

The Recruitment Video Playbook

Making a great recruitment video
is easier than you think



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Rethinking video

Over 6 billion hours of video are watched on YouTube every month.¹
That's one hour for every person on the planet.

To reach people, especially those you want to attract to your company, video simply must be an integral component of your recruitment strategy.

And contrary to popular belief, you don't need a hefty budget, fancy equipment and a full crew to make a memorable video.

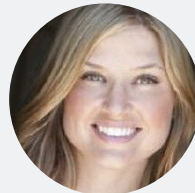
This playbook, compiled by seasoned video experts, gives you the strategy, advice and inspiration you need to make a video that attracts talent and showcases your company's talent brand.

¹ Source: <http://expandedramblings.com/index.php/youtube-statistics/>

“There’s a misconception that you need a full production feel to make video, but there’s something essential to video that money can’t buy—teamwork.

In 2015, we’re exploring video to create lasting connections with passive talent. We’ll start with our Go Pros and iPhones, and rely on Mac for post-production.

Talent Acquisition leaders are all too familiar with limited budgets, but that doesn’t mean we can’t still innovate while counting pennies.”



Melissa Hooven

Executive Director
Talent Acquisition, YP

Lars did it, and so can you

Before founding his own consultancy, Lars Schmidt led talent acquisition and innovation at NPR. He was brought in to tell stories in new ways, build emotional connections with prospects, and rethink recruiting.

So he picked up his smartphone. He used video tools like Vine and SocialCam to capture NPR's culture. To give talent a peek into NPR's new HQ, he shot and edited video with a free app called Cameo. It wasn't polished, but it was authentic and resonated with the right audience.

He found more opportunities to film, and used #NPRlife to share his work.

Sometimes, videos flop. (Pro tip: Never wear a black shirt next to a black backdrop.) But he kept going. Employees got involved, and talent took notice.

Today, Lars believes the ease of video is one of the reasons why this is the most exciting time to work in recruiting. Ever.

What will your video success story be?



Lars Schmidt

Founder
Amplify Talent



Part one: Getting started

Ed Nathanson, Founder of Red Pill Talent
@EdNathanson

Step 1: Assemble your tiger team

A strong recruitment video authentically conveys what it's like to work at your company. And you can't tell this story alone.

Assemble a “tiger team” of diverse employees who are enthusiastic about bringing your company's talent brand to life with video.



Pro tip: Take some coworkers out for coffee and start talking about company culture. Film the conversation to see who does well in front of the camera. You may get some great footage to use later!

Profile of a great tiger team:

- A variety of seniority levels and backgrounds
- A light-hearted, can-do attitude
- Traits that reflect what you look for in candidates
- Genuine enthusiasm for the video project and your company

Not sure who to invite? Ask employees why they work at your company and select people with the most engaging and creative responses.

Step 2: Host a whiteboard session

Gather your tiger team together for a creative whiteboarding session to pinpoint your company's culture and key values.

There's something about getting people in a room to generates ideas that helps get to the heart of an otherwise nebulous matter.

What to accomplish in your whiteboard session:

01

Ask everyone to share why they love working at your company

02

Capture the key words and phrases you hear

03

Create a word cloud to represent responses

04

Share it with stakeholders to get feedback and buy-in

This word cloud, along with your company's core values and mission statement, will inform the key messages you need to convey in your video.

You can also whiteboard candidate misperceptions to address in your video.

Turn the page to learn how one popular gaming company used video to highlight their unconventional location.

Using video to address candidate concerns

“The opportunity sounds great. I’m just not sure about North Carolina.”

I hear these words from candidates all too often. I get it—I thought it too.

Epic Games is headquartered just outside of Raleigh, North Carolina. Our candidates come from all over, so shining a light on our location is key to our hiring success.

In 2013, we created a recruitment video to address these concerns. Things like, “Do people like living in the area? What’s so special about it? Could I be happy here?”

Two years since making the video, candidates still ask about certain neighborhoods in the video or request directions to an area where we shot a scene. By showing candidates all Raleigh has to offer, we’re sending the message that we value quality of life.

As recruiters, we can talk endlessly about our company or a role. But it’s a more powerful experience to help candidates imagine life beyond their 9-5.



