

**videomy** job

# Operations Handbook



HR Tech 2018  
Best HR Tech (Finalist)



Unleash 2018  
Best HR Startup (2nd)



Global Recruiter  
Best Innovation



HR Tech Fest 2016  
Best HR Tech Startup



ATC 2016  
Best HR Technology

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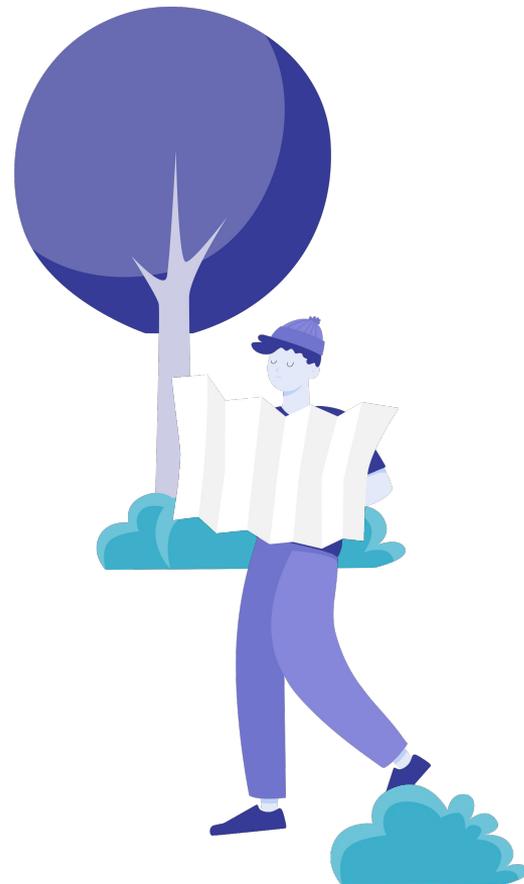
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# Introduction to VideoMyJob

Introduction to VideoMyJob

# Why Video?

**In a competitive talent marketplace, video content presents a compelling opportunity:**

- 500+ million hours of video are watched daily on YouTube
- 60% of people would rather watch a video than read text
- Video improves time on page - bounce rate is 59% less for sites with videos than without
- 85% of recruiters say video increases click-through from advertising
- 85% of talent teams using video find it provides good return on investment
- Yet only 1% of F500 companies are using video for job ads, presenting a golden opportunity

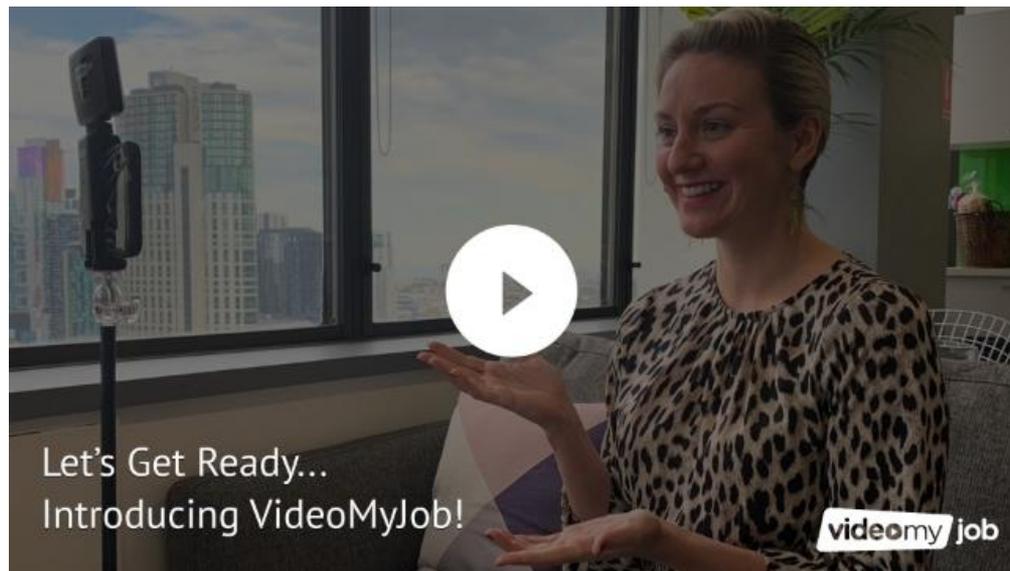
# Why Video?

