

DEVELOPMENT ON A SHOESTRING

Creating effective digital learning content doesn't require huge amounts of technical skills or large budgets. In an age or resources not courses or microlearning there are great sites and tools still available for free or limited cost.

Scope the requirement

Does something exist online?

Is there something you want to create?

CURATION

Find it

LOOK FOR

- Video/animation
- Infographics
- Webinar recordings
- Articles
- Blogs
- Social media posts



Google -the ultimate resource!
Take some time to learn some Boolean to get better search results
<https://blog.hubspot.com/marketing/google-advanced-search-tips>



OTHER TOP SITES

- LinkedIn
- Twitter
- Business balls
- Mindtools*
- Alison
- Microsoft on Edx
- Coursera

* (limited free content)



Great for software/IT skills.
A word of caution – clips such as TedTalks have licensing implications - check the licence.



Use sites like Pinterest or Pearltrees to look and save useful content, for the business or just you and your teams



MAKE IT USEFUL: Ask questions for your business context.
Invite & encourage comments

CREATION

Design it



INFOGRAPHICS

Piktochart: <http://piktochart.com> *
Canva <https://www.canva.com/> *
Google charts
<https://developers.google.com/chart/>

*free options available

Or on your PC:

- PowerPoint
- Photoshop
- Affinity publisher
- Publisher

Use your phone. DIY films are seen as more authentic. It's a way of bringing in your employees and their insights into your content

Use your phone's editing tools and easily post (as unlisted) to a YouTube channel

You could invest in a lapel mic for better sound



VIDEO



ANIMATIONS

- Powtoon www.powtoon.com
- Animoto <https://animoto.com/>
- PowerPoint (requires patience!)

These sites are free to use, you just need to credit the source.
Flaticon lets you change the colours to your brand if you create an account

- Flaticon www.flaticon.com
- Unsplash www.unsplash.com
- Vecteezy www.vecteezy.com
- Freepik www.freepik.com



IMAGES



JOB AID

Canva and Piktochart offer some options, that are free.

- On your PC
- Word
 - PowerPoint
 - Publisher



MAKE IT USEFUL: Digital Resources can be quick and simple to help meet a performance need.
What will help employees day to day?