Emily Gabrian

Senior Recruiter
Epic Games

Video: Working at Epic HQ - North Carolina



Step 3: Define your target audience

Companies new to recruitment videos often jump straight into storyboarding without considering “who are we actually trying to target?”

Here are two approaches for you and your tiger team to define—upfront—who your video needs to speak to.

01 Mirroring exercise

Ask leadership and your peers which employees they would clone if possible. Why?



Pro tip: Think beyond just the LinkedIn profile here. You also want to understand what about them makes them such a good culture fit. Is it their flexibility? Sense of humor?

02 Flip it

Why have people failed at your company in the past? Were they not collaborative enough, or maybe needed too much structure?

Make sure your video doesn't appeal to the traits that tend to fail at your company.

Now put it all together—

Write down the 3 traits you're looking to attract and 3 traits you're looking to repel.

Step 4: Storyboard your video

The next step (and the most fun) is to build your storyboard.

Grab your tiger team and create an environment where any idea, no matter how crazy, is welcome.

Keep your word cloud and your attract and repel traits handy for reference.

3 steps to tackling storyboarding:

01 Humor or heart? Pick one

The best recruitment videos play up either humor or heart, so pick one and commit. Don't try to mix the two.

02 Choose a concept

Is it parody? Showcasing your company mission? Highlighting employee successes? A series? Pick one clear concept to go after.

03 Create a visual outline

Outline a story using script and pictures. Having a shot-by-shot visual story of what you want to film will help you and your actors stay focused.

Your checklist: Getting started

- Assemble an enthusiastic and diverse tiger team

- Whiteboard a word cloud that represents why people love working at your company

- Identify 3 traits to attract and 3 traits to repel in your video

- Create a visual storyboard to follow when shooting



Part two: Lights, camera, action

Saleem Reshamwala
Freelance Filmmaker and Founder of KidEthnic
@Kidethnic

5 golden rules for shooting

When your storyboard is complete, it's time to start filming.

Don't be afraid to shoot more than you'll use. The beauty of low-budget filmmaking is the only finite resource you're using is time (and maybe patience).

As you bring your video to life, remember these five golden rules:

- Always shoot video horizontally
- Hold your phone with both hands to maximize stability
- Sound quality is the most important aspect
- Shoot b-roll in high-action areas
- Shoot interviews in the quietest places you can find

Step 1: Master the video interview

Most people are not naturally gifted actors. That's okay. Using a small camera on your smartphone works in your advantage to calm nerves.

With any video interview, the goal is to simply capture people acting like themselves.

3 interview best practices

1. Pre-interview your subjects without the stress of the camera
2. Keep the interview short
3. Feel free to script out a few talking points, but avoid over-scripting

Try these questions to get the interview flowing

- Why are you working here?
- What's special about this place?
- What's your favorite work memory?
- What would you say to someone who wants to work here one day?

Step 2: Capture captivating b-roll

Your smartphone is small, so carry it around wherever you go. You'll likely find moments that demonstrate your company's culture and you'll be glad to have your camera ready.

When an interviewee mentions something visual (like a ping pong table or their favorite meeting room), show it in your video. Overlay the shot on top of the interview audio in post-production.



Pro tip: Nerf dart guns are a sure-fire (pardon the pun) way to get your employees to loosen up and smile in front of the camera. Just don't shoot their eye out. - Tyler Lessard, CMO at Vidyard

Three creative techniques to b-roll:

01

Slide your camera along a flat surface or on something with wheels to create a dynamic shot

02

Start your shot zoomed into one object, and slowly zoom out to reveal something the viewer wasn't expecting

03

Use time lapses to quickly share an office tour

B-roll, you say?

It's everything in your video besides interview footage. B-roll makes up the majority of your visuals and is really important to great video.

Your essential filming toolkit

Use what you've got. As a professional filmmaker who's made video with the most expensive equipment you can find, I promise that any recent smartphone can deliver good quality.

One thing to keep in mind—good lighting is important, but good sound is critical.

Smartphone

Save time, money and complexity by shooting your video with your smartphone.

Tripod

Unless you have the hands of a surgeon, use a tripod. The Joby GripTight micro stand is one option to consider.