**We have invested in VideoMyJob to leverage the power of video to help you:**

- Improve your pipeline of applicants with authentic video content
- Drive better engagement in your requisitions, improving quality of applicants
- Learn a new skill, with in-app support and branded graphics
- Enhance your professional brand using the latest recruiting tools

**While helping us evaluate and shape new innovative tools for our global recruiting organization.**





Let's Get Ready...  
Introducing VideoMyJob!

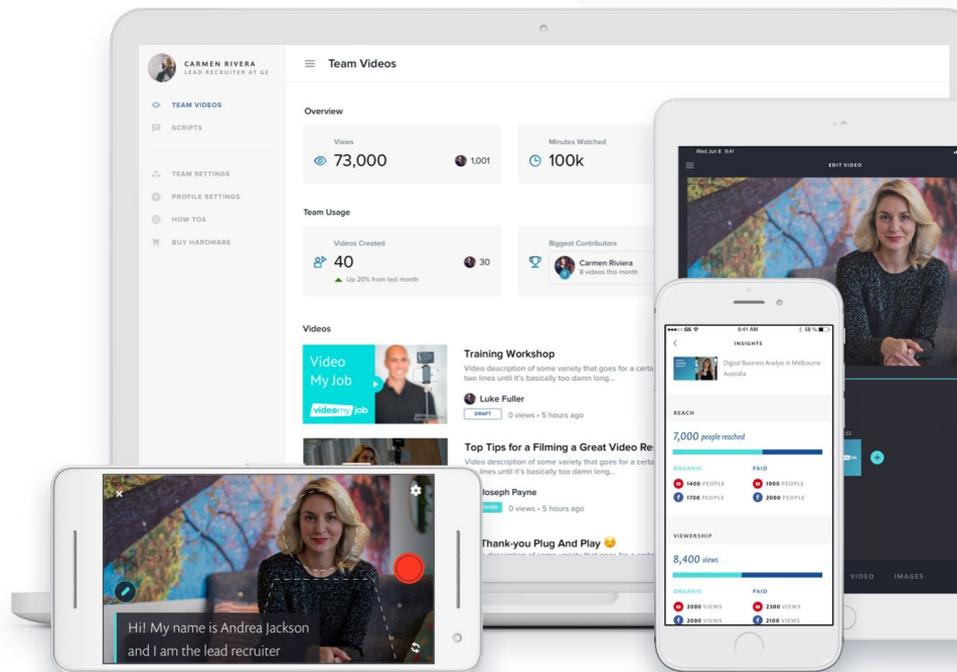
videomy job

<https://youtu.be/HoO60ucnCxw>

# Key features

**VideoMyJob enables you to easily create, edit and share branded videos via:**

- Scripting tool and in-app teleprompter to guide users while recording their videos
- Templates with brand-approved graphics, logos, colors and fonts
- Video editor to trim footage and add titles, captions, images and more to create a fully customized video
- Social sharing and tools to distribute video across channels
- Promote job openings via LinkedIn
- Enhance your job description
- Email /SMS video to candidates and contacts
- Analytics to review video performance



# Key features



## Scripts

Build your own library of scripts or use our templates to help you structure your video content.



## Teleprompter

Easy script reading for quality video content. Master your camera presence with the assistance of our on-screen teleprompter.



## Position guide

On-screen silhouettes to help you to position yourself for optimum audio, lighting and framing.



## Timeline editing

User friendly graphic timeline to help you edit quickly and efficiently.



## Remote editing

Quickly share videos between your team for editing and approval.



## Branding

Video branding template to keep the whole team on-brand at all times.



