

A Seenit mini-guide

12 User- Generated Video applications for your business

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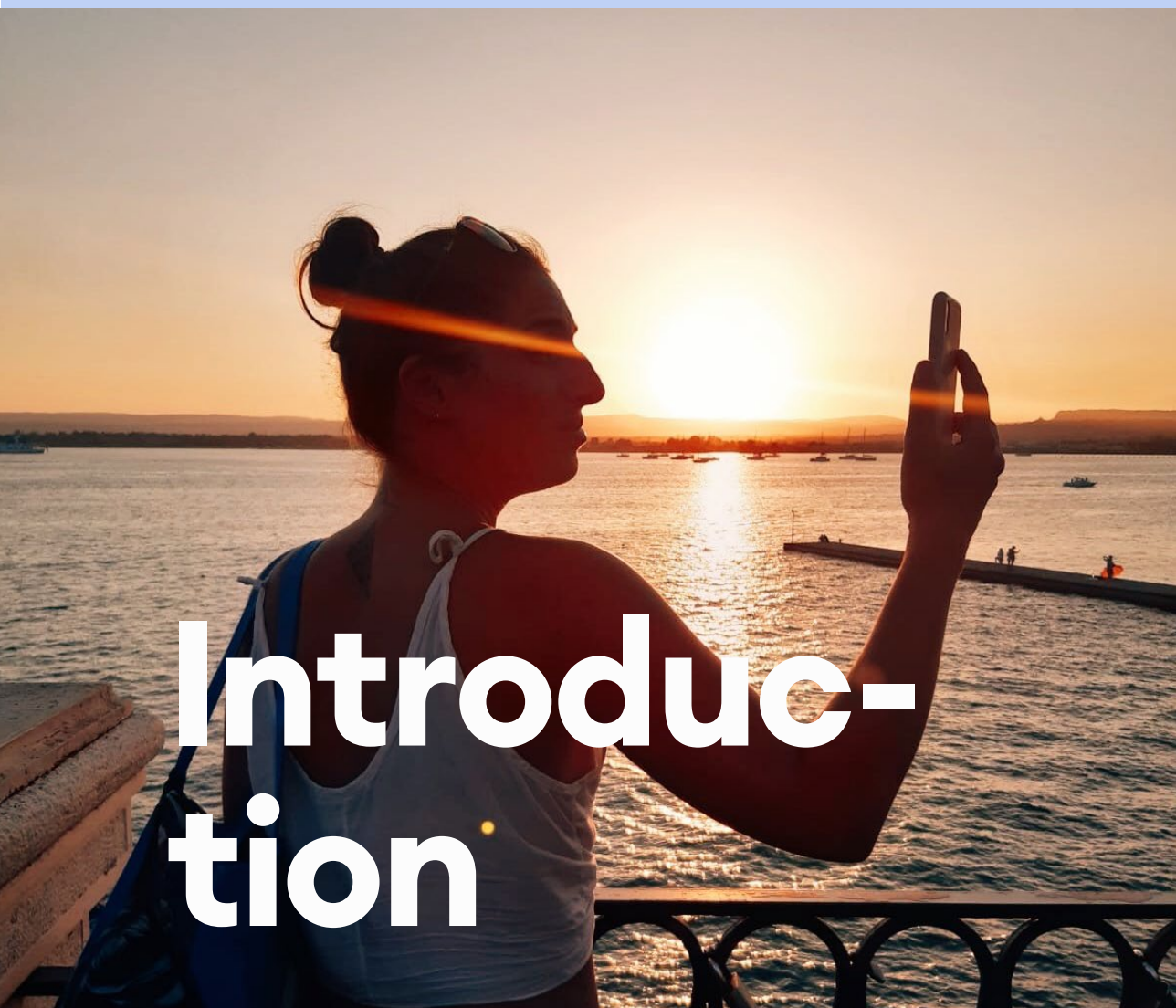


Photo by Silvia Giordano

Introduction

As we have explored in other Seenit mini-guides, video content has never been easier to produce and publish. The phones in our pockets enable us all to be content creators, opening up new opportunities for companies to communicate in a more inclusive and authentic way.

