

A large, light beige play button icon is centered in the background. It consists of a vertical bar on the left and a right-pointing triangle on the right.

PlayPlay

**Our tips for successful
internal communication videos**

SPEAKERS 



Aurore Lalizou

Customer Success Manager
@PlayPlay



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Customer Success Manager
@PlayPlay

Agenda - 30 minutes

- ① Your checklist to launch your internal communication strategy**
- ② Our best practices**
- ③ 4 actionable tips for getting your employees involved**

What % of employees prefer video compared to blog posts or articles?

55%

A

78%

B

40%

C

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55%

A

78%

B

40%

C



True or False. Employees retain 95% of a message shared with video, as opposed to reading it in text.

True

False

True or False. Employees retain 95% of a message shared with video, as opposed to reading it in text.

True



False



What is internal communications?

What is internal communications?

- Keeping employees **connected & informed**
- **Creating a shared understanding** of company goals, values, and guidelines

What falls under Internal Communication?

Tutorials & trainings

Activity Report

Newsletter highlights

Project presentation

Interviews with
colleagues

New joiners

Team building
announcements

Internal job offers

Internal
message/update

Company culture
announcements

Team presentation

Event recap or teaser

Why is internal communication important for engaging employees?



**Increase
visibility
of your teams**



**Reinforce
company
culture**



**Be more human
& authentic
in your
messaging**

1

Your checklist to launch internal communication strategy



Your checklist

1

**Define your objectives
and KPIs**

2

**Communication tools
and audience**

3

**Define & allocate any
necessary resources**

4

**Create a content
calendar**

1

Define your objectives and KPIs

Objectives



**Improve
employee morale**

Anonymous survey to
measure employee
satisfaction

Number of employee
departures over a
given period

Workplace Well-Being
Index



**Promote
corporate culture**

Participation rates in
corporate cultural
events

The level of employee
involvement in
corporate culture
initiatives



**Mastering
internal tools**

Number of tickets
received by various
departments for
internal tools

Internal tools
knowledge test

KPIs

Communication tools and audience

Editorial calendar

A 360° view of your posts: what's coming out, who's doing what, budget tracking...

Where you are going to publish?

Make teams aware of where information is shared → **office screens, intranet, newsletter, e-mail**

→ **Some tools:** Google Sheet, Excel, Trello, Notion

📌 **Extra tips:** Set yourself dedicated time slots to create videos!

Title	Format	Status	In charge	Channel	Publication Date
Presentation of new joiners at PlayPlay	Videos	Started	Aurore	Linkedin, Slack	Every first of the month
Off-site announcement	Videos	In progress	Aurore	Slack	June 5, 2024
Product release	Videos & Newsletter	In progress	Alison	Linkedin, Slack	June 15, 2024

3

Define & allocate any necessary resources

Budget



Human Resources



Materials



Lapel microphone, Tripod,
Lightening



Create a content calendar

The 2024 content calendar

Holidays

- 01-1: New year's day
- 01-15: Martin Luther King Jr. Day
- 02-19: President's Day
- 04-1: Easter Monday
- 05-27: Memorial Day
- 06-19: Juneteenth
- 07-4: Independence Day
- 09-2: Labor Day
- 10-14: Indigenous Peoples' Day
- 11-11: Veterans Day
- 11-28: Thanksgiving Day
- 12-25: Christmas Day

Culture, society & celebrations

- 02-2: Groundhog Day
- 02-4: Grammy Awards
- 02-10: Chinese New Year
- 02-14: Valentine's Day
- 03-17: St. Patrick's Day
- 05-5: Cinco de Mayo
- 10-31: Halloween
- 11-01: Diwali
- 11-05: Presidential elections
- 11-29: Black Friday
- 12-25: Start of Hanukkah
- 12-26: Start of Kwanzaa

CSR

Month of February - Black History Month

- 03-8: International Women's Day
- 03-21: International Day of Forests
- 03-22: World Water Day
- 04-22: Earth Day

Month of May - Asian American and Pacific Islander Heritage Month

Month of June - Pride Month

- 06-5: World Environment Day
- 06-8: World Oceans Day
- 09-21: International Day of Peace
- 10-16: World Food Day
- 11-13: World Kindness Day
- 11-15: America Recycles Day
- 12-10: Human Rights Day

Sport & Health

- 02-11: Super Bowl
- 02-04: World Cancer Day
- 02-7: National Girls and Women in Sports Day
- 07-19 to 08-4: Olympic Games
- 10-01: Breast Cancer Day

Create a content calendar

with important dates

The 2024 content calendar

Janv - Mars 2024 🌸

Janvier :

- 06 : Épiphanie
- 10 : Début des soldes
- 15 : Blue Monday
- 23 : Journée mondiale des community managers
- 24 : Journée internationale de l'éducation

