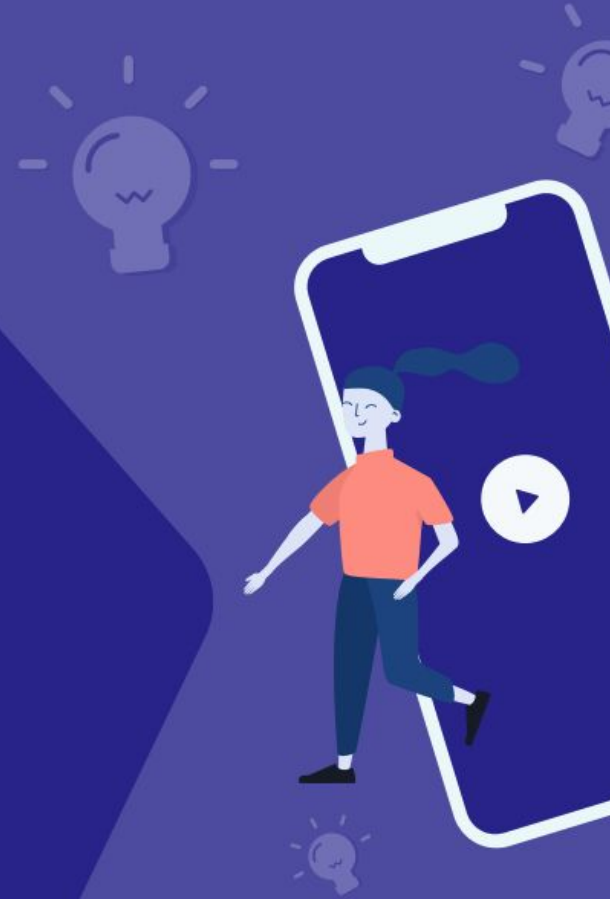


# VideoMyJob

## Getting Started with VideoMyJob



# Agenda

- Why Video?
- Basic Admin
- Video Production
  - Scripting
  - Setting the Stage
  - Film
  - Edit
  - Share

- Q&A



*Use the Q&A button on zoom*



# Business Goals for Employer Brand & Video



## Demand

Candidates want a high level of transparency and content that communicates company values, culture and employee stories<sup>3</sup>



## Reach

Video is shared 20x more often than any other type of content on LinkedIn<sup>2</sup>



## Engage

93% of job seekers have watched an employer brand video to learn more about a company.<sup>4</sup>



## Competitive Edge

32% of SmashFly's 'A' grade organisations use images and video in job descriptions, only 5% of the bottom tier do<sup>1</sup>



