# Microlearning Best Practices

Creating effective microlearning courses involves condensing valuable information into concise, engaging, and easily digestible formats. Here are some best practices for writing and creating microlearning courses:

## Content Planning & Writing

**01 Set Clear Objectives**
Begin by defining clear and specific learning objectives. What do you want learners to know or do after completing the microlearning module?

**02 Focus on a Single Concept**
Keep the content focused on one key concept, topic, or skill. Microlearning is all about simplicity and depth on a single subject.

**03 Keep It Short**
Microlearning modules should be brief, typically ranging from a few minutes to no more than 10 minutes. Aim for bite-sized content.

**04 Clear and Concise Language**
Use plain language and avoid unnecessary jargon. Keep explanations and instructions straightforward.

**05 Progressive Disclosure**
Present information in a logical sequence, gradually building on previous knowledge if necessary.

**06 Microlearning Pathways**
Consider how microlearning modules fit into broader learning pathways or curricula, ensuring they align with larger learning goals.

**07 Reinforce Learning**
At the end of the module, provide a short summary or recap to reinforce key points.

## Design & Creation

**08 Engaging Content**
Use multimedia elements like videos, images, animations, and interactive knowledge checks to make the content engaging and visually appealing.

**09 Mobile-Friendly Design**
Ensure that your microlearning is accessible and optimized for mobile devices since many learners access content on smartphones or tablets.

**10 Clear Navigation**
Ensure that the learner can easily navigate through the content, replay segments, or skip to relevant sections if necessary.

**11 Consistency**
Maintain a consistent style, format, and tone across all your microlearning modules to create a cohesive learning experience.

**12 Interactivity**
Include interactive elements to keep learners engaged and reinforce learning. This can include knowledge checks, interactive scenarios, or clickable/scrollable content.

**13 Real-World Scenarios**
Whenever possible, use real-world scenarios or case studies that learners can relate to and apply in their daily tasks.

**14 Feedback and Assessments**
Provide immediate feedback to learners after interactive activities, knowledge checks, and quizzes. This helps in reinforcing learning.

**15 Accessibility/508 Compliance**
Ensure your content is accessible to all learners, including those with hearing/visual impairments. This means considering text sizes, contrast ratios, captions, and other accessibility features.

## Analyze & Update

**16 Testing and Iteration**
Before launching, test your microlearning on a few learners and gather feedback. Continue to test, gather feedback from learners, and review analytics to improve your microlearning content.

**17 Analytics and Measurement**
Use analytics tools to track learner engagement and progress. This data can help you assess the effectiveness of your microlearning courses.
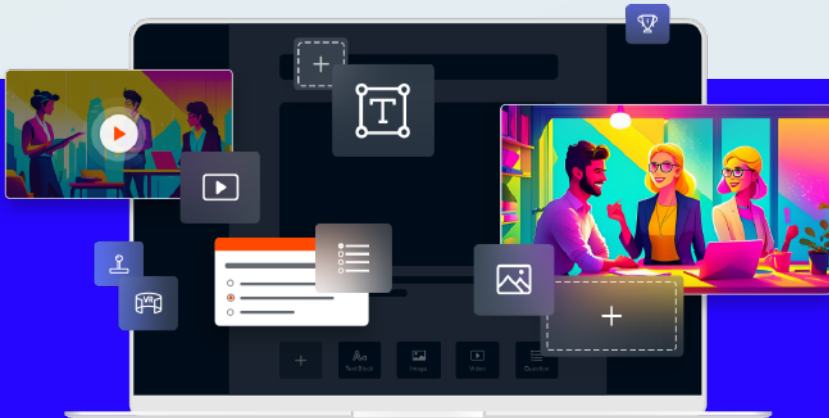
**18 Regular Updates**
Keep your microlearning content up-to-date to ensure its relevance and accuracy. You can also update existing hour-long courses by redesigning them as multiple microlearning modules.

By following these best practices, you can create microlearning courses that effectively deliver targeted knowledge or skills to your learners in a brief and engaging manner.

## Check Out These Case Studies

**CUSTOM LEARNING FOR ONLINE RETAIL ORGANIZATION**
How Microlearning Solved COVID-19 Training Challenges & Set the Stage For Future Growth

**Training Manufacturers in Top Gear**
Using Custom Microlearning to Deliver Skills & Training at the Point of Need

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