A *vimeo* Resource

Video Means Business

How every team can unlock the power of video to connect with customers and employees

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Introduction

Be honest — is there a video open in one of your browser tabs right now?

Video is an ever-expanding part of our everyday lives. It's a powerful medium. So powerful, a juice-sipping longboarder from Idaho can [lead a national Inauguration Day](#) parade after going viral.

People are using video for the majority of personal and professional communication, and its demand is prevalent: TikTok boasts more users than long-established Pinterest and Twitter. And Cameo, launched only four years ago, is already valued at a cool $1B. Of course, Zoom is now a household name — a verb, even! — after the world saw video as the best way to stay connected while we all stayed home.

There's a reason video has become an everyday part of our lives, even more so at work. Video offers a personal touch, a human element, that's hard to emulate through other media. It builds better relationships, establishes trust, and encourages a culture of open communication and collaboration, no matter where you're based.

Research shows that companies that recognize and leverage video are more efficient, and employees feel [more connected and aligned to its mission](#). Yet creating these meaningful connections is challenging. With distributed teams and flexible schedules becoming a new standard, employees expect personalized communication and a sense of community in the virtual workplace from day 1.

Companies are working to adapt to a video-forward workplace that expands beyond video conferencing. Through leveraging video as a primary communication and collaboration medium, companies can eliminate manual processes, digitize learnings, and become more productive across the board.

> **Who is this guide for?**
> This guide is for anyone who wants to prioritize and modernize communications that keep employees and customers engaged. No matter your team, video can help foster meaningful human connection within your business — and we'll show you how.

Why video?

Video is the "new normal" as a baseline form of communication and media — in a given day, your employees might watch the morning news with a cup of coffee, jump on their laptops for a morning video standup, hop to a company-wide town hall, and maybe catch an episode of their favorite Netflix series on a lunch break. Later on, they might join a happy hour video chat with friends, or break a sweat with strangers during a Peloton live stream.

For better or worse, people have been watching more streaming video during business hours than off-hours, and businesses need to compete for attention with captivating content available at the switch of a tab.

Video caters to a digital native workforce

Even before the pandemic, video has become a preferred medium for its flexibility, longevity, and inclusivity, largely pushed forward by a majority Millennial workforce. By 2030, the U.S Bureau of Labor Statistics predicts that three quarters of the workforce will be Millennials, a demographic of digital natives. Millennials stream video more than any other generation, so leaders from this age group are comfortable with medium and principles of good video content.

Using platforms like Vimeo, businesses can give their marketing, sales, HR, and service teams the tools they need to create and use video in the workplace at scale.

Video builds trust and happier employees

In a neuroscience study, researcher Paul Zak found that employees at "high-trust" companies report 74% less stress, 106% more energy at work, 50% higher productivity, and other key factors.

Trust, the study found, that can be built by:
- Giving employees autonomy in how they accomplish their work
- Sharing information with the entire organization
- Building relationships
- Leadership showing vulnerability

While companies can build these tenets in myriad ways, video can help accomplish them from anywhere, at scale — it just takes a little outside-the-box thinking. (More on that in a minute.)

Video improves learning and retention

Video training is a preferred learning method for many employees. It provides an opportunity to rewatch sessions, review when team members may be more focused or in a better environment, and better retain information.

We've all been part of a group lecture and zoned off for a few minutes. With video, you can go back and rewatch instead of missing out for good and feeling lost when you regain your attention. Video training has been shown to improve memory, focus, and visual learning and is the preferred training method for almost 70% of HR professionals.

70%
of HR professionals prefer video training over other methods.

Video creates an inclusive remote culture

Using video improves remote team collaboration and provides an inclusive format for team communication, teambuilding, and training in both asynchronous and synchronous formats.

Teams using video feel 50% more confident in their abilities to succeed in the future of work, which will largely be video-based and work around flexible employee schedules.

Video offers inclusivity and better communication by offering:
- Improved productivity
- Better employee engagement
- More transparency
- Accessible content anywhere, anytime
- Easy-to-use training libraries and resources

Vimeo's State of Workplace Communication report revealed that video-forward workforces are 75% more likely to report excellent employee engagement and they feel that they're better able to collaborate as a team.
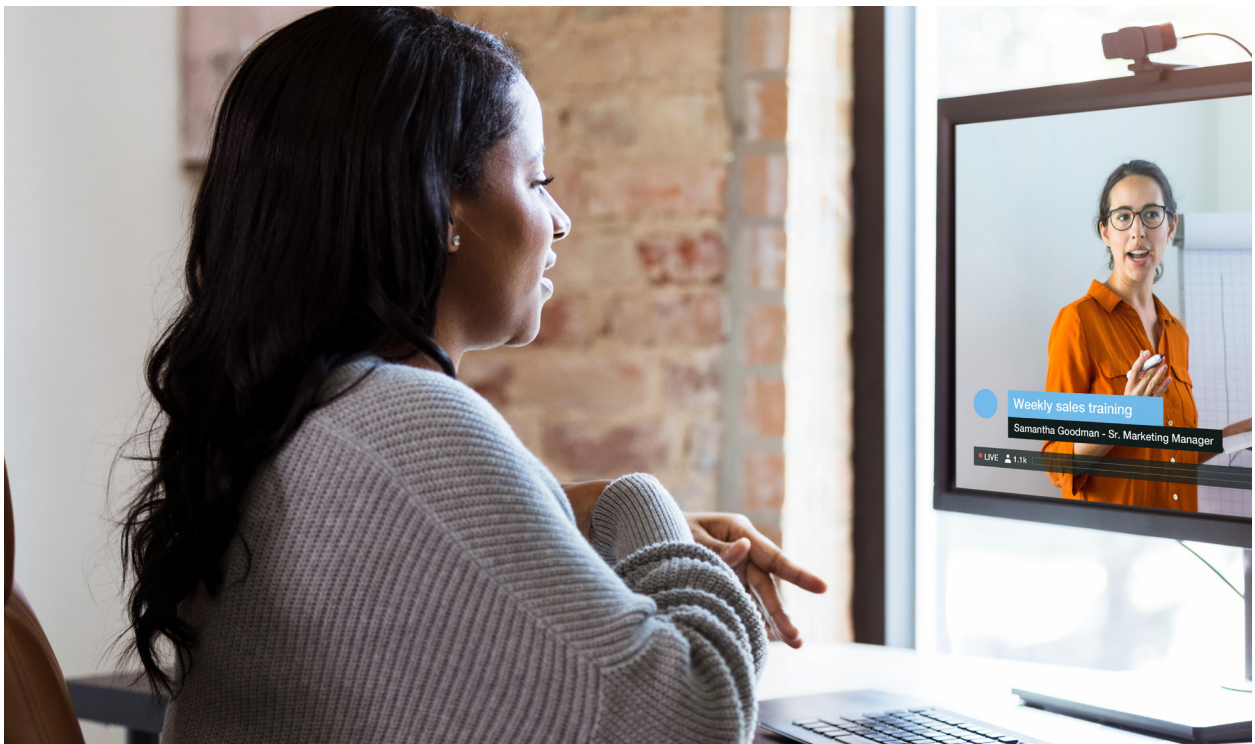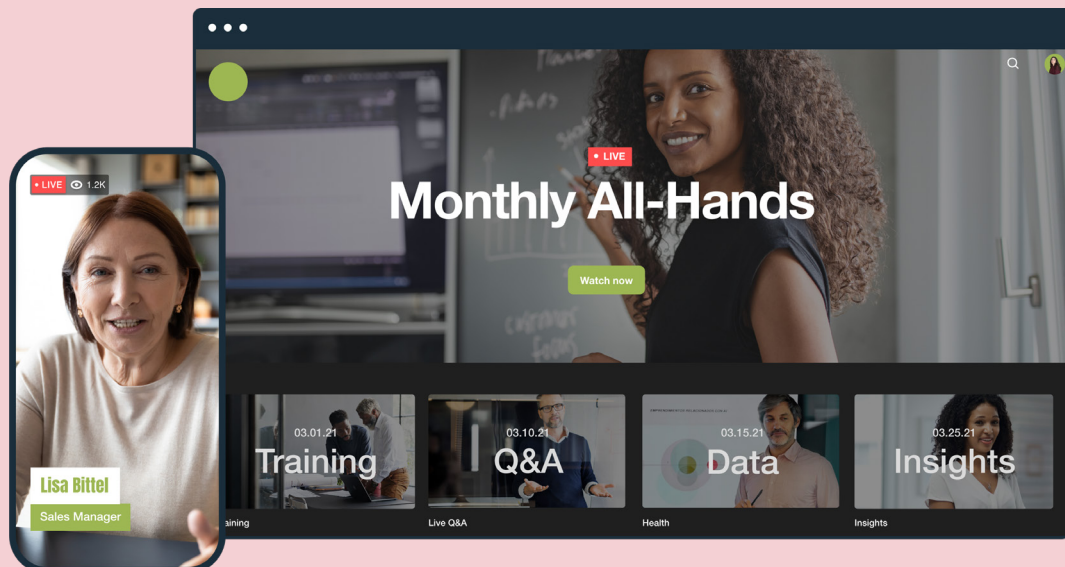
Why video… is good for business

The new world of work is based in video, and for a good reason. For individual meetings, group meetings, and creating and sharing information, video creates more efficient and productive processes.

