

The Future of Work is Video

Lessons from Vimeo's Internal Playbook

October 15, 2025

vimeo

Script

Auto A- A+ ↗

Today we're announcing an exciting new product that will let



Today's speaker



Abi Roucka

Internal Communications Manager, Vimeo

**Let's take a
step back...**

Internal Communications:

We enable employees to drive better business outcomes

1

Driving Strategic Alignment:

Internal comms ensures that all employees understand and are working towards the company's strategic goals

2

Enabling Effective Operations and Change:

We facilitate information flow, collaboration, and guide the organization through change, ensuring smooth operations and productivity.

3

Acting as a Trusted Advisor:

Internal comms acts as a trusted advisor to both leadership and employees, providing insights, facilitating understanding, and helping to shape communications that resonate across the organization and drive desired outcomes

Our Vision

A connected, informed, and engaged workforce that understands and is committed to achieving Vimeo's strategic goals.

**Okay let's get
back into it**

Common Pain Points

Engagement & Retention



11%

FEW LEARNING & DEVELOPMENT LEADERS BELIEVE EMPLOYEES RETAIN THE INFORMATION THEY NEED IN TEXT

Meeting Overload



488

HOURS VIMEO LEADERS SPENT IN MEETINGS IN 2024

Fragmented Sources of Truth



5%

FEW BUSINESSES HAVE CONSOLIDATED THEIR VIDEO OPERATIONS UNDER A SINGLE SOLUTION

Why Video Works

Engagement & Retention



32%

KNOWLEDGE RETENTION INCREASE WHEN DELIVERED THROUGH **INTERACTIVE VIDEO**

Meeting Overload



104

FEWER HOURS VIMEO LEADERS SPENT IN MEETINGS IN 2025

Video where you need it



70%

INCREASED VIEWS ON RESOURCES IN THE LOOP WHEN VIDEO IS EMBEDDED

Our Customers

PAYCHEX



HARVARD
MEDICAL SCHOOL



GE Aerospace



Hallmark

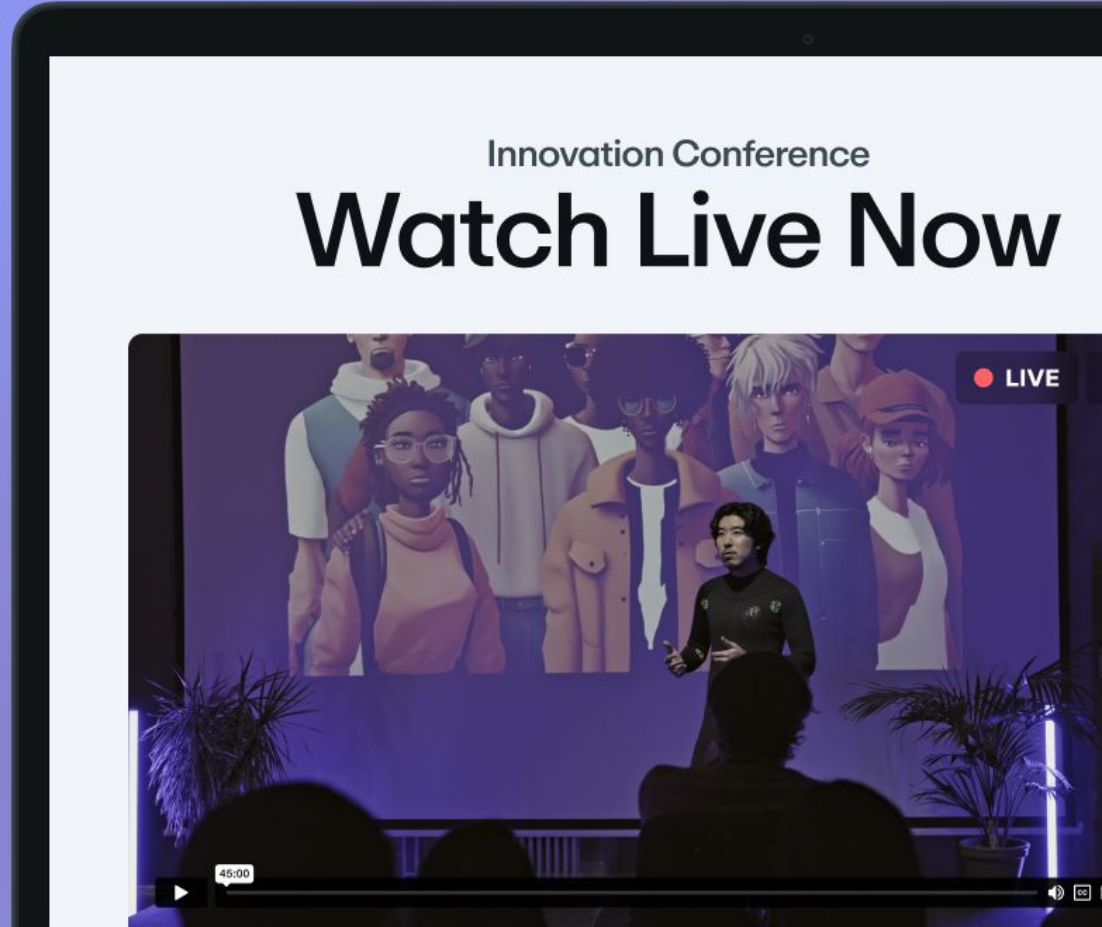
Booking.com



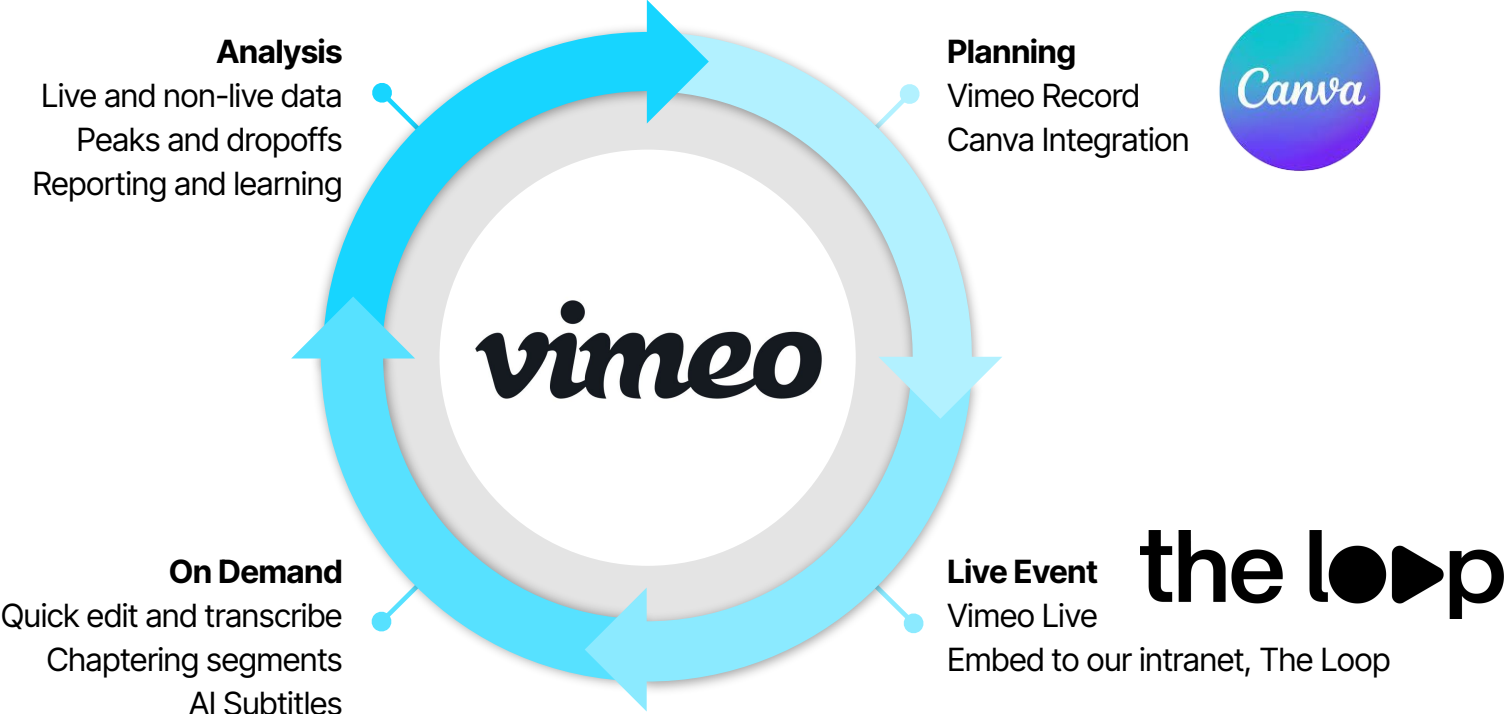
State of the Vimeo

Case Study

vimeo



Monthly Cycle



Monthly Cycle in Action

Planning

Vimeo Record replaces in-person meetings to align on the **agenda** and **flow**. Leaders can **watch and respond at their own pace**.

