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THE ASSOCIATED GENERAL CONTRACTORS OF AMERICA
Quality People. Quality Projects.

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**Social Media as Learning Tool
for Construction Firms**

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Learning Objectives


- Define Social Learning
- Mitigating the Risks Associated with Social Learning
- Identify Social Learning Methods & Tools
- Examine how to Apply Social Learning in the typical A/E/C Firm

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What is Social Learning

Social learning: Learning that occurs within a social context. It considers that people learn from one another, including such concepts as observational learning, imitation, and modeling.

- J.E. Ormond, "Human Learning", 1999



- It is not 'Casual learning'
- It is inherently informal
- It requires communication

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Social Learning in the Workplace

According to Albert Banura, Social Learning Theorist:

4 conditions for Actual Learning to occur:

- Attention to the Subject
- Retention of the Material
- Behavioral Replication
- Motivation to Participate/Demonstrate

Examples of Social Learning in the workplace:

- Water cooler conversations
- Lunch/Break Time
- Mentoring an employee
- Shadowing a co-worker
- After hours social events
- Sharepoint
- Role Playing
- Practicing Skills



So last night someone saw my blog post about my new book

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Social Learning Impacts and Risks



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Impacts of Social Learning

+	-
<ul style="list-style-type: none"> • Builds Morale • Rapid Knowledge Transfer • Fosters Research • Inherently Scalable • Timely, Immediate • Low Cost • Voluntary • Measurable • Productive 	<ul style="list-style-type: none"> • Privacy • Inaccuracies • Tangential • Unstructured • Good News is not News • Voluntary • Litigation

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I don't use it There are too many

Security It's a fad

I DON'T CARE! Waste of time

Claims

I don't want my colleagues to see those pictures! It's for narcissists

NANOHAZARD **NANO HAZARD**

Eleonora Polignani, Greece Shirley Glass, Scotland Susan Kyriakou, England

RedVector Online Education for Design and Construction Why should you care? Reason #1

Because 3 out of 4 Americans use Social Technology!
Forrester, The Growth of Social Technology Adoption, 2008

RedVector Online Education for Design and Construction Why should you care? Reason # 2

Time Spent on Social Networks Accounts for Approximately 10% Of All Internet Time
Nielsen, Global Faces & Networked Places, 2009

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Why should you care? Reason # 3

Social Media gives the individual the remote!

Green Building

Risk Management

BIM

Customer Views

Networking

Leads

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Why should you care? Reason # 4

For companies, resistance to social media is futile.

- Millions of people are creating content for the social Web.
- Your competitors are already there.
- Your customers (employees) have been there for a long time.

BusinessWeek, February 19, 2009

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Major Social Networking (Learning) Sites

Twitter

YouTube
Broadcast Yourself™

LinkedIn

facebook

WIKIPEDIA

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RedVector Social Media's value as a Learning Tool

LinkedIn

- Group Discussions
- Great Networking Vehicle
- Search, Internal & External
- Application Widgets are useful


You Tube

- Easy to upload video
- Can support many users
- Promotes alternative Discussion

facebook

- Personal = Trust
- Real time Chat/Messenger
- Average Networking
- Needs separation between personal and corporate use

RedVector Google wave



What is a wave?

A wave is equal parts conversation and document. People can communicate and work together with richly formatted text, photos, videos, maps, and more.

A wave is shared. Any participant can reply anywhere in the message, edit the content and add participants at any point in the process. Then playback lets anyone rewind the wave to see who said what and when.

A wave is live. With live transmission as you type, participants on a wave can have faster conversations, see edits and interact with extensions in real-time.

RedVector Is this a learning tool or what?!

Some key technologies in Google Wave



Real time collaboration

Concurrency control technology lets all people on a wave edit rich media at the same time



Natural language tools

Server-based models provide contextual suggestions and spelling correction




Extending Google Wave

Embed waves in other sites or add live social gadgets thanks to [Google Wave APIs](#)

RedVector Online Education for Design and Construction Twitter as a Learning Tool

- Short 140 byte statements
- Ability to choose only subjects you are interested in
- Great for technical research topics, information sharing
- Feedback given when convenient
- Direct and Broadcast Messaging enabled
- Email alerts
- Cost: \$0 + your time

RedVector Online Education for Design and Construction I pressed the "green" button on my Remote!



The screenshot shows a TweetDeck interface with a search filter for 'Green building'. The results include tweets from users like 'usanditz', 'AWHAP', 'brockbuilders', and 'GreenCorps', with various links and retweet counts.

