

WE EXPLORED THE VIDEO CHANNELS / CONTENT



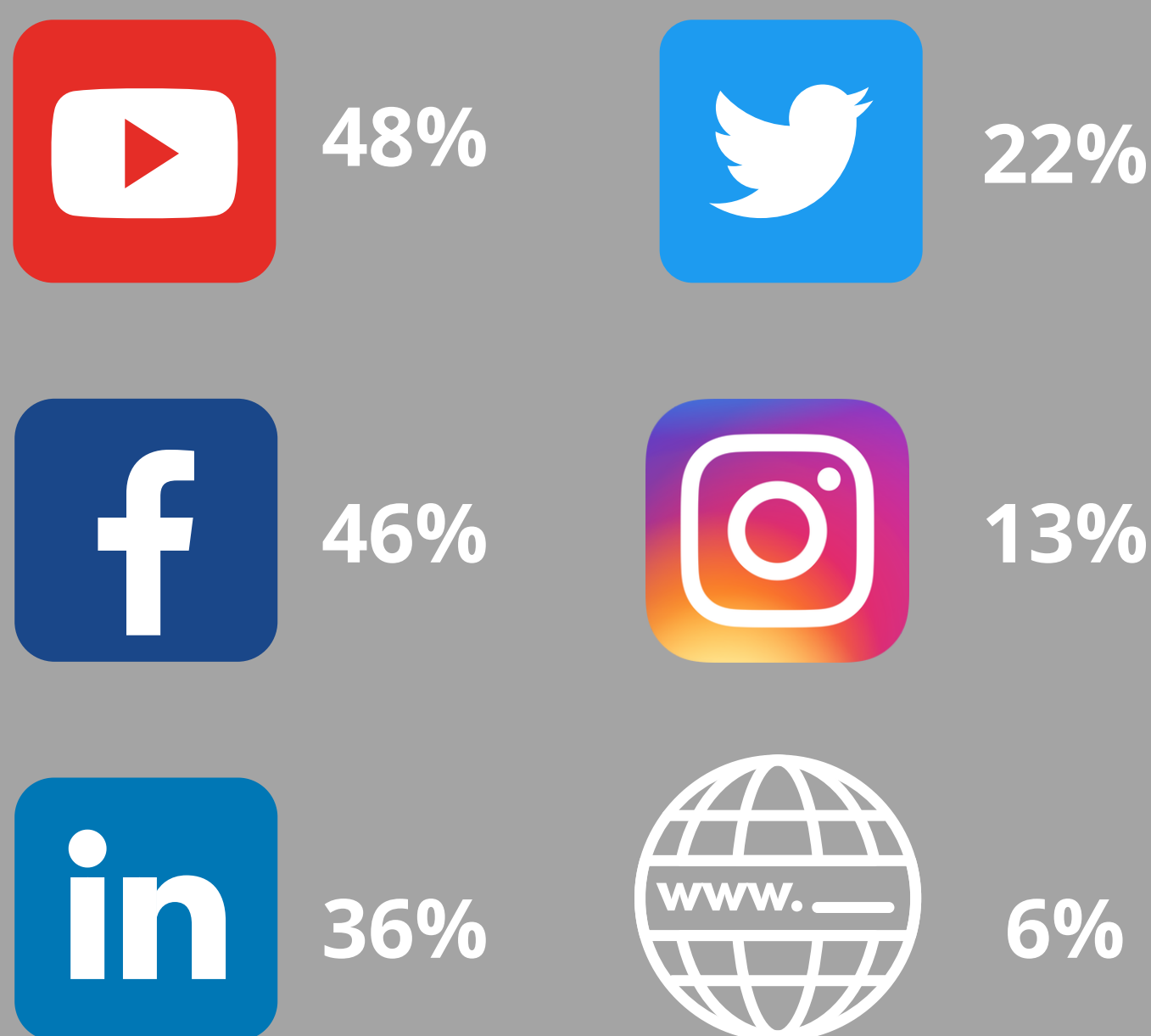
METHODOLOGY

We conducted a **content analysis** on the corporate videos of 10 selected profit organisations that were distributed from April 1, 2019 to March 31, 2022.

Research questions:

- To what extent are videos from the selected companies distributed and shared on online channels?
- What are the formal characteristics of employer branding videos, corporate image videos and CSR videos?
- What are the content-based characteristics of employer branding videos, corporate image videos and CSR videos?
- Which forms of activation are featured in the film?

