

Online media is an effective way for an organisation to communicate its messages efficiently. There are several benefits for using this kind of communication as outlined below, and with the YouTube revolution in full swing, along with other social media networks such as Facebook now a familiar part of the digital scene, organisations – be they commercial concerns, public services or charities – are fast realising the value of web-based video and audio content.

MLCM is well placed to offer advice about creating video/audio online content – whether it's for your organisation's website, YouTube channel or Facebook page.

Here's a list of sound reasons to consider online media content and why making good use of this new box of tools can help you communicate your experience more effectively.

- It adds an alternative experience for users who are of the "YouTube generation", where text-based information is used primarily for detail, against multimedia, which acts as a fast way to understanding an organisation's raison d'être.
- Video/audio can support existing text and photographs to reinforce the overall message; it requires no extra hardware beyond the computer.
- Where DVDs can be thrown away, the availability of online video means it's "always on" and readily viewable when time and need is right. Unlike disc-based media, online video/audio is just a click away.
- Durations can be variable, from short clips to unedited material – a sort of "warts and all approach".
- This means people who want information quickly can watch short packages while those with a more in depth interest can view longer material.
- Online media can be updated quickly. Once a DVD is produced and distributed, there's no going back! Online video/audio content can be altered and changed as required.
- Material can be kept fresh, topical and relevant; if changed frequently, new content can contribute to a website's 'stickiness'.
- Depending on server space, video and audio content can be maintained in an archive, alongside press releases, images, articles and so on.
- Video content in particular is a user-friendly way of communicating online messages; it can (and should) be produced to a high standard where video and audio content is effective and not just there to dress a site with "flashy-looking" content
- Online media content can reach out and meet the expectations of a new generation of visually aware web users.