The ubiquity of content available online has created a new world of crowded digital channels and sceptical consumers. In order to stay relevant and competitive, brands are having to diversify their communications and be more creative, agile and - most importantly - honest in the way they tell their stories.

One of the best ways to stand out is by leveraging the full potential of User-Generated Video (UGV).

The possibilities are almost endless. UGV can be a thread that runs through your entire company, connecting colleagues, customers and wider audiences wherever they might be in the world.

Research shows that UGV is:

- More trusted
- More authentic
- More engaging

than most other forms of content. It is also simple and cost effective to produce. The key is to wrap UGV into your wider communications strategy while staying 'on brand' and keeping content crisp and compelling.

In this guide, we will look at some of the different ways large brands are scaling up and diversifying their communications by using UGV in a variety of areas to amplify their messaging and add heart to their stories.



Photo by Emily Forbes

Internal and external comms

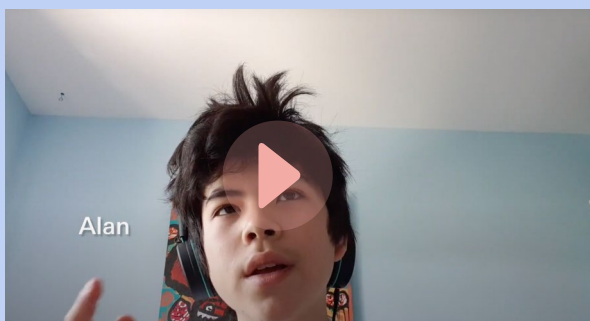
One common misconception about video communications is that internal and external content should be kept separate. At Seenit, we have seen many fantastic examples of companies cherry-picking the very best of their internally created UGV and sharing it externally - especially on social channels.

This is a great way of showing the outside world what your company is all about. UGV shot for internal vlogs, team-building initiatives or away days can be easily clipped and shared publicly. It gives external audiences a privileged glimpse of what goes on behind closed doors, and helps to bring out the personality of your workforce.

By engaging their employees through UGV, corporate communications teams can capture raw, unpolished stories at a grass-roots level. This is increasingly powerful in a world where attention spans and trust are diminishing, and audiences crave honesty and authenticity above slick production values.

UGV is an opportunity to shine a light on your company culture in a really authentic way.

Video Examples: internal gone external



HSBC

Graduates teaching how to code



HSBC

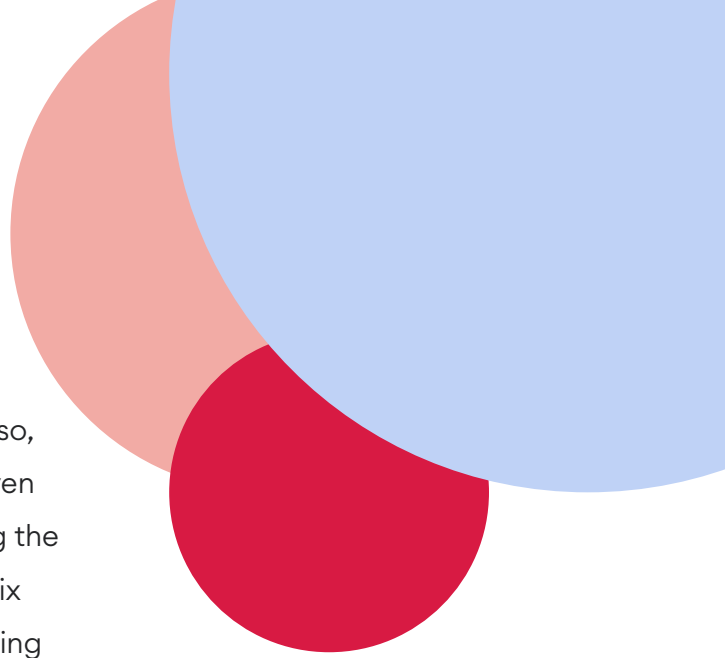
Through the eyes of our people

Leadership comms

Whether communicating internally or externally, video has always been a powerful way of delivering high-level messages from the top of an organisation. Traditionally this has been the realm of leather-bound desks and calm, carefully scripted speeches conveying strength, success and authority. But, increasingly, this type of messaging is turning audiences off.

