Webcasting Best Practices for Internal Communications

Keeping your employees informed and engaged can be challenging, especially as companies continue to expand globally and working remotely becomes more common.

As workforces become less centralized, there is a need to communicate more frequently and in a more personalized way. Webcasting can help you deliver more compelling internal communications that can increase engagement.

Here are best practices for using webcasting in your internal communications.

7 Webcasting Best Practices for Internal Communications

1. **Be interactive and turn attendees into participants.**
   Live webcasts should feature interactive elements such as Q&A, a comment stream, polls and surveys to increase interactivity with remote audiences and capture real-time feedback that can be addressed during the event.

2. **Approach your content like a TV producer.**
   Think about how talk shows keep viewers engaged. They often use short segments, conduct interviews, incorporate video content, and infuse humor and personality into their program. How can you reformat your next town hall meeting to include these elements?

3. **The time is always right for on-demand content.**
   It’s nearly impossible to gather a global workforce on a single live webcast due to time differences. Distribute the webcast replay to all employees so it can be viewed at a more convenient time, and consider holding a live Q&A session in each region.

4. **Keep your communications secure.**
   Webcast security can help ensure only approved audiences are accessing your internal content. Safeguards include password protection, URL referral checking and IP referral checking. Consult your webcast provider to learn more about these options.

5. **Your audience is mobile—is your webcast?**
   It’s critical that your webcast platform is responsive so your content is automatically formatted and simple to access for users on the go. Optimize your content for mobile devices first to avoid a poor user experience featuring tiny text and grainy graphics.

**Employee Engagement:**
- Executive updates on performance, products and strategy
- Performance updates from second-level management
- Town hall/financial results commentary with C-suite
- M&A announcements and updates
- Partner/franchise communications
- HR policy updates

**Training:**
- New employee onboarding
- Product and sales training
6. **Connect with an experienced partner to help manage bandwidth challenges.**
   Work with a webcast provider that specializes in bandwidth management (e.g., adaptive bit rate streams) to help ensure participants have a seamless, high-quality experience even with a less-than-optimal bandwidth connection.

7. **Consider the local needs of your global audience.**
   It’s important that your webcast partner has signal acquisition and global distribution capabilities that can scale to meet the needs of your global audience of employees. You may also want to consider delivering your content in multiple languages.

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**About Intrado**

Intrado, formerly West, is an innovative, cloud-based, global technology partner to clients around the world. We connect people and organizations at the right time and in the right ways, making those mission-critical communications more relevant, engaging, and actionable. Our suite of solutions advances the way companies engage with employees, customers, investors, and the media with the world’s only end-to-end communications workflow that allows you to listen, create, connect, deliver, amplify, and measure.