

Video Recruitment



Works! Find the right person faster

Video is extremely attractive and engaging to job seekers, especially the younger generation, and can give organizations a competitive edge. Videos can capture what words can't, the faces of your employees; how your company looks and feels; and the passion, authenticity, enthusiasm and culture that lives inside your company

YOUR STORY IS IMPORTANT

Video can help a candidate quickly see if they are a fit with the company

In a competitive market, your workplace culture might be the differentiator that nets that great talent you're seeking



SHOWCASE YOUR CULTURE

76%

of jobseekers want details on what makes the company an attractive place to work

(Glassdoor survey, October 2014)

COST EFFECTIVE

The technology you need is likely in your pocket.

Video is an inexpensive recruitment tool that can have a broad reach

BE MORE VISIBLE

Job listings with videos are viewed more and receive

34%

more applications than listings without

(Glassdoor survey, October 2014)

Video is the most watched, shared and forwarded digital content

A recruitment video does more than invite potential employees to take look inside your business and job opportunity. It's a good way to communicate your values, attitude, and ideas to a wider audience - like your customers, suppliers and community. As well as being easy to make, do-it-yourself recruitment videos are the perfect way to show and tell your company's success story in a lighthearted and authentic way.

START HERE
Okanagan

YOUR PORTAL TO LIFE AND WORK IN PENTICTON & SOUTH OKANAGAN

So, you want to make a fantastic video...

Great news! Lots of small companies have attracted the kind of people they wanted to hire by making their own recruitment videos.

It's easy - and you can use the tools you have on hand. We know that adding a video to your Start Here Okanagan profile will set you apart, increase your reach, and show your potential candidates that your pride in your company, the culture, and your team.

Get Started:

CHECK OUT OUR RESOURCES

Re-inventing the wheel isn't required. Our guides and suggestions will help you get going with developing your own message.

- How to guide for making a great recruitment video
- Tips on shooting locations, lighting & sound
- Ideas & conversation starters for capturing authentic footage
- Examples of great DIY recruitment videos by other companies



BUILD A TEAM AND MAKE YOUR PLAN

- Outline what is important to include
- Use what you have - smartphones, GoPro's, pocket cameras...
- Keep it simple, genuine... and have fun!

Share it:

SHOW IT TO THE WORLD

- Upload it to YouTube
- Share it on your social media accounts

Add it to your profile on StartHereOkanagan.com

We're here to help you find great people, faster.

www.StartHereOkanagan.com