## Social sharing

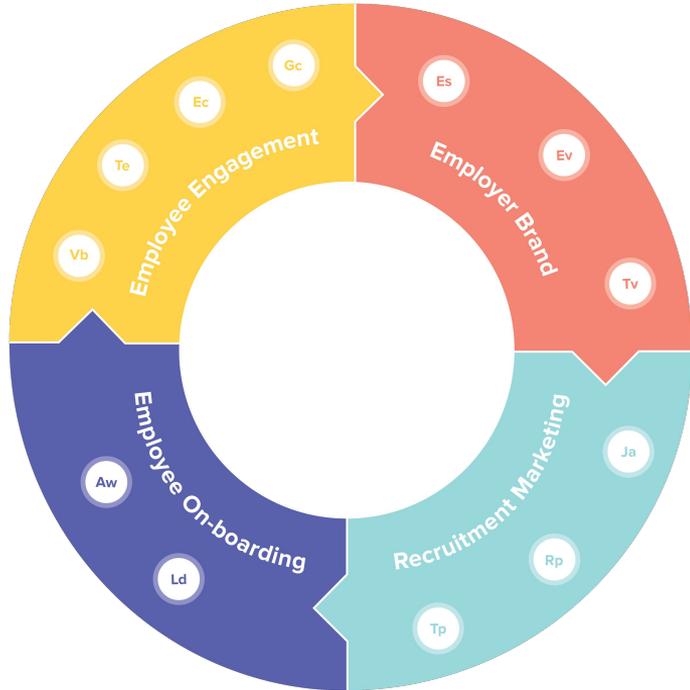
Share to Facebook, YouTube and LinkedIn right from the app with just a couple of taps.



## Email campaigns

Send emails with good looking video links straight to your team, candidates and clients.

# Video Success Flywheel



What you can use video for:

## Employer Brand

- Es** [Employee stories](#)
- Ev** [Employee value prop](#)
- Tv** [Team value prop](#)

## Recruitment Marketing

- Ja** [Job advertisements](#)
- Rp** [Recruitment process](#)
- Tp** [Talent programs](#)

## Employee Engagement

- Vb** [Video bios](#)
- Te** [Team events](#)
- Ec** [Executive comms](#)
- Gc** [General comms](#)

## On-boarding & Training

- Aw** [Acceptance & welcome](#)
- Ld** [Learning & development](#)

While you may start with just one or two of the elements, the more you add, the faster your flywheel will turn, driving more momentum and value.

# Quality and Branding Guidelines

## Watch “Setting the Stage”

VideoMyJob provide a full course online for everyone to watch and learn.

It takes about 45-60 min to complete and will teach you all the basics for creating video content.

**At a minimum we expect everyone to watch**

**[Module 4. Setting the Stage](#)**

It runs for 3m36s and sets the minimum quality standards to create engaging videos that we can be proud to share in representation of our brand.



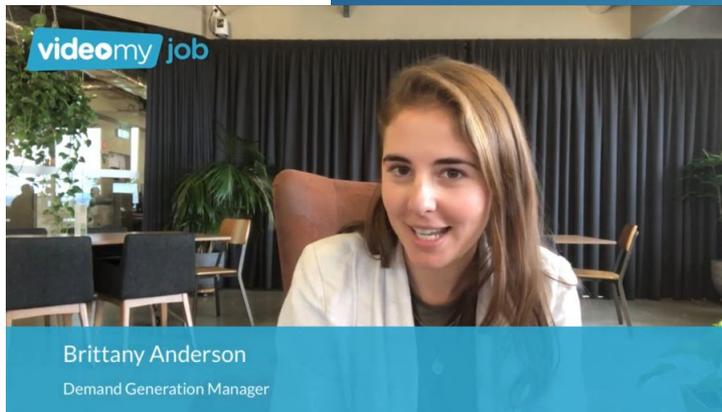
# Choose a style

## By Yourself - One Person Video

Planning on filming a solo video? This is a great way of creating the impression of a one-on-one conversation with a potential candidate.

## With a Colleague - Two Person Video

You're talking about a role with your colleague? Use this style to give your viewers a feeling of the people in our workplace.



Quality and Branding Guidelines

# Location

Have a look around: what would be an interesting location? Outside? In your office? Or in the cafeteria?

**You don't have to shoot your video in a single location. Choose different locations and move between them. Just don't film in front of a plain wall.**



# Location Shortlist

## Level 17 - Kitchen

- Best Time: Afternoon
- Angle the chairs so you're facing the window



## Level 17 - Boardroom

- Best Time: Morning / Early Afternoon
- Film near the windows



## Level 21 - Einstein Meeting Room

- Best Time: Early Afternoon / Afternoon / Late Afternoon
- Try to book adjacent Meeting room (Jobs) too as there is no sound proofing
- Sun comes through in late afternoon, so film with your back to the door at this time



# Lighting

Pick locations that have good light conditions – smartphone cameras work best in bright spaces. Make sure there's a good contrast (don't shoot someone in a black shirt in front of a black background) and think about including one or more lights (a table lamp can often help light up your shot).