RedVector Online Education for Design and Construction Case Study: Best Buy's Twelpforce



TWELP FORCE

TWEET THE TWELP FORCE
To contact the Twelpforce, just Tweet to us by adding "@twelpforce" to the beginning of your tech-related question. Or go to bestbuy.com/twelpforce

- Online Customer Service
- Company Promotions
- Technical Question Documentation
- Direct Customer Feedback
- Transparency of Customer and Employee views



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Twelforce In Action

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Make Social Media Social Learning

Remember the 4 conditions for Social Learning to occur?

- 1. Attention to the Subject**
- 2. Retention of the Material**
- 3. Behavioral Replication**
- 4. Motivation to Participate/Demonstrate**

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Step 1: Planning

- **Attention to Subject**
 - ID the topics
 - ID social medium (s)
 - Set some ground rules
- **Retention of Material**
 - Create formal assessments/exams
 - Set participation metrics
 - ID useful learning management (LMS) reports
 - Incorporate into performance reviews
- **Behavioral Replication**
 - Benchmark behaviors
 - Set participation metrics
 - ID ways to observe OTJ
 - Benchmark Proficiencies
- **Motivation/Participation**
 - Develop a budget
 - ID a recognition program
 - ID LMS activity to be published
 - Get feedback from key team members

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Suggested Program Outcomes

SOCIAL MEDIA ROI

- Efficiency
- Reputation
- Differentiation
- Risk Reduction
- Client Retention
- Brand Association
- Long Term Revenue
- Environmental Impact
- Economic Development
- Opportunity Creation
- Immediate Revenue
- Procurement Bidding
- R&D Exposure
- Client Education
- Network Growth
- Building Trust
- Innovation

Source: Social ROI™, Sharen Gilman © Mark S. Sullivan Reference: SocialMediaBlog.com

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Step 2: Implementation

- **Attention to Subject**
 - GET EXECS TO COMMIT
 - Recruit some experts
 - Subject Matter
 - Technology Savvy
 - Diversity
- **Retention of Material**
 - GET EXECS TO COMMIT
 - Set a project schedule
 - Assign a PM
 - Assess your capabilities
 - IT/Access/Records
 - Learning Management
 - Human Capital
 - Communicate plan to key managers & influencers
- **Behavioral Replication**
 - GET EXECS TO COMMIT
 - Field Observations
 - Create Proficiency Exams
 - Confirm Metrics
- **Motivation/Participation**
 - Get Budget Approved
 - GET EXECS TO COMMIT
 - "BUZZ" the project
 - Publish objectives/
 - Get feedback from key team members

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Step 3: Participation

- **Attention to Subject**
 - Update posts regularly
 - Set aside time
 - Ask questions
 - Give your REAL opinion
- **Retention of Material**
 - Challenge assessments
 - How did you apply this?
 - Review LMS reports & provide feedback
 - Monitor posts for 'intelligent growth'
- **Behavioral Replication**
 - Ask questions in field
 - Monitor activity metrics
 - Perform OTJ observations
 - Conduct proficiency tests
- **Motivation/Participation**
 - Communicate recognition programs
 - Publish LMS activity
 - Engage in Conversation about posted topics
 - Get feedback from ANY team members

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Step 4: Apply Metrics

- **Attention to Subject**
 - Record posts/topic
 - Publish metrics/topic
- **Retention of Material**
 - Review assessment scores and compare by individual/unit/firm
 - Record posts & time/employee
 - Incorporate into performance reviews
- **Behavioral Replication**
 - Review posts
 - Compare benchmark data
 - Document OTJ observations
 - Review proficiency pass rates
- **Motivation/Participation**
 - Recognize 'stars' & why
 - Broadcast your wins
 - Internally
 - Externally
 - Count the smiles

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Measuring the ROTI of Twitter

Twitter Client Usage by Power Users Over Time

- Identify your users
- Track & record 'tweet' activity & time of tweets (you might be surprised)
- Compare activity by Tweet threads (requires tweetdeck)
- Count your followers & who you follow
- Meet with your team regularly to discuss what they learned and how they applied it
- The Smile Test

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Step 5: Listen

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Step 6: Rinse & Repeat



Head & Shoulders
Classic Clean
Anti-Dandruff Shampoo

100% of America's
Top 100 Contractors

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Conclusions

Social Learning is a learning process that is rapidly evolving as a direct result of internet based social networking sites and collaboration technologies. While there are risks associated with embracing these technologies, they can be readily mitigated through careful planning and active communication.

An A/E/C firm that implements a Social Learning program will see gains in productivity, knowledge transfer, OTJ Performance and morale.

A Social Learning program does not just happen. A firm must commit time, resources and technology to get a program launched. In addition, buy-in from senior leadership is critical for Social Learning to be an ongoing success to an A/E/C firms learning organization.

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Questions



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