

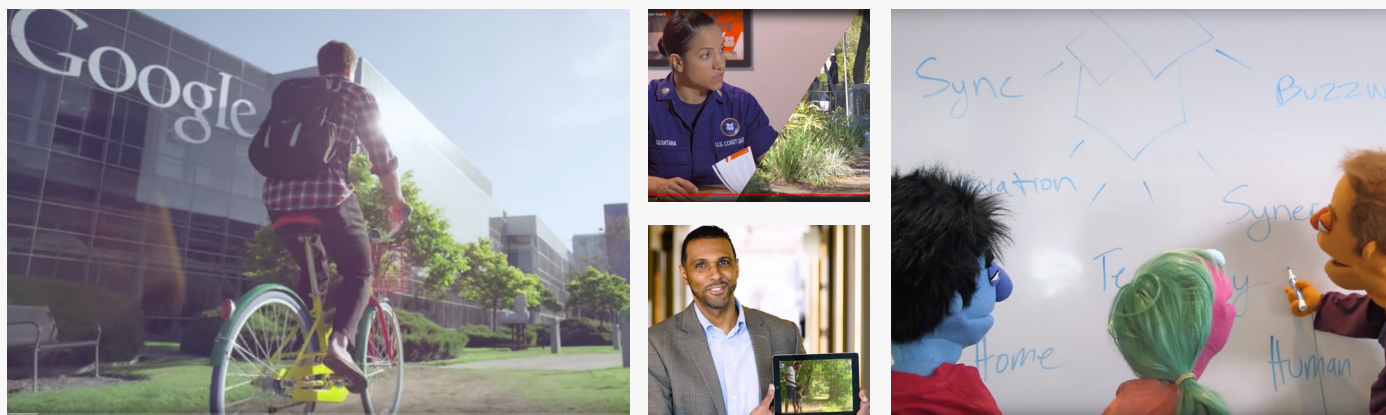


How Top Companies Use Video for Candidate Experience—and How You Can, Too

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Lengthy time-to-hire. Skyrocketing costs. Worrying drop-off rates.

If these metrics are keeping you awake at night, you're not alone. In today's cutthroat marketplace, talent leaders around the country are scrambling to improve their hiring numbers and keep their executives happy. But some have discovered a not-so-secret tactic for improving their team's performance across the board: **using high-quality video content during the recruiting experience.**



Companies like Google, the US Coast Guard, SAP and Dropbox use video in creative ways to share their employer brand and highlight the recruiting experience.

Global hospitality giant Hilton used video to cut its recruiting cycle from six weeks to just five days. Tech powerhouse SAP used fun and informative animated videos to showcase company culture and make a massive organization seem friendly and accessible¹. Google, Dropbox, Twitter, and even the US Coast Guard have found massive success by creating YouTube channels that feature employer branding content. These organizations and others have unlocked the seismic potential of video during the candidate experience, and yours can, too.

Here's how.

¹ <https://www2.deloitte.com/us/en/pages/human-capital/articles/introduction-human-capital-trends.html>

The Power of Video Content

Hiring managers have long viewed video as a “prestige” format, largely due to its complexity and relatively high price tag. As a result, many have opted to invest in lower-cost content like blog posts and infographics, hoping that quality (or at least quantity) would have an impact on their candidate experience. But that trend is changing.

“Brands that once came to us looking for a 12-article package are now looking to use that budget for a polished, high-quality video,” said Heather Freiser, director of branded content at The Muse. “A lot of talent teams are starting to understand just how effective video can be as a driver for hiring performance.”



Heather Freiser
Director of Branded Content

And yet, some talent leaders remain skeptical that video is worth investing in. Even more struggle to get the necessary buy-in—or budget—from their executive teams. If you fall into one of these camps, consider the following:



8 Billion +
videos are watched on
Facebook each day ²

Social videos generate
1,200% more
shares than text and images combined ³



Online video accounts for roughly
74% of all web traffic ⁴



Job postings on Facebook
featuring videos see applications
boost by 36% ⁵

² <http://www.kpcb.com/internet-trends>

³ <https://www.bloomberg.com/news/articles/2016-04-28/snapchat-user-content-fuels-jump-to-10-billion-daily-video-views>

⁴ <http://go.yumyumvideos.com/blog/10-video-stats-that-will-help-your-2017-marketing-plan>

⁵ <https://www2.deloitte.com/us/en/pages/human-capital/articles/introduction-human-capital-trends.html>

These numbers alone should convince even the most hardened video skeptic. In fact, this next stat just might surprise you:



of recruiters polled said they use video to highlight company culture and compete against other employers ⁶

Chances are, your competitors have discovered the power of video content. The question is, are they using it effectively? More to the point, will you?

