

**How UGV**  *USER-GENERATED VIDEO*  
**can turn your  
employees  
into your  
best brand  
ambassadors**



Photo by Camille Thillaye

# Intro- duction

Showcasing your company's culture has always been at the heart of Employer Branding strategy. It is central to creating a positive value proposition for prospective employees and attracting the right candidates.

# 88%

88% of millennials care about culture as a deciding factor in choosing a job.

## Now, in this time of unprecedented uncertainty, companies are having to rethink their approach to how they position themselves to future colleagues.

The 'marketing machine' that has traditionally powered corporate messaging is looking increasingly outdated in a world where we are all looking for reassurance.

Brands are realising that they must find new ways of demonstrating their human side, and bringing their culture to life through their people.

At Seenit, we have long championed the value of User-Generated Video (UGV). It is raw and compelling, and can help companies create honest, authentic, employee-led content. Real stories, from real people.

In this mini-guide we look at the three simple steps you can take to turn your employees into your best brand ambassadors through UGV:

- Be honest about your culture
- Give the power to your people
- Bring your brand to life through User-Generated Video

We hope this will help to set a new standard for employer branding. A baseline from which you can start to show your true colours, now and in the years to come.



1. Be  
honest

**about your  
culture**



# “Think before you act; think twice before you speak.”

**Thomas Browne**

If you are going to showcase your culture effectively, you need to understand it first. It can be all too tempting to be superficial. It is easy to pay lip-service to a ‘great culture’, but it is meaningless if it’s not an authentic representation.

So before you start to wax lyrical about your culture to prospective employees, dig a little deeper. Be honest about what you find. Only when you have a deep understanding of what your company is all about - and what it is like to work there - can you tell an authentic story.

A truly positive and inclusive culture is built on employee engagement, so your people should be central to your employer branding strategy. They hold the key to the idea of your company as a great place to work.

But the ‘pandemic effect’ has meant a re-evaluation of the employee value proposition, and any employer branding effort needs to reflect that.

A shift to home-working and the removal of face-to-face interaction has fundamentally changed many company cultures, and left employees feeling isolated and vulnerable.

So, how to address this in your messaging to future colleagues? At Seenit, we are seeing a blurring of the lines of internal and external communications. Companies are taking the best of their internal messaging, with its rawness and authenticity, and using it strategically in targeting external audiences.

This creates a natural flow from inside your organisation to out.

Fine-tuning internal content and repurposing it for external purposes is a great way to create a trusted, credible employer branding message.