Février :

- 02 : Chandeleur
- 04 : Journée mondiale contre le cancer
- 09 au 17 : Carnaval de Rio
- 10 : Nouvel An chinois
- 11 : Superbowl
- 13 : Mardi Gras
- 14 : Saint Valentin
- 27 : La Journée dédiée aux Pokemon

Mars :

- 01 : Journée « Zéro discrimination »
- 08 : Journée internationale des droits des femmes
- 17 : Saint Patrick
- 18 : Journée mondiale du recyclage
- 20 : Printemps

Avril - Juin 2024 🌸

Avril :

- 01 : poisson d'avril
- 07 : Journée mondiale de la Santé
- 07 : Marathon de Paris
- 18 : Journée internationale des monuments et des sites
- 22 : Jour de la terre
- 21 : Journée mondiale de la créativité et de l'innovation

Mai :

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- 13

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Juillet - Sept 2024 🌞

Juillet :

- 01 au 23 : Tour de France
- 11 au 14 : Japan expo
- 17 : Journée Mondiale des Emojis
- 20/07 au 20/08 : Coupe du monde féminine de Football
- 25 : Journée Mondiale des Grands Parents
- 26/07 au 11/08 : Jeux Olympiques d'été

Août :

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Oct - Dec 2024 🍂

Octobre

- 01 au 31 : Octobre Rose
- 04 : Journée mondiale des animaux
- 19 : Journée mondiale contre le cancer du sein
- 31 : Halloween

Novembre

- 1 au 30 : Mois anti-tabac & Movember
- 10 : Journée des stagiaires

Décembre

👉 Our editorial calendar is here to help!

MARCH 🍀							PlayPlay
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	WOMEN'S RIGHTS MONTH
				01	02	03	<p>Throughout the month, we'll be rolling out a series of initiatives in honor of Women's Rights to spotlight our commitment to gender equality.</p> <p>Our aim is to raise awareness about existing inequalities, encourage discussions, challenge biases, engage all members regardless of gender and inspire actions.</p> <p>Let's seize this moment to stand together, challenge the status quo, and propel PlayPlay towards a future where gender equality is not just an aspiration but a reality.</p>
04	15 French Tech Equality Workshop	06	07	08 International Women's Right Day - Karaoke	09 Run Sine Qua Non	10	
11	12 Purple Brunch + Empowering Meditation	13	14 Purple Day	15	16	17	
18 Self Defense Class	19	20	21 1000 pas game	22	23	24	
25 Self Defense Class	26	27 Movie Debate	28 AI & System Conference	29	30	31	

2

Our Best Practices...



Our Best Practices...

1

To save time

2

To find inspiration

3

**To communicate effectively
with your colleagues**

4

**For interviewing your
colleagues**

1

To save time



Building an asset library

On Notion, Google Drive, Sharepoint, PlayPlay...

To organize and easily find all the assets you need:

- Photos of employees, offices, events
- Logos, taglines
- Product footage



Timebox your actions

- Plan a shooting day
- Set dedicated time slots to create and edit the video

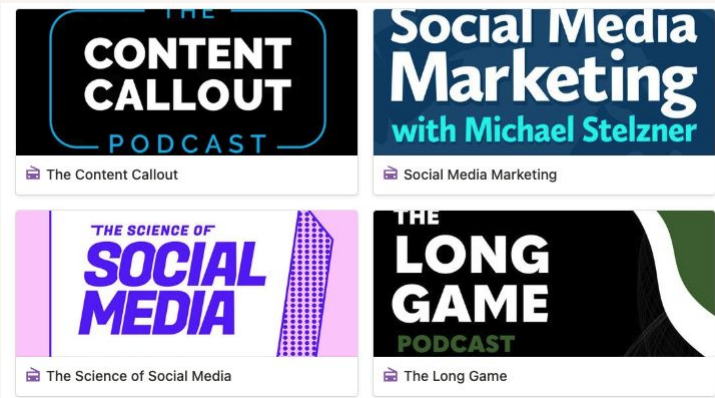
2

To find inspiration



Podcast

The content calendar, social media marketing, the science of social media...



Follow Social Media Accounts

Linkedin → Swile, Décathlon
TikTok → Carrefour, Notion, Crédit Agricole
Instagram → Welcome To The Jungle
Youtube → JobTeaser, Engie



Follow Experts

[Mina Mesbahi](#) , [Alon Even](#), [Daniel Murray](#) ,[Anthony Kennada](#) ,[Ashley Faus](#)

3

To communicate effectively with your colleagues

Ensure that everyone has the right amount of information



Simple vocabulary, **get straight to the point**, multiply information channels (screens in offices, e-mails, intranet...)