Think about the idea of trying to explain a complex workflow via email, phone, or even in an in-person meeting. There may be concepts that are missed in the moment or folks who learn better taking notes and reviewing on their own time.

What's more, organizations that master vulnerability and transparency via video connect with their employees and customers in a more meaningful way than those that don't. Especially during times of uncertainty (and we've had a few of those lately), employees look to company leadership for steadfast hope, optimism, and sensibility.

All in all, video can also contribute to happier employees, lower turnover rates, and more streamlined and productive teams. Consumers, too, increasingly expect brands to use video to engage with them (and take a stance on public issues). Because video captures emotion better than the written word, you can convey your message exactly as you want it to be heard, creating a more human brand, deeper brand loyalty, and a dedicated customer base.

Our own research has found that companies using video saw improved metrics across the board when compared to those not using video, including:

+72%

employee
productivity

+65%

overall company
performance and
health

+100%

employee training,
development, and
knowledge sharing

Additionally, post-pandemic, companies using video saw major performance improvements and feeling confident in future growth when compared to organizations not using video:

+40%

more likely to feel they could
avoid large scale layoffs

+59%

more likely to feel they can
stay profitable

Share knowledge and collaborate better

Internally, video provides a way for teams to connect, collaborate, and share knowledge at scale. It doesn't happen overnight, though. In order to become a video-centric organization, you need to create a culture of video. Empower teams with the tools they need to be successful in creating and sharing video, and establish standardized practices so all teams are operating in the same systems. As an organization, this will help you future-proof workflows (more on that later).

The pandemic exposed ways in which businesses weren't prepared for remote work. But a Zoom meeting isn't always the best way to keep the lines of communication open — there are more effective ways to leverage video to keep your company moving forward.

Onboarding and training
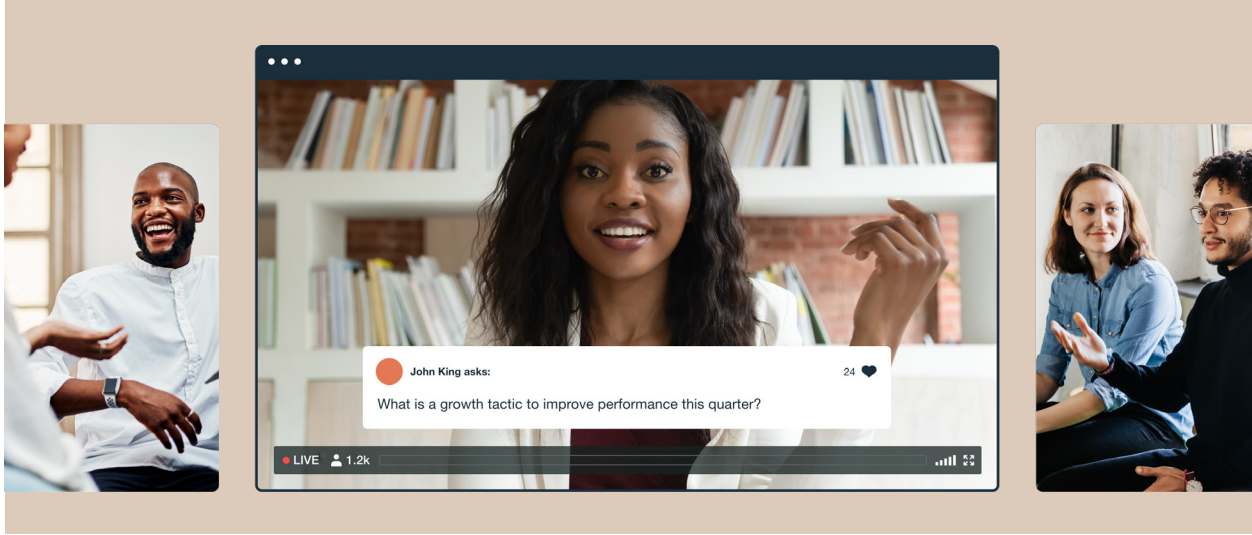
Virtual employee orientation

Project collaboration and feedback

Town halls and live Q&As with leadership

Engage employees with your mission

Employees want to be a part of company decisions and aware of the larger goals and goings-on of the organization. Those at companies using video are 21% more likely to feel that they maintain alignment on company goals and strategy than those not using video, and employees want to feel that they are a part of the conversation.

Use video to give employees a look into the company's:

- History, roadmap, and long-term future/priorities
- Company values, principles, and leadership tenets
- Major initiatives, both short and long term
- Corporate social responsibility

Connecting with employees using video, even when broadcast as "one to many" like a fireside chat, town hall, or AMA/Q&A, can facilitate great dialogue. Use tools like live Q&A (anonymous or moderated), polls, and live chat to encourage employee engagement, giving them the opportunity to feel like they are a part of the conversation and have an impact on the company's future.

Paychex is around 16,000 employees, so getting critical information to our team is super important. With Vimeo, it's much faster for us to package up that information and send it through the ranks of the organization. Our company engagement and awareness of our strategies have gone up, and it's definitely an improvement on our previous methods.

Joel Basa
Creative Services Manager, Paychex

Connect customers with your brand

Putting a face to your company mission and initiatives can inspire today's cause-oriented workforce to take action and choose your brand over other options. You can incorporate video in almost every customer-facing department. Put a face to your customer support team, host killer virtual or hybrid events, or use the most popular social media post type for consumers (you guessed it — it's video).

Brand storytelling

Patagonia, a historically mission-driven company, uses video throughout their website to showcase featured partners, their causes, and environmental activism. "Video is what people interact with and engage with," says Alex Lowther, Creative Director at Patagonia. "It's what works. So, we keep creating more and more because it does what it's supposed to do."

Video brand storytelling is a compelling way to communicate your company's mission, product value, case studies and testimonials, and showcase your brand personality. Additionally, using video on landing pages has shown to improve conversion rates by 80%. Pretty impressive.

Customer support

Video is changing customer support and improving the customer experience. Popular tools like TurboTax began offering live video support for their scrappy, largely self-employed audience.

You can also use video to create a collection of content walking customers through your product or service, host webinars or support sessions, offer training content, or hold live demos on a regular basis for people who want to tune in and follow along.

Virtual events and webinars

Virtual events can include live streamed events that are one-to-many or pre-recorded sessions mixed with live content. Webinars, on the other hand, are smaller scale events with one or a few speakers or panelists presenting on a topic and can incorporate audience interaction with polls, quizzes, and live Q&A sessions.

In 2020, companies planning on hosting virtual events doubled, and these events are well attended— 45% of registered attendees watch live and another 10% watch later on-demand. Adobe's virtual Summit saw 16x the attendees they expected when it was a virtual event and engagement was higher than ever.

For both webinars and virtual events, ensure that you have:
- A defined strategy and goal for the event
- A video platform that supports your event plan and can be streamed by your projected audience
- A team prepared to support the video stream, attendees, and monitor social media during the event or session
- The right equipment and setting
- Prepared your speakers or presenters with video best practices

Learn more about virtual events with our Virtual Events Handbook.

Social media

On social media, your customers are looking to connect with you. Brands are looking to connect with customers, too. Seems like a match made in heaven, right? When brands use stuffy language and spend their time posting content and not listening, they don't see the engagement they want. On the flip side, your followers are usually telling you what they want.