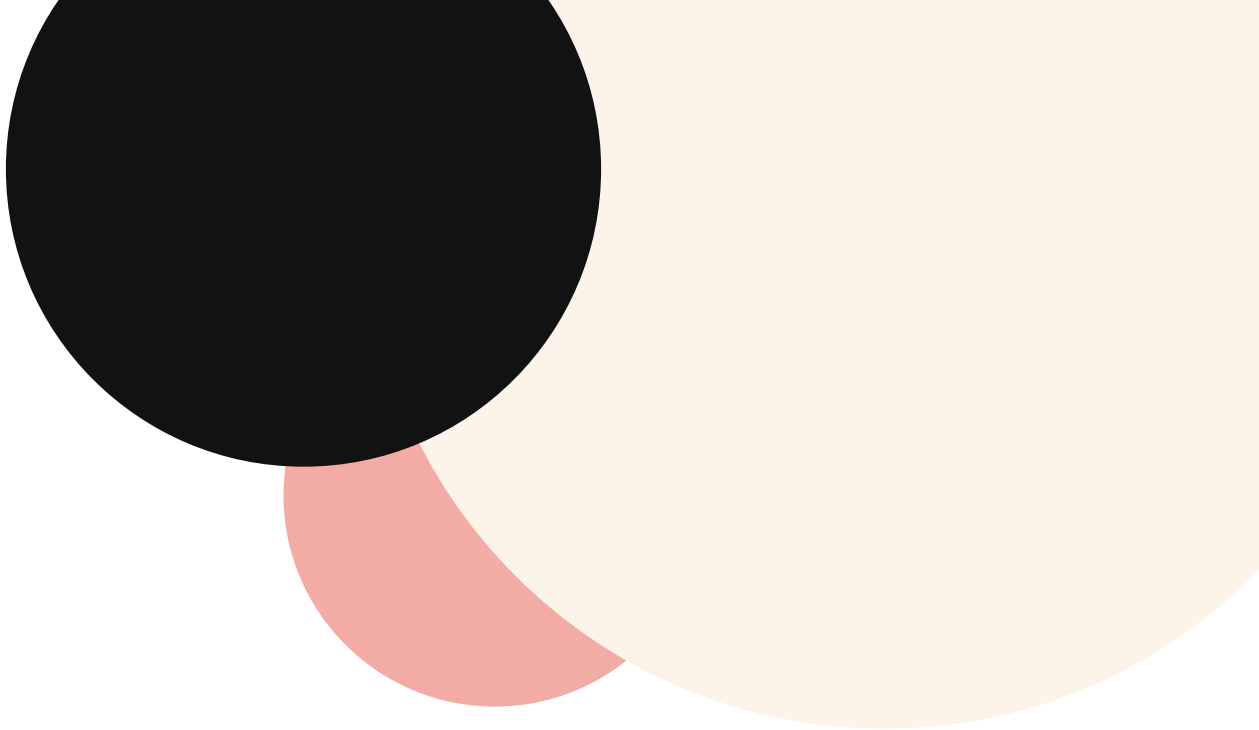


# 2. Give the power to your people

Once you have identified what it is about your culture that is most impactful for prospective employees, you need to find the right people to tell the story.

**x3**

Employees are 3x more likely to trust employees than CEOs and Leadership



What does the company look like on the inside? What is it like working here? What are we thinking? Why do you come to work every day? Why do you enjoy what you do? All of these culture and identity questions are hard to answer centrally. They need to come straight from the people involved.

It might be a daunting step, but if you switch off your 'marketing machine', and change the message from a centralised voice, to one coming directly from the people on the ground, it will be all the more compelling.

Your employees are your most valuable assets. More, they represent the beating heart of your organisation. No-one is better qualified to tell your story.

Not only can they humanise your brand and influence your business' reputation, they will become empowered themselves.

Truly engaged employees are more productive, more innovative and are your best brand ambassadors.

Even before the pandemic, companies were realising the power of employee-led storytelling. They were replacing their glossy 'brochure'-style content with honest accounts from the voices that matter.

This strategy of championing your employees by giving them a voice is incredibly effective. Because people trust people - especially people like them. You will become more credible, transparent and relatable. A company people want to work for.

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**In a story, the only way anyone's true character is revealed is by watching how they deal with adversity, hardship and loss. Conflict and adversity are tests of who we are.**

