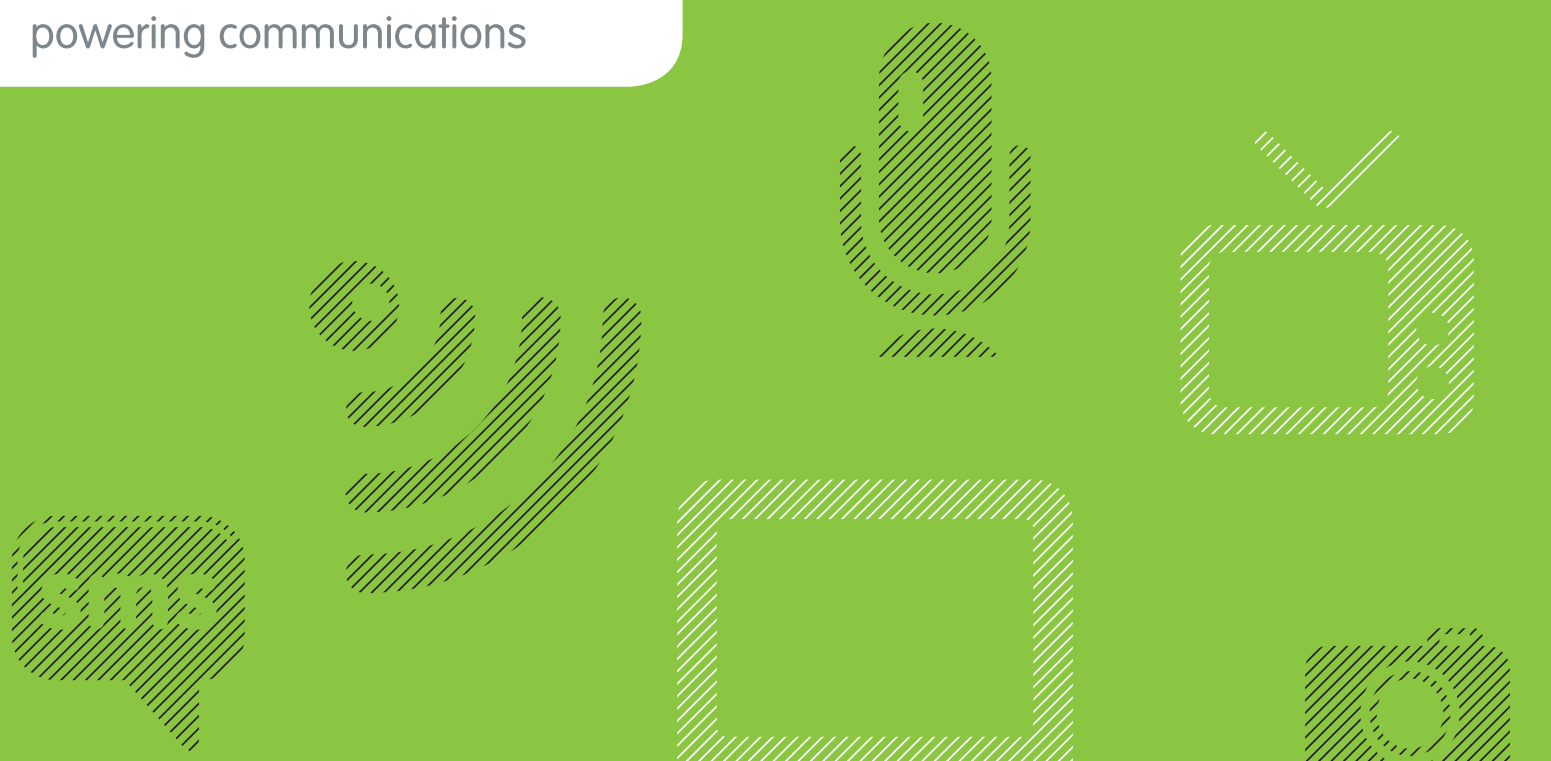




How to use multimedia effectively in your internal communications

NEWSWEAVER[®]
powering communications



Multimedia can be defined as the combination of narrative, images, video, audio and animation, created with the aim to engage users. It has become an integral part of the digital content development process, and can play a role increasing employee engagement. This how to provides insight into the use of multimedia in employee communications, plus a look at the power of videos.

Use multimedia content to increase engagement

On average people spend sixty seconds on text-only web pages. Research has found that adding in multimedia content such as video and images can increase engagement by four minutes or longer. It makes a strong case for using multimedia to enhance the impact of your internal communications. A video of the CEO can bring a new dimension to the message, delivered in their own voice directly to employees. If you have a process that is complex and needs to be understood by employees, such as a change in their performance review, then explain it graphically. Provide detailed company results, as a downloadable PDF, as well as a webcast with the Finance Director discussing the results to help employees better understand the information.

