# Internal Communication Webinars: The Complete eBook

watchity

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# 1. Introduction

## What is internal communication?

Internal communication is **all that information and those channels that exist within the company**, which is **directed to the organization's staff**. It shares relevant communication about the company and keeps people informed and updated so employees can do their jobs well.

The main purpose of internal communication is to **maintain a continuous flow of information that facilitates communication** between all employees, including managers, workers and all the people who are part of the company.

If done well, **this helps to improve work and increase the company's performance**. Internal communication is very important for an organization to grow and keep its values aligned across all departments. Also, this type of communication has a heavy and direct impact on the success of a company (and on productivity, engagement and teamwork, among others).

# 2. The importance of internal communication

Having good communication within the company is very important in each organization, regardless of the sector and the size it is. Therefore, if your organization is made up of people, you should have good interna! communication that avoids misunderstandings and helps the organization move forward smoothly.

So, here are **7 reasons that demonstrate the importance of internal communication in the business landscape**:

### 1 Keeps your people informed

This is probably the most obvious reason, and that is why it is the first.

Keeping all the people in your organization informed about events, product updates, new ways of working, policy changes, etc. is very important for the organization to go in the right direction. In addition, this also **helps maintain a sense of transparency** that makes everyone in the company respect it.

Especially thinking about employees, you should try to make them participate in everything that happens in your company. This way, they will feel part of the project and will be motivated to continue growing with the company.

### 2 Gets your people engaged

This second point is closely related to the previous one. **The main objective of the internal communication must be the conversation with the employees**. One-way communication is not enough, as employees are not able to participate, so the **communication must involve both parties** so that employees can be within everything that involves the company.

This way, employees will realize that their voice matters in the company, and that their opinion also counts. Thus, they will feel motivated, valued and comfortable with the company and they will feel part of it at all times.

### 3 Creates a channel for feedback and discussion

If the main function of internal communication is to have conversations with employees and keep them up to date with all the news, **you should also have a channel through which they can communicate with you**.

The channel to allow your employees to communicate with you can be given in many different ways: from surveys to events to talk about a particular topic.

In the same way, this feedback should also be sought on a day-to-day basis. Ask them and ask for their opinion. Claim their participation. In this manner, you

can also improve taking into account their proposals and your company will rise day by day.

**4** ### Gives you control of your message

Employees should always **have at their disposal all important information about the company**. Only in this way will it be possible to avoid the creation of rumors within the organization and the discomfort in the employees. Employees must at all costs be prevented from obtaining (false or true) information from an external source.

This can be done by passing on relevant information directly to workers, through a short chain of intermediaries. This will avoid any error in the message and make it easier for the company to transmit the information.

It will also be important for you to **choose appropriate channels for the transmission of information**, as it will favor the correct interpretation of information and avoid an individual interpretation that may lead to misunderstandings.

**5** ### Helps manage crisis situations

In times of difficulty or crisis, internal communication is a very useful and valuable tool. This is because **the situation will be alleviated if the organization is able to communicate correctly and quickly with the right people**.

You must be totally open with your employees, you must try to make them aware of everything that happens at all times. Only in this way can you get a **transparent and clear environment**, in which your employees feel comfortable. In addition, they will all go in the same direction and fight the situation acting as a team.

**6** ### Enhances transparency

As we have said on other points, **transparency is very important for an organization to be on the right track**. When there is transparency, misunderstandings are curbed, a good atmosphere is created and everyone in the company becomes much more comfortable.

And this transparency is achieved, above all, through internal communication. A **continuous flow of information** is essential for the company's performance to grow. Once the internal communication of the company is efficient and transparency is maintained, the organization will be highly favored.

## 7 Helps build out your organization's culture

Another of the main reasons why interna! communication is so relevant within a company is that **it helps to create your organization's culture**. This culture is essential within a company so that all the people who are part of it know where they are and what are the values that the company wants to transmit. It also includes how things work, how things should be done, and what the company's main function is.

Once all people are aware of this culture, all projects and work within the company must be based on it and follow the same line. Thus, externally **the company will be seen as a unified organization** that communicates as a whole.

# 3. How to improve your internal communication

If your organization's internal communication is not the best or you just want to improve it further, here are some ways to do it:

### Define your audience

As with external communication, **everything always begins with the definition of the audience we want to reach**. The information transmitted will not always be the same for everyone. Depending on the type of information, it may only affect certain departments or individuals, or it may affect but in different ways. Therefore, it is important to know what type of audience we want to target our interna! communication strategy depending on the needs of each person in the company.