Add a Call to Action



Clear and concise to redirect your audience

Ask for feedback



Informally, at regular meetings or via questionnaires

4 **For interviewing your colleagues**

Reminder of **filming best practices**

Define the location ahead of time

(inside/outside, quiet environment, background?)

Brief your interviewee

Dress code, tone, questions/topics covered

Frame your subject

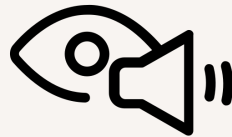
Film in the format you'll be sharing, and frame your subject so they appear in the center

Prepare your equipment

Invest in a lapel microphone & tripod

The most authentic way to deliver a message? > **Put a face to your brand!**

How do you convince your colleagues to step into the spotlight **to humanize your brand or company?**



“I’m not comfortable in front of the camera”

Answer

“Even Brad Pitt gets stressed before filming!”

It’s my job to make sure you are as natural as possible, and that you shine on camera.

I’ll brief you and we can practice together so you feel more comfortable.”

“I don’t want to end up on social media”

Answer

“Developing your presence online (and internally) will really help showcase all that you do- your skills, your commitments.

It’s great for giving you more visibility, but also great for your own personal employee branding: employee content gets 24x more shares than content shared by the company”

3

4 actionable tips for
engaging your employees



4 actionable tips for engaging your employees

1

Establish a routine with recurring formats

2

Involve your employees with games & challenges

3

Celebrate milestones

4

Promote initiatives

Establish a routine with recurring formats

Examples

- ❑ A Day in the Life
- ❑ New joiners
- ❑ Fast & Curious
- ❑ International Days, Holidays
- ❑ Podcast
- ❑ Newsletter highlights
- ❑ Weekly Round up



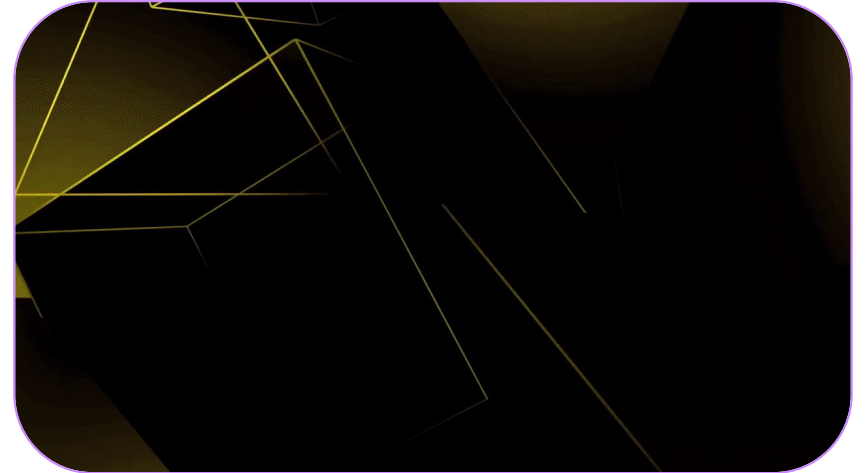
Ex: PlayPlay shares a monthly video showcasing latest new joiners

Objective: Make new joiners feel welcome and give them visibility

Involve your employees with games & challenges

Examples

- ❑ Internal challenges
- ❑ Quizz
- ❑ Themed events (Olympics, etc)
- ❑ Photo Contests



Ex: PlayPlay creates a video showcasing upcoming Olympics challenge

Objective: encourage employees to team together & participate in challenge

Celebrate key milestones

Examples

- ❑ Achieving a set objective (e.g. sales)
- ❑ New product Launch
- ❑ Progress on sustainable development
- ❑ Inauguration of new premises



Ex: Colissimo shares sorting center success stories on its internal screens.

Objective: promote collective success

Highlight projects, initiatives

Exemples

- ❑ Second-hand in the workplace
- ❑ Commitment to a great cause: solidarity races, citizenship days, etc.
- ❑ Well-being at work

PlayPlay

Ex: PlayPlay promotes new local produce delivery service available for employees

Objective: promote internal initiatives and partnerships

**What did you
think of this
webinar?**



To go a step further on PlayPlay... ✨ ✨ 

- [Our secrets for a successful interview](#)
- [2024 video trends](#)
- [Best kept secrets from our video experts](#)

H1 2024

PlayPlay Webinars



Thursday, January 11th
at 5pm (CET)

New features presentation with PlayPlay



Thursday, February 8th
at 5pm (CET)

2024 video trends



Tuesday, March 12th
at 5pm (CET)

Create successful interviews with PlayPlay



Thursday, April 4th
at 5pm (CET)

PlayPlay's new AI features presentation



Thursday, April 25th
at 5pm (CET)

Best practices for internal communication videos



Tuesday, May 21st
at 5pm (CET)

The secrets of successful video storytelling



Tuesday, June 18th
at 5pm (CET)

Best kept secrets from our video experts - 3rd edition