Ideas for creating and using multimedia content

A picture is worth a thousand words. People respond to images, so tell a story through infographs, charts and photos. People love pictures of real people, such as other employees – use visuals to capture their attention and convey your objectives and results.

Develop mobile-friendly content. People now spend 63% of their time on their smartphones accessing websites and applications. Ensure your internal communications are available and viewable to employees on the move.

Create audio content. Podcasts are a popular form of audio broadcasting. They're easy to produce and can be listened to at any time - such as on smartphones. Audio recordings can feature interviews with senior leaders, line managers or employees, and topics can range from essential company news, to employee assistance programs.

Use streaming media technology. Webcasts are a popular example of how this can be used internally. Webcasts give employees the ability to tune into, for example, a training session, or a town hall meeting in another part of the world. You can extend the reach of these webcasts by recording and making them available on-demand to other employees.

Offer content in a variety of formats

People prefer to have a choice in how they receive and engage with content. Preferences can change depending on the circumstance. If you are about to go into a meeting you might want to just scan some text; over lunch you might have the time to watch a video. That is why it is important to share your content across more than one communication vehicle. Different audiences will choose the medium that suits them best, depending on need, time of day and location. By spreading important stories across different media you will dramatically increase your reach and effectiveness.

Basic equipment for video production



Basic equipment for video production



You need a digital camera with 4 GB flash card that can hold up to an hour of high definition video.



To produce quality audio to accompany your visual, use an external microphone. For an interview-style video, a wireless lavalier microphone is the best option.



Avoid holding the camera during the interview. Instead, a tripod should always be used for video interviews.



Various video editing software is available. For example, Windows Movie Maker, and iMovie are free and will allow you to do basic video editing.

The emerging powerhouse in multimedia: video

A recent study by Melcrum, an Internal Communication research and training organization, found that 93% of Internal Communication teams see video as an essential communication tool, with two thirds of respondents planning to increase their budget for video in the near future. Over 50% said their employees now expect to view work-related videos within the organization.

Here's some insight into why video should be a part of your multimedia content strategy:

Influence If a picture is worth a thousand words, a video must be worth a million! People like to consume information in this format. Using video can help to ensure your message is received and understood. It allows you to tell your story to a cross-generational culturally diverse workforce. Use video to educate and entertain at the same time.

Economics Video will only get easier and less expensive to create and distribute. Advancements in camera technology and software has provided communicators with the ability to create high quality video content at a fraction of what it used to cost. Remember, your videos don't always have to be of a high production quality. Look at crowd-sourcing employee generated content that inspires co-workers to watch.

Reach Use video to bring live events to your distributed workforce so they feel connected, and get the impact of hearing the message for themselves. Also allow your employees the ability to feedback to you on videos, by letting them comment on or rate the content.

Measurement If you don't measure it you can't manage it. Measure the effectiveness of each video - track and measure viewer metrics. Use this information to gain insight into what content should be used in videos.

Driver viewership of your videos Don't just post videos and hope employees will find and view them. Actively promote them. Highlight them in your Intranet and across your social networks. Increase visibility by embedding videos in your employee email communications.

Newsweaver Internal Connect

Dramatically improve the results of your employee email communications with Newsweaver Internal Connect.

Boost the engagement of employees by sending emails that are high-impact using the full interactivity of the web – and which provide you with actionable insights and metrics to transform your internal communications.

Newsweaver is the global leader in Internal Communications Management with proven technology, comprehensive services, and expert guidance that is helping more than 400 blue-chip and FTSE 100 companies.

Cutting Edge Communications

Cut through inbox clutter and grab your audience's attention with memorable messages that are on-brand and viewable on any device. Newsweaver allows you to keep their attention with stylish embedded images and videos.

Champion Two-Way Communication

Newsweaver Internal Connect is packed with social features that allow you start conversations across your organization. Give employees the ability to comment, rate and like content, and participate in surveys and polls; while gathering valuable intelligence with every communication sent.

Newsweaver is recognized with ISO 27001 Accreditation for protecting your employee data.



[See how Newsweaver can benefit your organization](#)



[Subscribe to Newsweaver's award-winning monthly newsletters](#)



[Follow us](#)



[Follow us](#)

Gain Audience Measurement & Insights

Monitor email performance so you can shape your content strategy with powerful insights into content popularity and engagement. Boost your credibility with powerful intelligence that proves ROI and drives real organizational change.

Manage Events More Effectively

Take the hassle out of event management with our smarter event management tool that brands invitations, manages registrations and targets communications by response, and then measures your success; all from one, intuitive system.



Take A Free Trial

Don't just take our word for it. Sign up for a free trial and experience for yourself how easy it is to radically improve the way you communicate with email.

www.newsweaver.com



Request A Quote

Whatever the size and complexity of your business, we've got a solution to suit your communication needs.

sales@newsweaver.com



Call Us

We know that every organization faces different communication challenges. Call us now if you'd like to discuss yours with one of our IC experts.

USA: 781 443 7600
Rest of World: +353 21 242 7277