

NEOGOV

5 Tips for Making

RECRUITMENT VIDEOS

That Attract Applicants

VIDEO CONTINUES TO GROW

in popularity and performance in today's society, as evidenced by YouTube's meteoric rise to the second most visited website and search engine after Google (Alexa). In fact, 59% of executives agree that if both text and video are available on the same topic, they are more likely to choose video (Digital.gov), and 1 in 2 Gen Zers and Millennials said "they don't know how they'd get through life" without video (Google/YouTube).

So, why not leverage videos as part of your recruiting strategy? By combining visual imagery, sound, and messaging, videos can create emotions that words alone can't. Instead of reading adry, multiple page job posting that does little to excite the job seeker to apply, recruitment videos can provide a snapshot of what life is like at that organization or in that role. According to CareerBuilder, "job postings with videos have a 34% greater application rate."

*"Job postings with videos have a **34% greater application rate.**"*

- CAREERBUILDER

But this begs the question, how do you make an effective and compelling recruitment video, especially when public sector budgets are limited? It is possible, but it requires gumption and some creativity. To help get you started, here are 5 tips for building a public sector recruitment video with minimal money.



#1
TOOLS, TALENT, AND TEAMS: USE WHAT YOU HAVE

There's a common misconception that you need to hire a professional company to develop a recruitment video, but that's not true. Audiences are no longer interested in a video that cost tens of thousands to produce; instead, they are more interested in information being shared with them in an easily-digestible format. Thanks to social media, viewers often prefer low-budget, natural looking videos because they imply authenticity. What's most important to viewers is the content, not how polished the video is.

According to a Google and YouTube survey of 18-54 year olds, the ability of video to "help people dig into their interests was ***2X as important as high production quality.***"

TEAM

Assemble a small group of people to help with the project. Your HR team can probably write the script - they already know what makes the organization desirable to job seekers. Chances are there are people in your office who either know how to edit video or have teenagers who do.