**50% reduction**  
in cost-per-hire

LinkedIn Employer Brand Study



**1-2 x faster**  
time to hire

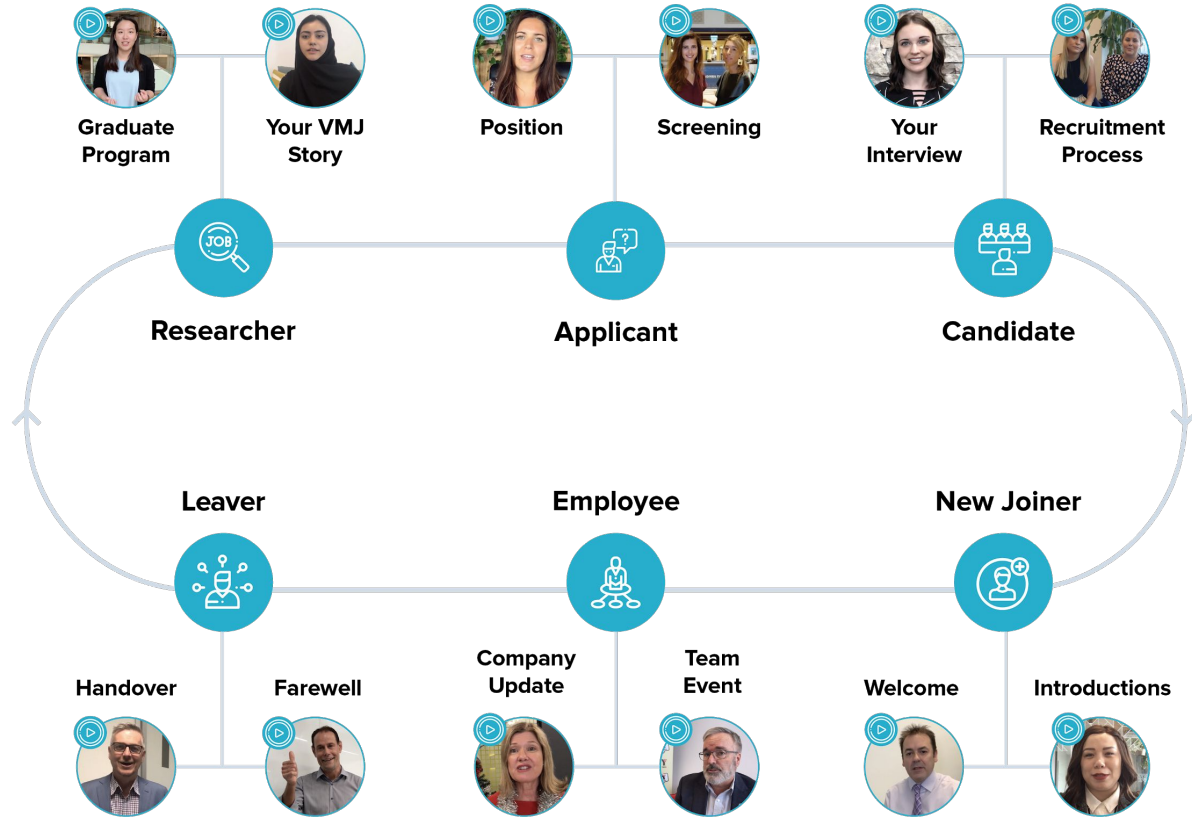
LinkedIn Employer Brand Study



**50% more**  
qualified applicants

LinkedIn Employer Brand Study

# Engage your people at every stage with video



## SOLUTION

# The future is video. Engage talent & inspire people to connect.

Before: Text

### ■ Recruitment Marketing



#### Text Job Ads

Text lacks personal connection and authenticity.

Attract  
Engage  
Convert

### ■ Employee On-boarding



#### Text & Face to Face on-boarding & training

Outdated & old fashion

Engage  
Track  
Retain

### ■ Employee Engagement



#### Text Employee Communication

Text lacks emotional connection.

Engage  
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### ■ Employer Brand



#### Text Employee Stories

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After: Video



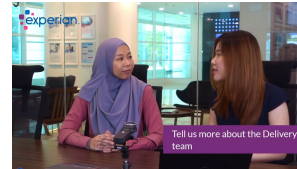
#### Video Job Ads

Job postings with video have a 34% greater application rate than postings without videos<sup>1</sup>



#### Video On-boarding & Training

Hours saved as employees on-board and train in their own time.



#### Video Messages

Video brings communication to life which increases employee engagement.



#### Video Employee Stories

Video Employee Stories creates special moments, truth & deeper connections.

<sup>1</sup> Source: Career Builder Whitepaper: Peak Posting Performance

# Scripting

What do you need to say?

How long do you need to say it?

# Elements of a script

- **Hook** (Capture attention - Why should the viewer watch?)
- **WIIFM** (What's in it for me? - What will the viewer get/achieve?)
- **CTA** (Call To Action - What do you want the viewer to do?)
- Let your personality shine - it's more authentic

★ 5-10s

HOOK

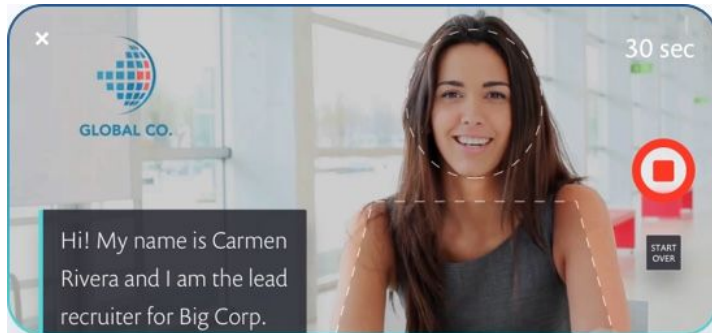
45-35s

WIIFM

10-15s

CTA

60 - 90 sec



# Demo





# Setting the Stage

Location, Lighting, and Audio

# Setting the Stage

- Find interesting backgrounds, with some depth
- Show off the workplace and location
- **Don't shoot in front of the window on sunny days**
- Be mindful of what's in the background  
i.e. rubbish, company logo, co-workers
- Check your sound
- Check your framing
- Use b-roll to highlight



