Level Up: Engagement, Learning, and Performance with Video

Video at a Glance

- 8 seconds: Average person's attention span¹
- 100 minutes: Average amount of online video people watch daily²
- 60 seconds: Length of video worth 1.8 million words³

Video at a Glance

- People pay closer attention to video than any other medium⁶
- Best-in-class organizations are 75% more likely to use video in their employer branding strategy⁷

Video in Recruiting and Onboarding

- Use Video in Your Recruiting Process to...
  1. Deliver personalized multimedia messages to top prospects
  2. Showcase company culture, workspaces, and day-to-day responsibilities
  3. Help new employees "meet" colleagues in different locations
  4. Deploy team-building communications that are clear and digestible.

Boost Collaboration with Video

1. Display team building videos to increase video views and dialogues
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. Enable transparent, 2-way communication among teams and between employees and supervisors

How Video Enhances Employee Learning

Why use video in employee learning and development?

1. Easy to track what was learned
2. Monitors performance for greater improvement
3. Can be an effective way to learn
4. Requires less effort for learners to process than long-form text
5. Enables customization
6. Can be scalable with organizational growth
7. 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
- Enables customizable, repeatable content
- Scalable with organizational growth
- Cost-effective

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

² https://www.marketingcharts.com/digital/video-110520
³ https://www.forbes.com/sites/kateharrison/2016/03/31/is-your-company-giving-video-the-love-it-deserves/#7eb548e464db
⁴ https://www.psychologytoday.com/us/blog/get-psyched/201207/learning-through-visuals
⁶ https://blog.hubspot.com/marketing/the-future-of-content-marketing
¹⁰ Video is a more expressive, authentic form of content that uplevels the way employees interact with each other.