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The Municipality of Westland is located in the province of South Holland, Netherlands, and is also known as the 'City of Glass.' It's home to the world's most innovative agricultural sector, ranks as the fifth-largest economy in the Netherlands, and has over 110,000 residents who live, work, study, and relax there. With more than 1,000 employees, effective internal communication is key.



Video content for effective internal communication

The Municipality of Westland uses Vormats to create their own internal videos. This allows them to communicate with new and existing colleagues quickly, engagingly, and effectively.

"We started using Vormats because we communicated a lot through text internally, and creating visual content allows us to convey emotions and imagery as well. This is great for our new colleagues, helping to ease any nerves by giving them a glimpse of the atmosphere through a video. Plus, videos provide a refreshing change from the usual e-learning modules in our training programs."



The Municipality of Westland leverages video content in various ways:

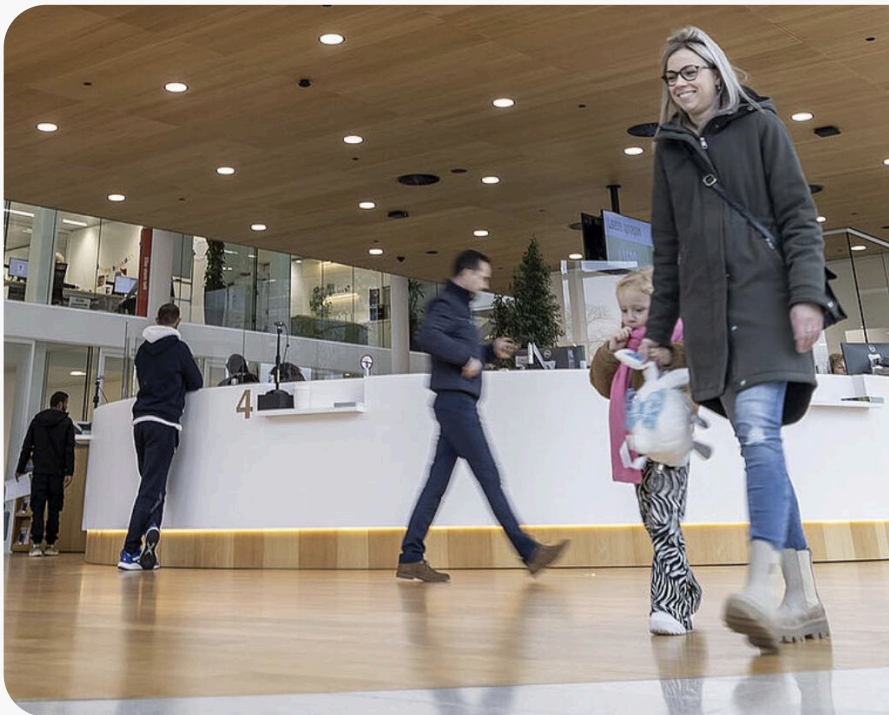
- **Learning platform:** We use a learning platform, and with Vormats, we create videos for each training module. These videos provide an overview of what each module is all about.
- **Updates:** Every month, we produce a video to announce our new course offerings.
- **Introduction video's:** We use videos to introduce colleagues, which helps bridge the gap between team members and makes interactions more personal.
- **Onboarding:** We incorporate video content into our pre-onboarding process. In a short video, we explain what new employees can expect on their first day of work.

We share our internal videos on our intranet and on the screens in the cafeteria.

“Some employees find it a bit nerve-racking at first. Our tips: use the auto-cue feature, allocate plenty of time, and support each other to make the process enjoyable rather than stressful. And don't be afraid of bloopers—they make for fun content to share internally too.

The results

- **A warm welcome for new employees**
New colleagues are welcomed with introduction videos that help them feel at home quickly. New employees are also encouraged to create their own introduction videos for their initial meet-and-greet.
- **From cold texts to warm videos**
Waar informatie voorheen vaak in lange, koude teksten werd gegoten, brengt Vormats nu een dimensie van warmte en menselijkheid in communicatie. Video's voegen gevoel en vertrouwde gezichten toe, waardoor boodschappen niet alleen horen, maar ook voelen als een gezamenlijk streven.
- **Education and updates on the platform**
On the learning platform, videos are used to share updates and training modules, helping employees quickly grasp new initiatives and changes. This promotes a smooth knowledge transfer process.
- **Visibility and coherence**
Videos enhance the visibility of colleagues by sharing personal stories and successes, which strengthens the sense of community and the feeling of contribution within the organization.



[Want to know more?](#)

The effects

Increased reach

More visibility

higher engagement

Statistics show that videos are viewed much more than text-based articles. Our internal videos have increased the visibility of our employees. New colleagues feel welcomed and have a clearer idea of what to expect.

“Vormats is very user-friendly. You don't need any training to create engaging videos.

