



The Monetization of Social Education

Social Education in a Online world, dominated by Social media, is powerful because it presents content in a trusted way.

Information, knowledge, and the pursuit of education represent an increasingly important part of students' and lifelong learners' lives, and will become increasingly part of the future of the Internet experience.



In order to make Social Education work, it will need to finance itself across multiple channels.

Educational sites can earn income from:

- Advertising**
- Ad Revenues**
- Course Fees**
- DVDs, Downloads, & eBook Sales**
- Product Sales**



Social Education offers a value to the user by providing useful and desired information. Those seeking some form of monetization can see that educational content has some features that are valuable:



Longer engagement:

When people are learning, they are seeking to acquire information and master it. This requires time and the knowledge will be engaged with as long as necessary to learn and understand the material. This means instead of spending minutes, they are often spending blocks of time, from a few minutes to several hours per session.



Deeper engagement:

When people are studying they are opening a channel into their memory. The student is seeking to actively retain knowledge, allowing them to accept the basic message along with information and knowledge.



Trusted engagement:

People who study are open to trust the educator, especially if the information and knowledge is factual and representing an honest education. The individual wants to rely on their mastery of knowledge to further their goals, be it career, personal, or community. Education that helps fulfill this will gain increased trust.



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can create your own educational vehicle,
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