



Tips for creating an Intranet demo video

FEB. 24, 2022

ELLEN VAN AKEN



About...

...My collection

- ▶ Started as “just a blog idea”
- ▶ Turned into > 550 videos
- ▶ Period spanned 2005-2023
- ▶ Videos in public domain
- ▶ Collection: ellentvanaken.video



...Me

- ▶ Ellen van Aken
- ▶ Intranet/Office365 experience
- ▶ Multinationals + health care
- ▶ Retired, blogger
- ▶  [@ellentvanaken](https://twitter.com/ellentvanaken)
- ▶  [Ellen van Aken](https://www.linkedin.com/in/ellenvanaken)
- ▶ Blog: ellentvanaken.com



How it started:

SaraLee video

Purpose of my collection

- ▶ Entertainment
- ▶ Inspiration
 - ▶ Visual designs
 - ▶ Mission and vision
 - ▶ How to visualize common business processes / problems
 - ▶ Nice touches, e.g. different accents in global organization, throwing a ball of wool to the next speaker, videos that match very well with their business, etc.
 - ▶ Animation tools
- ▶ Over time: patterns, common approaches

Collection!

The screenshot shows a Listly profile page for a user named Ellen van Aken. The page features a navigation bar at the top with the Listly logo, a search bar, and buttons for 'MAKE A LIST', 'SIGN IN', and 'About'. A decorative banner with a large orange arrow points left. On the left side, there is a vertical sidebar with social media icons for Facebook, WhatsApp, YouTube, Twitter, and Email. The main content area displays the profile name 'Ellen's Intranet Promotion Videos' and statistics: 530 items, 2 followers, 4 votes, and 3390 views. Below the title is a description: 'Videos to celebrate or inform about the (re)launch of an intranet or enterprise social tool.' A bulleted list follows, providing instructions on using filters and Vimeo. At the bottom of the main content, there are buttons for 'Follow List' and 'Embed List', along with social sharing icons for Facebook, Twitter, LinkedIn, Google+, Email, and a link icon. A filter bar at the bottom shows 'Filter (212 tags)', 'Newest', and 'Magazine' options, along with a search bar for items. On the right side, there is a profile card for Ellen van Aken, including her profile picture, name, a 'PRO' badge, and buttons for 'FOLLOW' and 'REPORT'. Below the profile card are links to her social media profiles and a list of tags she is associated with: intranet, digitalworkplace, esn, yammer, sharepoint, office365, and promotionvideo.

L Listly Find a list on... MAKE A LIST SIGN IN About

★ PREMIUM LIST REPORT

530 items 2 followers 4 votes 3390 views

Ellen's Intranet Promotion Videos

Listly by Ellen van Aken

Videos to celebrate or inform about the (re)launch of an intranet or enterprise social tool.

- You can use the Filter option to select language, organizational type etc.
- Please be aware you will need to be logged in to Vimeo (free account) to watch some videos that live there.
- Will you let me know when you have an addition, or if you see that a video is no longer available?

Follow List Embed List

Items 530 Queue 0

Filter (212 tags) Newest Magazine Search Items

REPORT

Ellen van Aken

PRO

FOLLOW REPORT

ellenvanaken.com
ellenvanaken.com

SharePoint (Online) | Office 365 |
Intranet | Digital Workplace |
Knowledge Marketing | Social
Media

TAGGED WITH

intranet digitalworkplace esn
yammer sharepoint office365
promotionvideo

Tags for filtering

- ▶ Video type: **demo**, teaser, people, movie
- ▶ Year uploaded
- ▶ Language
- ▶ Country
- ▶ Organization type
- ▶ Platform, special mention, etc.