82% of people prefer live video on social media over static posts and can lead to more engagement and new customers. Vimeo's Live Streaming for Social Media Guide recommends that organizations looking to reach their audience using video on social should:

- Simulcast to multiple social media platforms
- Choose the right networks for your audience
- Find the times that your audience is online
- Make announcements to drive viewers
- Host AMAs
- Engage with your audience
- Offer a CTA to drive viewers to take action

Live video is a great way to humanize your brand. As an ecommerce company, a lot of people think that we're either robots or overseas, but we're real humans, right here in Houston. Whenever we're able to put human faces on the screen, customers are able to see who we are and that we know our stuff.

Abigail Sawyer
Manager of Social Media and Influencer Marketing,
Blinds.com

## Setting the foundation for the future of work

When the pandemic hit, we were tasked with figuring out how to stay connected and on track at work, often from less-than-ideal work from home setups: kitchen counters, dining room tables, and for 15% of people, [their closets](#) (closet-working colleagues, we salute you).

Because this change happened literally overnight, we've spent much of the last 12 months figuring out how to simply function and keep business humming — often at the expense of efficiency, productivity, and time. Since many companies didn't have the existing infrastructure to support remote or hybrid work, teams felt the pain of hacking together existing tools with new products that they tested by trial and error until they found the right solution.

With a year under our belts of relying on video to get work done, and as work has shifted to a flexible, remote-friendly mindset, we must now future-proof our internal functions to not only continue to embrace video as a core productivity and communication tool, but to use it in a way that's efficient and scalable.

With [one in four employees working remotely](#), video is a sustainable solution for whatever configuration of in-office and remote workers your organization has or will have. As an added benefit, most adults even [prefer self-directed learning](#) and use video in every facet of their personal lives, so managers and team leaders should work with employees to determine areas where video can become part of your workflows.
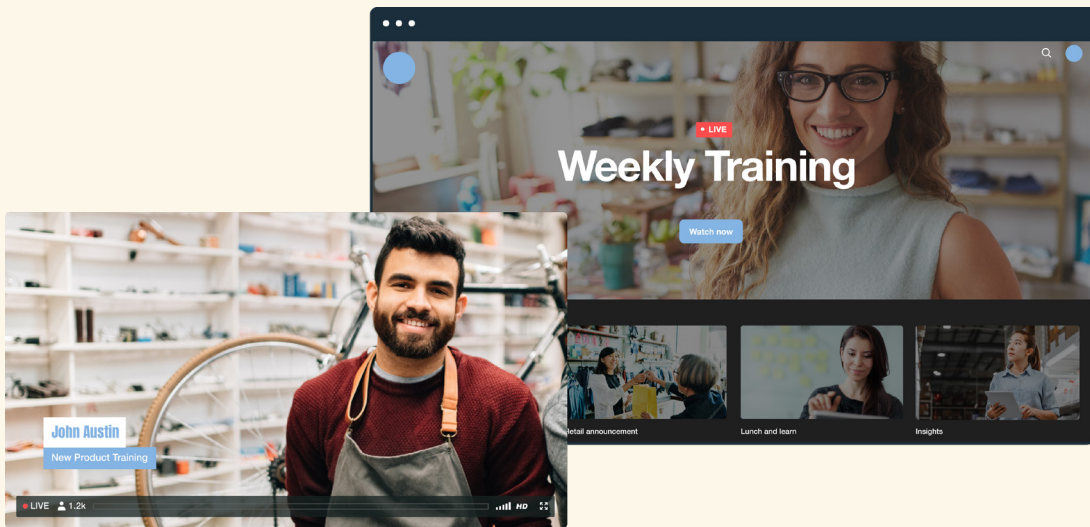
How video can help your (and every) team

As a longtime leader in video (at 15, we're well into our teenage years), we've learned a thing or two about what works. We've innovated, iterated, and worked with our customers as we've grown to offer the solutions we have to better support their internal initiatives. Along the way, we've learned the unique and effective ways that organizations are using video across:

- Onboarding and training
- Executive communications
- Virtual events and webinar
- Customer communications
- Marketing and social media
- Internal knowledge sharing

Decision-makers in modern companies are prioritizing effective communications and rethinking the problem statement "but that's how we've always done it" — the enemy of innovation.

Leadership + HR

Communication from leaders to their teams has evolved pre- and post-pandemic. Now, leaders need a platform to share frequent updates, offer live Q&A opportunities, and welcome new employees to their organizations. Video enables your team to boost employee engagement, inspiring them to do their best work and stay motivated. There are financial benefits, too: Using video to improve communication can save your company $7,000/day when compared to those with poor communication. In the modern, distributed workforce, your teams expect TV-quality video experiences accessible by anyone, anywhere.

Spotlight on: Rite Aid

Rite Aid needed a way to connect with their global team and promote a culture of knowledge-sharing, professional growth, and open communication between employees and leadership. A team that constantly examines their practices, their Director of Communications and Creative Media Services, Peter Strella, turned to video.

After hosting their first live, virtual town hall, giving staff a look into the strategy from the leadership team, the team won't turn back. They have now implemented regular live, interactive events with leaders streaming from their homes and they're repurposing and rebroadcasting content as a way to continue to connect even after the stream ends.

Now people want to do this every day. Employee feedback has been amazing, and viewership percentages have been high. We won't return to how it was. Video isn't a COVID-19 solution, it's a modern solution for the new workplace.

Peter Strella
Dir. of Communications & Creative Media Services, Rite Aid
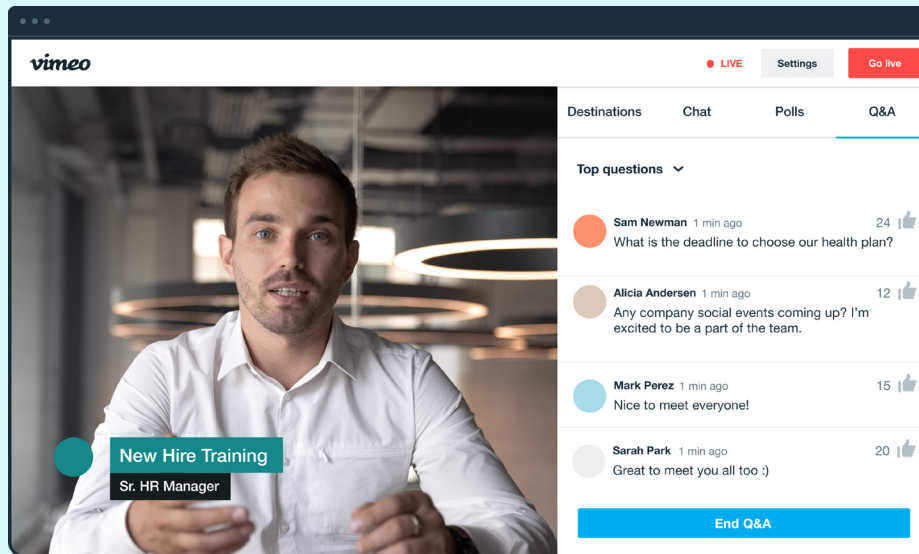
How video can help leadership + HR teams connect and engage, better

Video is a natural fit to connect with employees, provide insights into company strategy, pivots, or new products/services, and establish a relationship with all departments in the organization.

Companies like Rite Aid and Deloitte Global, with employees across time zones (and sometimes continents), use video to take what may be hundreds of thousands of people and hand them the keys to the company castle — a direct line of communication with the CEO or leadership team.

Deloitte hosts worldwide company events at scale using video and once the program was ramped up, they were excited to see employees logging in to collaborate, ask questions, view live sessions, and interact with each other at all hours of the day.

We were finding that people around the world were willing to not only view these sessions, but also engage and chat with us. That was really rewarding.

Dave Haug
Senior Associate, Global Brand
Deloitte

What leadership and HR pros need from a video platform

What do you need from your video platform? In a nutshell: Ensure that you (and your leadership team) can produce beautiful, reliable video, with streamlined and secure distribution for your employees to access. Look for features like:

Reliability

We've got the best live streaming tech in the biz, with 99.9% uptime SLAs and backup streams to ensure you're prepared for a no-fail event.

Content management

Enable anyone across your organization to instantly record, upload, edit, and share team updates, Zoom recordings, and leadership comms videos.

eCDN

Stream your event smoothly, around the globe, using a secure peer-to-peer protocol.

Granular analytics + reporting

Find out what your employees and audience are most engaged with and what you should focus on.