CHANNELS USED TO DISTRIBUTE ALL TYPES OF CORPORATE VIDEO



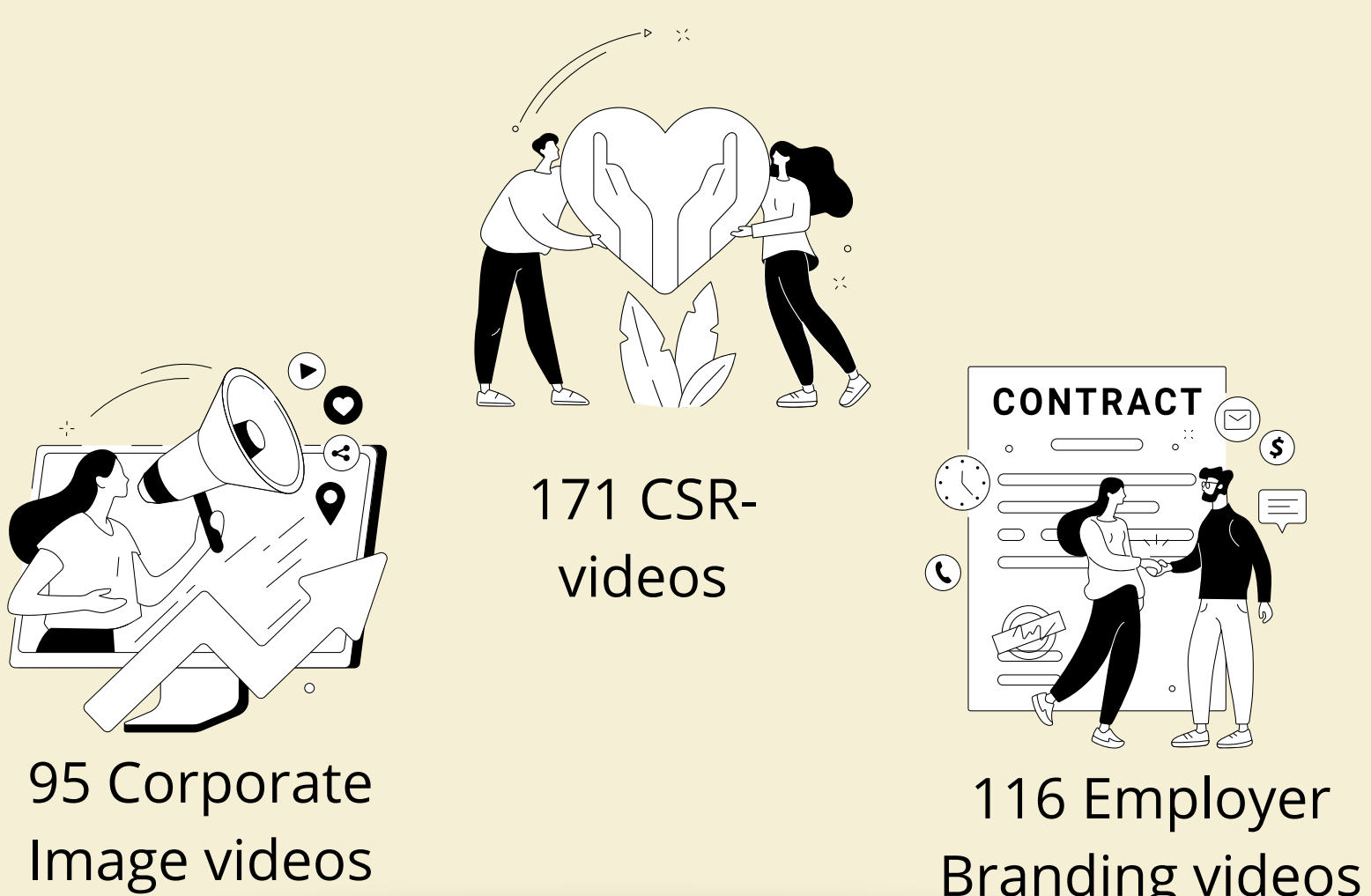
First, we searched for all video material of the 10 selected organisations on various online media channels. We started with the company website and with the companies' own social media channels (that were explicitly mentioned on the website). This primarily included Facebook, Instagram, LinkedIn, Twitter and YouTube. Other social media channels were barely mentioned on the website.

The channels where we found the most videos were YouTube and Facebook. Almost half of the films can be found on the company channel of YouTube and/or Facebook. Moreover, we found just under half of the videos on LinkedIn.

