

SPREAD THE WORD: USING VIDEOS FOR CORPORATE COMMUNICATION

A complete guide to leveraging enterprise videos for successful communication within and outside the organization.



Abstract

The role of corporate communications has expanded significantly in a radically transforming enterprise digital landscape. The ongoing technological developments have had a profound impact on how organizations communicate and engage with all their stakeholders, including employees, customers, partners, investors, media, and the public.

However, in a world of constantly growing digital chatter and a vast ocean of digital information competing for people's attention, organizations are finding it increasingly difficult to get the attention of their internal and external stakeholders alike. Poor corporate communication is costing organizations \$8.8 trillion annually, according to a [2023 Gallup report](#).

Corporate communication in the 21st century

Corporate communication is deeply ingrained within all organizations today. With an increasing scope of responsibilities, corporate communication professionals are at the center of all companywide communication, employee engagement, corporate governance, internal messaging, crisis management, public relations, external communication, brand and reputation management, departmental realignment, as well as monitoring results of all communication activities, among other roles. However, with a widening scope comes great pains, which, if not dealt with, could become catastrophic in managing a firm's internal and external communication strategy.

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KEY CHALLENGES FACING CORPORATE COMMUNICATION PROFESSIONALS

The digital informational sphere has compelled certain changes to organizational communication dynamics, the adoption of which poses tremendous challenges for communications professionals, some of which are as follows:

01

Low Employee Retention

Although the Big Resignation is officially over, organizations are still facing the looming threat of employees leaving them in droves. With employees reevaluating their priorities in a post-pandemic world, it becomes a significant challenge for communications professionals to keep them engaged.

02

Demand for Transparency

Corporate stakeholders now demand greater transparency in the form of open, consistent, and quality communication and corporate governance combined with clear alignment of corporate goals with a stakeholder's respective needs and challenges.

03

Digital Communication

According to the [Digital 2023 Global Overview Report](#), approximately 64% of the population uses the Internet. A digitally enabled and empowered audience

now expects all organizational communication to take place over digital channels.

04

Accountability

Employees, especially millennials, who are averse to corporate hierarchies, now demand more personalized communication and direct accountability from a company's top leadership.

05

Social Media

Employees, especially millennials, who are averse to corporate hierarchies, now demand more personalized communication and direct accountability from a company's top leadership.

06

Technology Awareness

The rising need for corporate security and ethical compliance means all employees constantly need to be educated on evolving technology challenges and adhere to ensuing regulations and practices.

07

Lack of Resources

Despite the expansion of organizational communication roles, communication departments have not grown proportionately, resulting in greater pressure on fewer resources.

08

Change Management

Change or transition management following corporate restructuring requires extensive communication to ease employee fears, uncertainty, and doubt.

09

Reputation Management

According to the Ad Age magazine, [55% of consumers](#) have boycotted brands due to their disagreement with their position on a social issue. Today's employees, especially millennials, are highly particular about the values and image of the company they work for. Organizations need to be even more conscious about

managing their reputation and the impact it has on society and the environment.

10

Diminishing Trust

Wariness of large corporations and declining trust in top management amidst strong public sentiments regarding corporate greed and the establishment begs the need for greater humanization of corporations through visually engaging publicity of CSR initiatives and direct accountability from corporate leadership. As per the [2023 Edelman Trust Barometer](#), the public expects businesses to step into societal leadership.