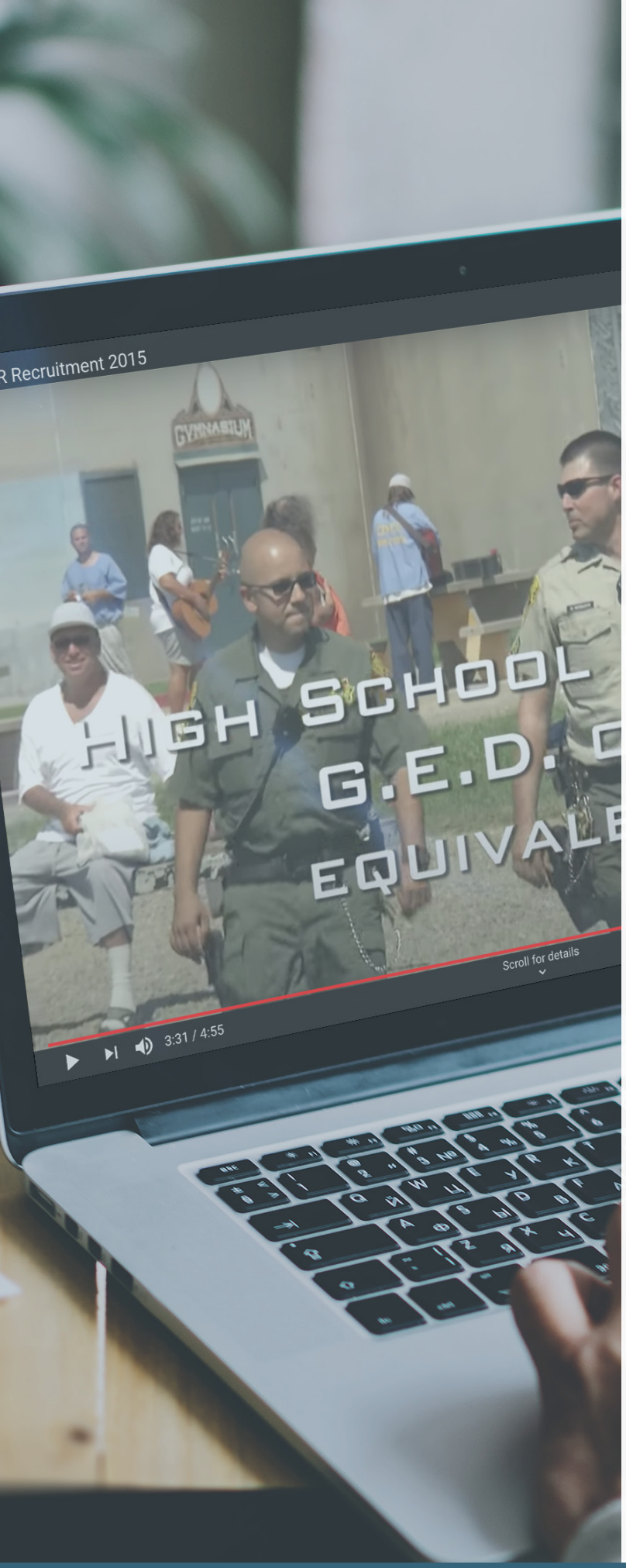
TOOLS

Since most smartphones shoot in high-quality, 4k video, you can **film the video yourself.** Some local libraries even **rent out camera equipment**. If you choose to use your phone, invest in a smartphone tripod for about $30 and consider purchasing a cheap lighting kit, which you can get online for less than $100. As far as editing, your computer likely already has all the software you need.

TALENT

Select real employees from your organization, making sure that they represent different races and ethnic groups to communicate the importance of diversity.

Tip: *Be sure your video is representative of the diverse workforce you have.*



VIDEO SPOTLIGHT:

CDCR RECRUITMENT

The California Department of Corrections and Rehabilitation's recruitment video provides information about the career path of a correctional officer, what the job seeker needs to apply, and a map of their 34 institutions across the state.

*"This challenging profession offers a **wide variety of career choices and opportunities** for motivated officers seeking advancement."*

- CDCR

Not only does the CDCR's video provide relevant information to the job seeker, but the video shares a snapshot of daily life as a corrections officer, a video format that could be recreated and filmed by an agency without the help of a professional videographer.

The CDCR's video also provides clear next steps and relevant information, such as the number of vacancies the CDCR is looking to fill, how many institutions they are hiring for, and the rewards of the position.

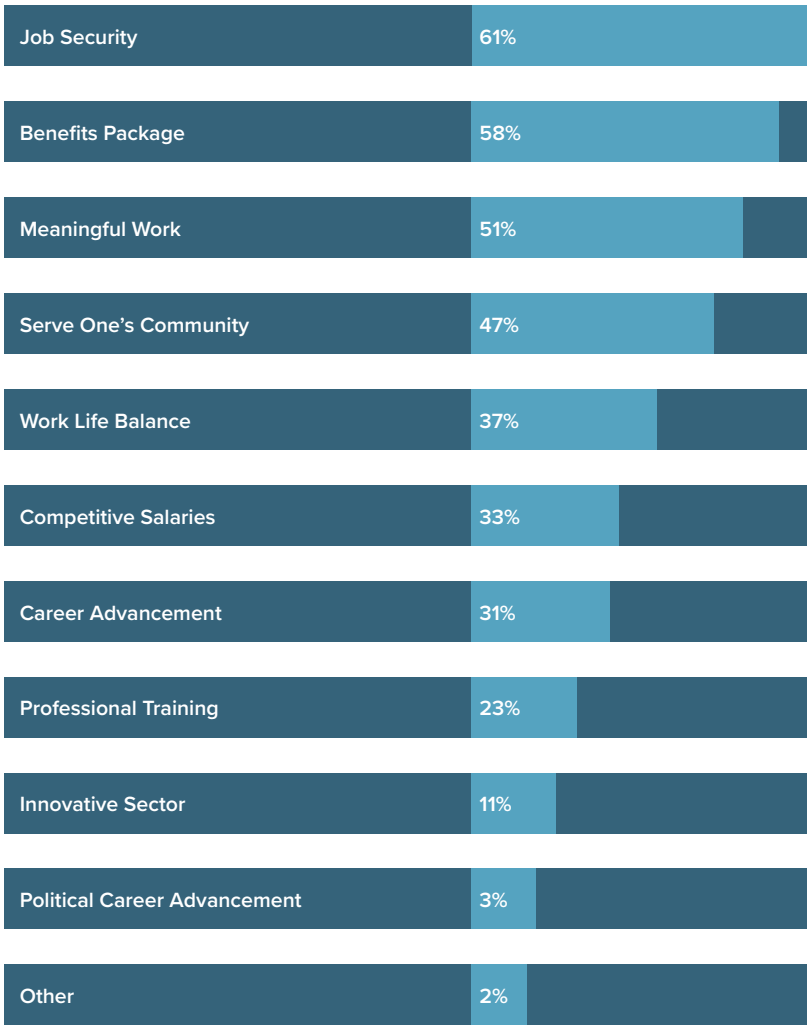
Find their video on the "California Department of Corrections and Rehabilitation" YouTube channel.