**Use natural light, face windows when filming. Having your back to a window might have a nice view, but often leads to lighting issues, particularly on a bright day.**



# Sound

Clear sound can be even more important than good visuals. Imagine you've captured the perfect interview, but you can't understand it because there's too much noise in the background. Ideally, shoot your interviews in a quiet setting.

**Do you have access to an external microphone?**  
**Great – it can improve the sound quality of your video a lot.**



Kristen Graham   
Co-Founder - VideoMyJob



# Talking on Camera

Talking in front of a camera can be scary at first. Just imagine you're talking to a colleague – be positive, friendly and don't forget to smile.

Try to speak freely and don't just read from your script. You can use VideoMyJob's teleprompter function to display some simple bullet points, or your entire script.

**Talk like you're having a conversation or telling a story.**  
**A two-person interview style can also really help.**





## Things we say

Make better connections with us

Tell us about yourself

50 countries and counting

How we make better connections

We speak video

Join us

Careers / Open opportunity

Life at VideoMyJob

People



## Things we don't say

Work for VideoMyJob

Please enter your details

We operate in 100 countries

Find out what we do

Please submit a video response

Apply

Jobs

VideoMyJob culture

Employees



## And why it's better

Invite people to get excited about our vision and collaborate with us.

Human first, always.

“Operate” sounds pretty corporate. The “and counting” shows our ambition to grow.

It gives context to a simple statement and excites the reader.

Challenge the viewer to express themselves on video, but always offer a video of our own first!

“Apply” sounds cold and time consuming. “Join us” is welcoming .

A job sounds too much like work. A career is exciting and something you can advance and build upon.

Saying we have a “culture” immediately sounds forced. It's like telling someone you're cool. Let's show people “life at VideoMyJob” and let them decide the culture for themselves.

The word “employee” sounds impersonal. Those who work for us are people.

# Captions

Use captions to highlight key points. Use short lines of text, preferably dot points.

Position to the left or right of the frame and don't cover their face with a caption. This is why it recommended to be positioned on the left or right of frame when filming.

**Captions help your viewer remember and focus on what's important.**



# Completed Video Examples

Watch examples of completed videos created by colleagues around the globe.

