

This is  
how we  
b-roll

Skill  
SCOUT

# WELCOMING YOUR PEOPLE BACK TO WORK

## WHEN YOU MIGHT CREATE THIS VIDEO

As states begin reopening, you may be thinking through when and how to welcome employees back to your space. The workplace they're returning to may look very different than before. Use video to show your team how you are keeping them safe, and what they can expect at work.

## HOW TO CAPTURE GREAT FOOTAGE



FILM HORIZONTALLY



USE A MICROPHONE &  
TRIPOD



LENGTH IS LESS  
IMPORTANT THAN  
CONTENT HERE



LOOK DIRECTLY TO THE  
CAMERA FOR THIS ONE

## APPROACH

- **Look at the camera.** For these videos, we're speaking directly to our audience (whether clients or colleagues). So we think a direct-to-camera approach makes sense to create a personal, authentic feel.
- **Begin in a human tone.** Even if you are addressing a very serious topic, begin with empathy, acknowledging the human experience your audience is having. Now is not the time to come off stiff or rehearsed.
- **Use notes, don't read a script.** Get to know new workplace protocol before filming. Be intentional about the message you are sharing. Create notes, reference them if you need to, but don't use a teleprompter. The goal is to come off as genuine as possible. A minor flub, or "um" makes you relatable.
- **Acknowledge this is new for all of us.** The message should be substantive, not just corporate talking points. Be as visually descriptive as possible, so there are fewer surprises upon employees returning. Imagine you are speaking directly with one person, not addressing the "masses".

## TOPICS TO COVER

- How are worldly events impacting you, your company, industry now?
- How are things different from when COVID initially impacted you?
- How will this change daily life for your employees? (ex. returning to the office, moving roles to permanent remote work, etc.)
- What might look different about the physical work environment now? (ex. masks required, extra sanitizing protocols, socially distant office setups, etc.)
- How will this change the way you serve customers or clients?
- How are you protecting your **people**?
- How are you taking care of your **clients, customers and community**?
- Where do people go for questions? How do they reach you or other leaders?
- End by thanking your people for weathering through the past months together.