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### **Social Learning Competencies: A Call to Action for Learning Professionals**

(Alexandria, VA), August 10, 2011 - The use of social media tools is revolutionizing the learning and development profession and practitioners need to develop skills in this important area. The [American Society for Training and Development \(ASTD\)](#) announces an update to the ASTD Competency Model that identifies competencies in social learning. This update will also be reflected in the Certified Professional in Learning and Performance (CPLP) certification exams beginning in September, 2011.

A feature article titled "Social Learning: A Call to Action for Learning Professionals," in the [0August issue of T+D](#) magazine, contains information about the new social learning competencies and the update to the ASTD Competency Model.

The research-backed competency model is strategically important to the profession because it answers the question, "What do learning professionals need to know and do to be successful in the learning and performance field?" The model includes nine areas of expertise (AOE) and identifies what knowledge and skills are important to have and develop. ASTD published the latest major ASTD Competency Study in 2004 as a means to define and advance the profession, and to provide a roadmap for professional development for learning practitioners.

Information about the ASTD Competency Model and social learning update can be found at [www.astd.org/competencymodel](http://www.astd.org/competencymodel). Information about the CPLP certification exam changes related to social learning competencies can be found at [www.astd.org/cplp](http://www.astd.org/cplp).

#### **About ASTD**

ASTD (American Society for Training & Development) is the world's largest professional association dedicated to the training and development field. In more than 100 countries, ASTD's members work in organizations of all sizes, in the private and public sectors, as independent consultants, and as suppliers. Members connect locally in 125 U.S. chapters and with 20 international partners. ASTD started in 1943 and in recent years has widened the profession's focus to align learning and performance to organizational results, and is a sought-after voice on critical public policy issues. For more information, visit [www.astd.org](http://www.astd.org).