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## Crowd source: How to run an employee video competition

The following content was advice given by internal comms pros via [@theICcrowd](#) on Twitter, and serves as a checklist when you are thinking about how to run an internal employee video competition.

It is not exhaustive, but should help point you in the right direction to think things through.

Thank you to your input and particular thanks to [@gypsynits](#) [@fordcudworth](#) [@VMADigital](#) [@padraic\\_knox](#) and [@tviola](#).

### Before you start

- Plan a sustainable comms campaign around the competition to keep the interest alive
- Integrate with other channels where you can
- Create tight guidelines re filming - e.g. no professional editing / filming
- Formats are important. Specify resolution and video length
- Have clear comms on the platform where videos need to be uploaded - and how
- Consult with legal/HR teams on what can/can't be allowed (e.g. religious innuendo/symbols is a no no. etc.)
- State the objective of the competition in clear terms for everyone to understand. Keep the concept simple
- Rules are key: set the winning criteria and define the boundaries
- Encourage senior leaders to back the competition and take part
- Are there ways for employees across locations to participate – do you have or need to find provisions for both Head Office and remote sites

### What to use

- Cameras for main filming, smartphones for cutaways (if editing) are very effective
- You'll get more employees to participate and submit videos with smartphones as it keeps the mechanism simple
- You can stipulate smartphones for recording only. Hint towards comedy/funny if subject lends to it

### When it's underway

- Hold 'People's Choice' style awards for a user-generated video competition to encourage participation – people choose the ones they like and can vote for their favourites
- Encourage comments and 'likes' on the videos



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### **Timescale of the competition**

- 2-3 weeks to produce a short vid for a competition is plenty
- 2-3 weeks in an ideal timeline - extend if needed, Aim to get winner info out very quick after that time
- If it's a fun competition, deadline should be no more than 2-3 weeks. At best: week 1 ideating, week 2 production 3 editing
- Holding it for too long e.g. eight weeks, makes people lose interest

### **At the end**

- Show the winning videos during a road show or exec conference to lift the profile
- Showcase the winners – award any prizes and publicise the results
- Promote all the videos if you have a way of doing so internally – e.g. YouTube channel or equivalent or hold all employee meetings and show them.

If you need help from The IC Crowd, simply tweet [@theICcrowd](https://twitter.com/theICcrowd) to ask other internal comms professionals for advice.

Thank you to everyone who provided the content for this checklist.

Rachel, Jenni and Dana.