SSO

SSO stands for single sign-on, a secure authentication tool that protects your content and streamlines the user experience for your employees.
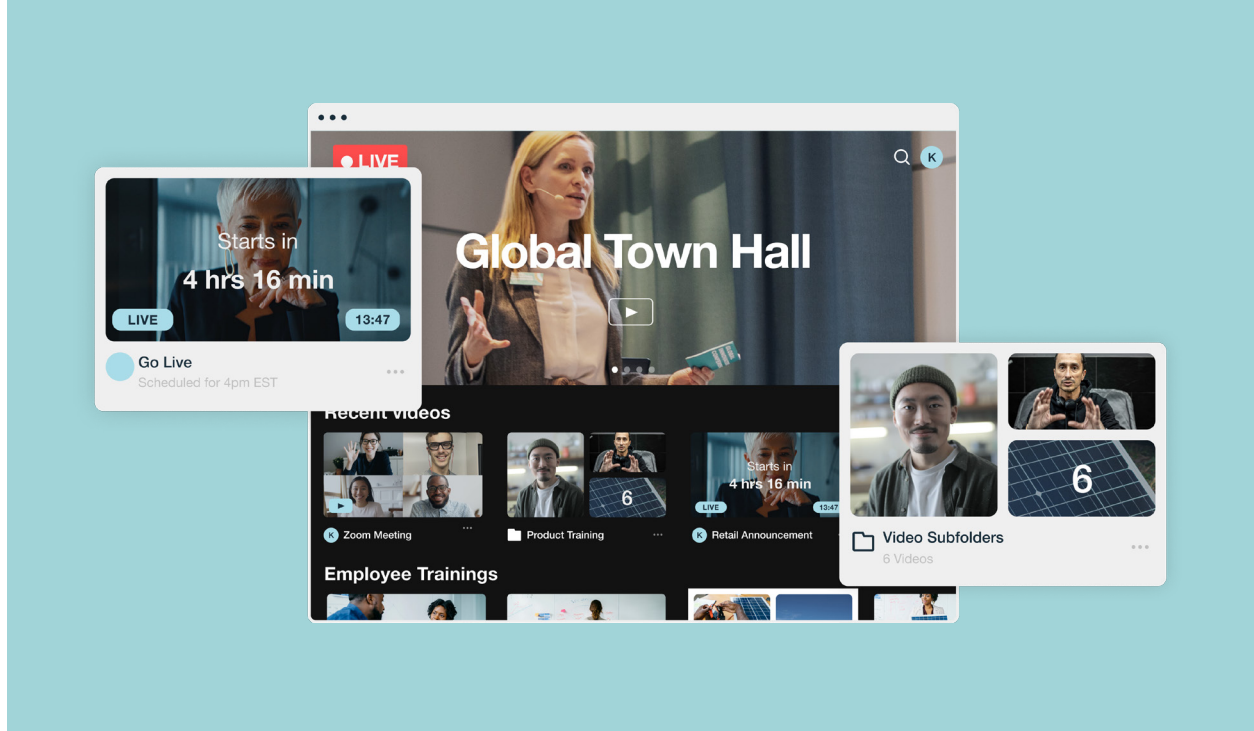
Production services

For larger scale events, look for video solutions that offer expert support services, from training to execution.

Engagement tools

Use tools like chat, live Q&A, and polls to give employees a voice and a chance to ask leaders questions or give feedback at scale.

Training + Onboarding

Did you know that when companies have a standardized onboarding process, new employees are 54% more productive? Creating and organizing new hire training such as a video library, integrating live and pre-recorded sessions creates a more profitable and engaged workforce. Think about using video as a crash course to get staff up to speed, then hosting a live session where they can ask questions or do a deep-dive into your offerings.

Spotlight on: An iconic athletic brand trains retail partners on new products

A premier athletic brand needed a solution to train partners to sell their products around the world. After building an in-house team to share details on the company's products and brand story, they wanted to bring this messaging to a wider audience. Their preferred method? Translating this information through video.

Because the training team shares delicate internal product and messaging content privately, they needed a solution to host recorded live video sessions in a secure, branded library. Vimeo's branded portals for internal messaging are a secure way to host video content, offers a beautiful viewing experience for the end-user, and gives the training team access to rich data and insights about viewers, allowing them to optimize and improve over time.

How video improves learning outcomes + retention

Streamline onboarding

A good employee onboarding program can improve retention by 82%, and yet 88% of organizations don't onboard employees well. With many teams putting a high priority on paperwork and processes rather than culture, community, and strategy, organizations are missing out on a pivotal time in a new hire's onboarding.

To effectively train employees using video:

- Create an organized, standardized onboarding process
- Provide access to content to be viewed at any time
- Combine synchronous and asynchronous sessions
- Think of onboarding as your employee's first year, not just the first week

Improve employee learning and memory retention

Using video for training is scalable, and helps people learn better — plain and simple. Research shows that when people learn with video, they are more likely to retain information, process information more quickly, and have clearer focus.

So when you're competing with the internet or office distractions for your team's attention, video can help hook them in and hold their concentration.
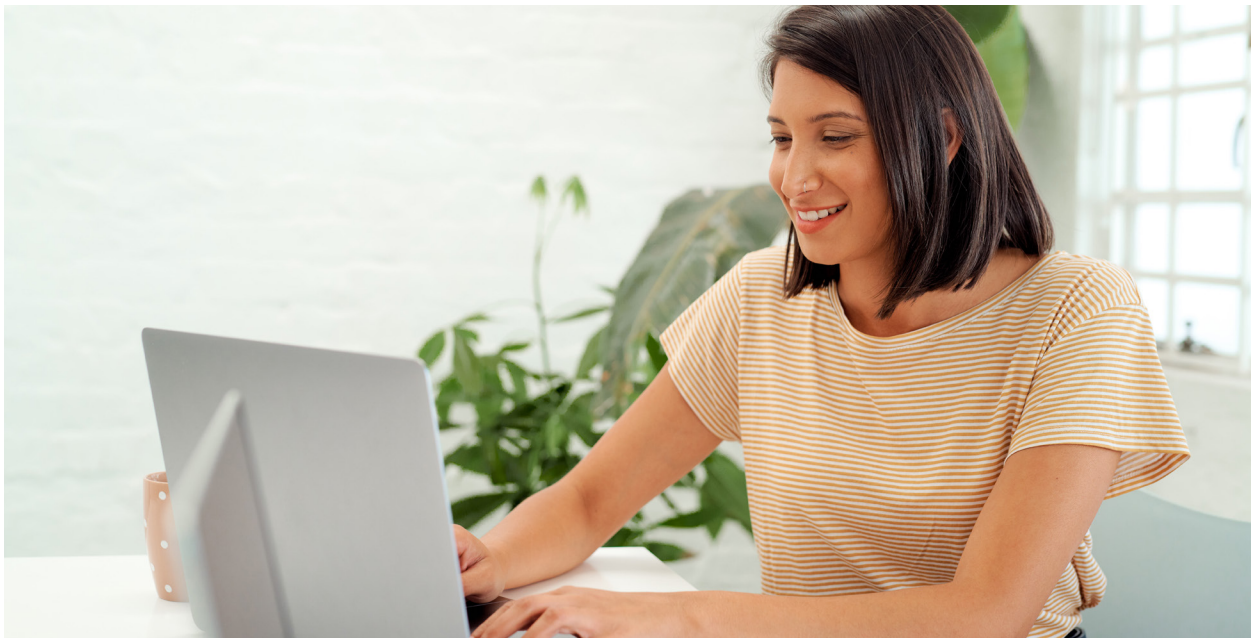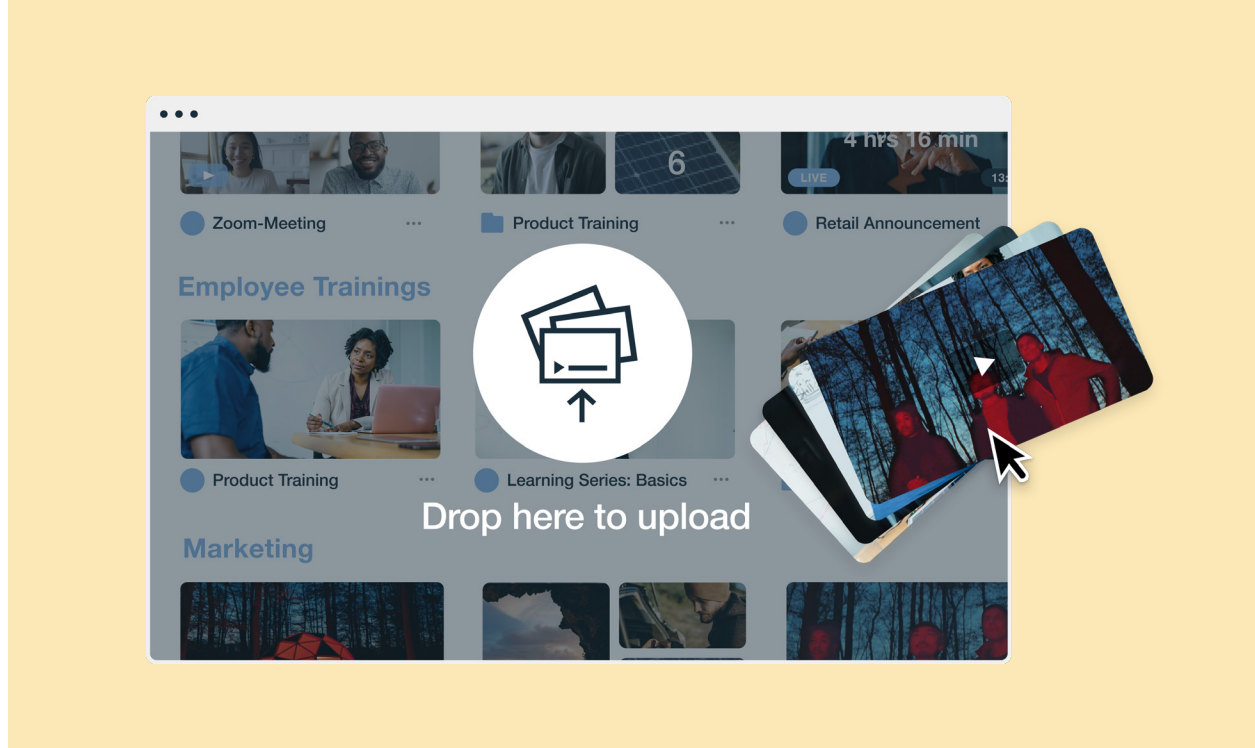
What training and onboarding teams need from a video platform