#2
HIGHLIGHT PUBLIC SECTOR WORK MOTIVATORS

While you don't have to provide all of the information about a job posting in your video, share the main highlights to get job seekers excited. According to Gartner, "among organizations in the public sector, the competitive advantage often isn't great pay, but they can excel in other areas — such as work-life balance, exciting career challenges, and mission."

When surveyed about the top appeals of public sector jobs, respondents reported job security (61%), a complete benefits package (58%), the opportunity to do meaningful work (51%), and serving the community (47%) as the top four motivators to apply for a public sector position. Highlighting the aspects that apply to the agency or position you are recruiting for will likely increase applicants.

Appeal of Working in Public Sector
Figure 1



Respondents select all that apply.
n=2871

VIDEO SPOTLIGHT:

WHY WSDOT?

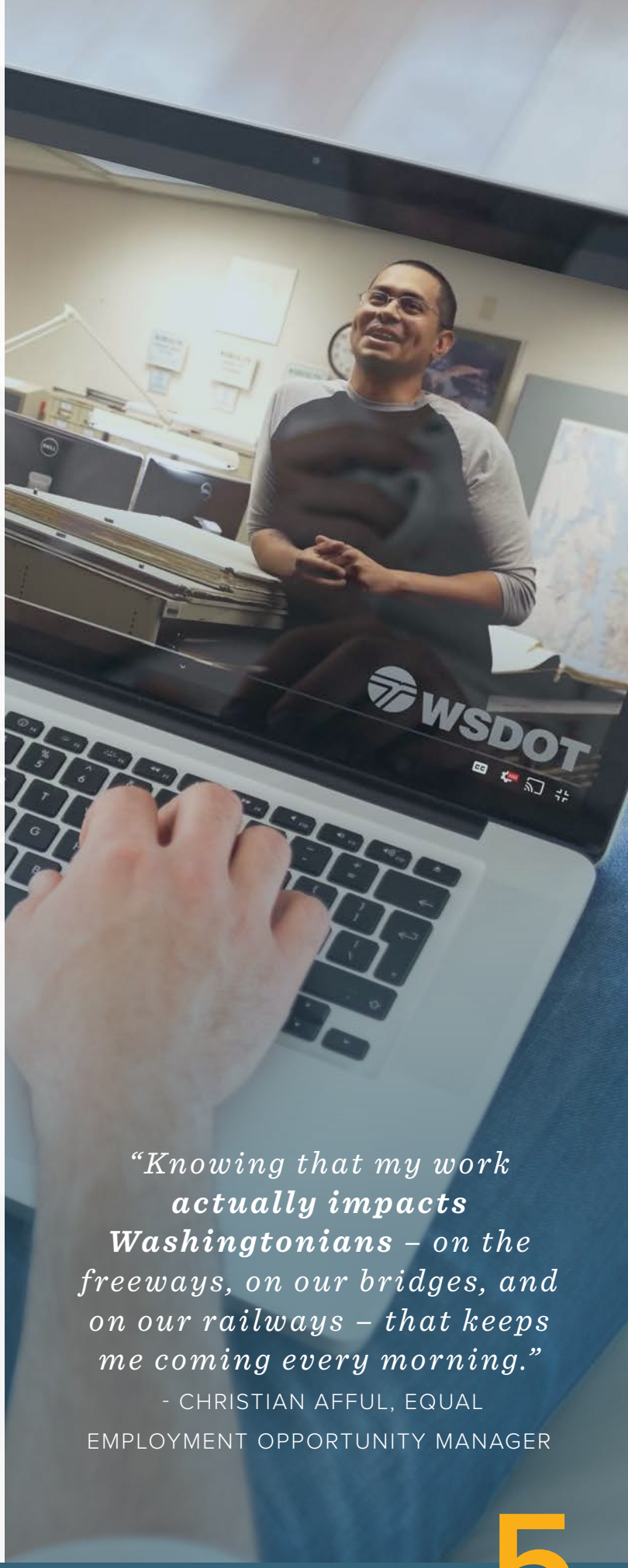
Washington State Department of Transportation's one minute, fifty second recruitment video packs in many attractive aspects of working for their agency. Presented by a diverse team of real employees, the video showcases work-life balance, the pride that comes from doing meaningful work, the opportunity for growth within the organization, and more.