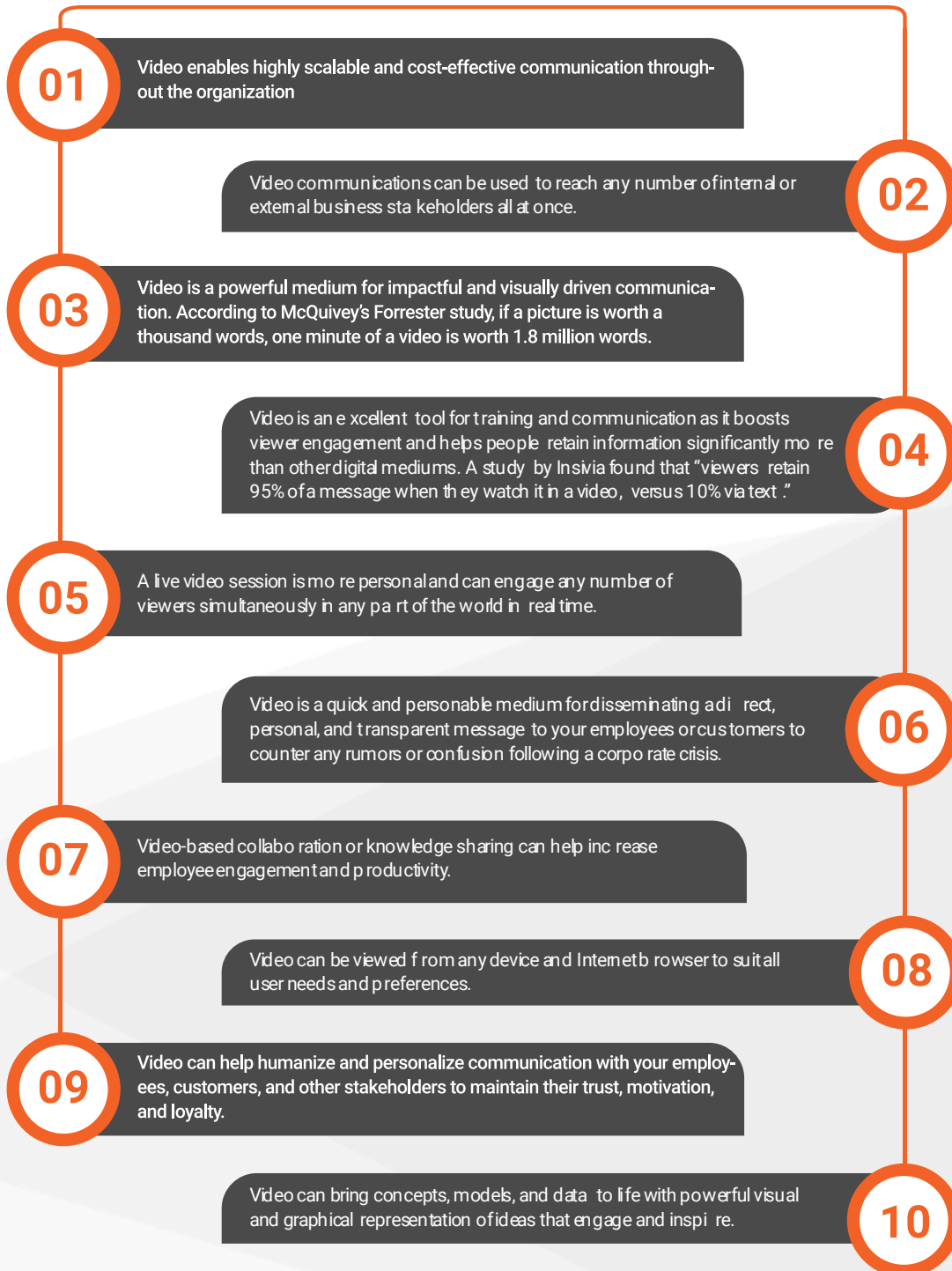
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Disintegrated Technologies

With numerous new and emerging communication technologies at our fingertips, it comes as natural for technologies to be disintegrated. However, this disintegration poses a huge challenge in the corporate communication landscape in the form of creating bottlenecks in communication.

WHY ENTERPRISE VIDEO IS THE ANSWER

The challenges facing communications departments may seem numerous, but here's the good news – they can be collectively resolved using enterprise video, which is at the heart of all contemporary communications strategies. Following are some ways in which enterprise video helps sort out organizational communication challenges:



HOW AN ENTERPRISE VIDEO PLATFORM RESOLVES YOUR CORPORATE COMMUNICATION PAINS



WHY VIDEO SHOULD BE AN ESSENTIAL COMPONENT OF YOUR CORPORATE COMMUNICATIONS STRATEGY

Video is a powerful medium for organization-wide communication, training, collaboration, and knowledge sharing. Using video in your corporate communications is a highly personalized way to reach out to your employees, partners, investors, customers, and other stakeholder groups. From CEO announcements to health and safety training to public relations activities, video will reinforce your company's brand, mission, values, employee bonding, and help build the company's image and relationship with employees and other stakeholder groups.

10 ways to use video for internal communications.