## APAC



**Views** 6168  
**Applications** 85  
**Time to Fill** 4w

## EMEA



Add Video Here

**Views**  
**Creator**

## NA



Add Video Here

**Views**  
**Creator**

## LATAM



Add Video Here

**Views**  
**Creator**



Add Video Here

**Views**  
**Creator**



Add Video Here

**Views**  
**Creator**



Add Video Here

**Views**  
**Creator**

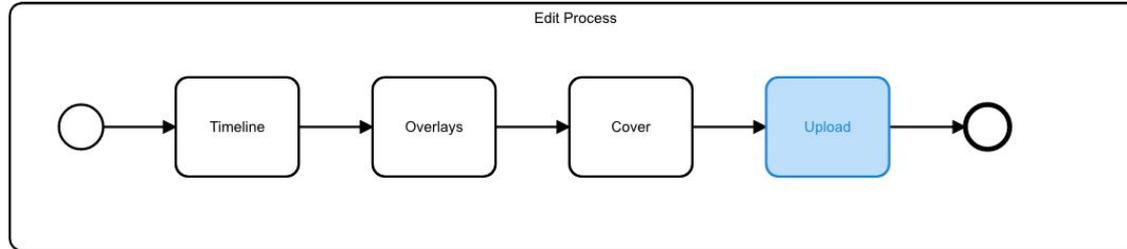


Add Video Here

**Views**  
**Creator**

# Governance and Approvals

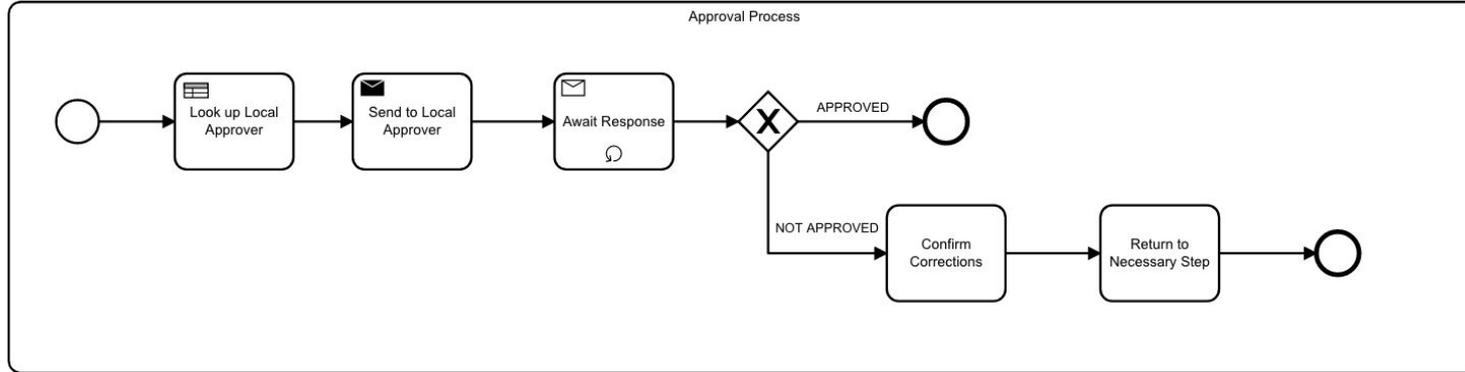
# Production Process



- All videos are hosted on YouTube - once uploaded it will appear on YouTube unlisted.
- When you [Publish](#) then we can choose to have the video listed or keep it unlisted.
- [Video analytics](#) will only come through for Published videos.
- You must seek approval before sharing your video externally.

**Please see the following pages for the high level Approval Process**

# Approval Process



- Videos may not be approved if it does not align with our brand guidelines or contains information we cannot distribute externally.
- This may require you to re-film, or to simply edit a copy of your original project before seeking approval again. **Please see the following pages for information on how to share your draft, and your local approver/s.**

# Share your DRAFT for approval

All videos will require review by [our employer brand team] before publishing:

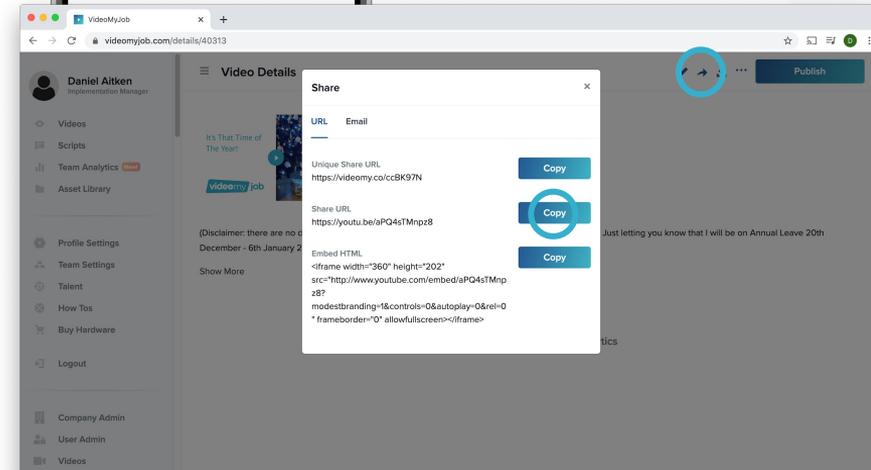
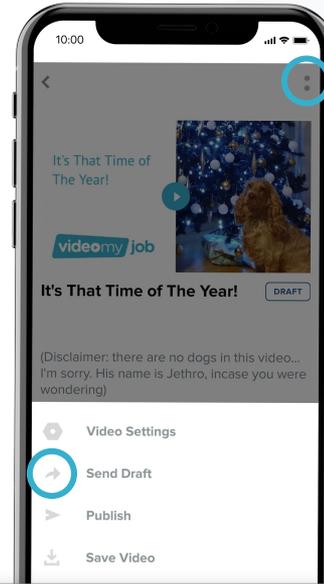
## In-App:

1. From your Video Library, select your Draft video
2. Click the dots at the top right from navigation; then click “Send Draft”
3. Share link via email to your local Approver

## Web Dashboard:

1. From the Team Videos page search and select your Draft video
2. Click the Share arrow
3. Copy the Share URL and email it to your local Approver

You will be notified once the video has been approved and marked as ‘Published’. This means it can be distributed externally to the intended audience.



