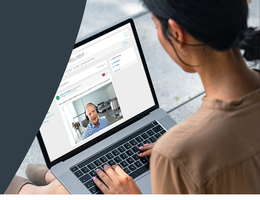
Level Up

Engagement, Learning, and Performance with Video



Video at a Glance

8 seconds
Average person's attention span[1]

100 minutes
Average amount of online video people watch daily[2]

60 seconds
Length of video worth 1.8 million words[3]

Video beats text and audio when it comes to capturing attention[4] and promoting information recall[5]

People pay closer attention to video than any other medium[6]

Video in Recruiting and Onboarding

75%

Best-in-class organizations are **75% more likely** to use video in their employer branding strategy.[7]

Use Video in Your Recruiting Process to...

- Deliver personalized multimedia messages to top prospects
- Showcase company culture, workspaces, and day-to-day responsibilities
- Help new employees "meet" colleagues in different locations

Boost Collaboration with Video

1 Deploy team-building communications that are clear and digestible.

2 Ensure everyone gets the same message, regardless of location or time zone.

3 Personalize corporate announcements, welcome messages, and birthday and anniversary greetings.

4 Create customized instructional content and share critical project status updates.

How Video Enhances Employee Learning

Why use video in employee learning and development?

- Easy to track what is most viewed
- Monitor performance by employee or specific courses
- Can be as effective as a live instructor[8]
- Requires less effort for our brains to process than long-form text
- Enables customizable, repeatable content
- Scalable with organizational growth
- Cost-effective

Video in Performance Management

Video is a more expressive, authentic form of content that uplevels the way employees interact with each other.[10]

- Enable transparent, 2-way communication among teams and between employees and supervisors.
- Employees can ask managers to explain concepts via video that are hard to understand over email.
- Teammates can give feedback or kudos with a personalized video.
- Managers can provide training on-the-go using video.

Ready to learn more? Get details on our website, or get a guided tour of Paylocity in action with a solutions expert.

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