

Cheat Sheet: Using Video in Internal Comms



1

Have a video strategy

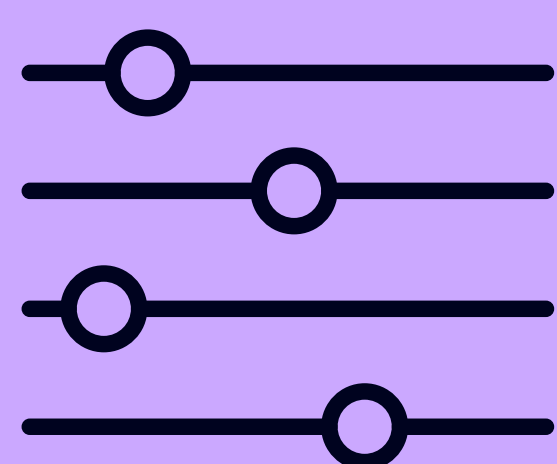
- ✓ Objectives for your overarching video strategy, and every video you shoot
- ✓ For each video, think about the key messages you want to convey and focus on these first
- ✓ Think about the audience you're making videos for – leaders, managers, employees – and tailor the type of video you produce accordingly



2

Ensure a balance of content

- ✓ Include personal, fun, and authentic content, such as a *Day in the Life*
- ✓ Also have more 'corporate content' – for example, strategy updates and financial results



3

Switch up the settings

- ✓ Shoot content indoors, outdoors, on site, off site – this will showcase the range of your operations
- ✓ It will also help to feature all types of your workers – deskless and desk-based

4

Prepare and rehearse

- ✓ Make sure whoever is in front of the screen has prepared properly – that they've thought about what they want to say, and how to say it
- ✓ Rehearse, rehearse, rehearse – this is the key to being confident, and staying on message
- ✓ Relax – those being filmed need to be in the right headspace (calm, focused), because their energy will be felt through the screen



5

Add captions

- ✓ For accessibility best practice
- ✓ They help with ease of comprehension – so people can understand your message
- ✓ Many people now watch videos on silent (especially on social media) – so they rely on captions to know what's being said



workvivo
by zoom