

White Paper

Using YouTube for Recruiting

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How to use YouTube for Recruiting

Does the mention of YouTube conjure up images of viral “Gangnam Style” videos, teenage “mall hauls” and cute animal film clips? You may not know that there are over 6 BILLION hours of video watched on YouTube every month and that YouTube now reaches more adults ages 18-34 than any television cable network (Source: YouTube). What this means to you and your talent team is simple – opportunity.

Remember back in the day when a one-time Sunday ad in the metropolitan newspaper cost upwards of \$20,000? Not to mention the idea of producing a commercial to recruit talent was unheard of! Video was out of reach for most companies due to high production costs. So recruiters were left to Sunday ads, traveling to job fairs and the old-fashioned, yet well-remembered, cold calling.

Since then, but before smart phones and tablets, came the Internet – often with a slow connection. Still video was not a viable option for Talent Acquisition Teams due to bandwidth issues and production costs.

Fast forward to today. Internet connections have sped up and nearly everyone has a mobile device with the ability to watch or record videos. It has become extremely accessible for all recruiting teams with any size budget to utilize video for successful recruiting.

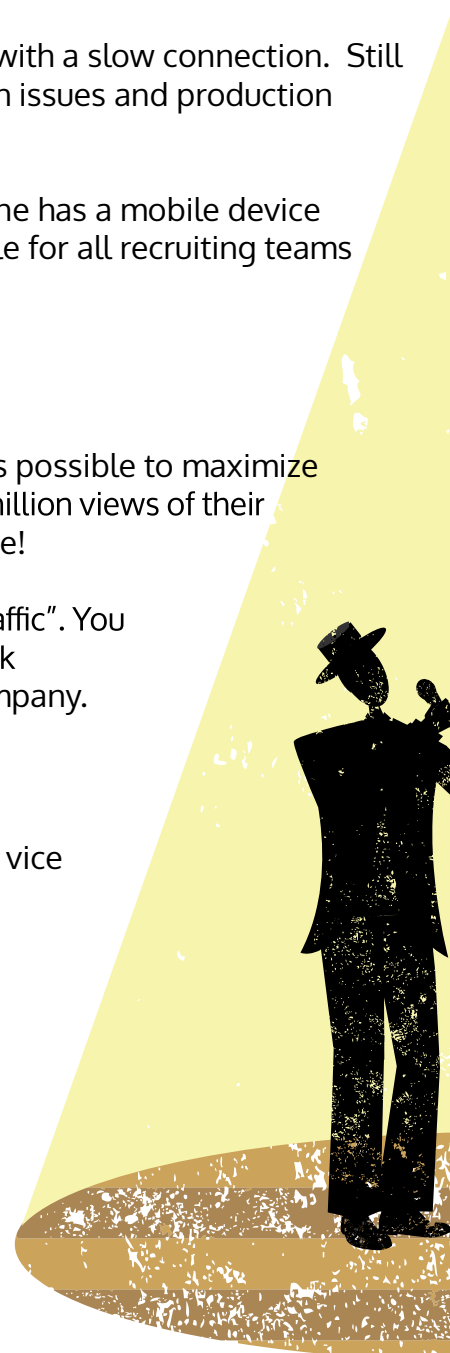
The Perks

The objective, of course, is to get as many views on your YouTube channel as possible to maximize your efforts. For example, Google (who owns YouTube) has received over 2.2 million views of their career YouTube channel, “Life At Google”. And Google is a recruiting machine!

In Internet Speak, getting many views or clicks on a site is called generating “traffic”. You want as much traffic to your videos as possible to reach more people and to rank high in the search engines when someone searches for a job, industry or company.

Advantages and perks for using YouTube for recruiting include:

- You can link all of your social media pages to YouTube channel and vice versa.
- You get additional content for your regular career page on your company website or on any other job board where you have a presence.
- When cold calling, you can send a potential lead to your YouTube channel to learn more about your company.
- You get to showcase any aspect of your company, your products, your employees or your company culture that YOU wish to project.



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So how can you take advantage of this GREAT recruiting tool? First you need a plan.

Cast Call

Creating career videos for YouTube channel is not just a Human Resources endeavor, nor is it the responsibility of Marketing. Promoting the company so that you attract the best talent is the responsibility of every employee, manager and executive at the company. For some, this is a mindset change. For others – like Google – it is simply part of the culture. Therefore, your YouTube strategy should enlist the help of the whole team.

The Plot

When it comes to video ideas, the possibilities are only as limited as your thinking and your budget. We'll get to that in a minute. First, you should take into consideration the message you would like to send and what you want the viewer to take away from the video. For example, if you're a hip, young company with a great culture and benefits, you could display it in your videos. Or perhaps you want to let potential employees know that you are one of Forbes Top 100 employers to work for. Or maybe you have a reputation issue and need to dispel the rumors that are out there about working for your company. Start by creating a list of objectives, messages and topics that you wish to communicate to your future employees.

Now, here are some ideas to help get you started.

