

Best practices to create professional videos with VideoMyJob.

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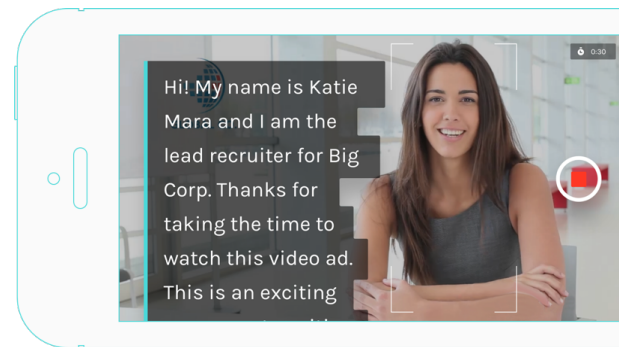
HOW IT WORKS

1 PREPARE

1. Determine the use of the video - will it be used internally or externally?
2. Define your audience
3. Who will be in it? Allocate at least 20 mins of filming time
4. Ensure your phone has adequate battery and memory space
5. Determine the appropriate filming location

2 CREATE

1. Write a script
2. Show, don't tell
3. Use language you are comfortable with
4. Ensure the location and lighting is appropriate
5. Start with a hook: 5 - 10 seconds
6. Then, what's in it for me: 30 - 60 seconds
7. Finally, have a call to action at the end



3 EDIT

1. Trim your video to ensure that it begins with you talking and ends with your exit/goodbye
3. Add captions, images & video overlays to reiterate and enhance your messages
4. Ensure the thumbnail image is positioned correctly and that the title is relevant
5. Add a video description using keywords for SEO
6. Add links to your video: apply now link, careers page or company website

4 SHARE

1. Publish your video: either privately (non-searchable) or publicly (searchable)
2. Email or sms videos directly to individuals or groups
3. Select audience relevant social channels and share via the app for analytics
4. Check the analytics to see how your video is performing