**Thomas Browne**



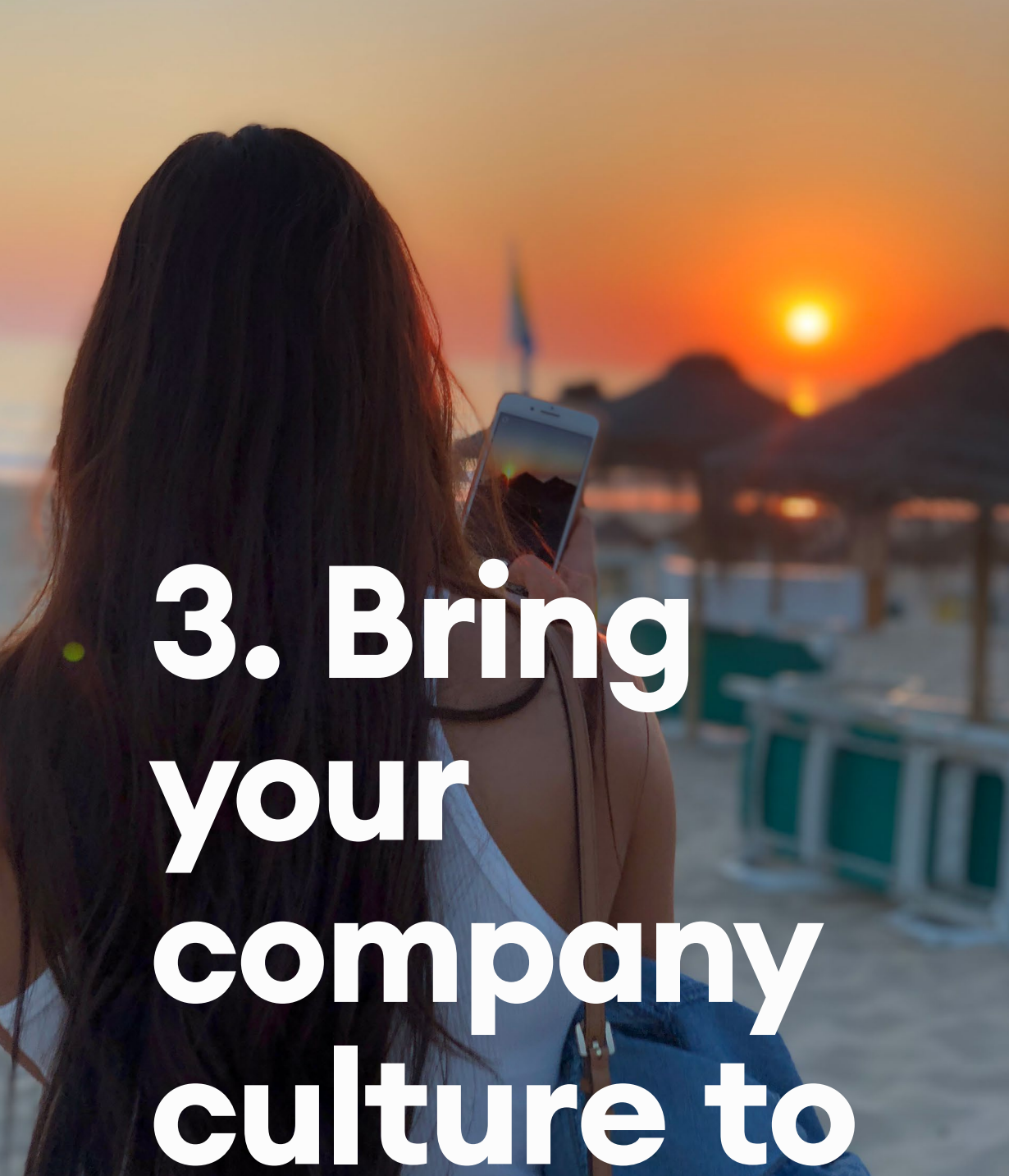


Photo by Megan Gubler

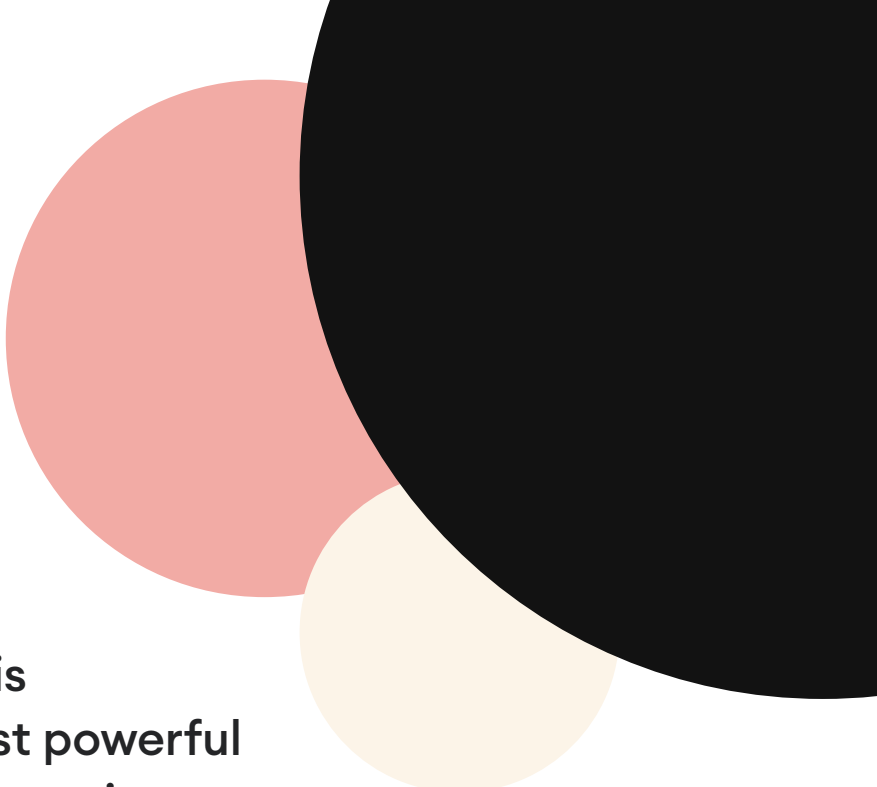
# 3. Bring your company culture to life with UGV