UGV allows a deeper dive into the person rather than the leader. If you can get your Chief Executive to film themselves in less formal surroundings, it can work to humanise them and make their content more authentic. If they are expressing vulnerability and doubt, as well as strength and security, it will generate more empathy in the audience. Internally, it helps to foster greater trust and collaboration. Externally, it demonstrates an openness that audiences can relate to.

This change of emphasis is happening fast, more so, as companies adapt to the COVID-19 situation. Even leaders at large, multinational banks are adopting the UGV format, which would have been unheard of six months ago. More and more companies are realising just how effective UGV can be in delivering high-level messaging from the top of their organisations.



Video Examples: Leadership Comms



Novartis

#unboss Novartis



Novartis

Annual results week

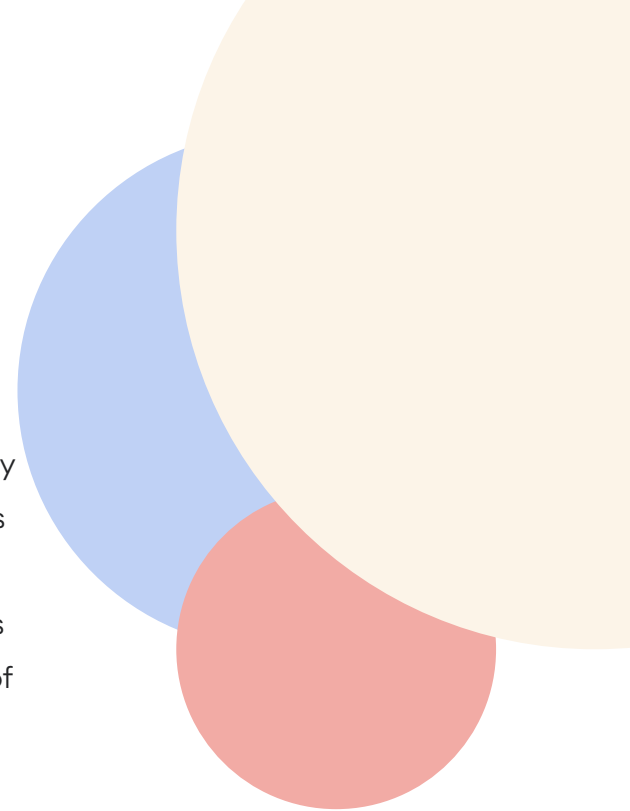


Photo by Charlotte Emms

Employer Branding

If you are trying to showcase your company to prospective employees, using your people will elevate your message. Slick, corporate-style video content cannot penetrate the professional veneer and provide the authenticity today's audiences crave.

Using UGV, employer branding can be really simple, and non-prescriptive. A 'day in the life' video that is shot on the move by the people 'on the ground' shows a company that is in constant motion. Equally, if a ten-year veteran is still passionate about their work and championing your brand, it gives a powerful endorsement to your culture as well as bringing out the quirks, humour, and personality of your people.

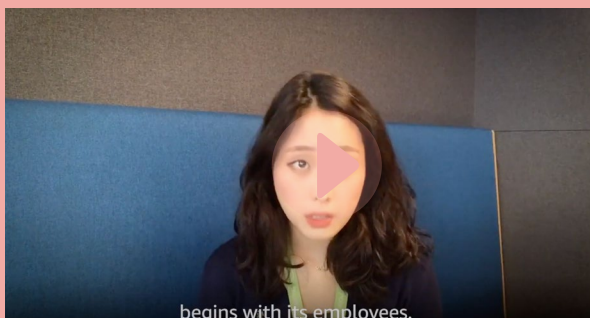


Video Examples: Employer Branding



Amazon

Brand Specialists at Amazon.
What do they do?



