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Videos for Internal Comms
Think **future**. Think aluminium.

Background

- Popular news, social media feeds and industry executives have introduced vlogs (video blogs)
- An increase of front facing cameras on mobile devices, technology like GoPros and the selfie culture
- Videos are modern, more personal and effective
- Employee retain more of a message when they watch it to reading it in text. (Forbes study)

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What is a Vlog?

- vlog - 'video blog'
- Content that you would write a blog post on, but instead you talk to a camera about it

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Why Videos for internal comms?

- Employees gravitate towards visuals
- Prefer to watch a video versus reading text
- Email overload and messaging fatigue
- Need to capture audience attention
- Not all employees have work emails
- Easy to distribute (mobile devices or the intranet)

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Why Videos for internal comms?

- Communicate messages effectively
- Avoid miscommunication
- Most people scan the emails and don't read every point

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How can video enhance internal comms

- **1. Gives leaders a platform**

- It gives employees the chance to hear important news straight from the source
- Strengthens the relationship between team members and stakeholders
- Audience likely to tune in when they know they'll be hearing from decisionmakers

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Why Videos for internal comms?

- **2. Transparently discuss major changes**

- Communicating change effectively
- Ensure messaging is clear, accurate and transparent
- Avoid creating a rumour due to miscommunication
- Employees can re-watch the content as needed

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Why Videos for internal comms?

- **3. Help employees feel their best**

- Spreading the word about health and safety guidelines is important
- Ensuring employees are actually paying attention to what is being said
- Videos get the key points across quickly

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Why Videos for internal comms?

- **4. Give the audience a reason to tune in**
 - Maximise engagement
 - Create a sense of anticipation around content
 - Announce the big news in a video published on the intranet/Hulanet and links on mobile devices

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Why Videos for internal comms?

- **5. Get inspired by pop culture**

- Video gives every internal communicator the opportunity to get creative
- Make employees interested so that they can't stop talking about it

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Types of Videos

- Milestone communication to employees
- Regular short videos
- Virtual rewards and recognition
- Video Messages to individual teams
- Town-Hall Addresses
- Announcements and updates
- FAQ videos
- Live Casts
- Video presentations

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Types of Videos

- Senior leaders as journalists
- The CEO as the narrator

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