How to Create a Recruitment Video That Matters (and Works!)

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HIRESTORY
Why is Video Important in Recruitment?
...Because it Works

Job posts get 36% more applications if accompanied by a recruiting video.

Over 185 million job-related searches through Google each month.

Video appears in 70% of the Top 100 Search Listings.

Videos are 53xs more likely than text pages to show up on the first page of search results.

40% of people respond better to visual information than plain text.

YouTube reports mobile video consumption rises 100% every year.

Sources: Hyperfine Media, Hire Rabbit, Insivia
What Makes a Great Recruitment Video?
What Makes a Great Recruitment Video?

A Connection
A Connection With:

Message
Environment
People
A Connection With:

- **Message**: What is being said
- **Environment**: Where it is being said
- **People**: Who is saying it
Fire Video Bellaire: https://youtu.be/XNxZiPo2SCE
Selecting The Right Videos
Selecting The Right Videos

Recruitment Challenges
- High Turnover
- Hard to fill positions
- Lower Pay
- High Competition
- Unqualified Applicants
- Misconceptions
Selecting The Right Videos

Where Will They Live?
- Career Site
- Social Media
- Event Playback
Video Library Example

- Overview Video
- Culture Video
- Job/Department Specific
- Candidate Segment (Veterans/Students)
- Community Support
- Living In
Scripted VS Interview
Scripted

**PROS**
- Safe
- Aligns with Marketing
- Compliance Friendly
- Full Control of Message

**CONS**
- Rough Delivery
- Not Written for Job Seekers
- Ingenuine
Interview

**PROS**
- Genuine Message
- Natural Delivery
- Uncover Stories
- Little Prep Work

**CONS**
- People Get Nervous
- Less Control
Unscripted

Unscripted: [https://youtu.be/-bRFTG4TSJA](https://youtu.be/-bRFTG4TSJA)
Crafting Your Message
What Are You Trying to Say?

- Company Message
- Employee Message
- Candidate Message
What are You Trying to Say?

**Company Message**
- Employer Brand
- Value Proposition

**Employee Message**
- Their Unique Story
- What They Like
- How They Describe Their Experience

**Candidate Message**
- Who are you trying to attract?
- What really matters to this group?
Always Stay Genuine
Selecting The Right People
Interviewee Selection

- Speaking Experience
- Long Tenure
- Most Polished
- High Position
- Opportunity to Reward
Interviewee Selection

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Interviewee Selection

- Who would you Clone?
- Identify Stories
- Who are you trying to attract?
- Who really does the job?
- Understands the Role/Company
Interview Prep

- Remind them that this isn’t live
- Encourage genuine answers
- There are no wrong answers; this is about their story
- You are there to make them look good
- Give them as much time as they need
- Let them speak in their own terms
- Share why you picked them without giving them the questions
Ask The Right Questions

- Walk through how they came through the company.
- Why do they work there (rather than somewhere else?)
- What is the culture like?
- What is the leadership style?
- What type of person would be successful?
- How do they describe what they do?
- Why is it a great place to work?
- Discuss growth and advancement
Listen

- Is there a theme?
- How are they personally invested in the organization?
- Dive deeper into the “why”
- Don’t cut off a comment
- Don’t ask them to say something differently
- Ask a question different ways
- Be encouraging
Listen

https://youtu.be/GMFXKqb__g0
Environment
Transparency

- Show the REAL environment
- Highlight areas of interest
- Showcase actual work areas
- Include people
- Employee referral program
- Think about diversity
Do Not...

- Use smoke and mirrors
- Bait and switch
- Worry about being pretty
- Shoot on specialty days
  - i.e. Luau Friday
Be Yourself

- Embrace your uniqueness
- Understand you have different brands within the organization
- Don’t be afraid to show who you are
Unique stories

https://youtu.be/IJlG6vpkqxA
Unique stories

https://youtu.be/ce-TURIHfj8
Questions?
Thank You!

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