Watch out! Don't forget that while not all information is needed by everyone, **employees should be up to date with important and relevant company information**. Therefore, the distribution of information within the enterprise will be crucial for employees to be aware of the information they are entitled to at all times and in the correct manner.

### Use the right channels

As we've said before, **the channels through which information is transmitted bi-directionally are extremely important**. If important information is transmitted through an unsuitable channel, that information may be modified, canceled or simply reached the wrong place.

It is clear that if you have many channels for interna! communication, it will always be difficult to choose. Many times we do not know which of them best suits our way of working, or which will be more useful.

However, **two of the best solutions you can find are corporate chat or app and webinars**. With the app, you can communicate with all your employees jointly, by different departments ... Even individually with each of them. In addition, you will always have the possibility to customize the app to organize it in the way you think best suits your company. Thus, it will always be easy to transmit any type of information that is needed in a quick, simple and effective way. Employees will be informed at all times and any misunderstanding will be avoided.

If we talk about webinars, we can say that it's a very complete tool and that it is increasingly famous in the business world. Although, we'll talk more about it later.

### Define your goals well

Objectives are the starting point of any strategy and project in a company. **The objectives are those that form the basis of the strategy** and those that create a line through which each and every action that is carried out must pass.

To set good goals, you need to consider how long you want to achieve them, how you want to achieve them, and why you want to achieve them.

To set all of the above, you can use the **SMART strategy**:

- Specific

- Measurable

- Achievable

- Relevant

- Time-bound

As you can see, if you use this strategy, you should get all your goals to meet these five features. If you do, you will get suitable and possible goals that you can achieve if you work correctly on them.

### Define your strategy

Once you have all the clear objectives from which you are going to formulate the strategy, it's time to **start with that internal communication strategy**.

You should know that **this strategy must include the following points**:

- The goals you've set

- The audience segmentation

- Clear metrics

- Realistic timelines

- An internal communication solution

- An effective content distribution strategy

In addition, although it may not seem so important, **it should be very clear who will be carrying out each of the internal communication actions**. So, you must assign different roles to different stakeholders who will carry out such actions.

Also, if you're wondering what this "internal communication solution" is about, we'll explain it to you. As we said befo re, **you need to choose an internal platform that allows you to communicate with your employees**. This platform must have all the functionalities that you need, and it must be adapted to the way the

company works. Take your time to assess the various options, test them and make sure you make the right decision.

### Reward and recognize

The phrase "to receive one must give" seems very typical, but can be used for everything in life. Even in business.

It is necessary to **support employees in all their projects and recognize their merits**. Only in this way will they feel motivated by their work. This can be done by announcing their victories, their merits and showing the rest of the company that someone has done their job very well. When an employee sees that another has been recognized for his work, there are two options: that the employee who sees him gets motivated to get the same as that person, or that identifies the company as a generous organization that cares for its employees and for everyone's needs.

### Encourage open dialogue

Open dialogue is a **communicative relationship in two directions: from managers to employees, and from employees to managers**. That is, not only must you give information to your employees, but **you must ask them far their feedback** so that the relationship is in both directions.

This open dialogue is achieved through an **organizational culture of transparency and trust**. This way, employees will be open to expressing their views and maintaining a constructive dialogue with other people in the organization.

### Review your strategy regularly

The key to any strategy is to improve it. **You should continually review your strategy** to see if it works, if there is something to improve, or if something needs to be changed.

**Don't be afraid to change things**. Strategy is always subject to change as long as it's for improvement. You can also take advantage of feedback from people in the company to tell you what they think about the internal communication that exists in the company. In this way, the strategy will be constantly adapted to the needs of the company.

### Measure your success

Since you must review the strategy constantly, **you must also measure it to know if it is succeeding or not**. You should do this from the metrics you have set in the strategy definition. Metrics can be very different for each company, meaning **you should use the metrics that are really useful and give you reliable results**.

For this, you can use the chat or corporate app that we have discussed before. With this, you can perform analysis of interaction, participation, performance, etc.

# 4. What is an internal communication webinar?

Since we've talked about possible solutions that improve the internal communication of the organization, we also find a very useful and important tool: **webinars**.

In many cases, organizations (especially large ones) have difficulty communicating with all their employees at the same time. This is because many of them are in other locations, countries or continents. At this point, digital tools have come to stay, as it is these that allow the organization to meet the needs of all its employees in an easy and simple way.

In this case, webinars are the perfect tool. **They allow the organization to communicate with its employees in a very personal and professional way**, combining video and interaction.