Governance and Approvals

# Approvers

Send to your local Approver for approval before distributing your video.

## APAC



**Hugh Jackman**

Candidate Experience Lead  
wolverine@adamantium.com

## EMEA



**Daenerys Stormborn**

Queen of the Andals  
dany@dragonstone.com

## NA



**Arnold Schwarzenegger**

Talent Acquisition  
t-800@cyberdynesystems.com

## LATAM



**Ellen Ripley**

Marketing Officer  
ripley@nostromo.com

# How to Share

How to Share

# Share Options - Web Dashboard

Video Details



- Unique Share URL ([Landing Page](#))
- Share URL (YouTube)
- Embed HTML (Websites)
- Email (Electronic Mail ☺)

Video Details



- [Download](#) .mp4 - allowing you to upload to other platforms where needed

Share

x

URL    Email

Unique Share URL  
https://videomy.co/HPKIN2K

Copy

Share URL  
https://youtu.be/xMMTnhealf8

Copy

Embed HTML  
<iframe width="360" height="202"  
src="http://www.youtube.com/embed/xMMTnhealf8?  
modestbranding=1&controls=0&autoplay=0&rel=0  
" frameborder="0" allowfullscreen></iframe>

Copy

How to Share

# Email

**Once the video is published you can:**

Send video message via email to contacts and candidates

## In-App:

1. From your Video Library, select your video
2. Select Email Campaign and follow the prompts

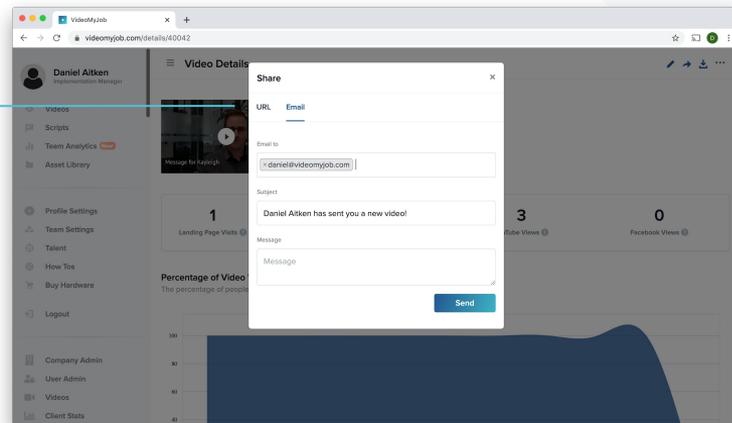
## Web Dashboard:

1. From the Team Videos page search and select your video
2. Click the Share arrow
3. Select Email and fill out the form

You can send emails to multiple contacts.

The emailed video will take viewers to the VideoMyJob generated landing page. You can then track the landing page visits, view duration, and CTA clicks in the analytics for the video.

Share Your Video



How to Share

# LinkedIn / Twitter / Instagram / etc.

Once the video is published you can:

## Share URL

1. Click the Share icon on the web dashboard
2. Copy the Share URL Link
3. Paste the link directly into your LinkedIn post

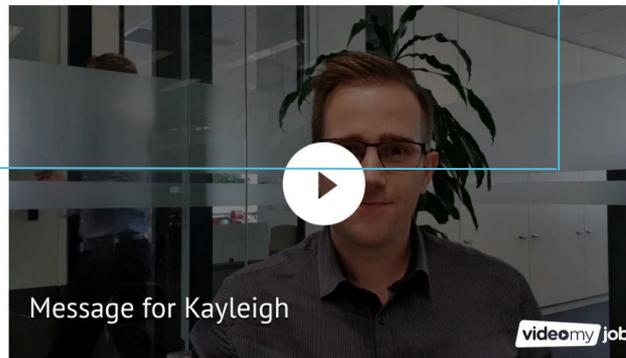
## Native Post\*

1. Click the Download icon on the web dashboard
2. Upload the .mp4 to your post

\*Social channels prioritise posts with natively uploaded videos

\*This method means you will not see VideoMyJob metrics for that post.