Amazon

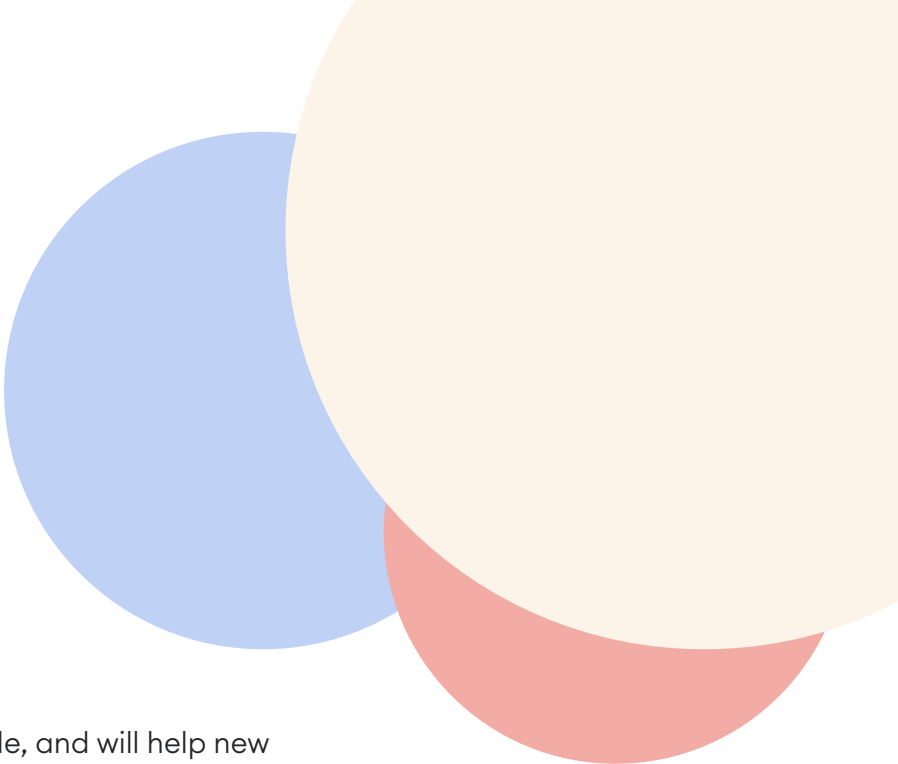
Sustainability Ambassadors

Recruitment

There is nothing duller and more impenetrable than a lazy job description with a great long list of responsibilities and desirable attributes.

But, for employers who are committed to finding a qualified candidate who will also be a great fit in the team they'll be working with, UGV can really help bring the job description to life.

A video job description, shot by a member of the team, will help give a candidate a flavour of what to expect when they start. Here, visuals and authentic voices really are everything. No-one is better qualified to demonstrate a role than someone who is doing it already, and engaging the rest of the team in the recruitment of future colleagues is great for morale and a feeling of togetherness.



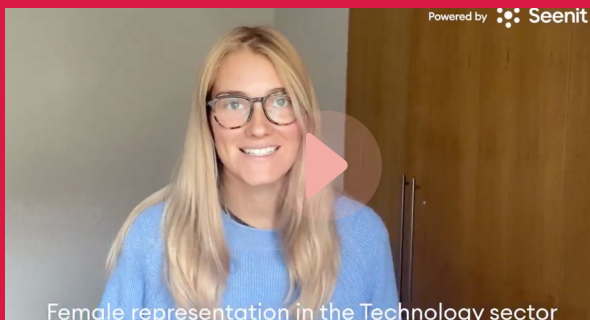
UGV can be used to demystify the role, and will help new recruits get a feel for who they will be working with - not just what they will be doing.

Video Examples: Recruitment



EY

Meet Ushana



Seenit

Calling all women in tech



Photo by Tiziana Giordano

Marketing

The effects of the coronavirus pandemic have amplified the power of UGV like never before. When large-scale video production became impossible, UGV became the 'go to' format for advertisers and marketers. It tapped into the psyche of the world during those difficult times: stripped-back, unpolished and imperfect - but also honest, transparent and authentic.

And UGV is here to stay. As lockdowns are eased all over the world, marketing teams are realising the power that UGV can bring to a campaign - whether as a standalone format or when combined with professionally-shot video.

Customers and fans can play a vital role here - and it has never been easier than to get them involved. Getting a loyal customer to record a 30-second sound bite on their phone, can be enough to carry an entire message. UGV moves companies away from the traditional idea of a 'marketing machine' and helps introduce new, diverse voices and perspectives.

And nothing is more compelling than a happy customer. They are the ultimate influencer.

