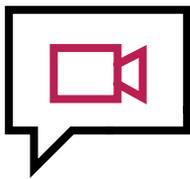# Using video to inform and engage

Engagement strategy playbook

Why video?

Video is becoming ubiquitous in our daily communications with leaders, experts, and coworkers. The way we communicate is evolving fast and video features prominently in the transformation. This playbook is designed to help you better understand how video and Microsoft Stream can help your company engage and inform employees, capture and share knowledge, and enrich collaboration.

One minute of video is equal to 1.8 million words

How Video Will Take Over The World, by James L. McQuivey on June 17, 2008

The human brain processes video 60,000 times faster than text

Persuasion and the Role of Visual Presentation Support: The UM/3M Study,

Douglas R. Vogel on June, 1986

90% of consumers say video helps make buying decisions

Vidyard 2018 Video in Business Benchmark Report

59% of company decision makers would rather watch a video than read an article or blog post

Video Marketing: The Future of Content Marketing, Forbes, Matt Bowman,

February 2017

Why Microsoft Stream?

Microsoft Stream is an enterprise video service included in Microsoft Office 365. Stream helps facilitate a stronger connection between people and the information they need to do their jobs. Stream does this in three ways:

- **Inform and engage** with more creative and authentic communications
- **Capture and share knowledge** that aligns with corporate training and learning objetives
- **Enrich collaboration** through seamless video use across tools and applications

Modern approach to internal communicators

Royal Dutch Shell is an international energy company that strives to deliver more and cleaner energy solutions for its customers around the world. To help engage and unite its 84,000 employees to achieve this goal, Shell deployed Microsoft Office 365 which had the following impact:

- Communication between leadership and employees became more transparent
- Employees improved their collaboration
- Internal communities started to grow and are now thriving
- Corporate communications revitalized the company intranet

These changes empower staff to generate interactive, impactful communications that drive corporate allegiance, productivity, and innovation.
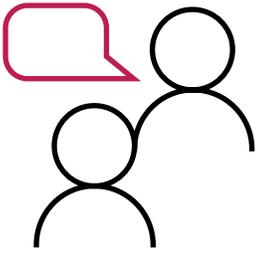
Read Shell's story and watch their video

Using Stream

Stream can become an invaluable resource inside your organization that can enrich your company's culture and give employees a deeper connection with content and each other. Here are a few areas where video and Stream can assist in your workplace transformation:

- Leadership communications
- Learning and training
- Corporate video strategy
- Company announcements

Leadership communications

Using video is an easy way to extend the reach and influence of the leaders in your company. Whether creating a simple video, a live broadcast, or series of updates, video can add depth and dimension typically limited to an in-person experience.

Here are three key points that will help when utilizing video as a leader:

1

Video allows a leader's voice and message to become more relevant, adding insight and clarity to active conversations.
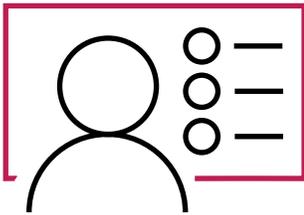
2

Sharing video updates across an organization can be as easy as sharing a document, and much more likely to be viewed by employees.

3

A spontaneous share or a purposeful embed makes it is easier and faster than ever for leaders to interact with employees in a more meaningful way.

Tip: Set yourself up for success

- Define your audience before you create the video to ensure you're talking to and reaching the right people
- If you can, establish an expectation with your audience on why and when they should watch
- To measure impact, define your KPIs based on your audience size and the content relevance for your audience and take into consideration any noise (what else is competing for the attention of your audience)

Learning and training

Video can help drive better knowledge retention and deeper understanding of content for training and learning purposes. Having a video service that can surface resources to people where they are actively working allows corporate training and learning services to reimagine how a workforce can be educated.
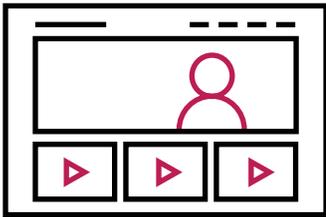
Ways you can integrate Stream into your training practices:

Stream	Teams	Yammer	SharePoint
Customize a variety of training and learning channels in Stream, and easily add them to other Office 365 apps	Add a Stream tab to your Teams channel to have interactive discussions about the training	Providing on-demand tutorials in organization-wide Yammer communities	Add training videos to your corporate learning portal on SharePoint

Enabling everyone in the organization to interact with video, contribute with peer-to-peer information sharing, and create their own editorial content encourages employees to have an always-learning mindset.

