



How to Create Better Connections with Video

How to make effective business video comms - from anywhere



HR Tech 2018
Best HR Tech (Finalist)



Unleash 2018
Best HR Startup (2nd)



Global Recruiter
Best Innovation



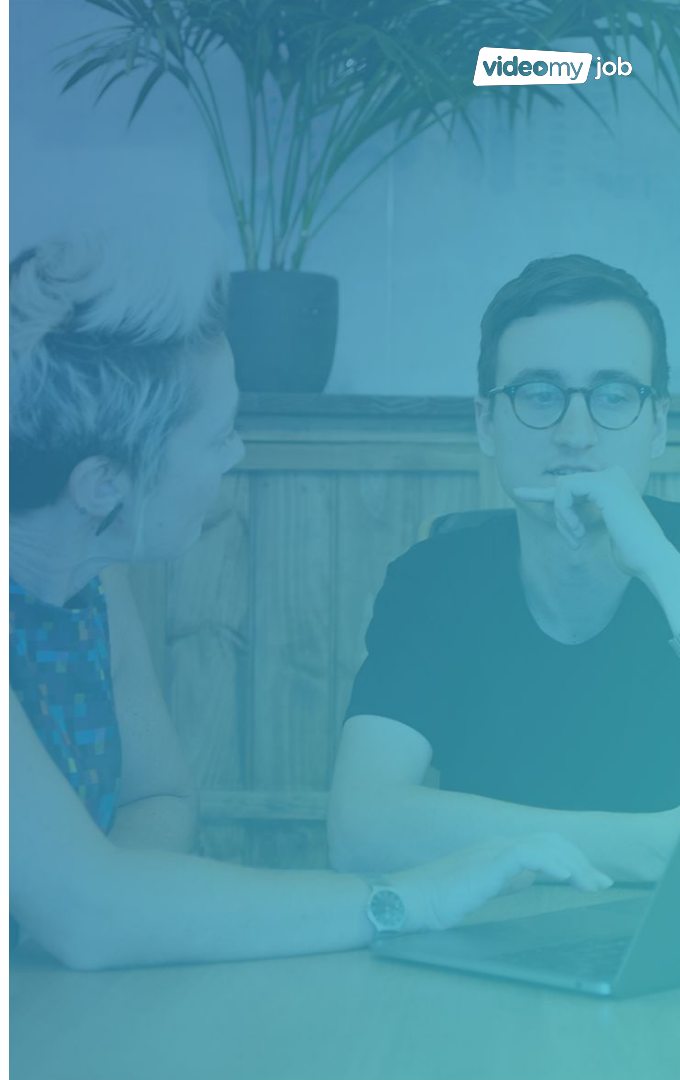
HR Tech Fest 2016
Best HR Tech Startup



ATC 2016
Best HR Technology

How to Create Better Connections with Video, and Why

- Stay connected through video
- Build empathy without face-to-face interactions
- Humanize your processes with video messaging starring 'real' people (i.e you)



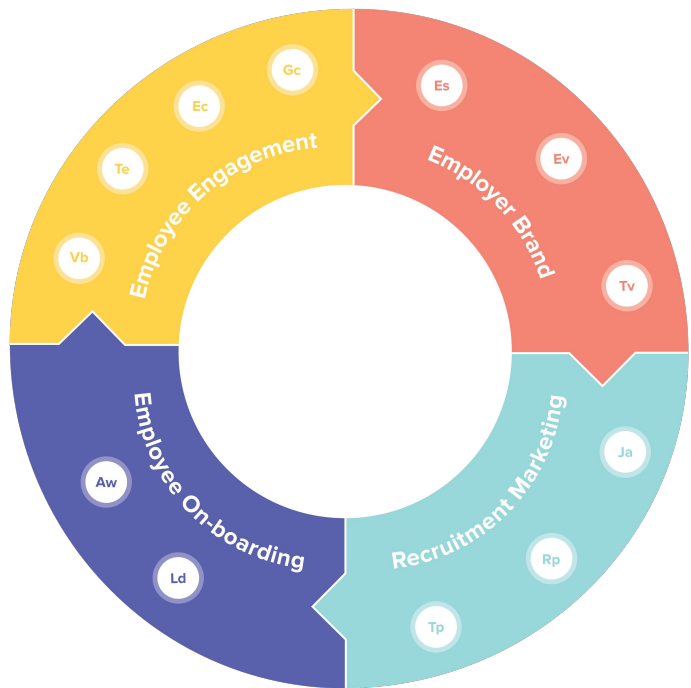
Agenda

- **Get connected:** How to support virtual recruiting, virtual onboarding, employee engagement and training with video communications
- **Get collaborating:** Review of VideoMyJob's latest collaboration features (and the ones you might have forgotten about)
- **Get prepped:** Technical considerations & video refresher resources

A woman with blonde hair, wearing a red sweater, is standing in an office environment. She is gesturing with her right hand while speaking. In the background, there is a video camera on a tripod, suggesting a video recording session. The office has modern decor, including plants and desks with computers. The entire image has a blue-green color overlay.

Get connected: How & why to support recruiting, onboarding, employee engagement & training with video

Video Success Flywheel - Where all good content begins...