17 Recruiting Video Ideas

1. Executive Welcome – Record one or more executives as they welcome potential recruits. Ask them ahead of time if they would like you to script it or if they would like to do it themselves.
2. Head of Talent or HR Welcome – A video where you outline what the viewer can expect from the YouTube channel, an overview of the company, culture and benefits (not too detailed) and an overall welcome.
3. Campus or Office Tour – If you have a great office environment, such as many of the high tech start-ups, you could record a video tour to show recruits what it's like on the inside before they come for an interview.
4. Department Tours – Similar to the office tour, if you wish to break down your videos to the department level, you could do a tour of each group.



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5. Employee interviews – This is a powerful tool for demonstrating what it's like to work at a company. You ask questions of the employee about things such as employee satisfaction, training, promotional opportunities, benefits, life balance, etc. It's even better when you break it down to the different departments.
6. Technical presentations – For technology companies, this is great for attracting engineering talent. However, if a presentation is quite long, you may wish to do a teaser YouTube video and house the remainder of it on your company webpage. Additionally, if you provide informational services or other products, technical presentations about the industry or information are also good.
7. Company events – Have someone record your next company event and edit snippets of it to put on YouTube. This will show candidates a fun side of the culture.
8. Employee testimonials – A bit different than Employee Interviews, testimonials are a 20-30 second endorsement of working for the company. You could stream together 5 or 6 of these to make one video. Again, breaking it down to the department level is ideal.
9. Customer testimonials – Whether you have a product or a service, you have customers! Show your future employees that you have a strong reputation amongst your customers by using testimonials. You may wish to partner with Marketing on this as they could use it in their marketing material as well. And who knows – maybe you'll gain a new customer for the company along the way!
10. Product demos – If you have products and your candidates don't fully understand them or have knowledge of them, consider doing brief product demos. These could also be a benefit to Marketing!
11. Service demos – Similar to product demos, but a bit more tricky - how do you demonstrate a service? You could use a flow chart, PowerPoint presentation that shows how the service works. Be sure to review the benefits and features of your services.
12. Benefits overview – Every candidate is interested in knowing what benefits a company offers at some point in the process. In the old days you would give them a pamphlet during the interview or email a PDF with the information. A video shows that you're hip and forward thinking. Try a combination of a human resources professional speaking to the camera and a PowerPoint with bullet items.
13. Instructions – Briefly instruct your viewer about how to apply or whom to call. If you are using an ATS, provide a screencast or screenshots that show how to navigate the application process.



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Be sure to include information about what they can expect in the next few steps of the process.

14. Video Job Description – Wouldn't it be cool to see your future manager on a video explaining the job and the expectations BEFORE you ever read a job description? This is powerful as long as the hiring manager has a good video presence. If not, a team leader or group representative could perform the function. It is not recommended that a recruiter or Human Resources representative perform this function.
15. Existing Company Videos – If you are a mid-sized company, it's more than likely that your company already has a library of videos from which to choose. Work with the Marketing/PR department and the executive team to see what is available and you could potentially have a strong YouTube Career Channel without a lot of effort and production on your part.
16. Industry videos – Take advantage of someone else's work by sharing their video on your YouTube channel. Whether it's an industry guru or video white paper, you could embed it in your campaign and both parties reap the rewards of additional traffic.
17. Photo Montage – If you have a lot of images that represent your business, employees, products, events or other items, you could put together a video slideshow that you either narrate or set to music.

Budget expectations

So what is this going to cost you? It's probably not as much as you think.

If you hire a professional videographer, you can expect to pay between \$700 - \$2500 per 2-4 minute video, including editing. Extra features may incur extra costs, such as voice talent, music and special affects.

However, if that is too rich for your budget, here are four ideas for low budget video production:

- Ask around your company to see if anyone is especially good at filming or editing. You may already have someone on staff and don't even realize it.
- You could also ask employees to send you videos they have taken from their phones and utilize these.
- Hire an intern or part time employee from the local college
- Hire someone on elance or odesk (freelance websites) to edit the videos for you

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Encore!

Here are some additional tips to consider as you produce your YouTube recruiting videos:

- Start with a script or an outline of what you'd like to say.
- Keep your videos between 2-8 minutes in length to maintain the attention of the audience
- It doesn't have to be perfect. In fact, organic video has a high appeal among viewers. A combination of polished, corporate videos and organic, spontaneous videos is ideal.
- Always include a call to action at the end of the video. Include a URL or other instructions about how to proceed in process.
- Once your video is uploaded to YouTube, share it on all of your social media sites AND your own company website. Also inform your entire company to share it with their networks as well.
- Make it a company mission to get a lot of views, likes and comments. The more of these you have, the higher your YouTube channel will rank on the search engines. Ask every employee to watch each video all the way through and then like, share or comment on it.
- Don't be afraid to do something funny or edgy – you are more likely to see viral affects if your video is different, as long as it fits within your company guidelines and culture.
- Explore additional video sharing sites, such as Vimeo – upload your videos there also for further exposure.

The bottom line is that you can easily expand your Social Recruiting efforts by using YouTube. The opportunity with today's technology puts video within reach for any Talent Acquisition team. It's cost effective and has the ability to reach across the vast, growing landscape that the Internet offers.

"AND...CUT!"

Written by guest writer and partner Claudia Loens.

About the Author: Writer, Social Media Consultant and Talent Acquisition expert of 25 years. This was a sneak peak at a chapter in Claudia's upcoming book "How to Become A Social Recruiting Content Machine".

You can learn more at www.wordflirtsocialmedia.com.

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