

VIDEO AND EMPLOYEE COMMUNICATIONS

EMPLOYEES

75% more likely to watch video than read documents



Forrester Research



THE HUMAN BRAIN

Absorbes more information through moving pics and sound
50%

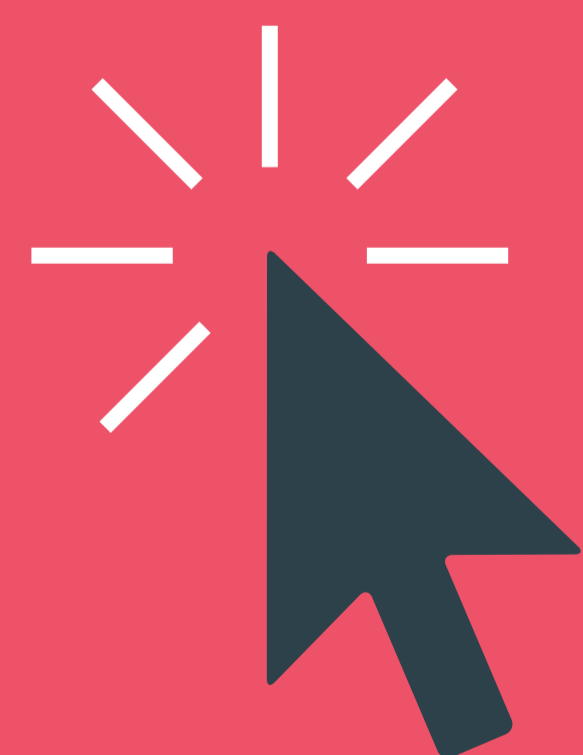
Forrester Research

EXECS

59% would rather watch video than read text



Forbes Insight



CLICK THROUGH RATE

3X higher on video posts than other types of data

SocialChorus user data

USERS

Come back more often and are retained longer in programs that have video



SocialChorus user data

Graphic Design by Sprig Studio