Employer Brand

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

Recruitment Marketing

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

Employee Engagement

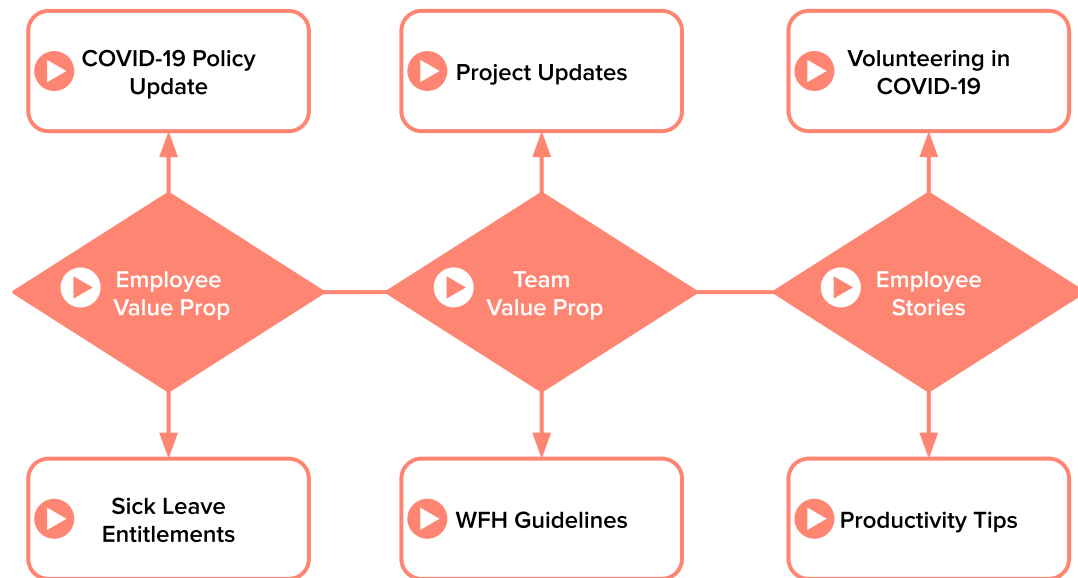
- Vb [Video bios](#)
- Te [Team events](#)
- Ec [Executive comms](#)
- Gc [General comms](#)

On-boarding & Training

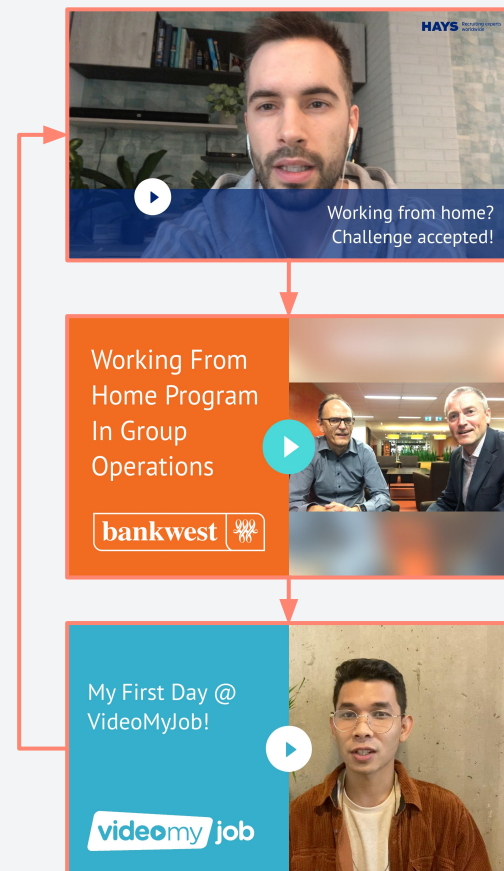
- Aw [Acceptance & welcome](#)
- Ld [Learning & development](#)