Often, expert advice from people like Heather can make or break your recruiting initiatives. Before joining the Muse in early 2017, Heather served as an executive producer for Bloomberg and a senior content strategist for Contently, a content marketing startup that made significant use of her video expertise. Today, she's helping The Muse's clients develop premium videos that have a measurable effect on the candidate experience.

Many of these brands are new to video content. If you are, too, here's what you need to know before the cameras start to roll.

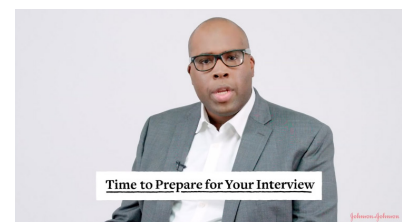
⁶ <https://www.gobellmedia.com/2017/06/05/business-needs-video/>

Where and How to Leverage Video in Your Candidate Experience

Before you begin thinking about creating video content, you must understand your team's goals and pain points. These will dictate how, where, and when you leverage your videos during the candidate experience.

For example, Johnson & Johnson's talent acquisition team recently went about reimagining their hiring process from a traditional, company- first approach to a progressive, candidate-centric experience with the launch of J&J Shine, their candidate experience platform.

With more than 80,000 applications flowing in each month, it's impossible for Johnson & Johnson's talent team to respond to every applicant. Similar to the process of many large global companies, the size and complexity of the organization often means that, once someone begins the interview process, there might be weeks between touch points. As a result, candidate drop-off and satisfaction suffers.



Johnson & Johnson partnered with The Muse to bring transparency to their interviewing and hiring process.

After mapping out a typical Johnson & Johnson hiring journey, and identifying the most common candidate pain-points, Johnson & Johnson tasked The Muse with providing content designed specifically to address these annoyances. In addition to providing career advice articles, Heather and her team created several engaging videos to further humanize the hiring process:

Recruiting Stage	Video Concept
Application Under Review	“You Just Applied, Now What Happens?”
Recruiter Screening	VIDEO 1 “Everything You Wanted to Know About Post-Application Communication”
	VIDEO 2 “Things You Should Do Before Any Interview”
Hiring Manager Interview	“How to Answer the Most Common Interview Questions”
Decision Pending	“What to Do While You Wait”
No Longer Under Consideration	“How to Bounce Back When it Wasn’t Meant to Be”

The videos are all roughly two minutes long and give helpful tips specifically targeted to each step of the Johnson & Johnson hiring process. When served directly to candidates at key moments in the hiring journey, they help humanize the organization and keep applicants warm and engaged. Heather also noted that it was critical for Johnson & Johnson to ensure that candidates who weren’t selected remain positive toward the brand and walk away knowing that their time, energy, and patience were appreciated.

Another brand that's found success with video in the candidate experience is rental car giant Enterprise Holdings. Like Johnson & Johnson, Enterprise uses video content as a key element of their content strategy to take the mystery out of the hiring process, give applicants a peek at the organization behind closed doors, and showcase unique strengths like its management training program.



Enterprise Holdings shared a story from one of their employees about how her personal struggle inspired volunteerism at the company.



Taco Bell's International Marketing Manager shares why he's so passionate about a career that lets him travel the globe.

Meanwhile, Taco Bell has used fun, quirky videos to highlight some unique personalities and build excitement around the innovative work done in its Irvine, CA headquarters. And if you don't work for an instantly recognizable, global brand like these? Well, it might be even more important to engage candidates throughout the hiring process with video to show them what you're all about.

An important note, though: While video may be the star of your content strategy, Heather stressed that you shouldn't neglect the rest of the constellation.

"Video is key, but don't rely on it to do everything. To be effective, you need a smart content mix with a range of content types," she said. "This will enable you to reach people in different ways and at the moments that matter most. An infographic, for example, might work well in a recruitment email, but a video will perform better on Facebook. Written content will likely work best on your employer branding site or channels like LinkedIn. It's important to think about what works on each channel, and what your audience wants from you at different times."