Course 101 - Video Essentials  
4. Setting the Stage

<https://support.videomyjob.com/en/articles/1941463-4-setting-the-stage>

# Video Production Re-Cap

1. Define your Use Case
2. Get your script ready
3. Film or Import
4. Fix your Trim
5. Add in overlays - or don't
6. Pick a good cover image and title
7. Upload to Draft
8. Review
9. Publish and Share

# Basic Admin

# User Types

## Film Only\*

### Video Creation

- ✓ Create/Edit Scripts
- ✓ Film/Import Clips
- ✗ Edit Projects
- ✗ Edit Video Details
- ✓ View Talent Campaigns\*

## Editor

### Video Creation

- ✓ Create/Edit Scripts
- ✓ Film/Import Clips
- ✓ Edit Projects
- ✓ Edit Video Details
- ✓ View Talent Campaigns\*

## Producer

### Video Creation

- ✓ Create/Edit Scripts
- ✓ Film/Import Clips
- ✓ Edit Projects
- ✓ Edit Video Details
- ✓ Create/Manage Talent Campaigns\*

### Publishing

- ✓ Publish Videos
- ✓ Boost Videos

### Team Management

- ✓ Invite/Edit Team Members
- ✓ Remove Team Members
- ✗ Edit Team Details
- ✓ Manage Team YouTube & Facebook Connections

## Admin

### Video Creation

- ✓ Create/Edit Scripts
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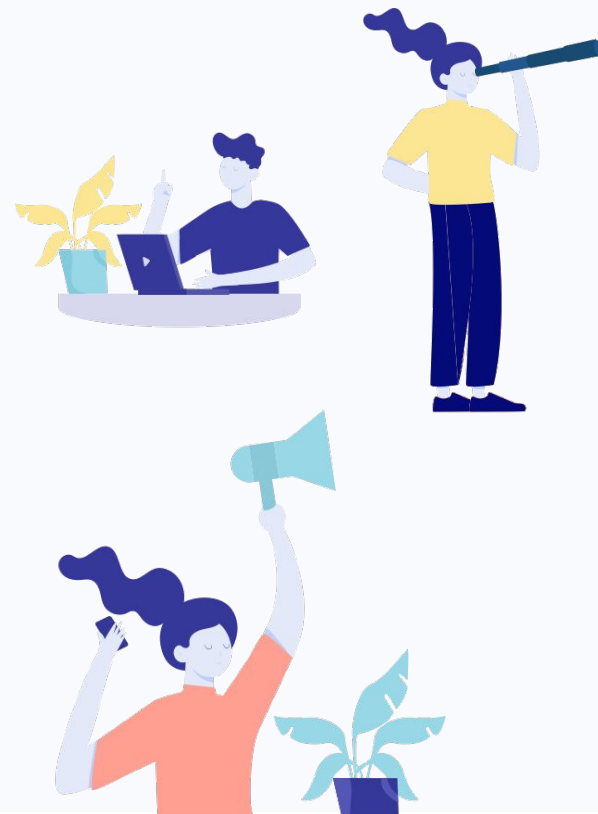
### Team Management

- ✓ Invite/Edit Team Members
- ✓ Remove Team Members
- ✓ Edit Team Details
- ✓ Manage Team YouTube & Facebook Connections

### Billing

- ✓ View Account Billing
- ✓ Add/Remove Payment Options

\*not available on all accounts



# Demo



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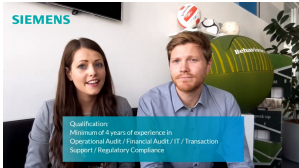


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After: Video



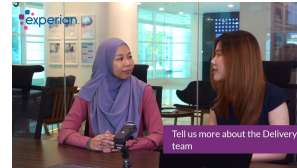
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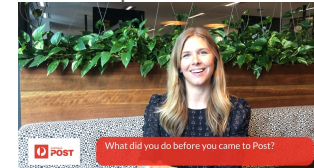
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