In addition, if you choose the right platform, you will be able to customize the webinar in the way that suits your company best, with unique functionalities and ease so that your employees are more committed to the company.

# 5. Types of internal communication webinars

Within webinars intended for internal communication, we can find several types, including sorne highlighted and most frequently used:

### Company results

This type of webinar is **made to communicate with investors, partners, etc**. Therefore, you can organize a webinar and invite investors from other parts of the world to explain how your business works, what its numbers are, etc.

### Partner webinar meetings

This webinar is closely related to the previous one. In this case, **you can communicate with your partners or investors through webinars to share valuable information** or information they need to have in order to make their decisions.

### Group stand-ups

If you have a large company with different locations, this is your perfect webinar. These are **short online sessions that seek to review the tasks that are set for each day** (and are usually made standing up, hence the name). That is, make sure that everyone knows what to do that day, what their tasks are, etc.

And that is why this webinar is ideal for large companies, because wherever your workers are, you can always have these small meetings that will facilitate the day-to-day within the company, and without having to travel.

### Group hiring sessions

Webinars can not only be used to communicate with current employees, but also with potential employees. It is very likely that you want to hire new people for your team but that you do not have time to organize the interview, have different locations with vacancies or simply want to expedite the process because it is urgent.

In these cases, the webinar to hire new employees is the perfect one. **You can conduct group or individual interviews to which each person connects at a certain time**. You can conduct an interview to your liking, personalized and professionally just by connecting a camera and a microphone.

## Training

The business training webinar is one of the most widely used (if not the most). Today, employee training is necessary and, in many cases, mandatory. This is why **webinars facilitate the task of imparting knowledge since the teacher can be perfectly at a different point than the students**.

In addition, webinar training is much more enjoyable, fu n and creative, as you can add videos, tags, slides and many more features. Thus, students retain much more knowledge, entertain themselves more and value the company's own work. As an added bonus, students also have the possibility to see the training again when they need it, either because they want to remember something or because they are curious.

## Employee on-boarding

These webinars serve  to **introduce the company to new members, i.e., new employees**, new partners, etc.

**This is one of the best ways for you to get to know the new additions** and for them to put a face on you. In addition, they will also be able to know each other, and you can provide them with any type of information you think necessary.

## Internal knowledge basis

This is not a type of webinar but is **based on creating a kind of library or basis of webinars that have been done**. This way, employees will always have a knowledge base and sessions that they can review when they need to.

A good combination of live and on-demand webinars is a perfect solution to bring the necessary knowledge and ideas to the team.
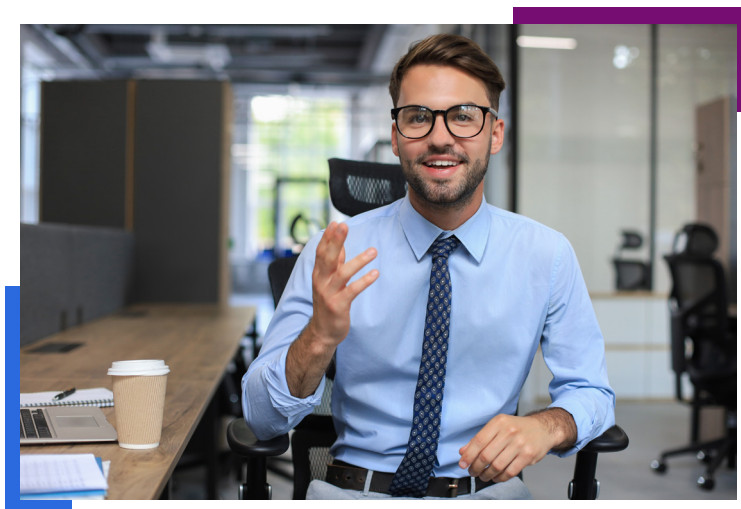
# 6.  Benefits of internal communication webinars

Webinars are, as we've already mentioned, a very powerful, resolute and useful tool for organizations that want to improve their internal communication (among many other things). Below, we show you the most relevant benefits for companies that make use of webinars:

### Enriched online content

One of the main benefits of webinars is that **the organization's online content is enriched**. Basically, a content base is created that becomes a powerful source of information for all the people who form (or will form) part of the company, this means both partners, as employees, as future generations, etc.

Furthermore, webinar platforms like Watchity include a recording feature that allows you to record all your webinars, just like Q&A, presentations or any type of webinar you consider important to save. These recorded webinars can be converted into blog or social media posts, articles or any type of extra content for your organization.