Tip: Authenticity is key when creating training

- Some of the best training comes directly from employees. Try engaging employees to create videos instead of solely relying on corporate created content
- Provide easy to use tools for video creation
- Anyone can record custom videos with PowerPoint, then publish directly to stream
- Remember to have fun and be encouraging—it will come through in the video and make the viewing experience more engaging
- A studio is great for filming but sometimes your talent will feel more comfortable at their desk—choose a place that makes sense for your presenter and adds context to your message
- Increase engagement by adding quizzez and polls directly into your stream videos

Corporate video strategy

Much like consumer-based platforms, Stream uses video to engage and inform audiences. It's important to establish your organization's video strategy to help guide your approach to Stream adoption.

1

Video should not be a siloed medium in an organization—highlight use cases where video extends the reach of your message through other mediums like Teams, Yammer and SharePoint.

2

Create etiquette and policies related to how the platform should be used and share that with the community of creators.
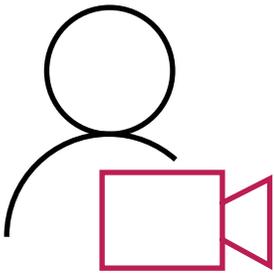
3

Recognize and reward your top creators and contributors so they feel validated and continue to produce great content.

A key ingredient in every good corporate video strategy is strong channels. Channels are typically based on topics that are very applicable to the majority of the company and the content is presented by some-one with influence and authority. Strong channels function as an example and establish a tone for future videos and channels.

Tip: Establish a strong curation model

- Start small with a small set of topics/channels that are sponsored and managed by key groups
- Provide a curation guide—include an editorial plan, video etiquette, filming tips and tricks, and production recommendations
- Curation includes conversation management—make sure posts receive likes and comments
- Be consistent in your publishing schedule to grow audience expectations
- In addition to corporate maintained channels, consider creating channels the broader organisation can contribute to as well

Company announcements

Live event broadcasts give leaders and subject matter experts a way to deliver compelling communications to others in the company. Live events uses video and interactive discussion across Teams, Stream, or Yammer and can be as simple, or as sophisticated as your event needs.

A few things to note:

- Up to 10,000 attendees can participate in real-time from anywhere
- Live events can be watched on web and mobile devices
- On-demand recordings uses AI features that unlock the content of the event recording

Learn more about running a live event

Tip: Plan ahead

- Promote the event ahead of time with time and location of where to watch
- Meet with the presenters before the event to walk through how the event will be managed
- Make sure the background doesn't destract from the presentation
- Avoid bright lights behind the subject and reflections in glasses
- Good audio is important—minimize background noise and check your sound before you go live

Video at the center of cultural change

BayCare's technology-enabled approach to business transformation has required a commitment to human empowerment platforms that help the non-profit keep pace in a fast-moving healthcare industry. Evolving to a shifting landscape has been facilitated by two critical success factors:

- Empowering the firsline workers, like nurses and lab technicians, to share their own training
- Giving BayCare leadership a way to create personal connection with employees

Leadership at BayCare knew traditional channels of communication and documentation were too slow. Rafalski said "The great thing about videos is that they make everyone in the company, including the leadership team, become more human to everyone else. Videos give employees a true sense of leaders' personalities, because they see the emotions and conviction that just don't come across in other media."

Video at BayCare is transforming the culture as creators relate the videos they create the corprate brand promise of "Humanity at Work."

Read more about BayCare's cultural transformation

Getting started with Stream

The purpose of this playbook is to help you understand why Stream is a great tool to inform and engage employees. This section will cover some of the functional aspects of the video platform.

- Features and functionality
- Administration and network management
- When you can use Stream
- Deep dive resourses

Features and functionality highlights

Stream has a lot of technical depth and there are great resources that can help you learn more about how to utilize Stream in your organization. Click on the boxes below to learn more.

Deep search

Using intelligent search capabilities, Stream can search on words spoken in the video not just the written description.

