systems and Services". Below the title, a short description reads: "Take a journey through simulated environments to learn how Johnson Controls products and services function throughout many buildings around the globe. Integration of Johnson Controls products and services enable building owners to lower operational costs, increase efficiencies and make greater return on investments." A "Back to Employees" link is visible in the top left corner of the video frame.

The video player controls at the bottom show a progress bar at 0:02 of a 7:34 video. The right side of the image displays a comment thread with the following entries:

- 02:39**: User "I love the video!" comments "I love the video!".
- 02:40**: User "pretty cool" comments "pretty cool".
- 03:13**: User "Can the video be downloaded to use in a presentation?" asks a question. A reply from another user states: "No, but you can link to it using the URL." A second reply from the original poster says: "Thank you. I did do that but I was hoping to be able to download it. Turns out I can't. Have a great day."
- 03:49**: User "great slides this morning on now" comments "great slides this morning on now".

At the bottom right, there is a "Compose new comment @00:02..." input field and a search icon.

Poach our Talent

- Its exclusive – not for every program!
- Identified experts
- Flaunt it on LinkedIn



The place where talent hunters want to poach our talent.... In turn becoming the place where talent wants to join and grow!

The gaps we saw

1

Not everyone is self-motivated to upskill themselves or share knowledge

2

Inability to connect mentors and mentees via technology

What did we learn over time?



Critical to connect learning and talent management capability in a platform



Evolving learning engagement initiatives over-time



Communities of practice (channels) took time to take off

Thank you

Maitri Malia

Contact:



[Maitri Malia | LinkedIn](#)



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Three Key Takeaways

1



Learning is NOT limited to Learning function Only

2



Power of peer influence (sharing) + comments

3



Connect Learning and Talent Management capabilities for higher impact... and to facilitate self-motivation