*"The people here, the learning opportunities, the promotions, the ability to grow – **I love it.**"*

- CHRISTIAN SANTIAGO, ASSISTANCE DESIGN SPECIALIST

By interviewing actual team members for their video, WSDOT created a down-to-earth video that connects instantly with the viewer. In under two minutes, WSDOT creates a sense of community in their organization and provides information about what their agency specifically does to support their state.

Find their video on the "wsdot" YouTube channel.



*"Knowing that my work **actually impacts Washingtonians** – on the freeways, on our bridges, and on our railways – that keeps me coming every morning."*

- CHRISTIAN AFFUL, EQUAL EMPLOYMENT OPPORTUNITY MANAGER

#3
DETERMINE YOUR EMPLOYER VALUE PROPOSITION (EVP)

An Employer Value Proposition is the set of attributes that defines the value prospective candidates and employees gain through employment by an organization. So, before tackling your script, understand what makes your organization special and how to represent that to potential candidates. Even in the public sector, an organization is much like a brand in that job seekers have a perception about what it's like to work there.

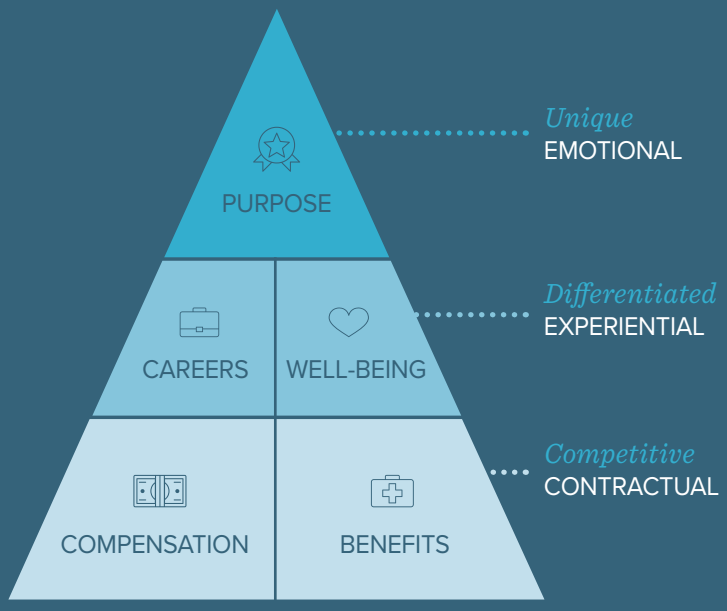
When developing your EVP, go beyond the appeals of the position and include the perks that make your organization one of a kind. These are the qualities that make your agency different from a similar government agency in another town.

Your EVP should speak to your organization's unique attributes, whether that's a flexible schedule, monthly potluck lunches, casual dress, Fridays off, or even the number of wineries in the area. When a job seeker can imagine their life at your agency, they are more likely to apply for the position.

3 STEPS FOR DEVELOPING YOUR EVP:

1. **Make it relevant** to your audience - know what is important to them
2. **Don't guess** - ask your existing employees what it's like to work for your agency
3. **Read employee reviews** on Glassdoor and Indeed to learn what employees really think