Video Examples: Marketing



Specialized Bicycles

Introducing Turbo Vado SL



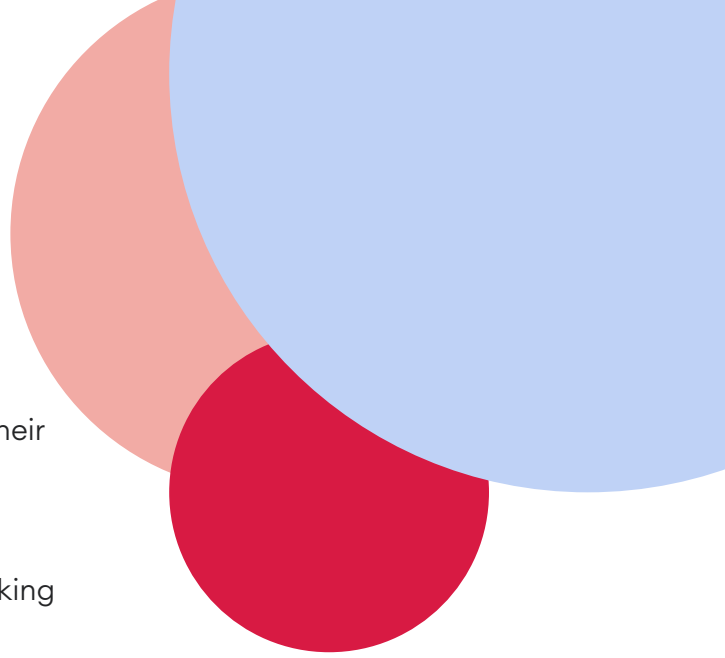
Nokia

Networks are what keep us going



Let's face it: Video wrap-ups from events are often pretty boring. A few clips of the speeches on the stage and some footage set to music of happy people smiling and chatting. UGV can help you change things up and really lift your coverage.

A documentary approach, where attendees use their phones to capture perspectives from themselves and those around them can produce much more interesting results. It also connects the viewer, making them feel like they are there in the room with you.



Video Examples: Events



Penguin Random House

Penguin Voices at the London Palladium:
Our Highlights



Lifeplus

The Spirit of Lifeplus 2019 - Employee
Experience



Photo by Tiziana Giordano

Employee Engagement

UGV can be a great motivator and confidence boost for your employees. By contributing to video content that has an impact companywide, people feel they have a voice. That they are being included in a wider strategy rather than being a cog in a much larger wheel.

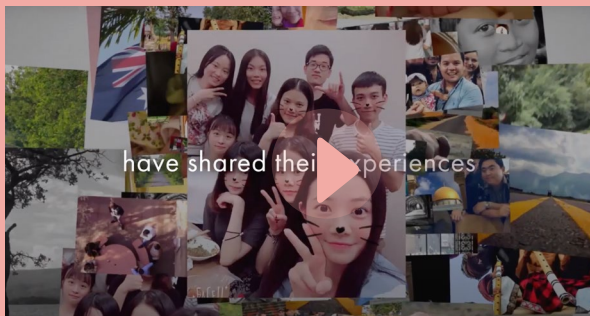
An added bonus, is that you can reveal hidden talents! Many companies use UGV to set fun challenges for staff - the rapping broker in this Freedom Mortgage video! This type of content is fantastic because it has many possible uses. Internally, you can hold talent shows and competitions. Externally, you can give people a taste of the personality within your organisation by posting unexpected content that will make people sit up and take notice.

Video Examples: Employee Engagement



Freedom Mortgage

Freedom's Got Talent



HSBC

Photos from our world

CSR

With CSR content, companies want to show they are making a difference. Again, this is more effective when you switch off the marketing machine, and let your people tell the story. UGV helps capture the heart of any CSR initiative, using small, intimate moments to tell a bigger, more important story.

A video about a charity day in a soup kitchen is infinitely more powerful through the eyes of a volunteer who is living it and feeling it. UGV can capture these raw emotions and resonates strongly with any audience.

Video Examples: CSR



AIG

Global Volunteer Month 2019



ViacomCBS

Virtual Community Day: 2020 Wrap-Up



Photo by Tatty Vaughan

Diversity and Inclusion

In today's climate, D&I is considered a 'must have' element in any brand marketing strategy. But companies must be careful their stories pass the acid test of authenticity.