Comprehensive content management
Centralizing your video content on a searchable, secure platform means information discovery is streamlined and scalable — for every team.

Branded viewing experiences
White label,Showcase, brand colors, custom player

Zoom auto-upload
Keep trainings in one place and encourage asynchronous collaboration with automatic uploading of Zoom meetings straight to your workspace.

Automatic closed captions
Ensure every learner can benefit from your trainings (and that your team complies with ADA requirements).

Permissioning
For larger scale events, look for video solutions that offer expert support services, from training to execution.

SSO
Single sign-on authentication means your employees are set up quickly, and ensures your team provides access only to the specific trainings employees need.

Granular analytics
Find out what your employees are most engaged with and what you should focus on.

Easy creator tools
Vimeo Record makes it simple to create, upload, and share (and re-share) video trainings and walkthroughs in minutes.

Marketing

Marketing teams love video. They loooove video. There's no secret reason; it's because it works and it converts. In 2021, 86% of businesses report using video as a marketing tool, more than in 2020. Not only that, but 93% of marketers report that it's a priority for their overall strategy this year. Video is the way to stay competitive and adapt to the reality of consumers wanting more and more of a connection with your brand.

A successful marketing campaign takes a village, and collaboration is at the forefront of that success. More than half of U.S business leaders (56%) say that collaboration is the top driver of profitability. Whether you're working on an upcoming virtual event, or a new video spotlighting a flashy client, having the right collaboration tools is essential (especially when you're on tight deadlines). And when you're producing a top-notch virtual event, you need a video platform that can meet your company's high demands and expectations.
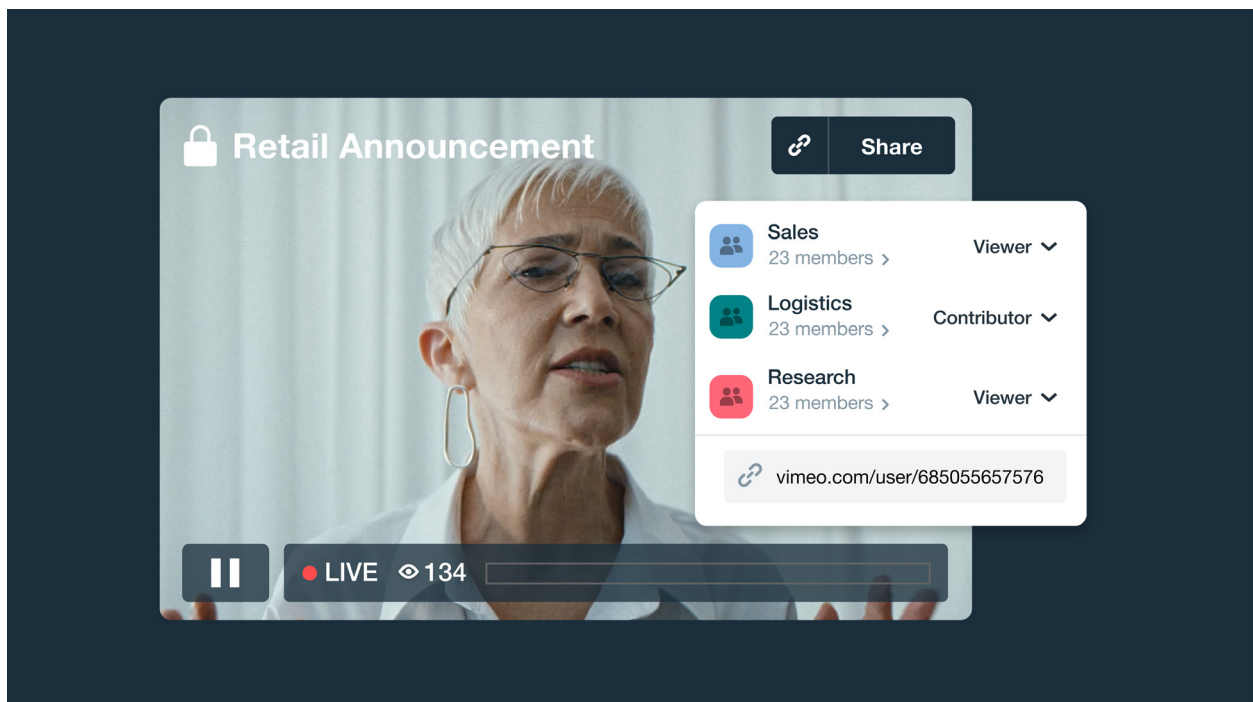
Spotlight on: Zendesk

For Zendesk, they wanted to address the new reality of living in a virtual world during the pandemic, and how it impacted their customers and partners. With a little help from Vimeo, they collaborated in the early days of the pandemic to create the Zendesk Morning Show. Part marketing, part training, all kinds of awesome: the Zendesk Morning Show is a live virtual broadcast to share expert advice, product updates, and ways to improve the customer experience with video.

Viewers are encouraged to tune in live with a cup of coffee and get the latest industry insights via twice weekly live videos in place of a lengthy email or mandatory training.

The Zendesk Morning Show is an online series that was created from scratch to answer the challenges our customers were facing. Two weeks later we built the concept, using Vimeo to bring it to life. We were surprised at how easy it was to make 14 episodes, in three languages — I couldn't believe we could create something from our bedrooms that went worldwide.