Eb

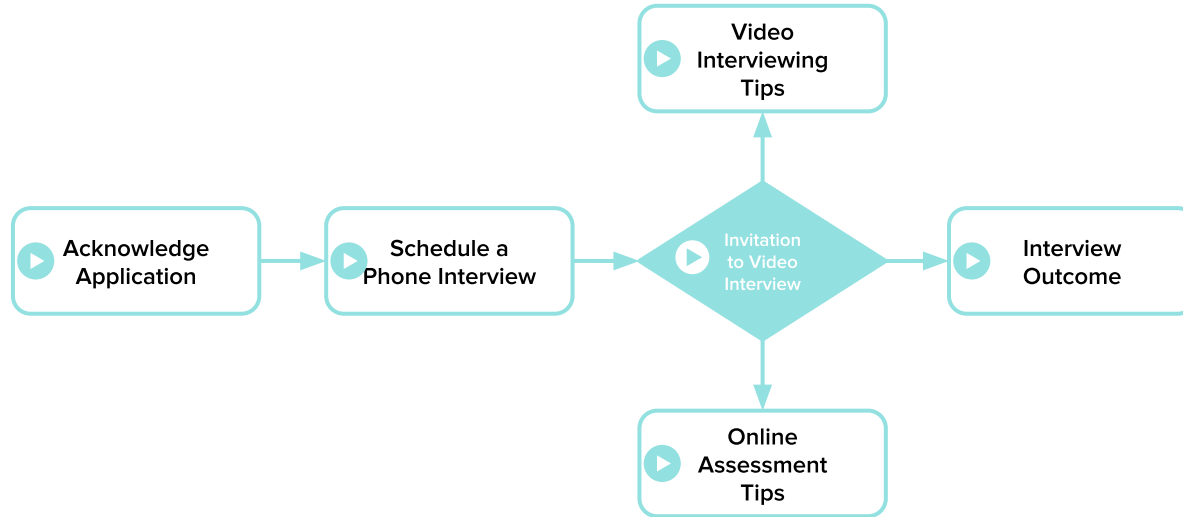
Employer Brand



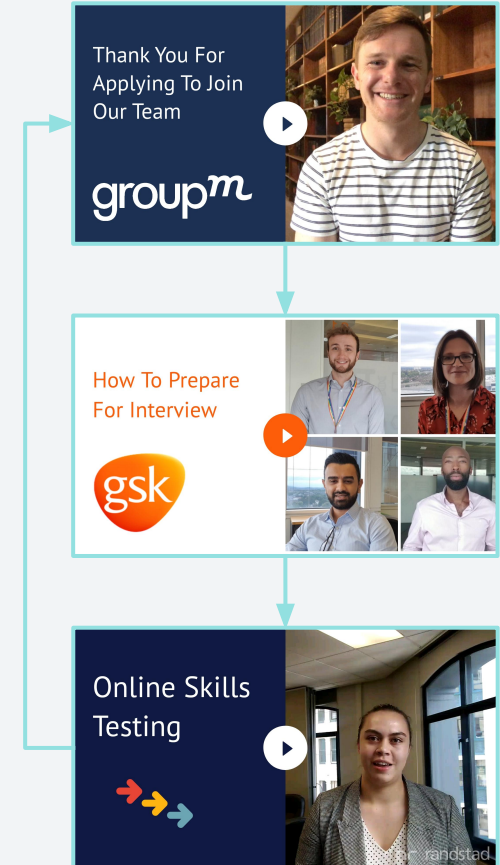
Top Tip: Use the 'send project' feature in the app to send video content to a colleague for editing.



Recruitment Process

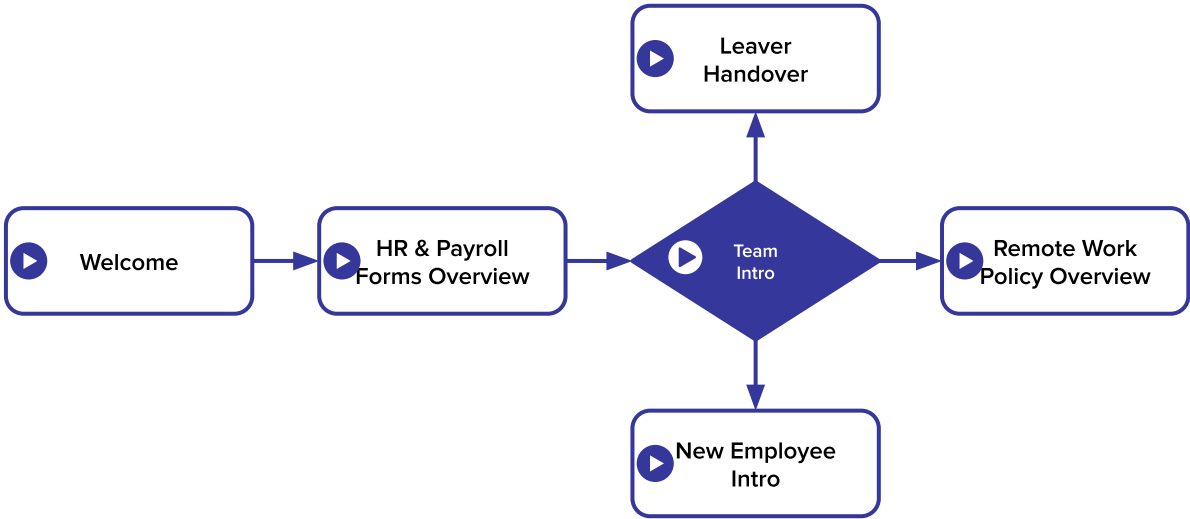


Top Tip: Videos can easily be sent by SMS - if you know your candidate demographic is reliant on mobile - bypass email altogether and SMS a video direct to their smartphone.