Vimeo x Canva integration helps make our monthly anniversary celebrations a breeze. Employees feel **celebrated** and video production takes **minutes**, not hours.

Live Event

Vimeo Live brings our global employees together, and the **live chat** drives engagement throughout the session.

SOTV is **embedded on our intranet**, the Loop, giving employees a source of truth for all internal employee information.

On Demand

Vimeo's **trimming and chaptering tools** make editing simple, and **auto-transcription** makes videos accessible quickly, so we can share the on-demand video **same-day**.

AI Assistant answers questions to help employees find what they need fast.

Setting permissions and sharing is streamlined and controlled.

Analysis

Video analytics give a quick and thorough view of **live and on-demand viewing stats**. Understanding **who** is watching, **what** they're paying attention to, and **when** peak engagement is happening helps us continually iterate and improve.

Each SOTV begins with our **CEO Corner** update, when we know employees are most tuned in.

VIMEO IS THE MULTI-TOOL THAT POWERS EVERY STEP OF THE CYCLE

Always on The Loop

45% of SOTV views happen on The Loop since we started embedding it in June.

Global access, local connection: Live stream with comments, replay on-demand, and auto-transcription, and AI-powered translation.

One source of truth: Employees always know where to find SOTV and related information.

Streamlined communication: Recap emails and Slack posts always link back to The Loop.

Drives adoption: SOTV topics spark searches, exploration, and follow-up actions on The Loop.

vimeo




October SOTV 2025

[Knowledge Base](#) [Global](#)

Helpful Links

 [#vimeo-events-feedback](#)

 [#ask-internal-comms](#)

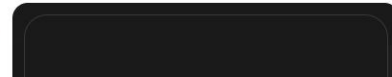
 [SOTV Backup Link](#)

Relevant Resources



Ask a Question

Give us feedback on SOTV



Analytics

How we measure success

vimeo


Private [Share](#) [Embed](#) ...


Analytics

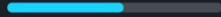
Video

[Video report](#)

March 16 - April 14, 2022

Viewers
6,342 

Total views
131,376 

Avg. percent watched
11,345 

- 🔒
- 📺
- 🔄
- 💬
- 📊
- 📄
- ⚙️

Metrics that matter

Important

Vanity Metrics

- Live/non-live view rates
- Loop visits / views
- In-office attendance
- General feedback (qualitative)

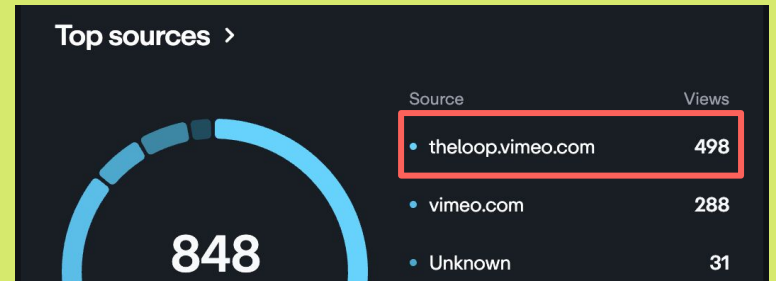
More Important

Outcomes

- Voice of the Vimean (VOTV) scores
 - Company confidence
 - Collaboration & communication
 - Core engagement (connected & invested)
 - Role (tools)
 - Commitment to the Company
- Behavior change
 - More self-service (less IT-help tickets or HR email requests)
 - Lower turnover
 - Higher productivity (deadlines met, products shipped)
- Business results
 - Increased share of voice for brand
 - Increased revenue

Vanity Metrics

Understanding **who** is watching, **where** they're watching from, and **when** they're engaging most helps us improve how we deliver SOTV.



Outcomes

Employees respond well to **interactive prompts** during SOTV, and we can measure the desired **behavior change** through engagement analytics at the source.

Tech Reminders

Rollout

STATUS: 53% Migrated!