1. Conduct live CEO broadcasts and announcements.

Staying connected with a company's top management is essential for your employees to stay informed about the firm's overall progress, mission, values, periodic organizational updates, or even risk management. Without this, it is highly likely that your employees will become disconnected from their leadership as well as the company's overall mission and growth – which can leave them feeling demotivated and disengaged with the larger business goals and developments. To avoid this and to boost energy, productivity, and morale across the organization, a firm's leadership can leverage the power of live-streamed video sessions to frequently address all employees in real-time through a highly engaging and personalized medium for scalable communication. Additionally, a company's top management can transform the effectiveness and reception of their mass messages across the company by replacing textual emails with a recorded video message that is much more personal, engaging, and likely to resonate better with the viewers compared to several paragraphs of email.

2. Modernize and streamline corporate governance strategies.

Communication is the key to corporate governance, which defines the organizational framework of every sphere of management, from action plans and internal controls to performance measures and corporate disclosure of all stakeholders involved. Ineffective corporate governance not only casts doubt on a company's reliability, integrity, and obligation to shareholders but also threatens the very sustainability and survival of a business. Entire corporations have collapsed over the failure of corporate governance of firms entangled in fraud, corruption, regulatory compliance failures, etc. To promote effective corporate governance, organizations need clear and transparent communication and accountability of a broad range of stakeholders involved. To enable this, video is an extremely viable and cost-effective tool to conduct all communication of corporate governance functions, business ethics, and strategies in a clear, transparent, and documentable medium that allows periodical participation and accountability of parties involved as well as alignment of all stakeholder interests.

3. Announce regulatory updates and policy changes.

Communication departments often have organization-wide announcements about changes in regulations or internal policies that directly affect employees. If not communicated effectively, such communication can get lost in an employee's email inbox, whose incompletion or lack of implementation can have serious ramifications for the company. Moreover, some corporate changes can cause concern and confusion among employees regarding their role or even job security. To avoid this, corporate changes or policy updates can be communicated in live-streamed video sessions to ensure clear communication, implementation, and compliance with the said changes. Moreover, video is a more personal medium through which employees can be reassured with clear and direct messaging and any concerns or rumors can be dissipated or addressed immediately. Such videos can be delivered in real-time, or their recording can be circulated across the organization, where all viewing is monitored using video analytics to ensure that everybody watches them to completion.

4. Administer safety, health, and other organizational training sessions.

Mandatory training exercises such as health and safety training, sexual harassment prevention, diversity training, ethics training, and security and compliance training are all part of induction and continuous training conducted regularly across organizations. Today, no organization can afford to forego such training as it plays a vital role in establishing the corporate culture and ground rules for all employees to always adhere to. Such training is also imperative to avoiding any

scandals and ensuing reputational crises. However, the delivery of such training makes a big difference in terms of how it is received and understood by the trainees. For this, video-based training on such topics can be a lot more engaging and comprehensible as videos can be used to visualize or act out the contents or scenarios described as part of the training to convey the message loud and clear for all audience to comply. Moreover, delivering carefully designed videos for such training also indicates the level of importance the company places on compliance with such policies by its employees.

5. Broadcast organizational events live.

Many companies hold town halls or conferences that cannot practically accommodate all employees. However, live broadcasting of such events can give everyone virtual access to all the activities. On-demand videos of such events can also be made available for those who are unable to attend the session live. Failure to livestream or record such corporate events prevents your employees from valuable learnings that can be acquired from such corporate activities or simply the opportunity for all employees to watch and virtually participate in corporate events, which can be a rewarding experience.

6. Record and share team meetings and presentations

A lot of internal and external presentations and meetings with teams, clients or other third parties can be extremely beneficial for people to learn and extract insights from. With video, all such meetings, whether virtual or in-person, can be live-streamed or recorded for sharing with teams at large. Failure to do this has a tremendous opportunity cost for organizations that could benefit enormously from highly practical and hands-on field learning that could be dispensed or made available to all relevant resources at no additional cost. Live-streamed corporate meetings can also give meeting access to a large audience for them to listen in or contribute to using live video chat.

7. Manage departmental communication and realignment

With organizations becoming global and generally dispersed departmental teams, there is often little communication of team-specific goals, metrics, updates, achievements, or progress. This can contribute to employee alienation or silo mentality, which can be awfully disempowering and demotivating for your employees. To resolve this, team leaders or department leaders can use video communication recurrently to realign efforts and strategies, provide updates on team performances, or simply congratulate employees for a job well done. Video, being a highly scalable communication tool, can produce great benefits to improve department-wide communication and organized messaging within teams.

