

Tools and Tips for Creating and Offering Simple Online Webinars and Classes



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Outline Your Course



Course Topic

What will you teach?

- ★ Will it be a one off class or a series?
- ★ Is there a beginners and a more advanced version?
- ★ Will you be the only teacher or will there be others?

Course Motivations

Why will people take the course?

- ★ What questions will you answer?
- ★ What problems will you solve?
- ★ What are other teachers doing?

Course Activities

How will people demonstrate what they have learned?

- ★ Quizzes and tests?
- ★ Group or solo projects with deliverables?
- ★ Content (papers, videos, etc)?

Course Credibility

What other experts agree with your expert opinions?

- ★ What studies, data, or academics share your ideas?
- ★ What endorsements or testimonials do you have? ?
- ★ What past experiences have you and others had that formed your opinions and ideas?

Meeting and Webinar Tools



Create Your Toolkit

Most online classes include various types of communications tools:

- ★ Chat
- ★ Project management software
- ★ Video conferencing
- ★ Cloud access
- ★ Groups

Necessary Features

Ask yourself these questions:

- ★ What kind of activities do I want people to do?
- ★ What kind of live interaction do I want students to have?
- ★ How much group vs. one on one engagement do we need?

Favorite Tools



Online Classroom Platforms



Build a Classroom Online

What is the price? How are upgrades handled - by feature or by # of students? What kind of training or customer support do you get? How can you charge - one fee or subscription?

- ★ [Pathwright](#)
- ★ [Thinkific](#)
- ★ [Teachable](#)
- ★ [LearnDash](#)
- ★ [Learn Worlds](#)

Tips for Creating Great Educational Content



Microlearning

- ★ Create different kinds of videos. Go beyond the talking head.
- ★ Make success more accessible to people.
- ★ Include easy 3-5 question pop quizzes or educational games.

Diversify Your Video

- ★ Learning in chunks!
- ★ Use live streaming and webinar tools to create real time engagement.
- ★ Ask students to complete video assignments.

Social Learning

- ★ Peer feedback matters.
- ★ Community is motivating.
- ★ Listening improves learning.

Keeping People Engaged



Learner to Learner (L to L)

Make a plan for how you will include peer to peer learning in your live classes.

- Break out rooms
- Social media interactivity
- Chat conversations
- Live feedback

Proper Pacing of Live Content

Include breaks during online classes. Breaks can include:

- stepping away individually for 5 minutes +
- stretching, standing, dancing
- asking for contributions, questions, or feedback from students periodically

If you are lecturing or skill sharing for some time give students a reset.

Make Small Wins Easy

Add badges, certificates, games, awards, quizzes etc. as incentives.

Give students a way to win or excel.

In order for students to feel like they are making progress they need to get a “gold star” or an “A+.”

Make their achievements more tangible.

Regular Check-ins

Send an email or video update to students each day, week, month, etc.

In order to keep students on track send them regular check-ins and updates.

Video can create higher levels of engagement than just text.

Have Fun

Personal connections often motivate and inspire us, as well as make us feel comfortable and confident.

- ★ Connect without an agenda.
- ★ Share inspiration and humor.
- ★ Share personal stories.

Questions

You do amazing things.
More people should know.



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Free learning opportunities:

- ★ [Free Monthly Webinar](#): Our next Digital Drop-in is Wednesday April 8, 2020
- ★ [Free Community Webinars](#): 3/31
- ★ [Free Digital Marketing Toolkit](#)

Online courses and Asheville events:

Find out more about the [Content Strategy Roadmap](#) and our upcoming [April 14th half-day bootcamp](#) on "New Social Media Strategies to Increase Engagement: How to Build Personal Relationships with Messaging Apps and Chatbots."

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