Sound

The closer your mic is to the voice you're capturing, the better. Use a voice recording app on a second smartphone or get a microphone that plugs into your headphone jack.

Lighting

The goal is to eliminate shadows. Pick up two clip lights, daylight color CFL bulbs, and a set of Cowboy Studio light stands at Home Depot.



Pro tips:

If you want to kick it up a notch, try a GoPro!

Wistia, a video marketing company, has a great video on how to make a simple lighting kit. **Check it out.**

Feeling adventurous?

If you want more filming options than what your smartphone provides, there are dozens of apps to explore. Here are a few worth calling out:



MoviePro

An iPhone app that lets you pause, zoom, adjust mix volume, and even take stills while filming.



Horizon

An Android app that keeps your video steady no matter how much your hand moves.



Cameo

A free iPhone app for short film. Clips must be shorter than 6 seconds, and one video cannot exceed 2 minutes.



Instagram I Hyperlapse

Shoot awesome hyperlapse film. Great for an office tour!

*Try Framelapse if you have an Android!



Photojojo is an online store with lots of wacky and practical smartphone accessories perfect for shooting video.

5 Video Do's and Don'ts

Do

- Talk about what makes your employees human, not work-bots
- Demonstrate the traits you want in new hires
- Show diversity and collaboration
- Take creative action shots
- Highlight work projects that prospective talent might recognize

Don't

- Fake enthusiasm
- Take yourself too seriously
- Forget to say what your company actually does
- Use words you wouldn't hear in the hallway
- Be vague



Rob Humphrey

LinkedIn video guru

Your checklist: Lights, camera, action

- Assemble your toolkit

- Pre-interview coworkers without the stress of the camera

- Keep interviews short and impactful

- Bring an interview to life with visuals

- Carry your smartphone around to capture authentic moments of company culture

- Get creative with your b-roll technique



Part three: Post-production

Saleem Reshamwala
Freelance Filmmaker and Founder of KidEthnic
@Kidethnic

Step 1: Organize your footage

There's no one way to compose your video, but remember your storyboard and stay true to the emotion, concept, and message you wanted to convey.



Pro tip: Put your second best sound bite at the start of your video, and your best sound bite at the end.

Basic footage organizational process:

01

Listen to all your interviews and identify sound bites that reinforce your word cloud and the traits you want to attract and repel

02

Arrange your best interviews by topic (for example, place all your sound bites on favorite employee memories together)

03

Tighten up your best sound bites by editing out distracting bits

04

Review your b-roll and your strongest footage

05

Find b-roll that visualizes something mentioned in an interview and overlay the audio on top of that b-roll

06

Place the rest of your good b-roll at the beginning, between interviews, and at the end of your video

Editing resources

Most moderns computers come with the applications you need to edit your video.



Have a Mac? Use iMovie

Have a PC? Use Windows Movie Maker

If you want more step-by-step advice on using these applications, run a search on Google or YouTube. Don't be intimidated, these applications are built for video novices.



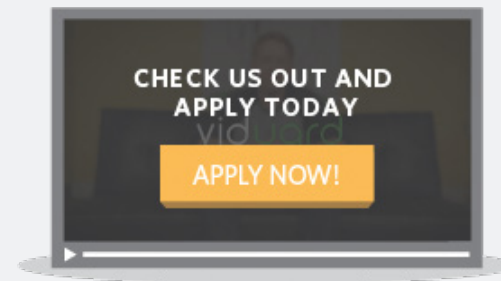
Cute CUT is a smartphone app that lets you stitch together clips in your library and add editing effects. Upgrade from the free version for better quality.

Step 2: Include a call to action

Just because your video is over doesn't mean your candidate is done learning about who you are.

Give them a call to action (CTA)!

Include a final shot in your video that tells viewers what to do next. It can be as simple as the asking them to "follow" your company on LinkedIn, visit your website, or watch another video.



