

File Created by [Blogging Rebirth](#) WP Plugin

Three Recorded Webinar Housekeeping Notes

Be a **workplace hero** ...
ReTweet this post on **twitter**



As longtime readers know, I'm a big fan of webinars. Not just because Winning Workplaces has produced our own series of them for small business executives, but also because the barrier to entry on the technology side has become much more manageable, meaning that more business executives, researchers, and other experts can attract more attendees to sessions that address ever more niche topics.

As a result, there are more great webinars arriving every day. And because many presenters offer at least some information for free (it's a great lead generation tactic if you put access to them behind a registration wall, as our blog provider, Compendium, has done well), you can get helpful new tips, or a refresher to help you reexamine how you're doing something, for virtually no investment other than your time.

If you are looking to not just do a one-off session, and instead record it for sharing or future sale, **at a minimum you need to tell your attendees that it's being recorded.** For our own series, this announcement was handled by our great webinar vendor, ReadyTalk. (Incidentally, part of what makes this firm great is their workplace team building and employee engagement practices; they won our Top Small Company Workplaces award earlier this year.)

However, you can, and should, go further. From a tip I got from Small Biz Survival, I recently subscribed to Australia-based Des Walsh's monthly social media strategy improvement webinar series. I listened to his recording from July today, and here's what he said as "housekeeping notes" before he dug into his topic, participation and engagement:

1. This webinar is being recorded.
2. Your attendance on the call signifies your acceptance that the recording may be published electronically, in print form, or on websites.
3. This webinar offers education for informational purposes only. Opinions and suggestions expressed by the host, any guest presenters, or webinar participants are just that – opinions and suggestions – and should in no way be taken as business or financial advice.

You can do as Walsh did as the host and just read the disclaimers, or you can check with your service provider and see if they will cover all or part of the announcement (depending on your package or session needs, they may provide you with a moderator who will take care of this so your staff representatives or other presenters don't have to).

Does your business already use webinars? If so, for what purpose – growing sales leads, adding customer value, to keep employees engaged, or something else? I'd love to hear in the comments.

[Winning Workplaces](#)

You can also find this article published on [Three Recorded Webinar Housekeeping Notes](#), and on the tag pages [Housekeeping](#), [Notes](#), [Recorded](#), [Three](#), [Webinar](#).