Employer Value Proposition
Figure 2



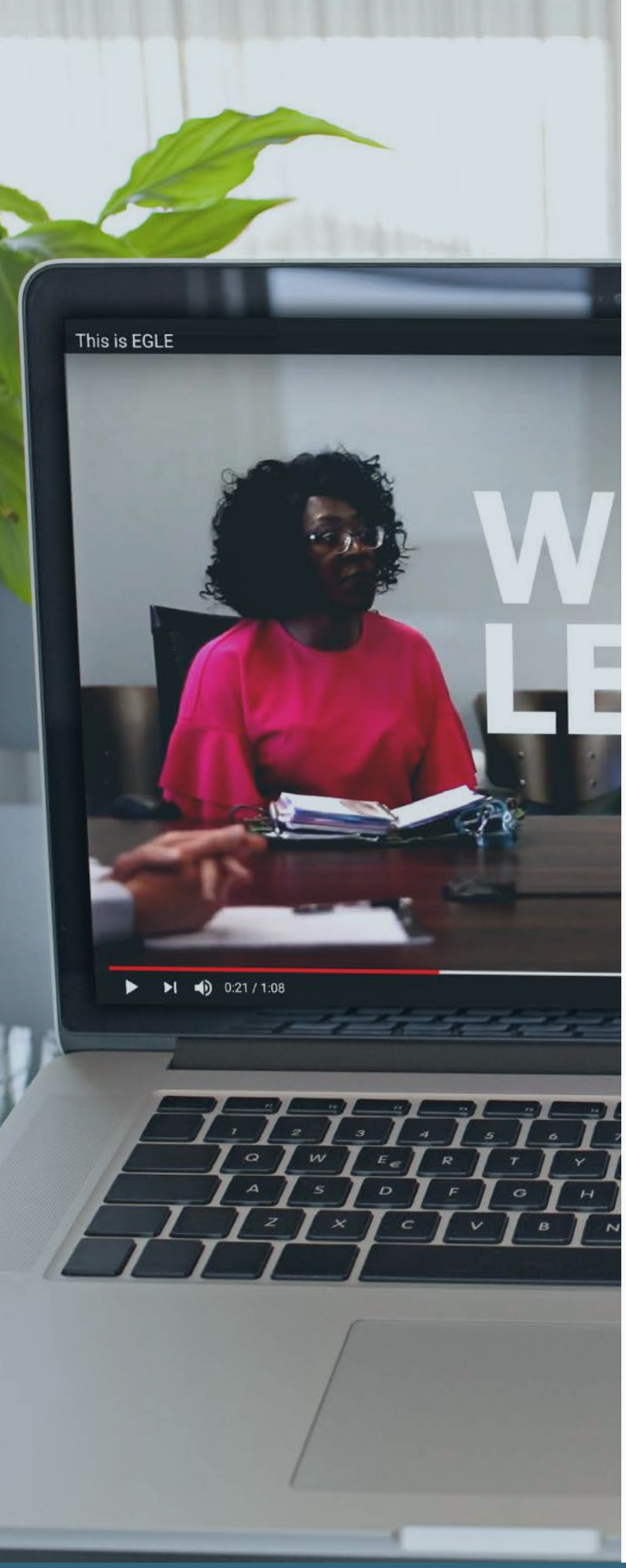


#4

KEEP IT SHORT AND INCLUDE A CLEAR CALL-TO-ACTION

The purpose of your video isn't to replicate the 600 word job description or spell out the agency's mission statement. You're just trying to pique a job seeker's interest and a one or two minute snapshot is enough to maintain your audience's attention and entice them to apply.

When the job seeker has finished watching your video, what is their next step? Be clear and concise about what you'd like them to do. If the purpose of your video is to drive people to your agency's many career opportunities, include a URL on the screen. If your video is promoting a specific position, explain how to apply. Don't complicate the message by sharing every step of the application process. Your goal is to get them to take the next step.



VIDEO SPOTLIGHT:

THIS IS EGLE

Michigan's Department of Environment, Great Lakes, and Energy's one minute and nine second video provides a brief snapshot of life at EGLE. Using keywords to excite the audience, such as Engage, Regulate, Research, Monitor, and Protect, EGLE teases the job seeker to learn more about the department.

"What do we do at EGLE? Regulate, engage, research, monitor, educate. But our biggest job? Protect. We're scientists, we're leaders, we're engineers, we're geologists, we're technicians, we're inspectors, we're biologists. ***We're proud of our work*** *in the office and in the field. All of this is why we come to work."*

- THIS IS EGLE VIDEO, MICHIGAN EGLE

Find their video on the "Michigan EGLE" YouTube channel.

#5
KEEP IT REAL

Although you may be tempted to use stock footage because it's so affordable and looks professional, resist the urge. Stick with real people who work there and present the actual office and surrounding environment so that job seekers can start to feel a connection to your agency.