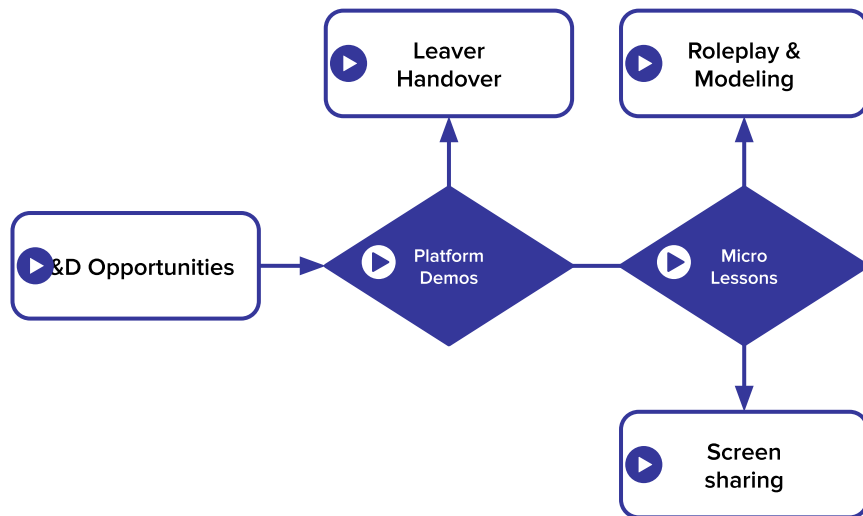


Acceptance & Welcome

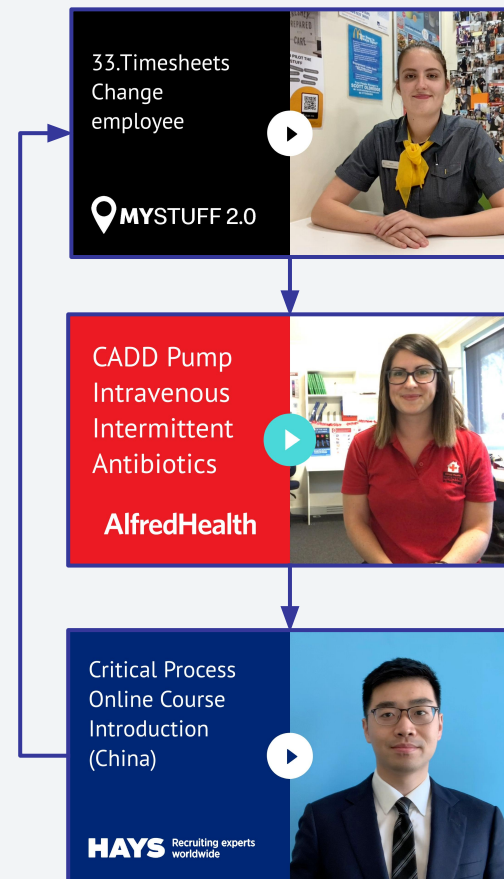


Top Tip: Import multiple videos to one project, just because you're not in the same office doesn't mean you can't include contributions from every team member.

The image displays three video thumbnails arranged vertically, connected by a blue line. The top thumbnail shows a man in a suit saying 'Jasmine, Welcome to Cetera!' with the Cetera Financial Group logo. The middle thumbnail shows a woman in a headset on a Schneider Electric knowledge base page with the text 'Where is your first stop for basic HR support?'. The bottom thumbnail shows a woman in a white sweater with the text 'You Have Tasks To Complete In Workday!' and the Midland Credit Management logo.

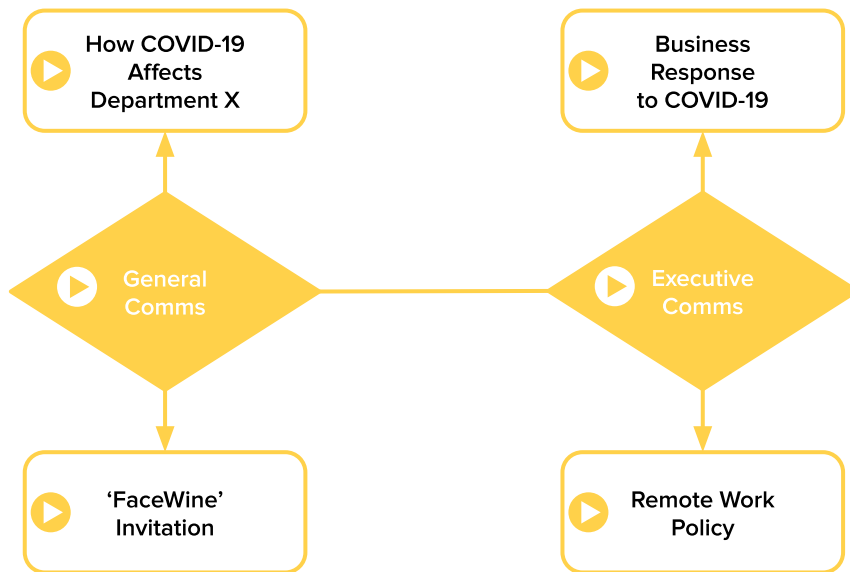


Top Tip: Use video and image overlays to explain systems and processes.



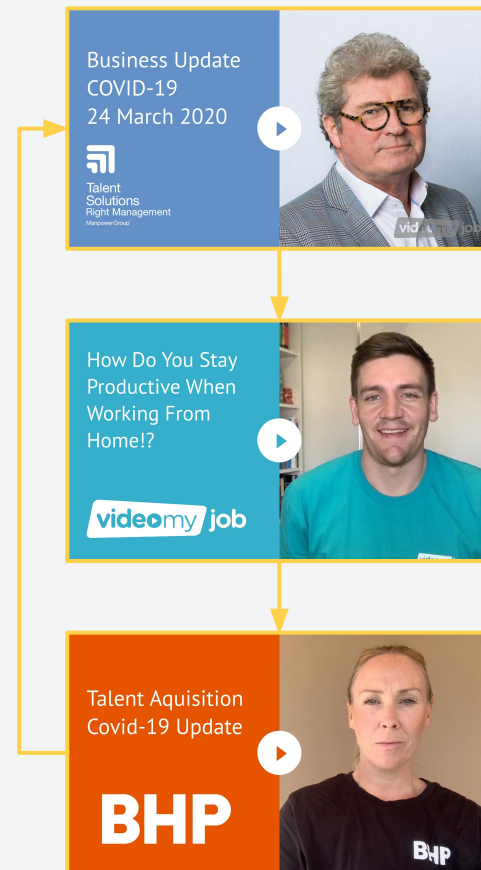
Gc

General & Exec Comms (Internal)

