

## SnapComms Monthly

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### Video: Cross Cultural Communication



How does culture get in the way to effective communication and interaction in diverse teams?

Communications expert, Mariska Mannes gives some insight into this complex issue facing most businesses in today's market.

### Inside this issue:

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### Feature update

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Users are now able to create a pop-up that displays any image they want. The template can be resized so the image appears borderless.

### Watch our tutorials

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[Product Tutorials](#)

### Product demonstrations

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[Reserve your spot now](#)

### Talk back

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How do you like the newsletter? Looking for something you can't find here? [Let Matt know](#) what's on your mind.

## Employee Safety Communication

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Employee safety communication is not just about communicating rules and policies - it is also about creating a culture of safety to prevent accidents and ill health. Communication is a critical part of employee safety initiatives - like most workplace initiatives, effective employee communication and a resulting high engagement with the initiative is the key to its success. Communication needs to change employee beliefs, perceptions and behaviors by convincing them it is worth the extra effort to work safely. Find out [how SnapComms can help](#).

## Top 5 resources from the web this month

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1. [What in the world is internal communication?](#)
2. [The science behind storytelling](#)
3. [Internal communication - it's changing strategic role](#)
4. [10 tips for effective employee communication](#)
5. [Top 10 songs about when employee engagement and communication fail](#)

## New Case Study

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SnapComms can really help energise your sales team by keeping them motivated, engaged and aligned to company values. It's more than just sending out product updates and pricing info...you can be a lot more creative. [Read how a large technology company](#) is using SnapComms to motivate their inside sales teams with fantastic results.

## SnapComms news

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Welcome to our new customers over the past month:

- Colorado Government - DOT
- Fairmont Regional Medical Center
- St. Rose Hospital
- Wyndham Vacation Ownership
- Advanced Micro (Grand View Hospital)
- CBRE
- Browne Jacobson
- GVA
- Office of the Police & Crime Commissioner North Wales
- Sabio Ltd
- Chartway Federal Credit Union
- Hunter Warfield
- Lawrence General Hospital
- West Hartford Library

## Tips and tricks

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Using video for internal communications

A number of years ago, the thought of using video as a channel for internal communications was unimaginable. The specialized equipment and cost of production was simply far too high for anyone except the largest corporates to entertain the idea. Nowadays this isn't the case. Anyone armed with a decent smartphone or tablet can pull together a quick video that can quickly be distributed to staff.

*Why would you want to use video instead of a more traditional medium?*

Google industry trends show that people in the 18-34 demographic spend more time watching video online than they do watching TV – almost 50% more. Compelling enough reason? We think so, that figure is only going to increase as more content becomes available online.

*There are two key elements (aside from great content) that you need in order to make great video – sound and lighting.* For anyone looking to delve into the world of video production, put aside some budget for a condenser microphone and a studio light. These two items along will go a long way to making your production a lot more professional looking. There are plenty of options, you don't need to spend a lot of money on that equipment.

Editing the video is no longer a daunting task, apps such as iMovie (on a Mac) or Windows Movie Maker allow anyone with basic computer skills to product quality content.

Benefits of using video as a communications channel

- Video is an engaging medium
- Video allows a message to be communicated in seconds rather than written as several paragraphs
- Video can be accessed from many devices
- Video can be fun, be creative and have some fun with it

*So now you've gone to all the effort to product some great content, how do you get it in front of your audience?*

[SnapComms Alerts allow video](#) to be delivered directly to staff PCs, tablets and smartphones ensuring the maximum number of people get to view your video.

Next month we'll discuss the various options for distributing video online.

## Competition time

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Congratulations to Jose M Garcia winner of last month's [Tactics in a Box](#) competition. We've got another copy of [Tactics in a Box](#) to give away this month. Keep an eye on your inbox as we'll be randomly selecting a winner over the next week.