8. Reform your recruitment and induction strategies

Personalize your company's recruitment policies by sending out videos. messages to prospective employees with job description videos. Request video introductions or video-based resumes from prospective candidates to optimize the recruitment process while engaging candidates in the process. Moreover, during induction, new hires can be provided with videos for payroll education, insurance plan information, HR policies, policy explanations, etc. Failure to modernize your recruitment policies in line with changing social and technological trends, especially among millennials, can hamper your firm's potential to attract the best and the brightest.

9. Take charge of corporate transition communication and change management

Corporate transitions such as mergers, demergers, and acquisitions can cause a great deal of angst and uncertainty among employees who are understandably anxious about their roles and positions in an often radically different corporate structure. Such fears can negatively affect employee performance and productivity if business leaders do not manage the transition with clear communication as well as efforts directed toward employee engagement and empowerment. For all such communication, video is a powerful tool that a company's management can use to alleviate any fears and uncertainties while also helping employees navigate the new corporate structure or help blend two cultures together. Video communication can be used to reassure existing employees and facilitate new ones in the transitional process by defining new roles and responsibilities or simply by guiding all

employees toward success. Such communication is best done over live-streamed video to ensure maximum engagement of all audiences and to make the communication more personalized.

10. Promote social learning, collaboration, and knowledge sharing

Video is a great tool for peers to collaborate with one another or for subject matter experts to create highly beneficial 'video libraries' of content for everyone to learn from. Such socially collaborative

video content can be disseminated across teams or departments, and it could go a long way in keeping employees engaged and motivated while helping maintain valuable knowledge archives. Without documentation of such content, companies face incredible knowledge loss and lack of knowledge continuity in case of high employee turnover or retiring senior resources. Also, in the absence of social learning avenues, your employees, especially millennials, can quickly become dissatisfied with the lack of collaborative learning opportunities.

6 WAYS TO USE VIDEO FOR EXTERNAL COMMUNICATION

1. Optimize public relations activities

Video is an excellent medium for managing your company's public affairs activities. Public relations (PR) videos could comprise content that protects, builds, or enhances a company's image, brand, and reputation. Videos can be substituted for textual press releases to make more effective video pitches to journalists, to record internal speeches that can be circulated to a wider PR audience, as well as video blogs or media stories for more engaging viewership.

Even more importantly, videos can play a vital role in delivering a speedy and personalized response for crisis management to regain the trust and confidence of stakeholders. Moreover, using new media tools like video for PR also establishes a sense of interpretive dominance about a company's image and brand. On a separate note, PR professionals can also use videos internally to train and educate business professionals or other members of the organization to prepare them for

communication with the media and other stakeholder groups.

2. Reach out to present and future customers

A business' customers are its lifeline, and without an effective customer communication strategy and attention to customer relations, you are bound to lose business. Every company uses different marketing mediums to engage its customers. Video, however, is one of the most powerful ways to engage people, according to a [2023 HubSpot report](#). Videos can be disseminated to a company's website, social media networks, or any other platform where an organization wants to reach its customers.

Aside from marketing videos, businesses can also employ videos to establish communication with their customers for service change announcements, a consolidated video library, procedural or how-to videos for more technical or complicated products, video-supported customer service or training

support, videos for brand reinforcement, and much more.

3. Host safety, health, and other training sessions

Every organization is familiar with the importance of keeping investors and shareholders informed about the company's well-being. Video messaging can be integral to establishing quick and personal communication with investors and shareholders from time to time to discuss the company's financial health or declare dividends, for instance – all of which helps maintain a connection and trust with the company's shareholders and investors.

Such personalized video-based communication becomes even more important in the case of any business setbacks, which require immediate nurturing to regain investor/shareholder trust and confidence. Video communication allows organizational leaders or the C-suite to personally reach out to investors and shareholders all at once, which in turn plays a key role in maintaining or regaining trust in difficult times. Moreover, since a live or on-demand video audience can be scaled infinitely, investors and shareholders can also be included in any CEO broadcasts or executive messages that may be relevant to them for progress updates or increasing awareness of a company's programs and initiatives.