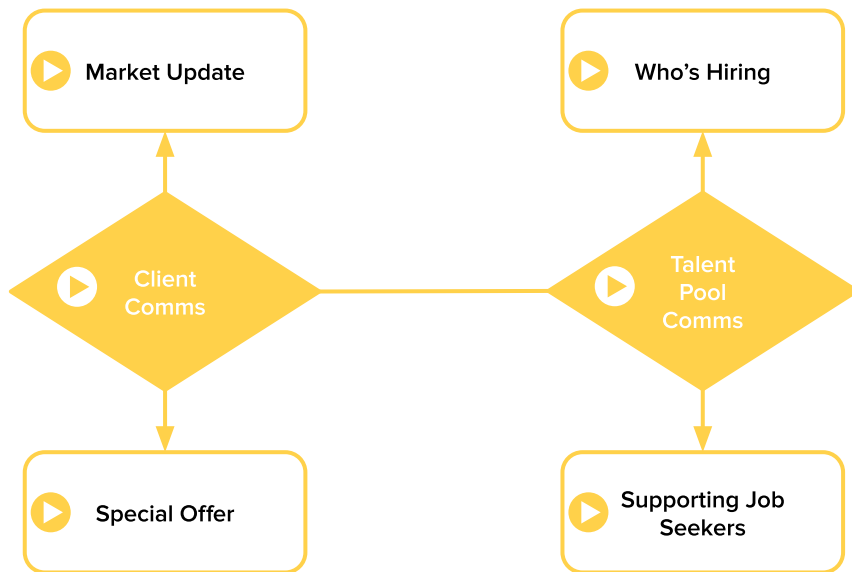


Top Tip: Clear messaging - create a script to ensure you deliver all important points accurately. You can create a script in the library for a colleague to use.

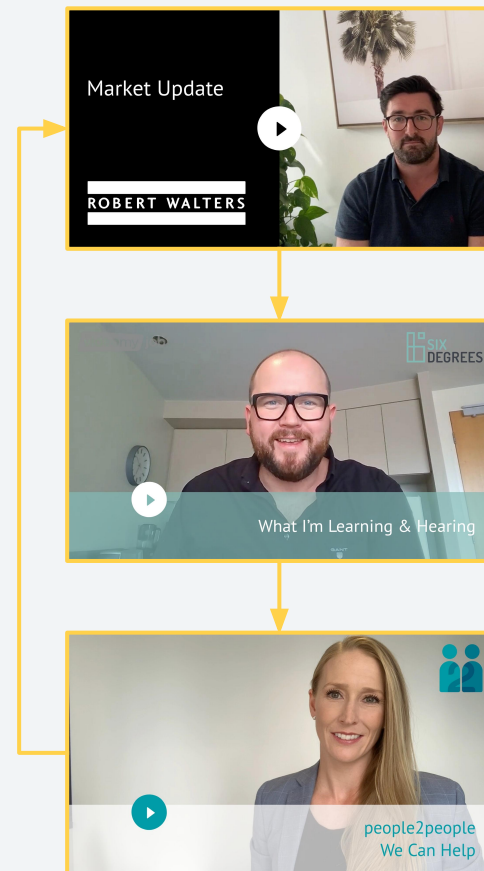
videomy job



General Comms (External)



Top Tip: Build trust and empathy by engaging your leadership team to deliver important messages on video to your external stakeholders.



A woman with blonde hair, wearing a red short-sleeved sweater and a dark skirt, is standing in a modern office environment. She is gesturing with her right hand, palm up, and looking towards the camera with a slight smile. The background shows office desks, chairs, and plants, all slightly out of focus. A blue overlay is applied to the entire image.

Get Collaborating: VideoMyJob's collaboration features

Script Library

Scripts

look and ...

WFH Tip 20 Mar 2020
Sebastian Petravic
Working at home, you can get easily distracted or lose motivation. What keeps me getting stuff done? A to...

BRUCE MORTON [For Leaders] AGS #1 19 Mar 2020
Tamara Grigg
Hi leaders, as you know the coronavirus is forcing our clients to make difficult decisions. From keeping...

Home stage setting. V.2 *Jay* 19 Mar 2020
Muhajir Anuar
Hi everyone! Given the circumstances that I have to work remotely, other than finding ways to film and wo...

Home Stage Setting. V.1. Casual *JAY* 19 Mar 2020
Muhajir Anuar
Hi peeps, hope you guys doing fine with what's been happening, not to mention our circumstances requires ...

Home stage setting. V.2 *Jay*
about 0 minutes 42 seconds long

Save Changes

Hi everyone! Given the circumstances that I have to work remotely, other than finding ways to film and work in my own apartment. I decided to walk around my building to find a nice location set up for VideoMyJob considering the lightings, noise, and backgrounds.

After a while, I found 2 ideal locations within my own building that is;
The balcony and reception lounge.
the best part of these two locations is, I can film and also work, so I'm not restricted to only my apartment and allowing myself to be more flexible.

Hope you enjoyed this video and see ya later!