Example: This is the CTA that shows after a video on Vidyard

Your checklist: Post-production

- Watch all your video through, start to finish

- Take note of your best sound bites and arrange them by topic

- Tighten up your best sound bites by removing awkward pauses and distractions

- Identify your most engaging b-roll

- Overlay interview audio on related b-roll footage

- Place the rest of your b-roll throughout the video to keep it engaging

- Include a call to action at the end of your video



Part four: Measuring your success

Tyler Lessard
CMO at Vidyard
@tylerlessard

Chris Savage
Founder & CEO at Wistia
@csavage

Step 1: Know what metrics matter

Modern video marketing platforms like Vidyard, Wistia, and YouTube Analytics (if your video is hosted on YouTube) enable you to track certain metrics that will give you a clear picture of your video's impact.

01 Number of views

Are you getting the reach you're after?

02 Audience engagement

If more than 50% of viewers are dropping off before the end, your video may not be resonating. Consider making your video shorter or adding more engaging content.

03 Click-through rate

Calculate the percentage of viewers who take action by dividing the number of views by the number of clicks on your CTA.

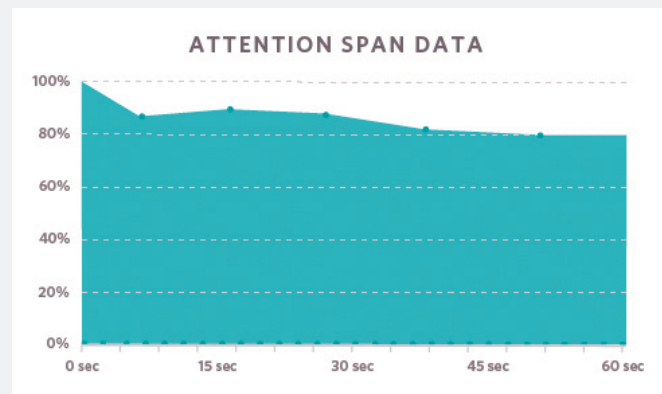
In a content marketing platform like Vidyard or Wistia, you can dig deep into this data. If you're using YouTube, convert your destination URL to a Bit.ly link and use that to count clicks.

Step 2: Do we have your attention?

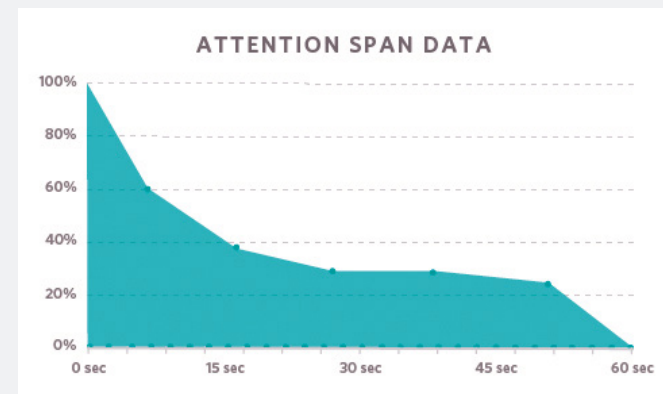
You've produced an amazing recruitment video and it's exactly what your audience is looking for.

Or is it? Validating the quality of the content is an important step to ensuring you're hitting the mark, and it's important to rely on real data rather than the opinions of your colleagues.

Example of healthy engagement



Example of poor engagement



Some video drop-off is normal, and people today have very short attention spans. But if more than 50% of your viewers aren't making it to the end, it could indicate something is awry.

Notice where the drop-off is occurring—it could be a scene to improve or a good place to end the film.

