



STREAMLINING INTERNAL COMMUNICATIONS WITH ANIMATED VIDEOS

Effective internal communication is crucial for the smooth operation of any organization. It ensures that employees are aligned with the company's goals, policies, and procedures.

However, traditional communication methods, such as emails and meetings, can fail to engage employees or convey complex information. Animated videos offer a dynamic alternative, capturing attention and making messages easier to understand and remember.

In this guide, we'll cover the benefits of using **animated videos for internal communications**, how VideoScribe can be utilized effectively, and **practical steps for creating and implementing these videos** in a corporate environment. Plus, we've created a handy checklist for you to use each time you need to create an animated video to streamline your internal communications.

BENEFITS OF USING ANIMATED VIDEOS FOR INTERNAL COMMUNICATION

- **Engagement:** Animated videos are visually appealing and can hold the audience's attention better than plain text or static images.
- **Clarity:** Complex ideas and processes can be simplified through visuals, making it easier for employees to understand key messages.
- **Consistency:** A video ensures that everyone receives the same message in the same way, reducing misunderstandings.
- **Retention:** Visual content combined with audio has been shown to improve memory retention, helping employees remember important information longer.

WHY USE VIDEOSCRIBE?

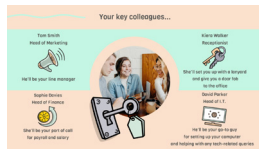
- **Ease of Use:** VideoScribe offers a user-friendly platform that allows even non-designers to create professional-looking videos.
- **Customization:** The tool provides a range of customization options, enabling you to align videos with your company's branding and tone.
- **Cost-Effective:** By using VideoScribe, companies can produce high-quality videos in-house, reducing the need for expensive external production services.
- **Versatility:** VideoScribe can be used for various internal communication purposes, from onboarding new employees to delivering company-wide updates.



GET STARTED WITH SOME OF OUR FREE VIDEO TEMPLATES



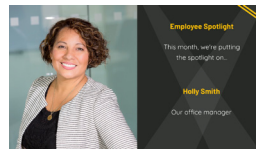
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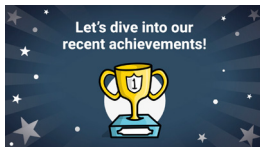
[Vertical Process Diagram](#)



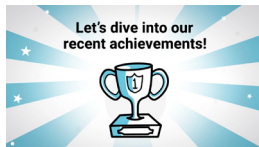
[Employee Spotlight](#)



[Employee Introduction](#)



[Sharing Success](#)



[Sharing Success Whiteboard](#)



[New Employee Onboarding](#)



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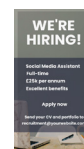
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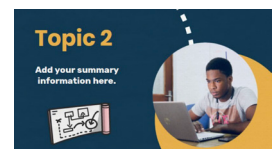
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STEPS TO CREATE ANIMATED VIDEOS WITH VIDEOSCRIBE

- 1. Define the Objective:** Identify the key message you want to convey and understand who the target audience is.
- 2. Scriptwriting:** Write a clear, concise, and engaging script. Focus on storytelling to keep the audience interested.
- 3. Designing the Video:** Use VideoScribe's tools to choose the right visuals and animations. Incorporate your company's branding to maintain consistency.
- 4. Voiceover and Background Music:** Record or select a voiceover that matches the tone of the message. Choose background music that complements the video without overpowering the content.
- 5. Review and Edit:** After creating the video, review it to ensure that the message is clear and free of errors. Gather feedback from a small test audience if possible.
- 6. Implementation:** Share the video internally using your organization's preferred communication channels. Use analytics to track the video's effectiveness and make adjustments as needed.

Animated videos are an effective tool for improving internal communication within an organization. They engage employees, simplify complex messages, and ensure consistency in communication.

VideoScribe is an accessible and versatile tool that allows companies to create professional videos without the need for extensive design skills or resources. By integrating VideoScribe into your internal communication strategy, you can enhance the clarity and impact of your messages.



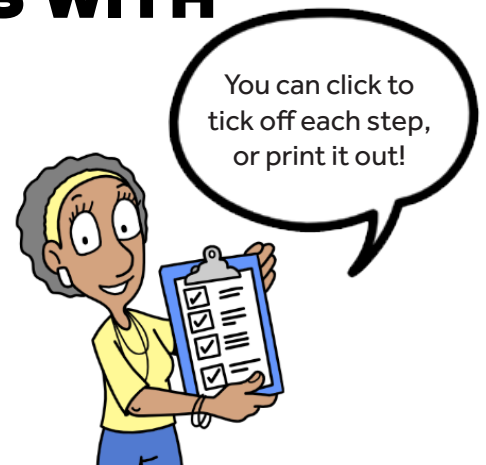
YOUR DIGITAL CHECKLIST: STREAMLINING INTERNAL COMMUNICATIONS WITH ANIMATED VIDEOS

1. Define Your Objective

- Identify the key message.
- Understand the target audience.

2. Scriptwriting


- Write a clear, concise, and engaging script.
- Focus on storytelling to maintain audience interest.



 **Top tip:** Check out our [guide to writing the perfect script here!](#)


3. Designing the Video

- Create your storyboard by using our [free downloadable storyboard template](#).
- Choose appropriate visuals and animations using VideoScribe.
- Incorporate company branding (colors, logos, fonts).

 **Top tip:** With over 5 million images available to you, the quickest and easiest way to find images is to use search terms, rather than browsing by category.

4. Voiceover and Background Music

- Select or record a voiceover that matches the video's tone.
- Choose background music that enhances the video.

 **Top tip:** With VideoScribe, you have access to our royalty-free music library, saving you time and money in searching for and buying licensed music tracks.

5. Review and Edit

- Review the video using the Preview function for clarity and errors.
- Gather feedback from your peers or a small test audience by sharing the preview link.

6. Implementation

- Decide on the distribution method (email, Intranet, Slack/Teams, etc.).
- Share the video with the intended audience.
- Use analytics to track the video's effectiveness.

7. Post-Implementation

- Gather feedback from viewers.
- Make any necessary adjustments for future videos.