Description:

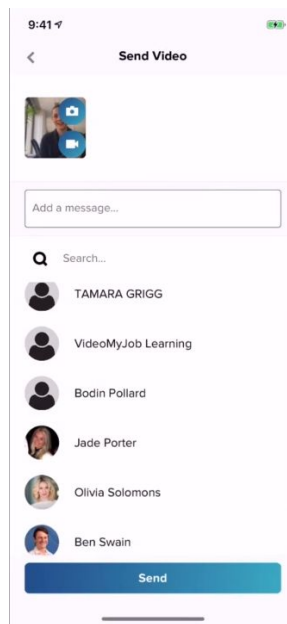
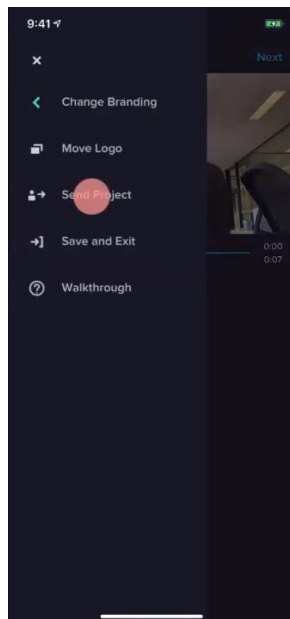
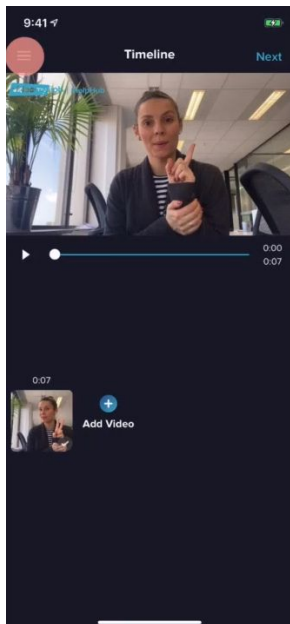
The shared script library makes it easy for you to create scripts for colleagues (interview questions or full scripts)

Scripts can be created on the web dashboard or in the app.

[Help Hub How-To](#)

Top Tip: Give your script a helpful title so that it can be easily identified when searching for a teleprompter script in the app.

Remote Editing



Description:

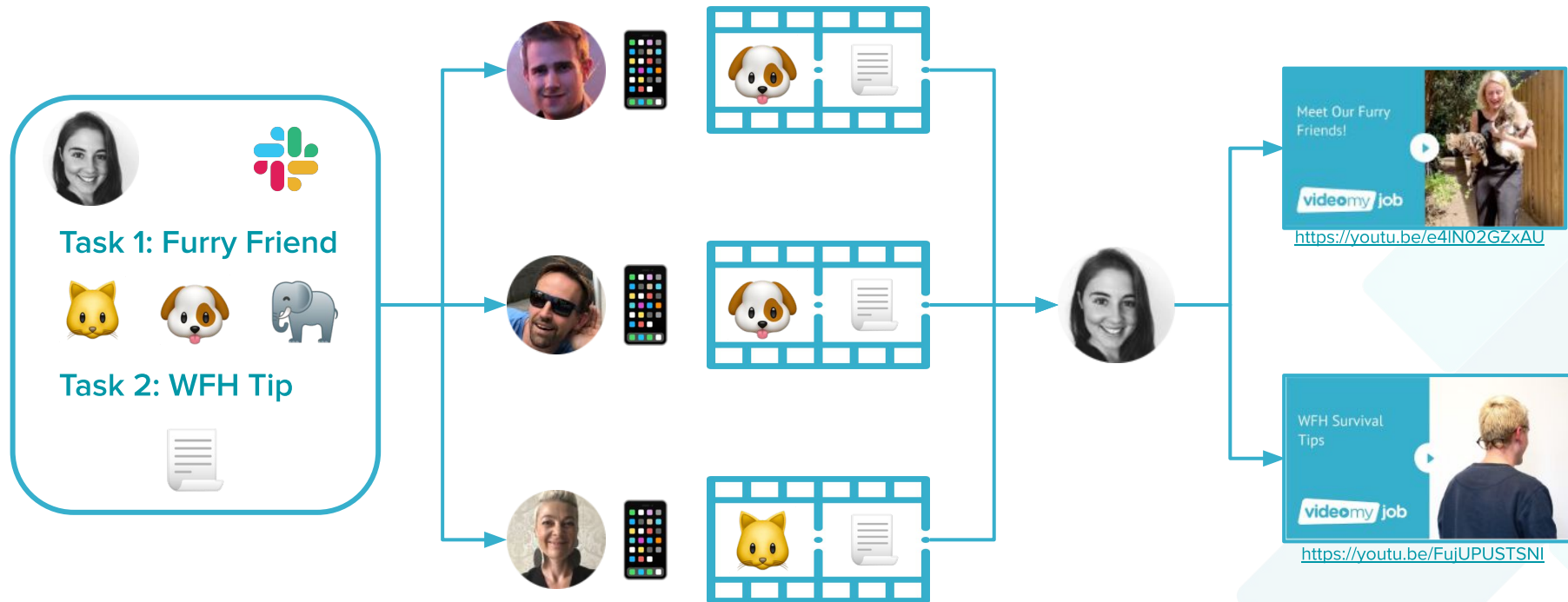
Remote editing allows team members to share video editing.