4. Promote CSR initiatives

Economist and Nobel laureate Milton Friedman published an article in The New York Times Magazine titled *"The Social Responsibility of Business Is to Increase Its Profits."* Although published in 1970, this title embodies why CSR is a priority for businesses even today.

To date, [24,000+ organizations](#) have signed the UN Global Compact, pledging to show global citizenship

in the areas of human rights, labor standards, and environmental protection. However, in the contemporary show-and-tell era, companies cannot rely on CSR sustainability reports to fully display their CSR efforts. Companies now need visually engaging representation of the level and depth of their investment and participation in CSR. Not only this, but firms are also now expected to have CSR wired into their organizational DNA so that they can align social causes with their overarching corporate and brand differentiation strategies.

Hence, video is an integral component of a company's CSR strategy and not just another cog in the machine since it allows firms to visually showcase how they are integrating their social and environmental obligations into the jobs they create, the kind of products they make, and how they utilize resources. In the absence of video documentation and without effective presentation and circulation of your CSR initiatives on a visual medium like video, it is unlikely that your firm will gain any prominence, credit, or publicity for its CSR efforts. Moreover, live video can be employed to 'virtually include' and engage your employees and customers in your CSR activities while firmly positioning your company's image and brand as socially responsible. Some examples of well-executed video-based CSR campaigns include **IBM, Pepsi Refresh Project, Starbucks Sustainable Coffee Challenge**, and **Citizen**, among many others.

5. Train and educate partners, suppliers, etc.

A business ecosystem is comprised of many external partners or even service providers such as vendors, creditors, contractors, etc. – all of whom need a level of training, education, or support to best support the organization's needs. Videos can be used to provide educational training on industry

standards, business ethics, and protocols in case of third-party relations. Videos are also a cost-effective medium to engage geographically dispersed or remote third parties or collectively announce any service changes or contractual updates between the organization and its partners.

6. Reach out to local communities

Committing to establishing proactive community relations is part of a core business strategy to attract and retain the best talent in the region, position the company positively among customers and other stakeholders, and improve the company's overall market position. Video is an excellent tool to engage your business' local community with carefully devised and visually engaging messaging to involve communities in the business public

process, inform communities of any way they might be impacted by business activities, and mitigate the impact of any negative social or environmental incidents affecting the community.

Video is also a great medium to respond to any public concerns, garner public attention, promote the organization, and maintain overall community involvement. Proactive video-based communication efforts with community members, leaders, employees, and even environmentalists – all addressed in a scalable, cost-effective, and time-efficient manner – could go a long way to promote strong and sustainable business-community relations without dedicating too many business resources on the ground.

Video Streaming in L&D Today

21st-century corporate communication needs have become diversely immense. With video playing a major role in all types of organizational communication, enterprises increasingly need a comprehensive video strategy administered through a robust video streaming solution that delivers both live and on-demand video to all user devices, browsers, and in any type of bandwidth conditions.

All such business video needs are delivered by VIDIZMO, a Gartner-recognized enterprise video content management system that fulfills end-to-end video needs for all business communications. VIDIZMO is a comprehensive streaming video solution that empowers organizations to capture, ingest, stream, encode, store, process, and share all different types and formats of video along with non-video digital media assets like audio, images, documents, graphical data, etc.

With enterprise-grade platform security and compliance, VIDIZMO delivers high-quality video content over the Internet (cloud) or behind the firewall (on-premises), as well as a combination of both in a hybrid model. In a flexible platform, VIDIZMO provides single-sign-on authenticated access to all internal and external business stakeholders in completely segregated channels or portals for different user groups or even various departments across the organizations. VIDIZMO also offers seamless platform integration with an existing line of business applications like CMS, customer analytics platforms, video conferencing systems, and other IT systems while enabling video sharing to social media channels, company websites, or other external platforms.

To suit modern business video needs, VIDIZMO facilitates video delivery to all user devices, supports BYOD policies, and allows easy video capture, end-to-end processing, and seamless playback on all devices.

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Digital Media Management Solutions

VIDIZMO offers three products, a Gartner-Recognized YouTube-like platform EnterpriseTube, and the IDC-Recognized Digital Evidence Management Solution for law enforcement, and VIDIZMO Redactor for ensuring data privacy and compliance. With flexible deployment options (on-premises, in the cloud, as a hybrid model, or as a SaaS application), the solutions allow organizations to store, process, manage, protect, and share content with public and private audiences securely.

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