Guidelines and Tools

Before going into the specifics, it is important to understand the best practices in microlearning:

- The ideal length for microlearning content is longer than two minutes but less than five minutes.
- Most microlearning should focus on only one or two learning objectives which are tied to specific, actionable goals.
- Make sure your content grabs the audience! Start with an emotional hook and include surprising statistics and figures.
- Design the content so it can be shared on social media and viewed on a smartphone screen. Be sure to make your content visually interesting, as it is more likely to be clicked and shared.
- Include a call-to-action. Tell content consumers what they can *do* with the information you just presented.

Videos - Videos are the most popular format for delivery of microlearning (Association for Talent Development, 2018). Before filming, it is important to write out a script. In most informational videos, presenters speak at roughly 125 words a minute - about the length of one paragraph. To make your video fit the microlearning format, the script should only be 2-3 paragraphs long.

Microlearning videos can include live-action shots, animations, or a combination of the two. Your video can be a straightforward, factual presentation of information, but there are other, creative formats your video can follow (Kineo, 2017):

- *Ask the expert* - Have a subject matter expert read a question and give their answer.
- *Split Screen* - Have several subject matter experts read the same question and offer answers. Edit the video so their answers are presented side-by-side.
- *Vlog style* - Film a person demonstrating a skill.
- *5x5* - Create a sequence of five scenes, each five seconds long.
- *Points of view* - Create a series of brief video shots in which different points of view on a topic are presented.

Creating professional videos can be challenging. While most modern smartphones are equipped with cameras capable of capable of capturing high-quality video and pictures, their microphones are not designed to capture quality audio. That being said, it is possible to capture quality video under the right conditions. Ensure that you have good lighting, keep the camera steady, clean your camera lens, and film in a quiet, indoor location. Be sure to hold your phone horizontally, not vertically (vertical video is harder to view on most platforms). Consider renting professional video equipment. If you work for a university, equipment may be available through the school, and some public libraries allow patrons to rent professional AV equipment. If you create a lot of video content, buying a high-quality camera and microphone is worthwhile, and with advancements in technology, equipment can often be purchased for a reasonable price. Colorful animations are eye catching and may be a good option if you are feeling camera shy. There are many tools available for creating animations quickly and easily, and they don't require advanced knowledge of art or graphic design:

- Animaker - https://www.animaker.com/
- Animatron - https://www.animatron.com/

- Biteable - https://biteable.com/
- Explee - https://explee.com/
- Moovly - https://www.moovly.com/
- Powtoon - https://www.powtoon.com/home/?
- RenderForest - https://www.renderforest.com/
- VideoScribe - https://www.videoscribe.co/en/
- Vyond - https://www.vyond.com/
- Wideo - https://wideo.co/

Daily Consulting Tips and Infographics - The first step of creating a consulting tips and infographics is easy: open up a text editor, and type out your content. Be sure to include references to the appropriate research literature (in APA style of course). The committee will be more likely to select your tip if you reference SCP's publications. The most important thing is to be concise. You want to say as much as you can with the fewest words possible. Consider placing information in a list format. Buzzfeed has become famous and successful by sharing viral lists (Kineo, 2018).

After creating your text, you can put it in a visual format. Fortunately, you don't have to be a graphic artist to make this happen! There are many free and low-cost tools available to help:

- Adobe Spark - https://spark.adobe.com/make/infographic-maker/
- Animaker - https://www.animaker.com/
- BeFunky - https://www.befunky.com/features/graphic-designer/
- Canva - https://www.canva.com/
- Easel.ly - https://www.easel.ly/
- Google Charts - https://developers.google.com/chart/
- Infogram - https://infogram.com/
- Infographia - https://infograpia.com/
- Mind the Graph - https://mindthegraph.com/
- Piktochart - https://piktochart.com/
- Snappa - https://snappa.com/
- Venngage - https://venngage.com/
- Visme - https://www.visme.co/
- Visualize.me - http://vizualize.me/

All of the tools listed above are useful for creating infographics and tips, though they include lots of options and it can take a little time to configure all the elements. If you only have one or two lines of text written for a consulting tip, the following software can be used to quickly make it visually appealing:

- Pablo - https://pablo.buffer.com/
- Pagemodo - https://www.pagemodo.com/
- Quotes Cover - https://quotescover.com/
- Quozio - http://quozio.com/
- Stencil - https://getstencil.com/

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