In the 'Timeline' screen, just after you've recorded - tap the menu to expand the menu

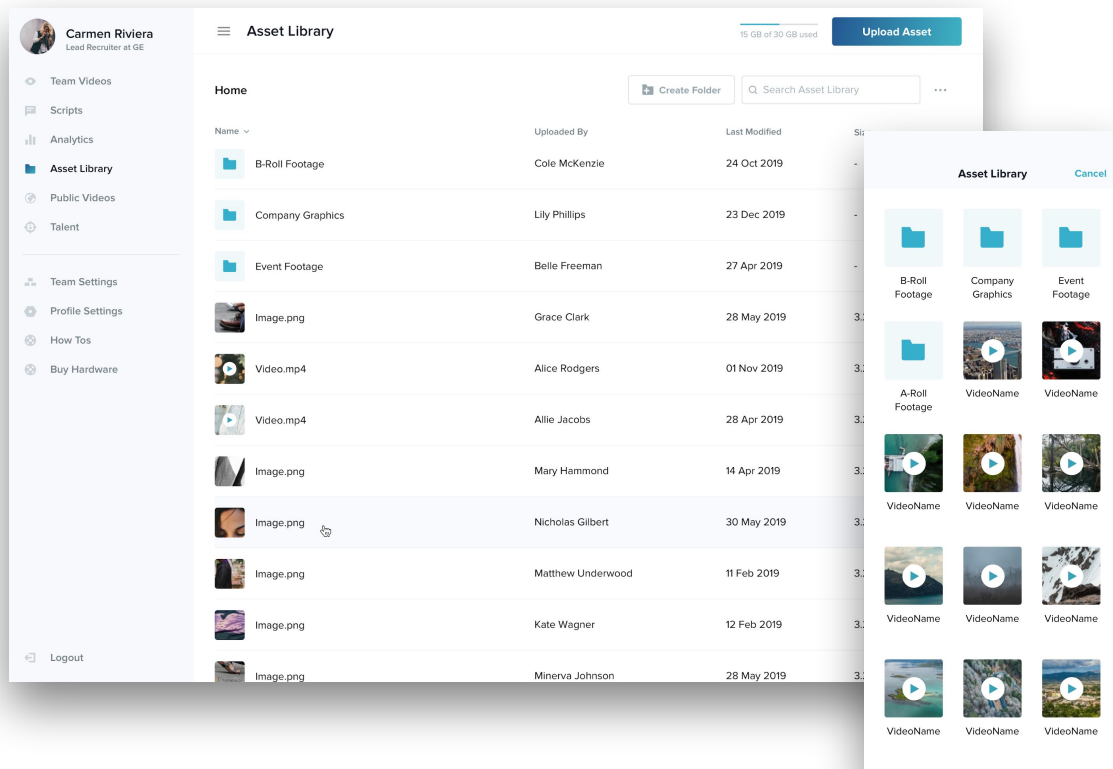
Select 'Send Project'

Follow the prompts to select your team member, write a message & attached files

[Help Hub How-To](#)



Asset Library: Cloud storage for your team



Description:

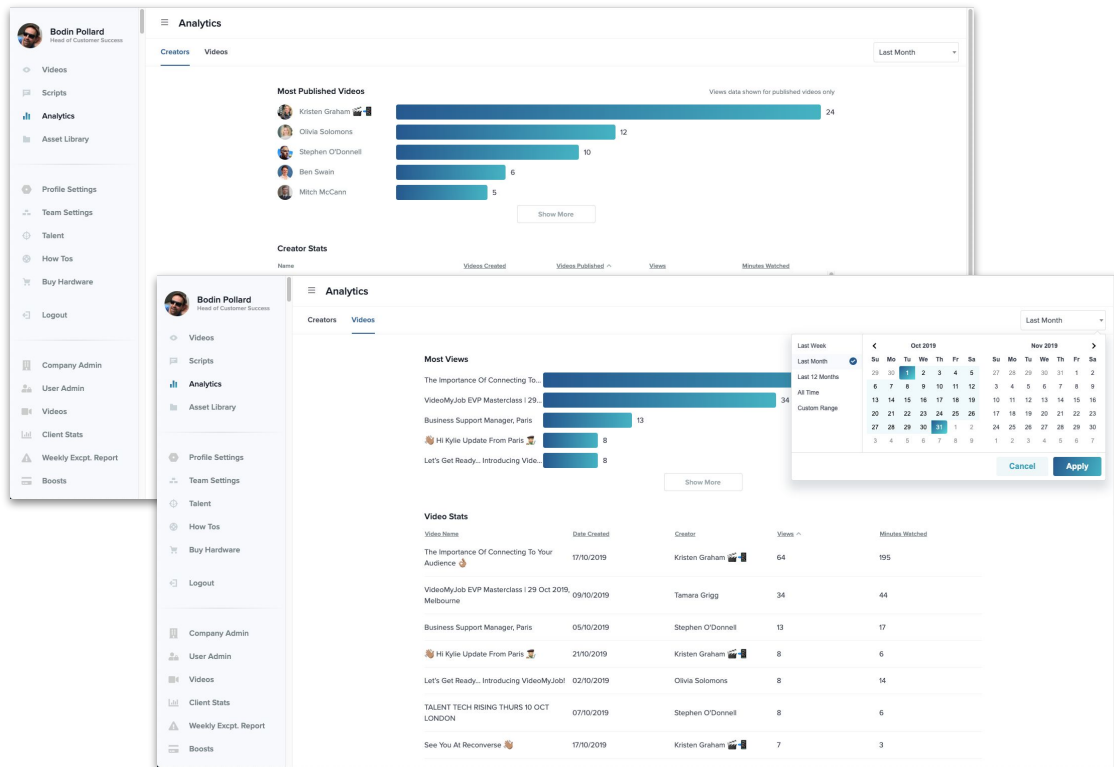
Teams can now create a shared library of approved photo and video content on the VideoMyJob platform.