☰ Video Details



## Message for Kayleigh

 Daniel Aitken

✓ PUBLISHED

 3 views • 1 month ago

# Platform Training Resources

# Resources for Platform Training

## Video Essentials and Scripting Course

- <https://support.videomyjob.com/en/collections/285212-course-101-video-essentials>
- <https://support.videomyjob.com/en/collections/1451992-course-201-scripting>

## Getting Started with VideoMyJob - on-demand webinar

- <https://support.videomyjob.com/en/articles/3514904-getting-started-with-videomyjob>

# VideoMyJob Support

VideoMyJob Support

# Support

## Where do I find useful information about technical aspects?

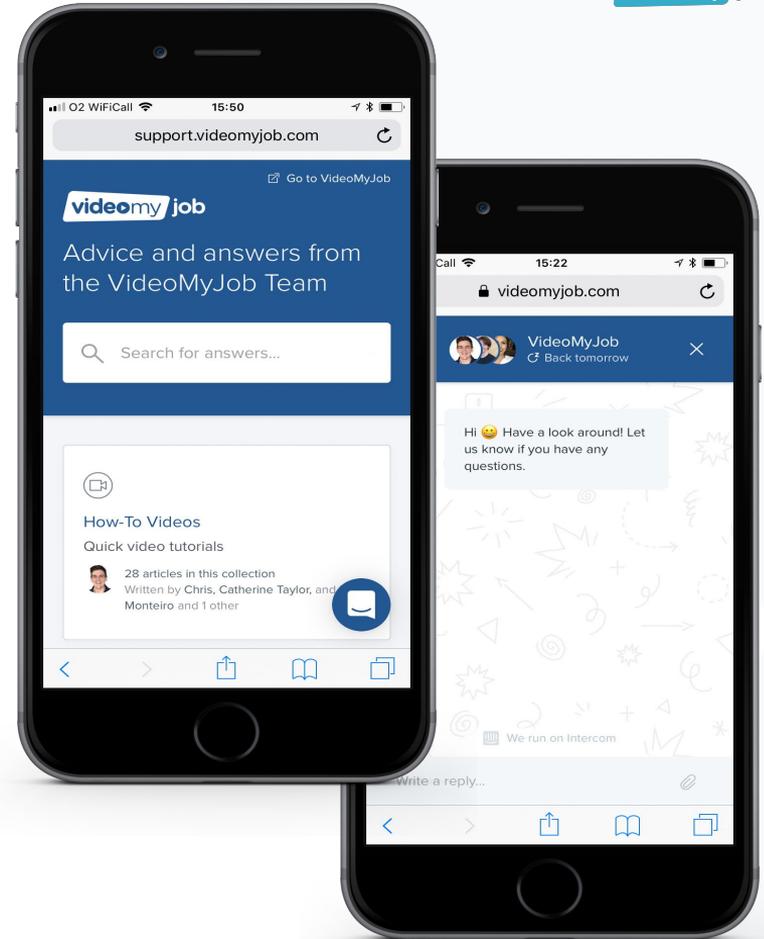
Please have a look at the pinned posts on the Slack Channel “#videomyjob”

**OR** visit [support.videomyjob.com](https://support.videomyjob.com)

## Whom do I contact if I have technical issues?

Please reach out to the technical support team from VideoMyJob. They have a chat box on their website and are happy to support.

If you have further questions post them to the Slack channel – your colleagues might have the same issues and are interested on the answer as well.



# Device Requirements

The VideoMyJob mobile application is available in the App Store and Google Play.

VideoMyJob currently supports iOS 9 and above, Android OS 5.1 and above.

The minimum OS requirement is regularly lifted so we advise that devices are kept up-to-date.

Devices that do not support HD 720p footage will not work with VideoMyJob, devices released before 2016 will have difficulty processing HD content and we do not recommend using them with VideoMyJob.

## Storage Space

Video storage and editing is a resource hungry process, therefore it is recommended to have 5GB of free space on your device. This can be achieved by deleting unused apps, and uploading old files/photos to the cloud or other external storage. You should also consider deleting old VideoMyJob projects and footage from your device when no longer needed.

You will run into issues if you do not maintain a minimum of 2GB of free space.

VideoMyJob Support

# Our VideoMyJob SMEs

For further support or guidance on the process for VideoMyJob, please reach out to.

## APAC



**Hugh Jackman**

Candidate Experience Lead  
wolverine@adamantium.com

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