Honesty and humility are critical. Any company that claims to have a perfect culture of diversity will immediately come across as insincere. Much better to say: 'We have made a lot of progress but we still have a long way to go'.

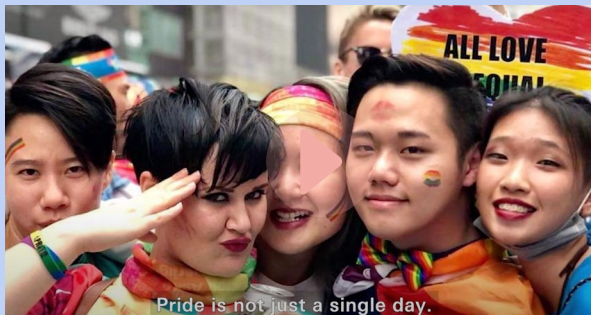
With that in mind, UGV can place the spotlight on the people who matter and give them a voice. If participants are willing to speak candidly about their own experiences - good and bad - it demonstrates mutual trust, and shows audiences a company that truly values its people.

Video Examples: Diversity and Inclusion



Novartis

Pride 2020 - Inspired to make a difference



HSBC

A million moments of Pride



Professional video production

Five years ago, video professionals would have scoffed at the idea that amateur footage shot on a mobile phone could compete with their usual lovingly-crafted content. Now, most would admit that UGV is an extremely useful tool to pull out in certain circumstances.

Not only are they taking it seriously, they are actually USING it. Bringing together professionally-shot content and UGV allows film-makers to merge the two disciplines and tell a more multifaceted story.

Video professionals can now see the power and potential of UGV as an essential storytelling tool, and there is no greater endorsement of the format than that.

Video Examples: Professional video production



Coca-Cola

Open Like Never Before



HSBC

Trekking Ecuador



Photo by Tiziana Giordano

Remote working

Although Seenit has been working with UGV for years, the recent lockdown really popularised the format. With audiences looking for reassurance and comfort, the need for slick, aspirational videos was suddenly redundant.

People felt more isolated than ever before, and many were forced to figure out how to navigate a remote working environment almost overnight. Video conferencing solved day-to-day logistical problems, but there was a deeper need for generating togetherness in uncertain times. Quickly, companies realised that UGV initiatives could foster greater collaboration.

UGV connects people that are physically apart. It has the power to cross borders and oceans, allowing all parts of a global organisation to come together and speak with one voice.

Video Examples: Remote working



Vodafone

How We #StayConnected



HSBC

Home working tips from our colleagues



HR/ Wellbeing

Often mental health is seen as something that is private and shouldn't be spoken about. But companies are starting to make staff wellbeing more of a priority - particularly during difficult times such as these. Some have introduced mental health 'first-aiders', or created dedicated support programmes and resources for employees.

HR teams are using Seenit to stay connected with remote workers, and help them feel they always have someone to talk to. And video is also a great medium to carry 'good news' stories and other positive content to keep colleagues upbeat and engaged.

Video Examples: HR/Wellbeing



Seenit and Sanctus

Looking after your mental health during Covid-19

Conclusion

Regardless of its application, UGV is a content format that suits the world we live in today. It has made communicators think differently about the way they tell stories, and kept people at the front and centre of everything. In larger organisations, the 'marketing machine' that has traditionally been controlled by a select group of employees and leaders, is now accessible to everyone, and this is creating authentic, powerful content that can drive right to the heart of the company like never before.

Seenit celebrates this new world every day. We love to see organisations thriving on the back of people power and authentic stories. We are here to help you get the best of UGV wherever you choose to use it.

About Seenit

We have told over 400,000 stories. Hundreds of companies are using Seenit to bring their stories and events to life through people powered video content.

[Talk To A Video Expert](#)



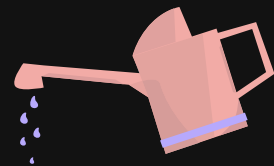
Simplify

Simplify and diversify your video content



Engage

Engage and encourage your people to be at the forefront



Grow

Grow, foster, and enhance productivity and engagement