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**User generated video has the potential to create powerful and authentic content, by allowing audiences and contributors to tell their own stories from their perspectives.**

Producer at BBC

 Seenit




**User-Generated Video is unquestionably the most powerful way to turn your employees into your best brand ambassadors. It is more relatable and impactful than traditional video alone and can carry your employee stories further.**

UGV also brings out the human connection your audience craves. It gives your people a face and allows them to show, first hand, what it's really like to work at your company.

Through the pandemic and beyond, UGV will help you build a community of powerful and credible voices that people can trust.

Many companies are moving away from the traditional office-based model, and that can cause uncertainty in prospective employees. UGV is a way of bringing everyone together again. Unlike centralised, marketing-led video, UGV is automatically inclusive. It fosters collaboration across departments, across hierarchies - even across borders. Even when people are physically apart, UGV drives authentic stories and can unite employees from all over the world.



## It is easier than you might think to create a UGV employer branding strategy.

Everyone is now conditioned to creating content on their phones. There are no technical or geographical barriers to producing quality video anymore.

With a little creativity, companies can pull diverse perspectives together and package them in a way that captures the essence of their culture, and paints a human picture that prospective employees will connect with.

UGV empowers your people, democratises your organisation and inspires your target audiences. It is the final piece in the employer branding jigsaw.

**x3**

User-Generated Video is 3x more engaging than traditional video.



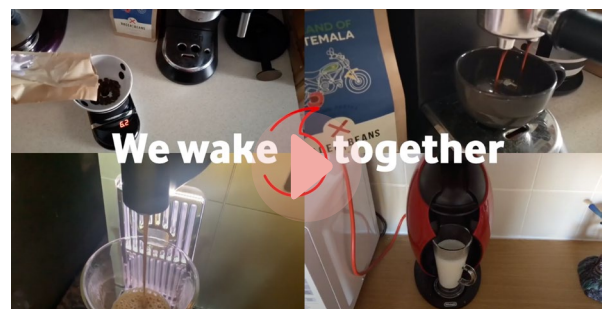
# Here are some great examples

Check out this Employer Branding video from Amazon 🖱️



## HSBC

HSBC graduates teaching kids how to code during lockdown



## Vodafone

How we #StayConnected during these uncerain times



Photo by Victoria Armstrong

# Conclu- sion

Your employees are your best brand ambassadors, and UGV is the best way to tell their stories.

But employer branding should also have an element of fluidity to it if it is to remain effective. In uncertain times, people crave honesty. Don't be afraid to rethink your strategy if the goalposts change.

What you do now and the stories you tell during the pandemic will ultimately impact the future of your employer brand. Keeping it 'people first' will enable you to move with the times more easily - and promote you as a mindful, responsive and impactful employer.

At Seenit, we help companies create compelling employer branding videos, that boosts engagement on average 2x, whilst reducing the cost and resources needed for production by 80%. This solution has been developed so it's 100% remote but is an entirely human first approach, harnessing people power and bring out the authentic culture of their organisations.

# 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



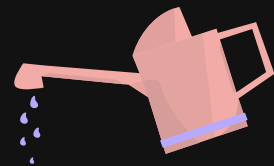
## Simplify

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