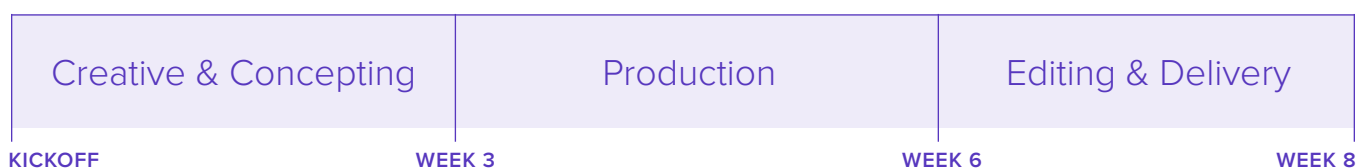
Avoiding Common Pitfalls

When it comes to leveraging video to improve the candidate experience, building a smart content strategy is just the start. The video creation process can be lengthy and has a number of moving parts, and many talent acquisition teams have little experience working with video vendors. As a result, misconceptions about cost, timing, and process abound.

“Talent organizations are extremely excited about the prospect of creating videos,” Heather said. “But because it’s usually their first time working on a video project, some education is almost always required.”

Creating Video Takes Longer Than You Think

“It’s not uncommon for customers to want an employer branding video created in a week or even a few days,” she said. “But there are a number of things that have to be in place before video creation can begin. First, we need to establish how we’re going to collaborate and work together. We’ve got to know who’s going to be weighing in on the client side. We’ve got to establish who’s going to approve the script, the location, and the people being featured. Plus, it’s easy to forget about the little things like fonts, colors, and logo placement. Those can seem insignificant, but not having them finalized up front can slow the process down substantially.”



Sample 8 week production schedule

The process from concepting to delivery generally takes between four to eight weeks, so don’t wait until a week before your target publication date. Also, if you’re working with outside parties, like an agency, freelancers, or external actors, know that not everyone is equipped to handle last-minute projects. Those that are are also likely to charge a hefty fee for a rushed turnaround.

Last-Minute Changes Can Blow Your Budget Away

Another rookie mistake that can be costly is trying to make major changes to a video late in the game.

“Many talent teams have experience working with agencies or freelancers to create written employer branding content, and they expect that the video process will be similar,” Heather said. “It’s relatively cheap and easy to change an article’s angle after the piece has been produced. But making substantial changes to a video can be more costly and time-consuming than many expect.”

Much of the time and cost involved with making significant edits to a video are due to the sheer number of people involved. A high-quality video will often require a creative director, a location scout, one or two camera operators, a production assistant, and a project manager to be on-site during the shoot.

“These peoples’ time and expertise make up much of the cost of a video, so it’s best for your budget to make sure you have everything nailed down,” she said.



Shoots and productions require coordinating multiple schedules and edits late in the schedule can prove costly.

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Heather Freiser
Director of Branded Content

Make a Checklist Ahead of Time

No matter how many people or teams are involved, it's wise to build a video creation checklist—a simple asset that can save time, money, and stress down the road. Some key elements to consider include:

- ✓ Who's going to write the script?
- ✓ Who's going to review and approve the script?
- ✓ Who will be selecting, reviewing, and approving the location?
- ✓ Who will “star” in the video—will you use internal resources or hire actors?
- ✓ Where will you use this video? (this can determine its length and style)
- ✓ What brand elements will be necessary (logo, fonts, etc)
- ✓ Are filming permits required? If so, who's responsible for procuring them?
- ✓ Who will review and approve the footage before it goes to the video editor?
- ✓ Who will serve as the project manager and own communication with all the parties?

Given the time required to create a high-quality employer branding video, start your planning process at least 10 weeks ahead of your desired publication date. That should give you plenty of time to get your proverbial ducks in a row once you begin filming.

Take the Next Step

If you're ready to take your candidate experience to the next level through exceptional video content, there's no time like the present to get started. And there's no better way to get started than finding a trusted partner who can provide strategic guidance and expert advice along the way. If you're ready to explore how video can enhance your candidate experience, we'd love to talk.

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The Muse strives to make work more human by being a trusted resource for millions of people as they seek career satisfaction—not just another job. Companies partner with The Muse as they look to attract and retain the best talent by telling an authentic and compelling employer story. Our mission is to create meaningful connections between companies and candidates to make the world of work—from the job search to career development—more personal.

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