Alvin Mudun
Senior Web Project Manager,
Zendesk
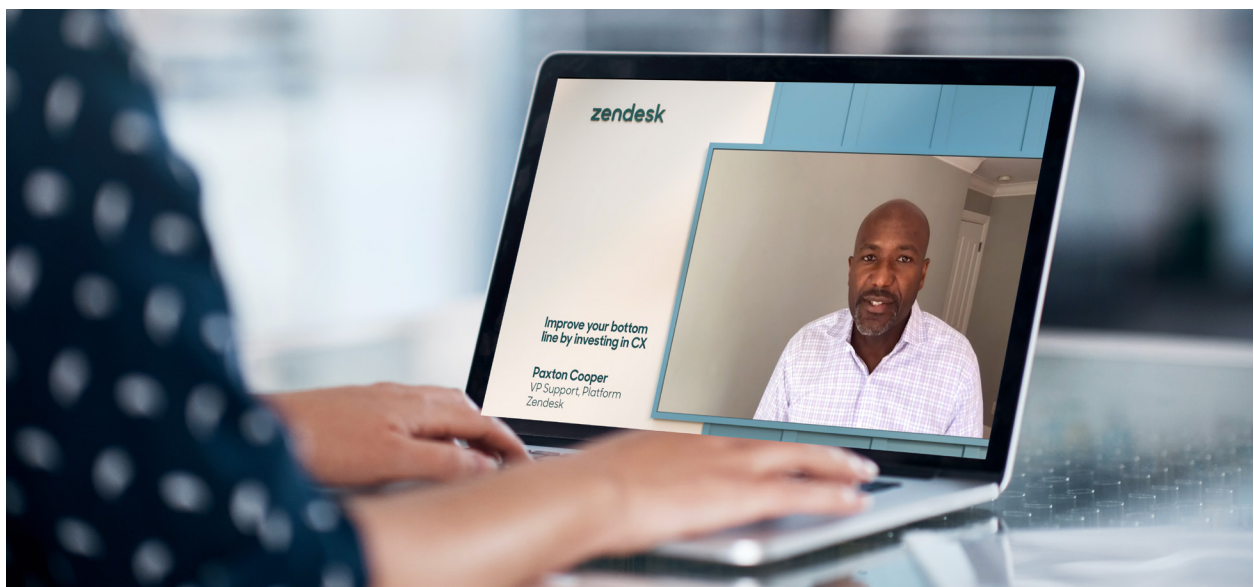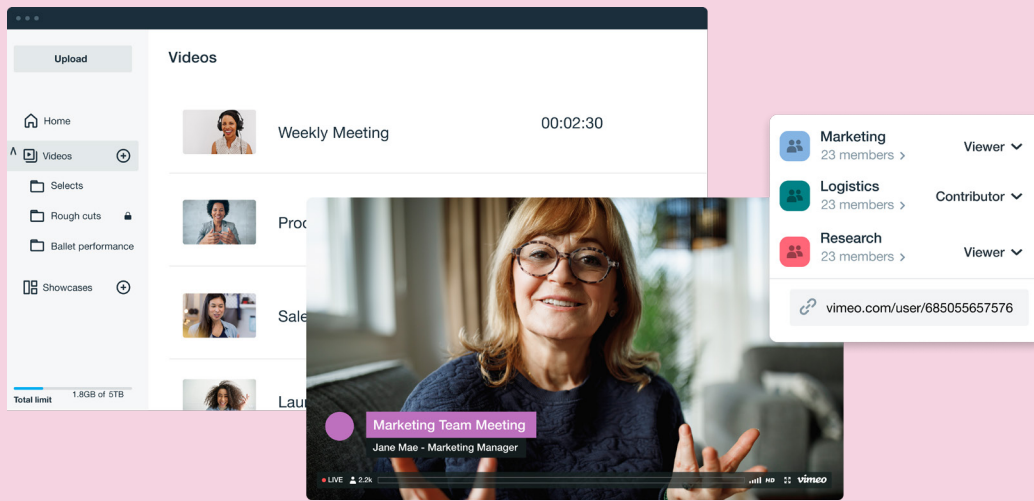
What marketing teams need from a video platform

You've got webinars. You've got case studies. You've got explainer vids. You've got internal meeting recordings. You've got video ads. You've got product launch trailers. You've got a lot of video content, and keeping organized is priority number 1 when you've got campaigns to launch, deadlines to hit, and lots of cooks in the kitchen. Having a solid content management platform is essential to staying on track and keeping projects moving.

Look for a platform that offers tools like:

Folders (and folders within folders…), so you can organize your content, your way.

Granular permissions for everyone on your team, for when you want to share updates but don't want yet another round of feedback

Seamless feedback and revision tools. No more tracking comments in a Word doc (the horror!) or translating feedback from emails to videos.

Excellent search functionality, because sometimes your boss needs that killer testimonial from a webinar 6 months ago.

Martech integrations. From HubSpot to Mailchimp, Eventbrite to Shopify — your video platform needs to stack up against your tech stack.

Engagement tools Use tools like chat, live Q&A, and polls to give employees a voice and a chance to ask leaders questions or give feedback at scale.

Powerful engagement and conversion tools. Whether you want to build in forms to your videos, publish natively to social with a click, or create an eye-catching GIF for your next email blast, you need a platform that can do it all.

The very best video best practices

Creating video doesn't come naturally to everyone. And that's OK! It can be nerve-racking for even the most experienced professionals, especially when live streaming.

The most important thing to remember about video is that the goal is to be personal. And, with live video, expect the unexpected. Nine times out of ten, the "slip up" is a human moment that most people can relate to.

Remember the [BBC interviewee whose kids popped in for a visit](#) during a live news segment? An instant classic internet moment and video that will put a smile on your face. Chances are, you've seen someone juggle speaking over a crying baby, or hold their train of thought as a demanding pup wedges its snout under an arm. Or maybe it's even happened to you (no judgment; we're personally all for more children and pets during company meetings).

Whether you're planning a company-wide live event, creating a how-to explainer video, or producing a webinar, there are some simple tips you can apply to ensure you're set up for success — so when the universe *does* throw a curveball, you'll be ready for it.

On-camera presence

Mastering your on-camera presence is a craft, and there are a few basic principles. At the core, you want your viewers to be able to see you clearly, hear you clearly, and focus on all the wonderful things you have to say.

If your super decided that today's the day to repair your upstairs neighbor's floorboards, it will distract from your message. But there are ways to plan ahead and do everything in your control to provide the best possible live stream for your audience.

Lighting

First off, if you can, position your shot in front of natural light. If you don't have access to natural light, use the next best thing, every influencer's favorite tool — the ring light! Most ring lights have settings to mimic natural lighting, or other settings depending on your preference.

Audio

If you can, use a microphone like the Blue Yeti or Shure's iPhone microphone. Wear headphones, preferably wireless to avoid feedback, and do your best to eliminate external noise. Stay close to your microphone and speak at a natural pace.

Setting up the shot

Position yourself in the screen ideally from the waist up, sitting in a comfortable position with some bright accents behind you. Showing a waist-up view will give you the ability to use hand gestures and put together a creative, eye-catching shot.

Fun plants and colorful accents add to the scenery of this frame.

Wardrobe

First up, wear something comfortable. Next, opt for solid colors and something that contrasts well with your background. Prints can show up funky on screen and be distracting, so test out how different outfits go with your shot (virtual pre-stream fashion show with the team on Slack, anyone?).

Live streaming checklist

Checklists work. And it's not just for folks who can actually maintain a bullet journal — they actually reduce error and improve collaboration. (Need proof? May we recommend *The Checklist Manifesto* as your next read.)

Here's a live streaming checklist with tips from [The Ultimate Guide to Live Streaming Events](#) you can screenshot, bookmark, print out, or write out on your whiteboard to make sure you are completely prepared for anything that comes up.

Your day-of live streaming checklist

Check your internet connection. Use an ethernet cable (direct connection) if possible and make sure you have at least 10 Mbps+ upload speed.

Review power sources and circuits. This is important! Check all streaming devices from computers to monitors to encoders and give each one their own circuit. For larger productions, you'll know what we're talking about. Ever blown a fuse when blow drying your hair? Picture that happening to all of the pieces of your live stream. Not good.

Determine what tech you'll need. If you're going to use multiple cameras, you'll need a switcher, allowing you to switch which camera the live stream is on in real-time. If you need to convert a live feed or stream a pre-recorded video, you'll need to use an encoder to translate the files.

Create a space for HQ. During the live stream, you don't want to be fumbling over a crowded area to find the switch or plug you need. Use a table to organize your live production switcher and encoder. If streaming live from a laptop, use a laptop stand or other setup to position yourself in frame and avoid having to reposition your device.

Scope out social media. Use social to promote your event and troubleshoot during the live stream. Viewers are quick to alert you that a stream is unstable or offline. Use social media monitoring tools for larger events to quickly catch questions.

Drink some water and get comfortable. Make sure you have some water on hand, have a snack, and do whatever you need to do to be prepared to stream for however long you'll be on. Make sure everything you need is reachable in arm's length.

Alert your household you're going live. This is a good chance to use the bathroom and throw up a fancy sign that says "ON AIR" or "recording in progress" so your household members don't barge in and unknowingly walk into your live session in their robe.

