

Creating Engaging Video Content for Hiring



People engage with video significantly more than any other media. That's why adding video to your hiring campaigns is essential. When done well, it can help you tell your company's story and attract more candidates to your positions.

Video content planning basics:

Set goals for your video content.

- Know what you want to accomplish with your videos. Some goals may include:
 - Building awareness for jobs. Some people may not know you have openings.
 - Differentiating your company from others like yours to improve candidate pool.
 - Sharing important training and growth opportunities in hard-to-hire positions.
 - Creating general awareness for your brand for hiring purposes.
 - Getting potential hires to apply.

Understand your audience.

- Know what content resonates best with the potential hires you are trying to reach.
 - Review your current content to see what has the highest engagement.
 - Research other companies who have hiring success and get inspiration from their campaigns.
 - Create hiring personas. Knowing how your potential candidates communicate will help you create the appropriate type of content. *(Acceptable video lengths are different on different media.)*

Use storytelling to create a strong narrative.

- Good storytelling personalizes your brand and can facilitate connections with potential hires.
- Compelling, relevant and valuable content is essential.
- Humor, personal stories from employees, unique things about your company's purpose, etc. all make great content.

Keep it simple and short.

- Engage people fast! The first few seconds are key to engaging your audience and getting them to keep watching.
- Hook your viewer, share your message and direct them to act.
- Include your logo, brand name, company tag line, etc. in the beginning so viewers identify the content with you.
- Include call-to-actions at the end to direct your audience to your hiring or company page.

Use high-quality visuals.

- Your content needs to have good lighting and clear audio.
- Use the correct video format and file type for your social platforms. They vary in size and shape (*vertical vs. horizontal formats*).

TIP: Consider investing in a professional videography company to do the best job of capturing your story with high-definition visuals, proper lighting and clearest sound. It is worth the investment

Ideas for engaging videos

- A short montage of your next fun company outing
- An employee sharing their favorite parts about their job
- A short tour of your offices featuring happy employees
- An explainer video about the work your company does and why it's important
- A day in the life video of an employee