

Create online course V Kontakte

There are several stereotypes about social networking: many people believe that it is solely an entertainment platform, where students hang out or loafers. In addition, there is another stereotype (or even a group of stereotypes) that the creation of online courses is expensive, requiring significant investments and expertise.

In this article we will try to destroy both the stereotype and tell you how to build a system of learning based on the social network V Kontakte and even if you want to capitalize on this learning system.

So the first thing we need is a VK account. Next, you need to create a group. If you plan to sell access to your course, create a closed group (so people were in this group, you will need to confirm the application for membership), if not — then open.

Add in a group materials needed: documents, audio, video. If you plan to conduct webinars and other events, add them to your community in the right section and post the schedule on the wall community. If it is planned in addition to online and offline training, make sure to add "Places".

If you have programming skills, you have a world of unlimited possibilities to create within your group training materials of any complexity.

For ease of reference, your course place on the wall of the community detailed and clear instruction. Secure this tape to the top tape of your group that she was always available to new users. The community wall can be used for posting news and motivating posts.

To have the opportunity to receive feedback on your course, create an appropriate topic in the Discussions. In General, this tool can be used as a forum: it allows you to create different branches, where users can ask questions or give comments.

But what's a course without tests? Fortunately, such opportunity is also available! Go to community settings, and select the Applications tab. In it you will find Tests. Add it to your group. To create the tests in this app is very simple. Is there a chance to count results and display different text and images depending on the gained points.

Don't limit yourself. The wider your Arsenal of tools for interacting with students, the better will be your rate and the better will be the reviews about it, so your course will recommend to friends, colleagues, loved ones.

Add to your course homework and individual tasks, which in the form of files, links, or texts that your students will send, for example, personal messages.

Make sure to celebrate the successes of people: develop an electronic personal certificate confirming the completion of the course.

Now, when your course is ready, start testing it, invite your group of friends, colleagues, relatives. Collect opinions about the course and, if necessary, make adjustments.

So, you made an interesting and useful course. You might want to capitalize on it. There are 2 basic ways.

1. If your group is open and very popular with many users, then you can sell it advertising space, to offer advertising in communities. However, it will bring money just in case, if the group is really a lot of people, at least 10,000. Otherwise you most likely will not pay attention or advertising will be cheap and it will have to place a lot that will undoubtedly irritate members of the community.

2. To sell access to the course. This method will require investments into advertising, but then will give a good stable income. So, the group needs to be closed. This is important. Create another community, this time open for entry. In the group settings include the ability to add items. Create a product with the name of your course, put the cost. Later in the group settings include the ability to donate money.

Placed on the wall of the group calls to attend the course are constantly adding new posts for the course. That is, in fact lead the public on the topic of the course. Do not forget to constantly advertise the course. It is quite natural that you will face with the lack of subscribers. About your group of people needs to know. To do this, use is Facebook or link to your course in the comments to entries in other communities, discussions on various sites and forums.

So, social network is not just entertainment but also a tool for learning and development with a huge audience. Perhaps among the readers there are those who will say that it is much easier to place a course on specialized sites, for example, Coursera or Udemy. However, the audience for these resources is still less they require registration, and the chance that someone has already created a course on the same topic is very high. Plus you've created a course likewise need to promote. In addition, the profit will have to share with the platform. V Kontakte (at least for now) all for free and page well indexed by search engines.

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