



ALLIANCE FOR
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Do's and Don'ts of Recruitment Videos

DO:

- Hire a professional video production team that specializes in recruitment videos
- Highlight your unique value proposition and key messages
- Feature employees who represent the DNA of your target audience
- Ask interviewees to stand not sit for better delivery and energy
- Appeal to prospective candidates on an emotional level (stories stick, facts don't)
- Show real employees sharing real stories
- Limit the video to 3 to 4 minutes
- Include a strong call to action

DON'T:

- Hire your uncle's brother to produce the video
- Interview people sitting behind their desks
- Hire a sloppy crew who intimidates interviewees
- Over script interviewees
- Use a voice-over to tell your story
- Rely on static images and stock footage
- Make it all about your CEO
- Ask poorly prepared questions - they will elicit poor answers
- Promise anything you can't deliver

Let Us Help You Become A Talent Magnet!

1. Visit us online at www.Uexcel.com and click on the MAGNET
2. View some of our best recruitment videos and imagine what we can do for you
3. Contact us at e: info@Uexcel.com or p: 858.481.7742 to get started