Silence phones and notifications. This is really important, especially if you're sharing your screen. We've all known someone whose personal messages have popped up on the live stream and they don't notice until too late. (Not that we didn't enjoy learning about your sorority sister's bad date…)

Turn on your pump-up jam. Maybe recommend the modern classic, "Whatever tune takes your energy and excitement to new levels — put it on blast."
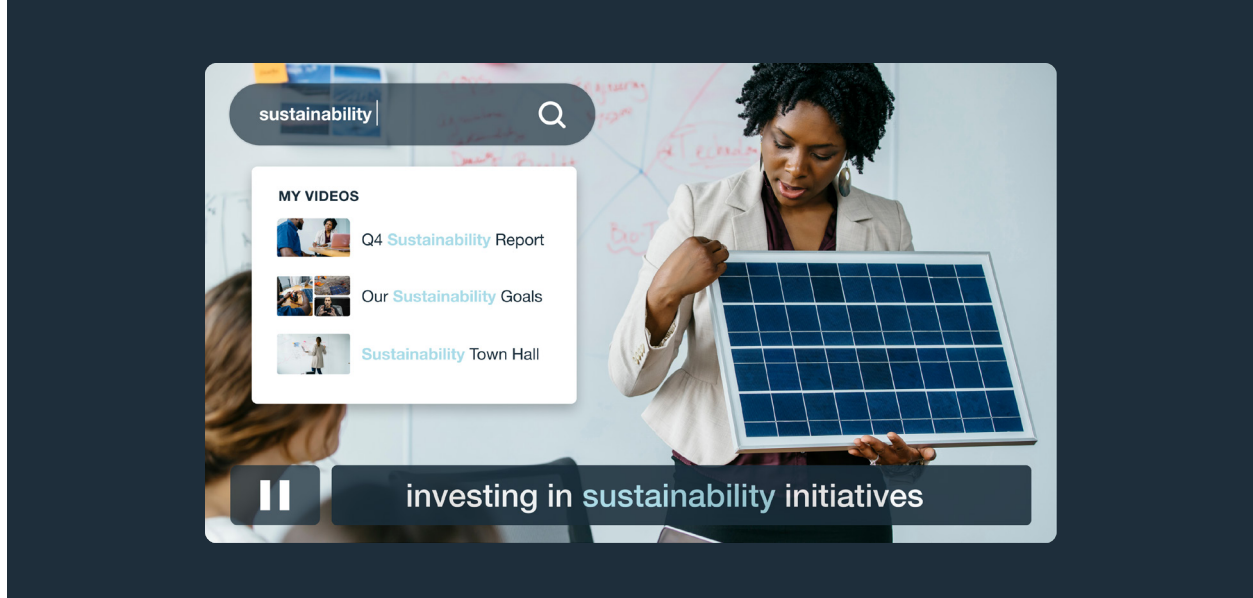
Training tips

Training with video has its own set of best practices. First and foremost, consider accessibility (for instance, are you implementing closed captions?). Training videos help those with different learning styles to better understand complex processes and gives people a chance to watch over and over again, taking notes or asking questions while learning.

The thing is, companies need to do training right or they risk spending time and money on programs that don't work. For every 1,000 employees, companies lose $13.5 million per year due to ineffective training. Yikes!

Vimeo's partners have used video to train employees and we've conducted our own research on what people need from video training. In our webinar, 10 Corporate Training Tips from the Experts, we explored some video training takeaways and best practices.

1. **Offer blended learning options.**

   When we analyzed video training sessions, 69% were blended, with a mix of in-person and virtual and 25% were offered exclusively online. By mixing up the formats and ways that people can consume training materials, you'll improve employee engagement and retention.

2. **Check your tech.**

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3. **Set training goals.**

    "Keep in mind the objectives and what you really want people to walk away with. What are the top three to five things that when people walk out of the room they can apply immediately," adds Julie Starr, learning and development manager at Convene.

4. **Consider your viewer's level of learning.**

    Much like targeting marketing content to folks at the right stage of the buyer's journey, think about where your viewer is in their level of knowledge of your processes. Is this video for a brand new hire or is it a technical update to a tool that they'd need prior learning to understand? "When we're developing training here at Convene, we think about building our courses and offerings at different levels of learning," Julie says.

5. **Work with content and marketing teams.**

    Content creators have the skills to help make learning fun and user-friendly. Collaborate with customer-facing teams when developing training content. "We work closely with our content team because our content team's primary responsibility is to develop training for the classroom. We have to translate that content to make it better for live virtual. We use video a lot more, interactive apps and tools that we do screen sharing with. It helps take that content to another level," says Steve Hamaday, Virtual Training Manager for Axalta Coating Systems.

When creating training content, provide an agenda up front, build in breaks for notes, and vary content formats. Lean on teams like support and sales to learn what areas of the business could use videos and send out frequent surveys to learn what your team needs from a video training program.
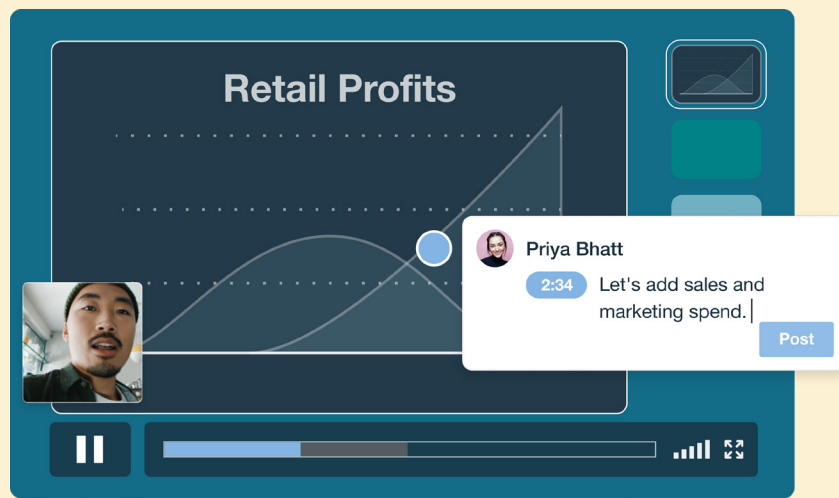
How Vimeo can help

A new way of working requires new tools for teams to collaborate and share internally and to the world. Comms that were once done almost entirely face-to-face are now heavily reliant on video, and traditional cloud storage platforms lack the space, bandwidth, user experience, and security that organizations need to truly leverage video successfully.

As the world's leading all-in-one video software solution, Vimeo changes this with a video-first platform made to facilitate your org's communication, at scale. Here's how.

Collaborate efficiently

Whether you call it a roadblock, disconnect, or crossed wires, one thing remains true: clunky collaboration is a surefire way to hold up productivity.

Whether you're working with high-profile clients or a fellow colleague, Vimeo is built for collaboration. Enable anyone at your organization to instantly record, upload and share content, and keep the conversation going with time-coded comments and feedback. Working with someone outside your org? Send private and secure files in a snap, so anyone can leave or respond to comments from any device — no registration required.

Alex Lowther
Creative Director, Patagonia

We use Vimeo daily — the review tool is the best. It's just the easiest way to give the specific, time coded feedback we need to give.
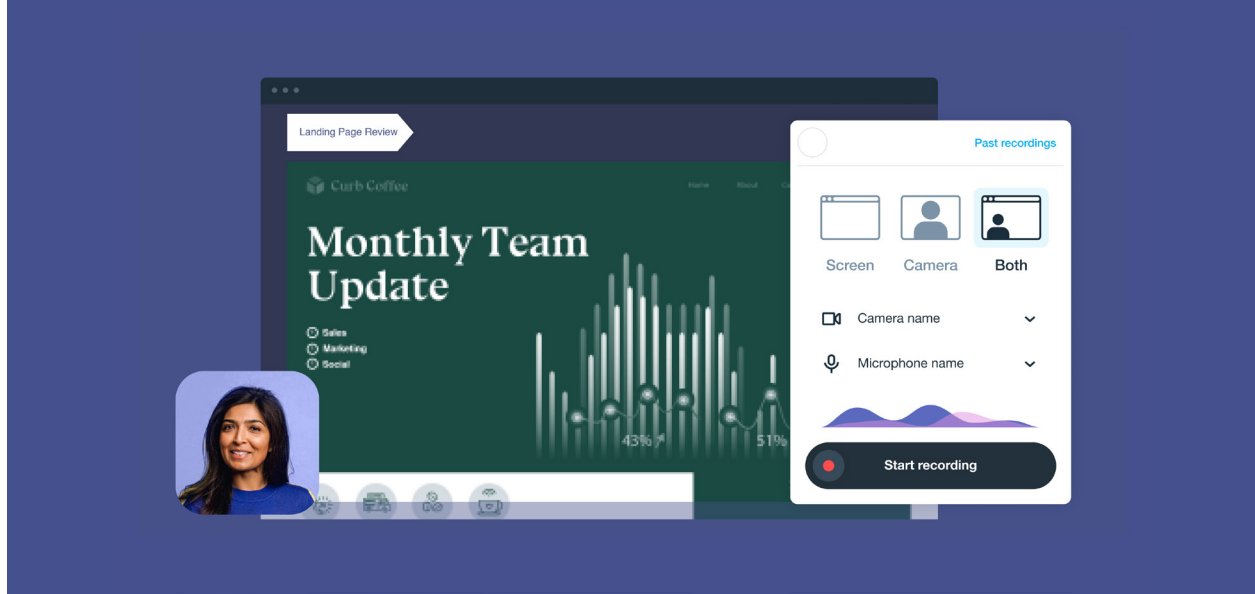
Communicate effectively