### Greater reach

It's no secret that webinars have much more reach than, for instance, a face-to-face meeting. This way, if you make use of webinars, **you can have a wider reach among your stakeholders** in a simpler and easier way. The attendees should only have an internet connection and a device to view the webinar.

Through this method, the company will be able to reach other audiences that in a different situation would not be able, such as potential customers outside its geographical area.

To all this, it is also added that travel expenses are greatly reduced (almost 100%) since viewers don't need to move from their usual location to attend the webinar. This also happens with the time invested.

### Enhanced brand value

**Making webinars with your brand colors, logo and labels makes attendees constantly exposed to your brand**. Platforms like Watchity allow you to **customize your webinar the way you like** and add the elements you prefer. This way, your brand becomes more memorable for your target that, in this case, are your employees and the people who form your company. This means that it's even more important than when it comes to external audiences, as it must create a sense of belonging and transmit the company's values so that viewers feel identified. In this case, it is also very different from face-to-face meetings or

events. In a webinar, the audience is permanently exposed to your brand as a whole. However, when it comes to an event or face-to-face meeting, the audience is only exposed to your brand at certain times, such as networking. This is when the importance of webinars for corporate image really begins to be noticed.

### More engagement

As we've said before, **webinars are one of today's most powerful tools for businesses and their communication**. And one of the reasons is that they get a lot more audience attention than in other methods, like traditional videos. This is because an online event is much more eye-catching than an ordinary video you can watch in any situation. Webinars are more personalized and have a higher degree of engagement.

Besides, if someone is really interested in attending the webinar, they will do their best to be there, and from start to finish. Also, the viewer should be very attentive if they really want to know what the webinar is about. Asking questions, Q&A and interactions with the audience is a good way to make sure they haven't missed anything and have understood everything.

### Built trust

Webinars are also a good way to build trust within (and outside) the company. First of all, **webinars help brands to present a more human face to their employees**, especially if they are large organizations, as employees often don't know most of their superiors. In addition, if you discuss the company's knowledge, strengths and weaknesses and different situations on the webinars, you will make your employees feel part of the company and will lead to a growing sense of brand and belonging. Thus, employees will increasingly trust the company and the expected climate of transparency that we've talked about so much will be created.

### Shared information

This benefit is closely related to the training webinar. As we already know, one function of webinars is to train your employees, and these trainings can range from intimate tutoring sessions to large-scale training sessions.

This means that **webinars are used to share information with the target audience**. Therefore, each attendee gets interested on a personal level, as the company makes the chat available to ask the questions they want and to give their opinion, among other things. **They will feel more committed and engaged to the company** and will be more interested in the topic under discussion.

## Low cost

Webinars have a very clear feature: **they are cheap**. Creating a webinar or an online event is inexpensive, as it only requires a camera, a device to relay content, a microphone, an internet connection and a platform to stream.

This plays a very important role in most companies since as we have said before, **they can greatly reduce the costs in travel, production and materials when organizing the event**. In addition, having more geographical ease, these webinars can be organized more often and keep closer contact with the members of the company.

# 7. Watchity, the platform for internal communication webinars

One of the points that have been most repeated in this guide is that **it is very important to choose the right channels through which information is transmitted within the company**. And within these channels, we have seen that webinars are the perfect choice that combines video, creativity, the humanization of the company and the diversity of possibilities to transmit such information.

To conduct these webinars, **you must also decide to choose a platform that meets your needs and that suits your requirements**. That's why **Watchity has so many features that make creating, streaming, and recording webinars easier than you think**. Here are sorne of the most important Watchity features that will make webinars your favorite interna! communication method:

- First of all, Watchity presents **a tool for scheduling all sessions** (for example, the training ones) including a user log that will let you control who attends the webinar and who doesn't.

- It also presents the **content creation tool that will allow you to create high-quality videos** from your own cameras, combining pre-recorded videos, graphic overlays, general views with mobiles, high-resolution close-ups, overhead projectors, etc.

- In addition, it presents a **customizable player with display controls** to play and pause the streaming session and watch it again from the beginning, with automated recording and immediate demand for availability, with start forms and a built-in chat to allow viewers to ask questions.

- The **video clip generation tool** is also another of the platform's star features. This tool allows you to cut out pieces of the webinar already broadcast (they can be more relevant or important pieces) in order to publish it on social networks, on the corporate website, etc.

These are sorne of the features of the Watchity platform that will help you easily conduct a great and professional corporate webinar.

# Are you ready to try Watchity?

Promoting your event is just the first step in the event lifecycle.

Book a demo with a product expert and let us show you exactly what our platform can do for your brand's digital communication and events.

Book a demo

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