

Blog 2: December

_Visual Culture



TOPIC: recruitment videos

TOP TWO POINTS:

1. 5 steps to create recruitment videos for an effective hiring process
2. Message, speaker, script, film, editing.

PROPOSED PUBLISHED DATE: 13th December

WORD COUNT: 615

KEYPHRASE: steps to create recruitment videos

IMAGE: <https://drive.google.com/drive/folders/12ykDdsENm4PxIpeSVkoT83oXoJ3FOsbZ>

HEADLINE: 5 steps to create recruitment videos for an effective hiring process

The hiring process can be challenging especially in a competitive market or a skill shortage environment aka the current Australian job market...

Using videos to make your job listing stand out from other companies is now a necessity to attract the right team members to work with you.

In twenty years of video creation, we have helped many clients create great recruitment videos. We know what works.

So to help you we have devised this guide on the five **steps to create recruitment videos** for an effective hiring process. Let's get started.

1. Decide on a message

First off, ensure you are clear about what you want to communicate with your video. Remember that you need to grab your viewers' attention and entice them to apply to the opening within seconds.

So ensure your message it's well defined, simple, and comes across easily.

When deciding on a [message](#), take into account your company's values. Communicate what kind of company culture you want to create as your future employees will consider these carefully before applying.

2. Choose a speaker

Once you have defined your message, find [the right people](#) to speak on behalf of your company.

Your future employees will want to see what it is like to work in your organisation at all levels! So avoiding choosing only the CEO or the top managers.

Choose employees from all levels. Ask those who embody your company's values and who can speak authentically about your culture.

3. Create a script

Create a script that tells a story about your company and your team members.

Use short, sharp sentences. Mind the pauses between lines and focus on creating a script that is informative and engaging.

Remember that a script is a loose guideline so your speaker should use it as such, not as something to read word for word as this will limit their expression and authenticity.

Prompt them to focus on being natural rather than memorising every single word.

4. Film the video

Choose a location that includes your company's normal activity yet that is not too noisy. Such as an office with people from different departments doing their jobs or a quiet warehouse spot.

The location needs to have a nice and even light, perhaps coming from a window. If not, consider adding artificial lights.

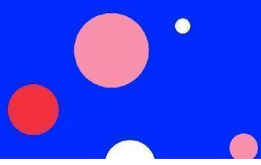
Position the camera in between the speaker and the window. You don't want direct sunlight streaming on the speaker's face or a day where the sun goes in and out behind clouds altering the brightness of the scene.

Avoid fluoro light flicker and downlights directly above the head of the speaker.

5. Edit

Edit your video so that it flows well and communicates your message clearly. [Create](#) enough dynamic between one scene and the other, so the video is engaging. Avoid overdoing and keep a constant flow through the video.

This is the most challenging step so we recommend not rushing and perhaps referring to a



professional. Get in touch today if you need help with creating your recruitment video as we have the expertise to help you.

SOCIAL POST

If you want your job listing to stand out from other companies you need to include a video to attract and entice potential employees to work with you.

So check out my latest blog on the 5 steps to create recruitment videos. ([link](#))