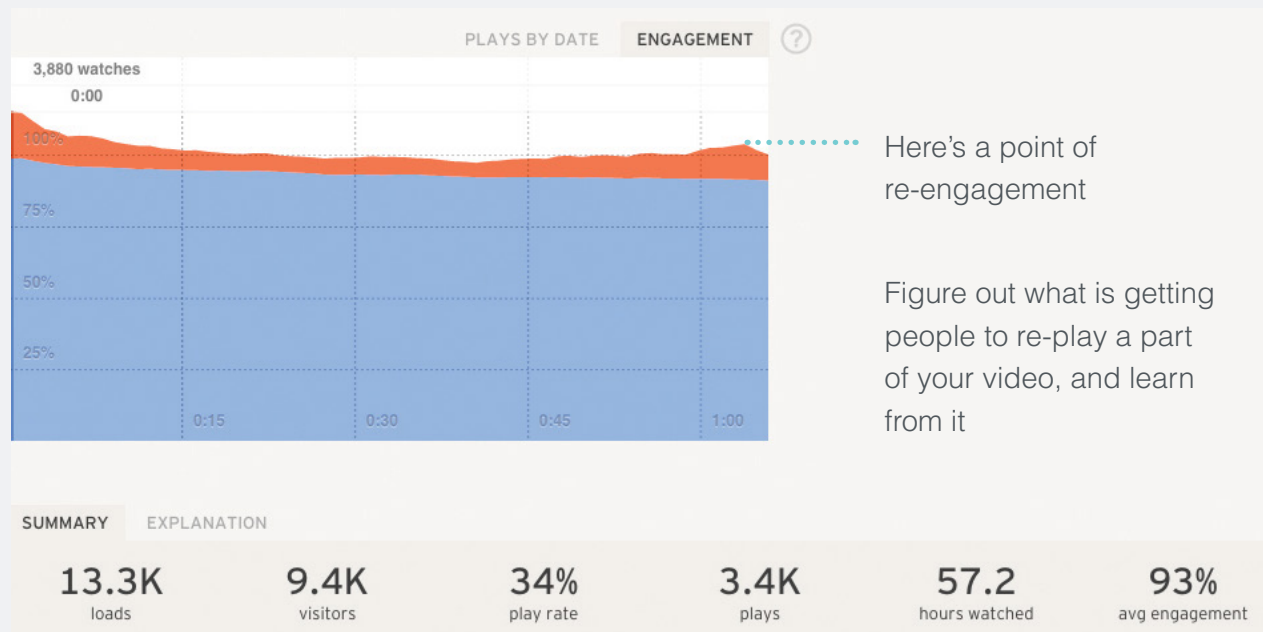
This view comes from Vidyard, but you can get similar insights from Wistia or in YouTube Analytics under the Audience Retention tab.

Step 3: Find engagement points

The “glass half full” approach

Take a closer look at your engagement from start to finish and identify the points of interest where people are re-watching a portion of your video.

These spots are particularly impactful to viewers and can often inspire your next video.



This view comes from Wistia, but you can get similar insights from Vidyard or in YouTube Analytics under the Audience Retention tab.

The DIY Recruitment Video Hall of Fame

Not all of these videos were filmed with a smartphone, but they all include creative elements you can recreate on your own.



Insomniac Games

If you happen to have a musically gifted company, milk it. This office coordinator lip synced while dancing around the office and added his music and voice over the visuals in post-production.



Cludlock

This creative concept works especially well if you've got shy co-workers. And, it gets major creativity points.



Twitter

Remember the advice to choose heart or humor? It's not hard to figure out which one Twitter is going for. We love this video for choosing a cheesy angle and owning it 100%.

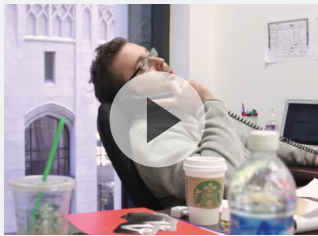


Salmat Finance

Something tells me Salmat doesn't take itself too seriously. Bonus points for their creative use of hyperlapse.

The DIY Recruitment Video Hall of Fame

(Continued)



Betts Recruiting

This staffing firm has a pretty good idea of the lines they say all too often, and aren't afraid to have some fun with it.



Social Storytelling Intern | Autodesk

Autodesk

Looking to hire a specific function? Follow Autodesk's lead and feature a day in the life.



Zendesk

This video proves you don't need an over-complicated narrative to make an engaging video. Also, we love how this video uses photos and video together.

Your turn

We've given you the playbook, and what happens next is up to you.

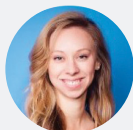
So grab your smartphone, your tiger team, and get to work. Your next hire is waiting to be delighted and inspired by what you create.

Once you've made your video, tweet us the link at [@hireonlinkedin](#) using [#MyRecruitingVid](#) for a chance to see your video featured on our Talent Blog.



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Questions?

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Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 300 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network.

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