Closed captioning

Stream will automatically generate a closed caption for an uploaded video.

Download video transcript

You can download the transcript, or upload your own subtitles or captions.

Groups

Create a group and add channels to add a layer of permissions to your content

Integration with other Office 365 tools

Setting up a tab that links directly to a Stream channel, or embedding a video into Yammer or SharePoint is easy and fast.

People detection

Face detection features create more ways to find and interact with your videos.

Sharing videos

Share via email, send a link, share at a specific time or share directly on Yammer. You can also embed your video on other internal company websites.

Intelligence

Speech to text, auto-generated closed captions means everyone can access relevant content quickly and easily.

Time coding

Easily jump different parts of the video based on when people are talking or when a specific topic is discussed.

Spotlighting videos

Bring attention to certain videos and improve their discoverability by spotlighting them.

Follow your favorite channels

Find the channel you're interested in following and click on the FOLLOW button on the channel card.

Channels

Give order and structure to your content by using channels.
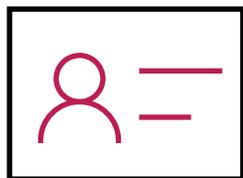
Comments

Employees can share their thoughts, questions, and ideas directly alongside a video. Start a new and contextual conversation in Teams, Yammer, or SharePoint.

Watching videos offline

Offline viewing allows you to watch videos in any situation where network connectivity is either unavailable or limited. Catch up on your watchlist from a flight or on your commute.

Administration and network management

Centrally manage Stream with administration controls, while still being able to give the organization flexibility to manage the tools they need to be productive. There are great resources that can help you learn more about how to properly set up and utilize Stream in your organization.
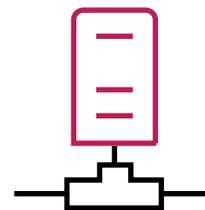
Adminstration

Microsoft Stream has many controls, settings, and options available to configure how Microsoft Stream works for your organization. Stream allows administrators to do the following:

- User access settings and permissions
- Data privacy, GDPR compliance and auditing
- Quotas and limitations
- Licensing
- Data residency and compliance

Some specific controls include the ability to manage or restrict uploaders, channel creation, disable comments, and manage group membership.

Stream also allows administrators to monitor and investigate actions taken. Knowing who is taking what action on which item can be critical in helping your organization fulfill its regulatory compliance and records management requirements.

Network management

When setting up your Stream platform, key questions may be asked about supported video formats, streaming playback and quality, and network or bandwidth requirements.

Stream leverages the smart encoding and adaptive bitrate streaming to reduce network and internet traffic of video playback, but that's only a small part of what's going on behind the player. If you need to know more about what network considerations you need to be aware of, detailed information is available on the Stream video delivery and network overview web page.

Additional topics:

- Adaptive bit rate streaming
- Encoding for live events
- Optimizing networks for video delivery
- CDN for video playback
- Video level encryption

Read more

Read more

Video for a modern workplace

CEO messages	All hands events	Internal product launches
Announcements	Asynchronous engagement	Voice of the employee
Company events	Multi-geo meetings	Buzz events
Opinions	Vlogs	Hype days
Virtual events	On-demand updates	Community service activities
Company university/training	Demos	HR benefits roll out
Product pitches	Hype videos	Important announcements
Ask me anything	Voice of the field	Expert tips and tricks
Tutorials	Progress reports	Company news
Research recaps and findings	Storytelling	Employee connection
Recording team meetings	Special interest group FYIs	Professionally produced show
On-demand training	New hire introductions	Time capsule
Video-based collaboration	Event recaps	Knowledge archive
New hire welcome	Reporter in the crowd	
Onboarding	Trailers	

Microsoft Stream resources

Get started with Stream
https://docs.microsoft.com/en-us/stream/

Stream overview in 15 minutes
https://myignite.techcommunity.microsoft.com/sessions/66968?source=sessions#ignite-html-anchor

Detailed documentation and technical resources
https://docs.microsoft.com/en-us/stream/

Connect with the Stream community
https://techcommunity.microsoft.com/t5/Microsoft-Stream/ct-p/MicrosoftStream

Stream Blog
https://techcommunity.microsoft.com/t5/Microsoft-Stream-Blog/bg-p/StreamBlog