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8 Ways to Use Video for Recruiting

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If your organization is looking for a way to amp up its recruiting brand (</blog/the-case-for-employment-branding/>) and improve candidate quality, it may be time to consider incorporating video into your recruiting and hiring processes. To get you inspired, we've put together a list of seven ways your organization can leverage video for attracting top talent. Identify what avenues make the most sense for your recruiting, so you can start converting engaged viewers into your next best hires.

Here are eight ways to use video for recruiting:


1. Showcase videos on your career site

When interested candidates visit your career site, they are looking for ways to learn more about your employment brand and what it's like to work for your organization. What better way to successfully communicate those things other than doing it with video? Showcase your company culture, provide employee testimonials, give insight into day-to-day responsibilities or display your beautiful work spaces. Using video to communicate a genuine representation of your company's work style makes connecting with the right candidates more effective.


2. Incorporate them into your job postings


Embed relevant videos into your job advertisements to effectively communicate your company's expectations. That way candidates can better decipher whether they are a good fit for the position and your organization. An ideal video for this section is a "day in the life" video. Showcase the position's responsibilities and what the environment is like. These kind of videos really resonate with candidates, compelling them to apply when they feel it's a right fit. It's also important to note that videos help increase your SEO (</blog/the-seo-advantages-of-video/>). In fact, job postings that include video are more likely to show up in a job seeker's search results than those that don't.


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3. Leverage video for candidate communication

Create response or confirmation emails that stand out from the rest by including a link to one of your employment videos. Whether you include a message from the CEO or a piece that highlights the next steps of the hiring process, incorporating video into your candidate emails will improve communication and better explain company expectations. Next time you're proactively sourcing for prospective candidates, send a video link or embed a video within an email to create a more compelling pitch.

4. Use video at a job fair

Give job seekers an inside look into what it's really like to work for your organization. Set up a computer or tablet for on site viewing or share the video links directly with job seekers. Using video at your job fair booth will not only drive more job seekers to learn about your company, it will also help in connecting with the candidates who are ideal.

5. Interview long-distance candidates with video

It's not always feasible or cost-effective to interview long distance candidates in person. The good news is there are a number of applications that can help you interview candidates on screen. Current tools like Skype, Google Hangouts and FaceTime make long-distance interviewing economical and easy. If you're the type of recruiter who is pressed for time, you could also ask candidates to answer a list of questions via a recorded video. That way you can review the candidate on your own time. Plus, it can be easily viewed by other members of your team who are a part of the hiring process.

6. Communicate with your talent community

If your organization has a talent community filled with candidates (</blog/how-to-build-a-talent-community-2/>) who have expressed their interest, you can use video to engage them to apply. When a new position opens up, send an email to relevant candidates in your talent community that includes a video overview of the department or role.

7. Share videos across social channels

Use video to expand your recruiting reach across social networks. Share employment videos via YouTube, Twitter, Facebook and more. Doing so will encourage viewers to share videos with their peers, extending your talent reach across multiple user networks.

8. Make use of video after the hiring process

Video is a great employment tool even once you've sourced, interviewed and hired. Create custom training videos to use after candidates become current employees. Improve your new hire performance by providing resources that help them better understand your company's processes and values.

Video is quickly becoming a core aspect of recruiting (</blog/10-reasons-you-shouldnt-recruit-without-video/>). Each year, more and more companies are choosing to adapt their strategies by incorporating video. Gain the competitive advantage by starting the process of incorporating video into your organization's talent acquisition today.

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