Although companies in the survey indicated that the website is the most important channel for distributing videos, we only found 6% of the videos on their websites (see Figure 1).

Figure 1: % videos that can be found on each of the above online media channels (n=1210)

To answer the remaining research questions, we focus on 3 types of video in this content analysis.



CORPORATE IMAGE

CSR

EMPLOYER BRANDING

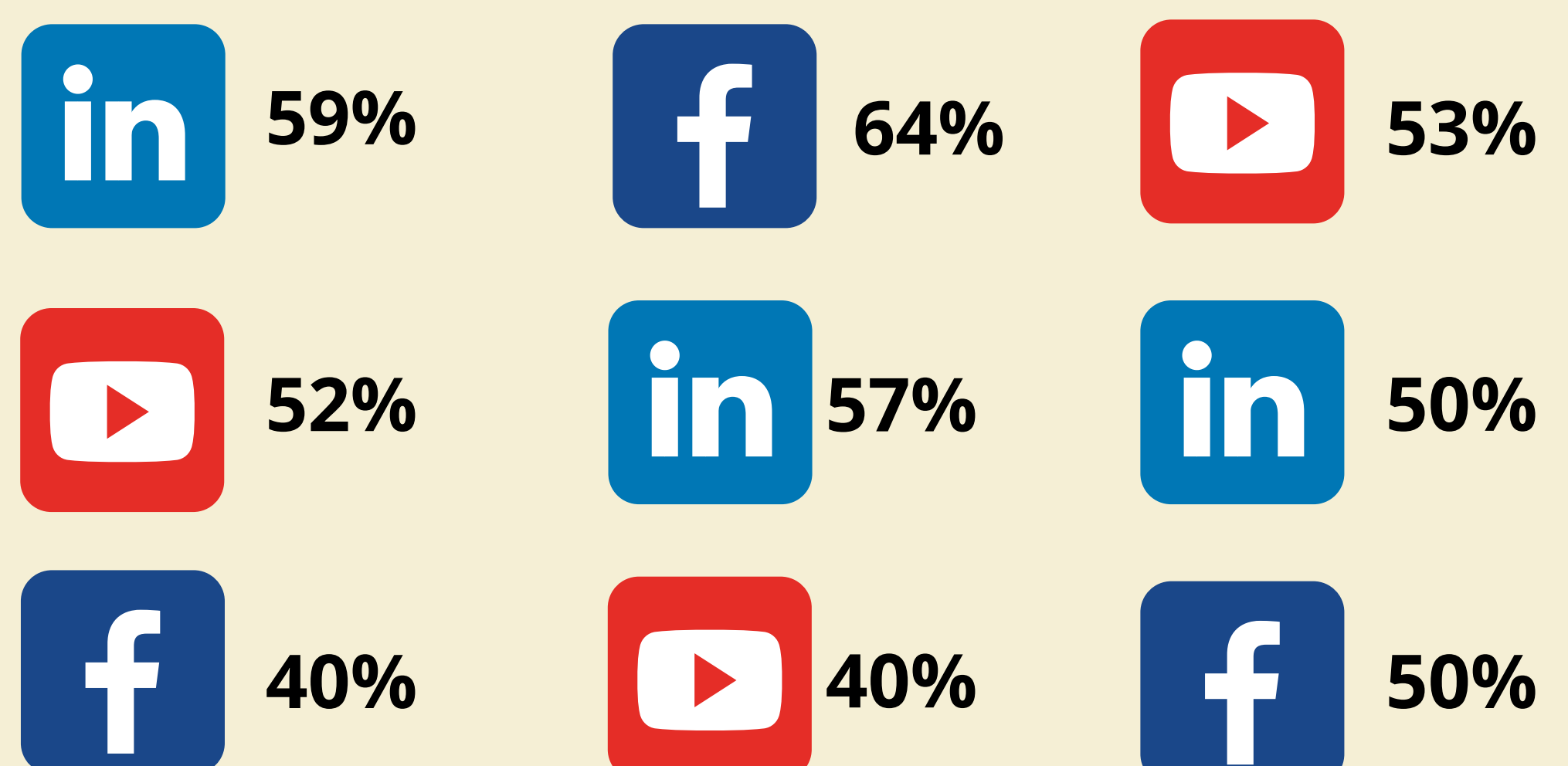


Figure 2: The main online distribution channels by type of video.

Source visuals: Canva