



Everyone is a Video Producer

In the Enterprise, it is called Employee-Generated-Content (EGC)

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EGC. Encourage it. Support it.

Make it work across, and add value to, the enterprise video ecosystem.

Companies are using video more than ever. They have no choice; employees, vendors, clients and customers are consuming video for entertainment, information and training.

Making the case more compelling for video is that employees, along with everyone else, are producing content. This is doable because of innovation and advancements of digital technology throughout the video ecosystem. It is doable because:

- Everyone is embracing the digital transition and using digital media, especially video;
- The cost of equipment to create, deliver and manage video is affordable;
- People are using their personal devices (phones and tablets) to record and stream live video;
- People are editing creative videos on computers and personal devices;
- They interact with peers and share content using the same devices; and
- They view the content on these small screens as well as large HDTV display screens that are located just about everywhere.

The lines between those that provide content (contributors) and those that consume content (users or viewers) have blurred, as consumers are now producers. Bottom line, video content is moving into and delivered throughout nearly every organization at a torrid pace. This provides challenges and opportunities to everyone in the video chain: Managers and executives that use video to meet business objectives; video and media managers responsible for creating and managing corporate messages and training; support groups that assist with the build out and management of technology and infrastructure; and solution vendors, integrators and service providers.

A few companies are doing an excellent job of managing through what has come to be identified as the digital transition. However, many organizations are struggling to implement the systems, tools and guidelines to efficiently and effectively provide enterprise communications and workplace learning. There is too much, happening too fast. And, the increasing number of associates and employees who are contributing content, from a wide range of roles and responsibilities, compounds the situation.

Employee Generated Content (EGC)

Employee Generated Content (EGC), commonly known as User Generated Content (UGC), is produced throughout enterprise organizations. The video EGC is flooding YouTube and other social media channels as well as corporate websites. This is

primarily a result of the availability of affordable, high-quality video cameras, including smartphones, and editing software. It all started when YouTube was launched in April 2005. Co-founder Jawed Karim published a 19 second video of his trip to the San Diego Zoo. Since then, the clip has been viewed more than 27 million times and may be the catalyst for the 87 percent of millennials who now use the video function on their smartphones at least once a week. According to a 2014 survey of more than a thousand millennials conducted by Zogby Analytics, 77% of them post video or pictures to social media¹.

UGC was given a boost that same year when the Digital Transition and Public Safety Act required all full-powered TV stations in the US to complete their transition from analog to digital to free up spectrum for emergency services and wireless communications. Since then, the market has been flooded with smartphones, mobile devices, apps and social media channels that are the foundation and outlet for UGC.

The enterprise space is very similar to the broadcast and cable television markets in that consumers of content are demanding more video. Companies must *feed the beast* and deliver it over multiple channels to a diverse range of viewing devices. In many instances, the demand exceeds the staff, equipment and facility resources of corporate communications, media and training departments. This may require internal customers to secure outside services to produce projects during peak periods.

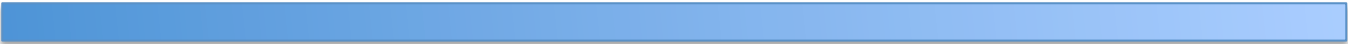
Best practice companies are leveraging extended internal resources to complement and supplement the capabilities and services of the corporate teams and to expand the use of video. The benefits of EGC include:

- A large base of corporate story tellers, including a broad range of subject matter experts;
- Leveraging video assets across enterprise users and viewers;
- A growing library of corporate video assets;
- Expanded coverage of activities and events;
- Savings of time and resources;
- Cost savings by not replicating production shoots;
- Content is readily available and easily accessible.

EGC for Limitless Uses and Applications

The concept of employee generated video content pre-dates YouTube by a couple of decades. For example, during the mid-1980's, The Home Depot was recognized for building a strong corporate culture by conducting a series of *Breakfast with Bernie and Arthur* town-hall meetings. The Breakfast meetings featured company founders Bernie Marcus and Arthur Blank. They were held every few months and were broadcast over the company's satellite network to all Home Depot stores. A highlight of the programs

¹ *Internet Trends 2015 – Code Conference PDF*, Kleiner/Perkins/Caufield/Byers (2015)



were pre-produced videos submitted by stores featuring employee profiles, store achievements and humorous, upbeat clips to introduce new store openings.

As a nonprofit organization, American Heart Association (AHA) has limited institutional staff resources, video equipment and capabilities. However, it has efficiently and effectively embraced and encouraged the use of EGC for years. AHA leverages its business units, departments and affiliates to capture interviews, meetings and events throughout the country. This includes the recording of testimonials and position statements by AHA executives and subject matter experts and reporting on breaking news events and conference activities.

Service organizations such as insurance and utility companies as well as first responders use field representatives to capture video clips or originate live streams of accidents, events or incidents for central offices and command centers to evaluate the circumstances and dispatch assistance or provide guidance.

Companies of all sizes and types are using digital signage systems to display news and information for employees and guests throughout common areas in corporate facilities, branch offices and retail outlets. Although much of the content is centrally controlled from headquarters or provided by third-party sources, some of the most compelling and viewed content is created at the local level. Local administrators program the insertion of employee generated video clips of company activities, local events, personnel profiles and corporate success stories.

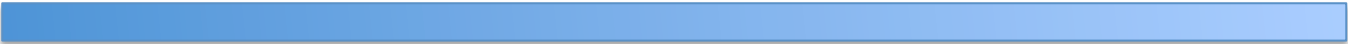
These are examples of corporate approved and managed video EGC. However, this is only a fraction of the EGC produced in the enterprise space. Employees everywhere, on an individual or departmental basis, are creating and sharing video content.