NEXT: [Redacted]

WHY: [Redacted]

DUE SEP. 30

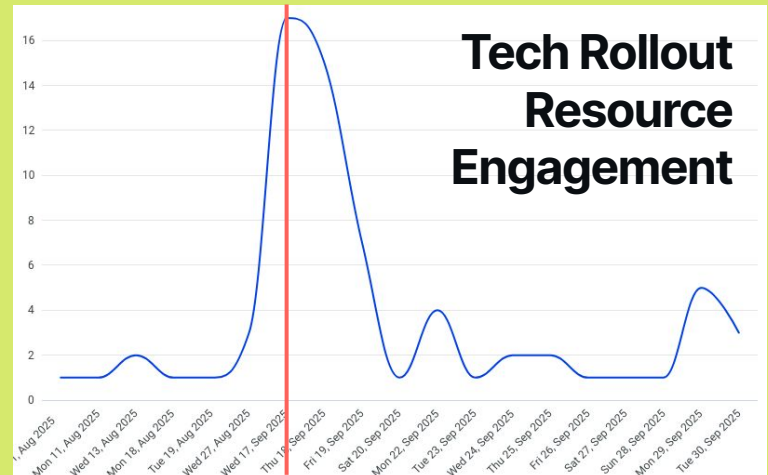
MDM for iOS

STATUS: BYOD is 35% & Company is 30% Migrated.

NEXT: [Redacted]

WHY: [Redacted]

DUE SEP. 30



Vimeo Day-to Day

Simplifying productivity with video

Async Updates

Humans process video 60,000 times faster than text.* That means async video updates are more engaging than email, save time, **eliminate unnecessary meetings,** and **boost productivity.**

*Source: Vimeo, [Enterprise Buyer's Guide to Video Platforms for Learning & Development](#) (2025)

vimeo

ulations on launching the Loop last week.

Transcript

Search

Hey folks, um, congratul
Loop last week. I have h
from folks on all of the c

Um, I just wanna thank y
work that you put in the
happen.

Um, we could not have d
so, so, so grateful. Um, I'

reminders for you for this
office hours today, um, f
Eastern for any support

We are gonna keep thes
Tuesdays and Thursday

Creator Update - April 29

Manage

Learning & Development

Micro-learnings on The Loop **reduce ramp time** and allows employees to learn at their own pace. Our embed capabilities **reinforce the single source of truth** and **eliminates context switching** while learning.

The Enterprise Buyer's Guide to Video Platforms for L&D



vimeo

The Loop: Navigation and AskAI

[How-to guides](#) [Marketing & Creative](#) [Global](#)

Helpful Links

[#ask-internal-comms](#)

[Watch the Training](#) [Share your Feedback](#)

In this training, we're focusing on two powerful features that help you find exactly what you need, when you need it: **Navigation** and **AskAI**.

And we're not the only ones...

Customers love Vimeo for Internal Comms

Our Customers



CUSTOMER SPOTLIGHT

PAYCHEX[®]

CHALLENGE

Paychex struggled to reach 16,000 employees once in-person summits were no longer feasible. They needed a scalable solution to keep everyone informed seamlessly and effectively.

SOLUTION

Vimeo enabled Paychex to transition to virtual events, boosting internal engagement tenfold without added costs. Its secure, user-friendly platform enhanced communication, streamlined knowledge sharing, and increased both employee engagement and strategic awareness.

10X

Increase reach and engagement



"We now have a larger reach with zero additional cost. Our company engagement and awareness of our strategies have gone up. It's definitely an improvement on our previous methods."

Joel Basa, Creative Services Manager

vimeo

Final Thoughts

Simplifying productivity with video

Key Takeaways

Clarity

Video brings messages to life. Employees understand and remember more when they can **see and hear** the message.

Inclusion & Engagement

Video reaches everyone, everywhere. With live events and video recordings, all employees receive the same message in the same way, heightening engagement and **deepening connection.**

Time-Savings

Async video **eliminates unnecessary meetings** and keeps communication efficient.

Chaptering and the **AI Assistant** helps employees find what they need fast.

Scalability

Create once, share everywhere. Vimeo's **embedding and sharing features** allow you to meet employees where they are.

Vimeo analytics show you **who's watching** and **what they care about**, allowing you to scale communication with ease.

A CONNECTED, INFORMED, AND ENGAGED WORKFORCE THAT UNDERSTANDS AND IS COMMITTED TO ACHIEVING STRATEGIC GOALS.

Tips for getting started

Start Small

Start with **leadership visibility** and **quick wins**.

Record **short async videos** instead of scheduling another meeting.

Create **reusable training** and onboarding content to build up your video library.

Measure What Matters

Align your video metrics to **company goals**, focusing on **outcomes** and **behavior change** to prove ROI.

- **Reach:** % of employees who watched live + on-demand within 7 days.
- **Efficiency:** Estimated productivity gained (# video updates × avg meeting attendees × 30 mins).
- **Equity:** % of videos with captions/transcripts, number of languages offered.

Thank you.

Connect with me



Contact Sales



L&D Buyer's Guide



Q&A