

Your Internal Comms Video Checklist

Create smarter internal messaging with videos that inform, align, and connect. These 10 video types help modern comms teams deliver clarity and engagement at scale.



Town Hall Recording Clips

Highlight reels or moments that feature the key points from the full session.

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End-of-Week Wraps / Monday Kickoff Videos

Short, rhythmic messages from leadership or comms leads to begin or end the week with clarity and momentum.

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Leadership Update Videos

Brief updates from execs or department heads to boost transparency, alignment, and trust.

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Internal Event Invitations & Campaign Promos

Energetic teasers to drive participation in company-wide initiatives — from company gatherings to wellness challenges.

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Mission Roundups & Strategy Explainer Videos

Reinforce company goals, values, and strategic focus — from vision statements to quarterly breakdowns.

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Executive Q&A Recaps

Summarize top questions and answers from AMAs or feedback sessions in a digestible, engaging video format.

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Internal Newsletter Highlights

Turn key updates from your monthly email or intranet digest into scroll-stopping video roundups.

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Awareness Day Celebrations

Bring internal visibility to cultural moments like Pride Month or International Women's Day with team-driven messages.

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Employee Spotlight or Recognition Videos

Shine a light on team member contributions — from anniversaries to exceptional project success.

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Crisis Comms / Change Management Videos

Short, empathetic updates during restructuring, leadership shifts, or sensitive company-wide changes — delivered with clarity and care.

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Deliver high-impact leadership updates, town hall recaps, and strategy breakdowns at scale — powered by your very own AI Video Agents
Connect with a cofenster AI Video Advisor to get started.

Contact us