Here’s a storyboard for your eLearning course on **Persuasion in Social Media** for workplace health and safety, based on the provided text. The course will be divided into **seven key areas**, with **three slides per area**, for a total of **21 slides**.

| **Slide #** | **Slide Name** | **Content** | **Layout/Interaction** |
| --- | --- | --- | --- |
| **1** | **Introduction to Persuasion** | Introduction to the role of persuasion in social media. Overview of its significance in workplace health and safety. | Text + Image of social media icons (Twitter, Facebook, etc.) |
| **2** | **The Power of Social Media** | Social media platforms like Twitter and Facebook raise situational awareness globally. Highlight how it increases awareness in real-time for various events. | Text + Click-to-reveal interaction (with example scenarios) |
| **3** | **Why Persuasion Matters** | Overview of the increasing importance of persuasion in workplace health and safety, particularly in mining and other high-risk industries. | Text + Image of workplaces or mining environments |
| **4** | **Situational Awareness in the Workplace** | Discuss how social media and texting can enhance workplace safety through improved situational awareness. | Text + Image of workers texting/communicating via social media |
| **5** | **Interactive Technology in Safety** | Introduction to interactive technologies (like SMS) to report workplace hazards. How texting can help in improving health and safety. | Text + Interactive element: Drag-and-drop items (hazards and solutions) |
| **6** | **Current Use of Technology** | Briefly explore how interactive technologies like simulations are already embedded in industries for safety purposes. | Text + Image of computer simulations |
| **7** | **Persuasion through Technology** | Importance of persuasion in safety technology. How persuasive tech changes people’s attitudes and behaviors towards workplace safety. | Text + Image of persuasive technology in use |
| **8** | **Challenges of Persuasion** | Discuss the skepticism people have when trying to change attitudes (e.g., politicians and used car salesmen). Why people resist change. | Text + Click-to-reveal (reveal reasons for resistance) |
| **9** | **Building Trust in Safety Campaigns** | Highlight why trust is critical when applying persuasive techniques in health and safety campaigns. | Text + Image of workers in a safety training session |
| **10** | **The Role of Training** | Discuss the role of training programs in safety culture and how they can be designed using persuasive technologies. | Text + Video or Image of a training simulation |
| **11** | **Benefits of Virtual Simulations** | How virtual reality systems are used for training, simulating real-world scenarios (e.g., in mining). | Text + Image of VR training in use |
| **12** | **Interactive Persuasion in Training** | How persuasive training techniques (e.g., tunneling, rehearsal) influence behavior change. | Text + Animation illustrating training process |
| **13** | **Principle of Reduction** | Discuss the principle of reduction: simplifying complex behavior to encourage correct actions. | Text + Interactive slider (Before/After simplifying tasks) |
| **14** | **Principle of Tunneling** | Explanation of the principle of tunneling, where users are guided step-by-step through processes. | Text + Click-to-reveal (Step-by-step guidance example) |
| **15** | **Principle of Conditioning** | Using positive reinforcement to shape behaviors through technology (e.g., rewarding safety actions). | Text + Drag-and-drop (Identify positive reinforcement strategies) |
| **16** | **Principle of Cause and Effect** | Simulations help link actions to consequences, encouraging behavior change by showing cause and effect. | Text + Interactive simulation example (cause and effect) |
| **17** | **Principle of Rehearsal** | How simulation-based rehearsal helps learners practice safety behaviors until they become second nature. | Text + Interactive VR simulation example |
| **18** | **Principle of Virtual Rewards** | Rewarding desired behaviors with virtual rewards (e.g., badges, levels). How it motivates people to repeat safe behaviors. | Text + Interactive game-like interface (earn a virtual badge) |
| **19** | **Principle of Trustworthiness** | Technology’s role in persuading people when it is perceived as trustworthy. Discuss how fairness, truthfulness, and unbiased systems are key. | Text + Click-to-reveal (What makes technology trustworthy?) |
| **20** | **Implementing Persuasive Tech** | How to apply persuasive social media and interactive technologies in real-world safety contexts. Key takeaways and tips. | Text + Bullet points with icons (summary of key points) |
| **21** | **Conclusion and Next Steps** | Wrap-up of the course and next steps for learners. Encourage them to explore how to apply persuasion in their own workplaces. | Text + Image of a workplace and action steps (downloadable resources) |

### **Key Areas Breakdown:**

1. **Introduction to Persuasion**
   * Introduction to persuasion in social media
   * The power of social media for global awareness
   * Why persuasion matters for workplace safety
2. **Situational Awareness in the Workplace**
   * Social media’s role in improving situational awareness
   * Interactive technology for reporting hazards
   * Current use of technology in safety practices
3. **The Role of Persuasion in Technology**
   * The importance of persuasion in health and safety tech
   * The challenges of persuasion
   * Building trust in persuasive safety campaigns
4. **Using Training as a Persuasion Tool**
   * The role of training in safety culture
   * Benefits of virtual reality in safety training
   * Interactive persuasion through training techniques
5. **Principles of Persuasive Technology**
   * Principle of Reduction
   * Principle of Tunneling
   * Principle of Conditioning
6. **Advanced Persuasive Techniques**
   * Principle of Cause and Effect
   * Principle of Rehearsal
   * Principle of Virtual Rewards
7. **Trust and Application in the Real World**
   * Principle of Trustworthiness
   * How to implement persuasive technology in workplace safety
   * Conclusion and next steps for learners

Each slide includes suggested interactive elements, such as drag-and-drop activities, click-to-reveal interactions, and video content to engage learners and encourage deeper understanding of the material.