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# VIDEO-FIRST STRATEGIES

## for Modern Employee Engagement and Retention

Video is shaping the future of employee engagement, retention, and culture.  
**Are you harnessing the power of video within your organization?**

The HR landscape has transformed dramatically in recent years. Between the rapid shift to remote and hybrid work coupled with record high quit and movement rates, HR and internal communications leaders are struggling to attract top talent and keep employees connected and engaged.

Now more than ever, your organization needs strong strategies for talent acquisition, employee engagement, and retention. Video content has emerged as a critical tool to help keep workers connected, happy, and engaged – especially in remote and hybrid environments. Forward-thinking organizations will prioritize using video more thoughtfully, ultimately bringing their people closer together and creating stronger communities. In 2023 and beyond, video will only become more important for the future of work!



**Ready to see our video creation platform in action?**

Call **877-665-4630** for a free demo, and visit our website at [reimaginedexperiences.com](https://reimaginedexperiences.com) to learn more.



## Part 1 Why HR and internal comms leaders are turning to video

Many employers are attempting to decrease voluntary turnover by increasing salaries, providing additional benefits, and allowing more flexibility – like the option to permanently work from home. To address lackluster employee engagement, organizations are deploying video strategies. In fact, **almost all (93%)** of the nearly 200 HR professionals surveyed in our 2021 State of Enterprise Video study believe video content is an effective tool to engage employees.

## Part 2 Leveraging video across the employee lifecycle

Chances are, your employees are already spending a lot of their free time engaging with video content. By providing a similar experience in the workplace, you'll see higher engagement, which can help lower voluntary turnover rates.

The following employee-facing video content uses were believed to be the most beneficial:

72%

Employee learning and development

57%

Employee engagement

47%

Recruitment

41%

Onboarding

28%

Building or improving the company

Video content can be used to maximize nearly every employee touchpoint across the organization through:

- **Employer brand awareness** - create authentic video snapshots across channels
- **Talent acquisition** - showcase your diverse culture with footage of employees
- **Onboarding and training** - help employees get up to speed with immersive videos
- **Learning and development** - create relatable video clips for on-demand consumption
- **Engagement and retention** - use interactive video experiences for employee engagement
- **Employee empowerment** - provide the resources needed to create their own videos

## Part 3 Looking back: Video creation pain points

While video can be a powerful tool for modern organizations, creating it comes with challenges. According to our State of Enterprise Video report, some of the top challenges HR teams face when creating videos were:

33%

It took too much time

25%

It was too expensive

17%

The quality was lower than desired

17%

There were on-air hiccups

## Part 4 Looking ahead: Video creation priorities

When asked about their top priorities for the next 12 months, HR professionals mirrored many of their pain points, citing the need to create higher quality videos faster. Respondents also indicated a desire to improve engagement and increase overall video output, including making it easier to host more virtual events on a smaller scale.

HR teams' top video priorities in 2023 and beyond:

50%

Improve the quality of event experiences

45%

Increase interactions or engagement across channels with video

42%

Create better experiences for our audience

35%

Make it easier to do smaller events with videos

35%

Improve our time to market for video content

29%

Increase our overall output of video content