Why do Employees Generate Video Content?

There are a few key reasons driving the use and value of EGC, led by the perception that institutional (in-house) video services are not available, too expensive, too inconvenient or do not meet their creative needs. Often employees believe they can create content and tell stories, easier, quicker and cheaper than using in-house or third party services. Many of them are subject matter experts, which qualifies them to tell the stories. Many of them have produced enough video that they know how to use the equipment. However, many of them generate video content because they can. Unfortunately, most of them do not have the experience, expertise or training to apply the necessary production values to meet branding or industry standards.

Best Practices

Leading companies develop guidelines to encourage and support the production of EGC, while their corporate media departments maintain oversight, provide value to the process and protect the corporate brand. These companies establish and clearly articulate the line between EGC and institutional staff productions. For instance, institutional production services should be responsible for executive and corporate messaging, events and other content classified as critical to the corporate brand.



EGC may be most practical when a person is attending an event where minimal coverage, or sophisticated production values are not required and the cost of sending a crew is not practical. Often EGC in the enterprise is limited to content acquisition and some editing, with the latter stages of production and/or format conversion relegated to staff video professionals.

SAS Institute, Inc., a leader in business analytics software and services, was one of the first companies to develop guidelines and standards for the production of employee-generated-videos. SAS's media department maintains control of content distributed through corporate channels, from transcoding (format conversion) to branding and distribution. They provide insight and guidance to EGC producers when and as appropriate.

As EGC proliferates the enterprise space and video evolves, companies need to ensure that production of employee-generated-content remains manageable and meets established production standards. This includes:

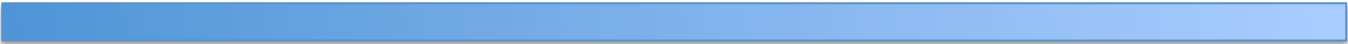
- Capturing content with high production values. This is more than recording quality video. It includes proper lighting, camera friendly environments and sets, good composition and quality audio.
- Shoot horizontally (TV mode) in the appropriate 16x9 or 4x3 aspect ratio. Although vertical mode is good for social media applications.
- Produce video at the length appropriate for the content and audience. Short is not always right. In fact, the acceptance of long form viewing is increasing.
- Only use media that is properly licensed and approved and obtain a signed talent release form from all on camera talent, including employees.
- Provide standardized formats, guidelines and policies (to protect the corporate brand).

It should be noted that smartphones now feature 4K cameras. This provides personal devices with better video quality than available in most corporate video production studios, many of which are still working with standard definition (SD).

Resources for Guidance and Insight

As stated at the outset, dealing with EGC provides a number of challenges as many companies struggle to implement the systems, tools and guidelines to efficiently and effectively provide enterprise communications and workplace learning. Companies should benchmark with other enterprise organizations to identify guidelines, techniques and best practices comparable to their industry, video ecosystem and operation. They should engage consultants and systems integrators who can share lessons learned and user case examples from their customer base and knowledge of industry vendors.

Equally important, companies should consider the knowledge and expertise available from the industry vendors. The vendors know their products and services and how they



best meet customer needs. In fact, innovative approaches and solutions are often the result of input from engaged customers.

Vendors in the video industry, especially the ones that have been serving the video communications and training needs in the enterprise space for decades are likely to have many of the best-in-class video-centric solutions. In addition, their customer user groups can be an excellent source for benchmarking and sharing best practices.

Delivery companies are likely to be most capable in helping companies to implement systems and capabilities to deliver content locally, throughout the country and across the globe. Think about it, are telecom or data networking vendor companies where to go for solutions and services that manage and deliver video content throughout an enterprise network? Or are companies best served by working with the solution providers that developed and provide video-centric products and services that traverse the various satellite, terrestrial and wireless networks.

An interesting analogy may be, *“What type company would you like to manage the upkeep and use of your car: Dealerships for the car manufacturer or the people that build the roads and highways?”*

When companies move video from anywhere to everywhere, they should look to enterprise video delivery vendors to implement the right solutions and systems. System Integrators and video solution providers are well positioned to help companies meet their communications and training needs and ultimately, their organization’s business objectives.

Summary

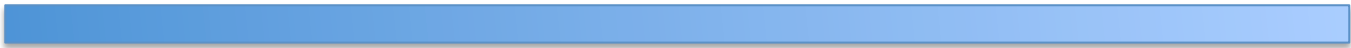
Companies should embrace and leverage the benefits of employee-generated content (EGC) to expand the organization’s video library and enhance the corporate brand. Resisting EGC is merely prolonging the inevitable as employees will produce content and share it, with or without guidance and guidelines.

Companies should build out the video ecosystem to facilitate the creation, distribution and management of EGC so that executives and employees alike can easily and readily provide and access the content. They should provide employees the equipment to produce the video content or at least publish the technical standards.

They should provide training on video production values and how to operate equipment in or complementary to the enterprise video ecosystem. They should develop and publish guidelines and policies that clearly articulate the line between EGC and staff productions.

And, where they need additional insight and guidance, companies should embrace industry vendors.

Bottom line, companies should encourage and support EGC. Make it happen.





Enliten tracks industry sources to find trends and innovations relevant to the use of video and dynamic media in the enterprise space. Our experience is gained through analysis, establishing desired future states, developing cost models and business justifications and assisting with the selection of solutions and vendors to meet each customer's specific needs.

Enliten's role and value is to provide information and insight about the *what* (technology and solutions) and perspective and guidance about *how* and *why* which technology will best fit with your business objectives and content strategy.



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Learn more about [Randy](#).