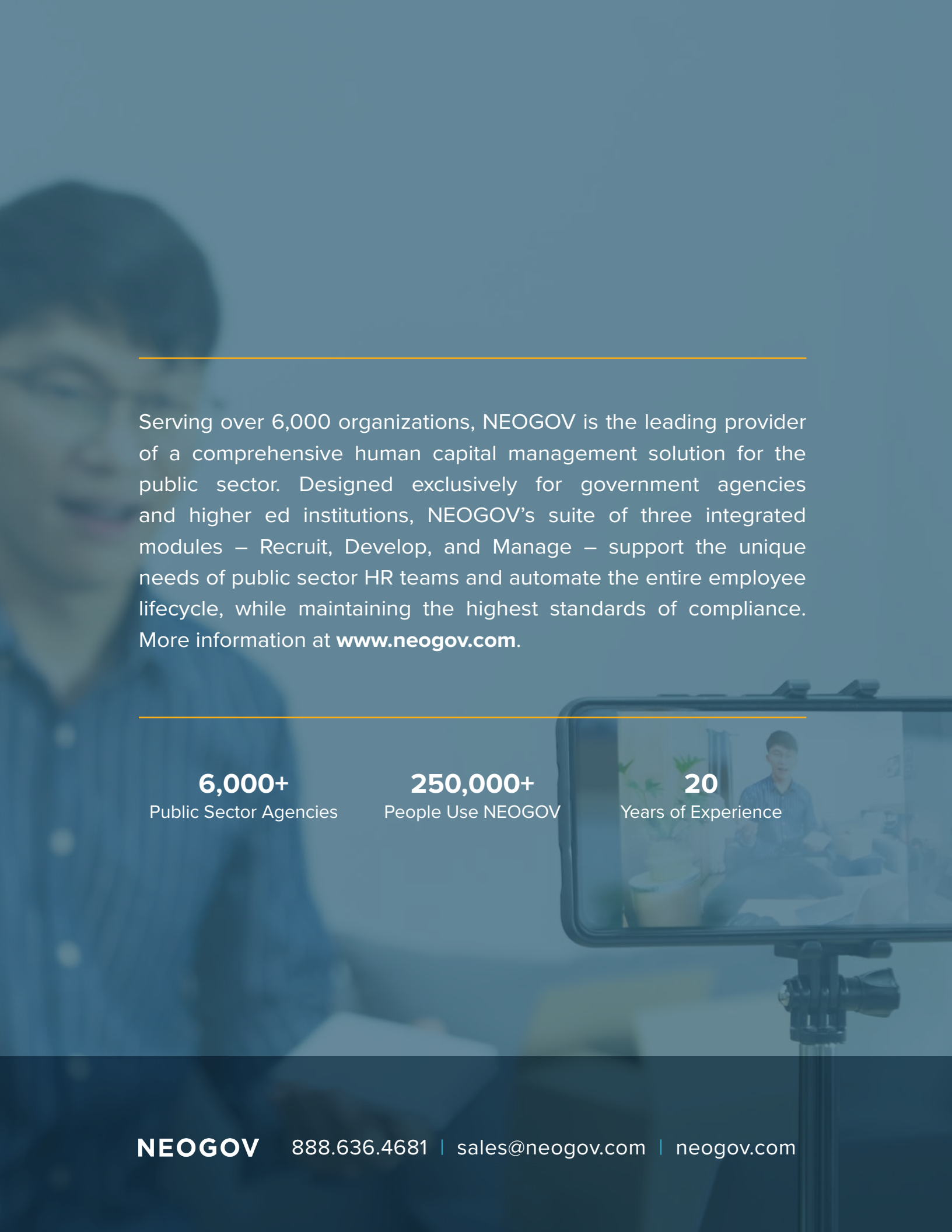
When it comes to convincing candidates to apply for a position, one of the best storytelling techniques you can use is to interview happy employees about what they like most about working for your agency. Come up with questions ahead of time and encourage employees to show their personalities on camera. Then get shots of everything that people mention. For example, if someone says they like the great choice of lunch places that are walking distance from the office, then show a few nearby restaurants while using the sound from the interview.

To paint a complete picture of what it's like to work there, give viewers a look inside your offices. You can attach a tripod to an office chair and wheel it down the hallway to capture the energy. Make sure you have people straighten their desks and let them know ahead of time that you'll be filming so that they can look their best that day.

Don't forget to include the outside of your office. If you're in an impressive government building, shoot footage of the outside. If not, perhaps there's a plaque or monument you can start with, or a tree-lined path that leads to the entrance.

*"More than **50 percent of businesses** that use video see a decrease in the time it takes to fill a position, and almost half experienced an improved cost per hire."*

- ICIMS



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