We've all heard "This meeting should have been an email." But how often are those emails way too long (and without a tl;dr summary)?

Video is the best medium to communicate and connect with employees, providing the context and value of a meeting in a fraction of the time. But how can you create a quick, one-off video message that looks professional, sounds crisp, and streams smoothly?

With Vimeo Record, you can easily capture and share video messages straight from your browser. With the flexibility to record your screen, your camera, or both, you can easily bring a human element to your messages. Best of all, your message is automatically uploaded to your Vimeo account, so when you get asked for the nth time about how to use that widget or where to find that thingamabob, simply share your recording time and again. Record once, then reshare and repurpose.

My team is using Vimeo Record to share product demos internally and to give our customers a preview of what's launching soon. It adds a personal touch that you just can't replicate with email or a chatroom message.

Trevor Wolfe
Director of Product Marketing,
MailChimp

Build community

Your employees are your biggest investment and most valuable asset for your business — their success is your success. And success stems from motivation to get the job done. Making sure every human within your company is informed, up to speed and engaged with your mission is vital.

Vimeo's top-notch, TV-quality live stream experiences meet the rising expectations of a diverse and distributed workforce: engaging enough to hook in digital-first workers, and with a beautiful user experience and low learning curve to reach less tech-savvy employees. Our distribution and security tools mean your videos are accessible so everyone, everywhere.
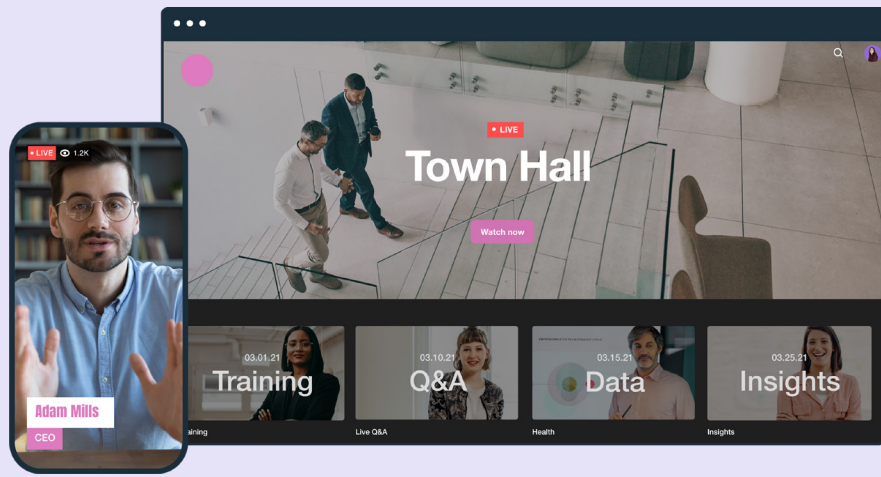
Our first town hall on Vimeo was a pivotal moment that allowed us to reach more associates than we ever could through live, in-person events. People were excited to engage in a modern, easy, fun way, and employee feedback has been amazing.

Peter Strella
Director, Comm. and Creative Media Services, Rite Aid
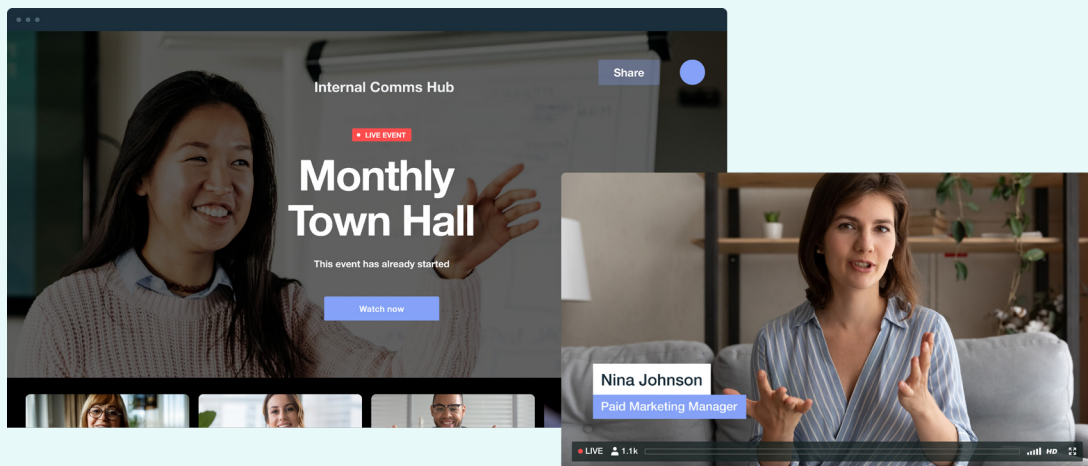
Everything you need (and expect) from an enterprise service

[Vimeo Enterprise](#) is the only all-in-one platform for businesses of all sizes that makes video easy, secure, and reliable — at scale.

Steady streams and top-notch support.

Enterprise-grade live streaming means no-fail live streaming. Producing live events is complex, and it takes a village to juggle the many moving parts. Vimeo Enterprise clients know they can rely on added buffers like backup streams, eCDN, uptime SLAs, and dedicated account management and support.

Compliant, accessible tech.

With growing accessibility requirements, streaming video without closed captions can pose a legal risk for any organization. Vimeo Enterprise includes unlimited automatic closed captioning, so you can ensure accessibility for your employees (and keep your legal team happy).

Streamlined security.

Vimeo Enterprise offers SSO and SCIM, so you can efficiently administer and manage access, at scale. Plus, you can protect your content with domain whitelisting and embed restrictions. Secure data and a simplified user experience for your team — it's a win/win.

Know your ROI with user-level analytics.

It's smart business sense to understand the impact of the products your organization invests in. Vimeo Enterprise includes access to user-level analytics, so you can track individual employee engagement, and see how it stacks up against company-wide metrics.

Comprehensive content management.
Accelerate knowledge sharing with a searchable and secure video library. No more chasing down videos buried in intranets and chat threads — manage all of your video assets in one place, organized into shared workspaces by team or topic.

Production pros, at your service.
When it's all hands on deck and there's no room for error, you may prefer to have the confidence of knowing your event is in the hands of industry professionals. Vimeo Enterprise clients can enlist Vimeo's in-house team of live production experts for added support. Learn more about our production service offerings in our Live Streaming Budgeting Guide.

> We used Vimeo's production team for on-site and dedicated support — they coached us through best practices and what equipment we needed to host our remote shoots. The support was instrumental, because we had zero background in live streaming prior to our shift to virtual events.
>
> **Will Steinberg**
> Co-President, Zinc Agency

About Vimeo

For over 15 years, Vimeo has brought professional-quality video to businesses and creators around the world (200 million of them, in fact). We know what makes video work, and we've brought our learnings together into one platform to make video easy and accessible for every employee so the modern company can thrive.

Drop a line to our friendly team today, we're here to help! You can also find a slew of other (free) handy guides, stories, and video how-tos in our Resource Library.

Vimeo is the world's leading all-in-one video software solution. Our platform enables any professional, team, and organization to unlock the power of video to create, collaborate and communicate. We proudly serve our growing community of over 200 million users — from creatives to entrepreneurs to the world's largest companies. Learn more at www.vimeo.com.