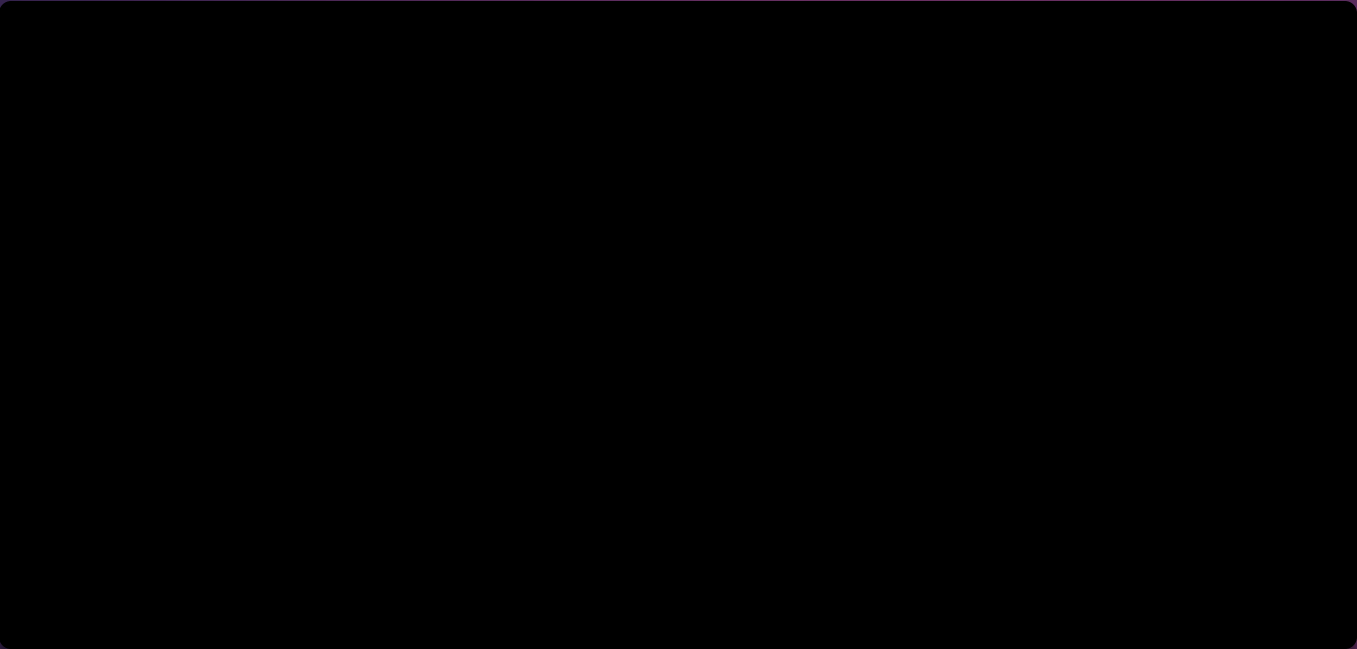
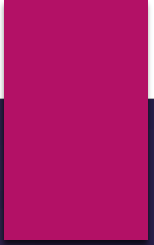
The screenshot shows a video filtering interface. At the top, it displays 'Items 528', 'Queue 0', and 'Curate'. Below this, there is a search bar labeled 'Search Items' and a 'Filter (210 tags)' button. The interface is organized into a grid of tags, each with a count. The tags are: english (338), usa (109), uk (69), education (63), netherlands (54), spanish (45), teaser (267), people (96), social (67), 2017 (62), financial services (53), 2019 (42), demo (184), 2015 (72), 2016 (65), sharepoint (59), yammer (50), 2018 (38), animation (177), government (69), mobile (65), health care (56), dutch (48), and office365 (38). A vertical scrollbar is visible on the right side of the tag grid.

english 338	teaser 267	demo 184	animation 177
usa 109	people 96	2015 72	government 69
uk 69	social 67	2016 65	mobile 65
education 63	2017 62	sharepoint 59	health care 56
netherlands 54	financial services 53	yammer 50	dutch 48
spanish 45	2019 42	2018 38	office365 38

What is a demo video?

- ▶ Walkthrough of main navigation and functionalities
- ▶ Showing why and how to use the intranet to
 - create awareness
 - stimulate trial
 - lower threshold
 - save time/IT support
- ▶ For a new intranet or after major changes





- ▶ Execution should fit your organization (custom creation or Teams-recording)
- ▶ Flexible to accomodate major changes in design or functionality (modular)
- ▶ If you can only do one video, create a Demo



Good example 1: (solar energy)

Full suite:
[Freedom Forum Intranet on Vimeo](#)

Tips

- ▶ Max. 5 mins 
- ▶ Write a script and rehearse 
- ▶ Variety: different voices for different topics /different accents for global org. 
- ▶ Do not move your mouse too much around the page 
- ▶ Add subtitles or transcripts
- ▶ People learn when they have a need, not beforehand



Good example 2: (cereals)

Kelloggs

Suggested Topics for your demo

- ▶ How to get there
- ▶ Homepage
- ▶ Main navigation
- ▶ Main apps (News, systems, HR, IT etc.)
- ▶ Profile
- ▶ Personalization/Notifications








Good
example 3:

More examples

- ▶ Filter for z-vgd (Very Good Demo)
- ▶ Links/thumbnails for more good demo videos, but I will not play these unless there is a specific request.

Questions?

(additional) What are the main video types?

	Teaser	People (Talking head)	Demo
	Pre launch	At launch	At & Post launch
	Message that new intranet is coming (and when)	Relatable person sends personal message about the intranet	Walkthrough of main navigation and functionalities
	Improvement (change) is coming	Why is this important for organization and you	Why and how to use it
	Create awareness and enthusiasm	Create awareness and enthusiasm; stimulate trial	Stimulate trial, lower threshold and save time/IT support
	Irritation, fear of change, overlooked	Irritation, fear of change, overlooked	Changes in design or functionality after launch
	Part of comms mix	Part of comms mix	Maintenance


(additional) How can you help?

- ▶ Share your videos and make them findable with search term “intranet”
- ▶ Let me know about them!
- ▶ Make them public
- ▶ Allow embedding
- ▶ Allow adding to collections
- ▶ Mark them as “not made for kids” (YT)
- ▶ Rate them (Vimeo)
- ▶ **Hide** video instead of removing when the video is past its date

Audience



This video is set to not 'Made for Kids' [Set by you](#)

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 Features like personalised ads and notifications won't be available on videos 'Made for Kids'. Videos that are set as 'Made for Kids' by you are more likely to be recommended alongside other children's videos. [Learn more](#)

- Yes, it's 'Made for Kids'
- No, it's not 'Made for Kids'




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Privacy ×


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