Improved brand consistency, reduced reliance on device storage and improved video processing time are benefits you can expect from the Asset Library.

[Help Hub How-To](#)

Note: Only Video and Photo files available currently

Team Analytics: Track your videos



Description:

Built in to the web dashboard, Team Analytics provides new insight into your team's video productivity and performance.

With new creator, video and category leaderboards you can easily identify the videos, and creators, with high activity and engagement.

Insights will help you to allocate projects and improve the quality of your videos.

A woman with blonde hair, wearing a red short-sleeved sweater and a dark skirt, is standing in a modern office or studio. She is gesturing with her right hand, palm up, as if explaining something. In the background, there are blurred figures of other people working at desks, and a camera on a tripod is visible on the right. The entire image has a blue overlay.

Get prepped: Technical considerations & video refresher resources

Video Quality ★★★★★ System

Scripting:

- Does your script follow the Hook / WIIFM / CTA format?
- Is the video length between 1-2 minutes in length?

Stage:

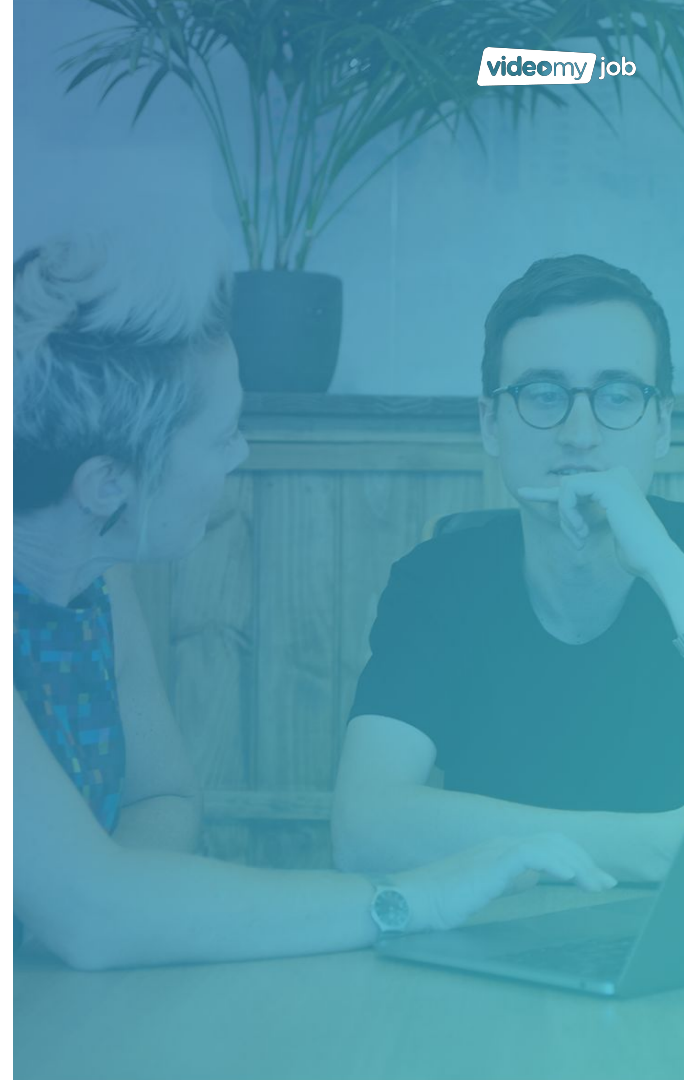
- Are the sound, lighting and image good quality?
- Is the background of the video interesting without being distracting?

Share:

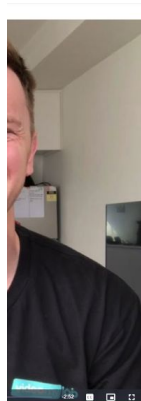
- Does the video thumbnail create interest?
- Does the description contain Video SEO keywords and a CTA to click?

For training on how to get 5 ★ in every video:

- [Scripting](#) online course (4 short modules - 20 minutes)
- [Video Essentials](#) online course (8 short modules - 45 minutes)
- [Video SEO](#) (search engine optimisation tutorial)
- [Webinar](#) getting started with VideoMyJob (45 minute webinar)



Subtitles: Get the word out!



2 of 88 errors checked

3:64 4:94
your business doesn't need to grind to a halt.

5:19 11:64
And 12 and your internal columns of procedures don't you to stop with this current pandemic video is a really good way to help you.

11:64 15:79
and your team gets a fantastic collaborative work done whilst you're away from each other.

16:04 19:39
So how could a platform like video my job help you out here?

19:64 21:52
Well, for those of us uses for job advertising.

21:77 32:20
we've actually seen a huge ship towards internal and external comes on our platform with Sydney 4% of that now being focused on external calms and only 26% about platform being job advertising.


33:24 42:74
Reason for this is that because covered businesses are looking to keep messaging out there to support their employees and cannons to keep them informed if the job market moves the way it does.

42:78 47:38
the video is perfect on a way to continue to connect with employees on updates.

47:63 50:99
Kick cannons warm and also sharing employee storeys.

51:24 57:45
Our talk and help you provide companies and yourselves with a way to connect and keep people inspired during this time.

58:34 63:29
So let's talk about some ways that we can go about creating content from home.




Ben Swain
VideoMyJob | Customer Success Leader | Content Producer | Digital Bran...
1mo • 🌐

This is BS! Episode 4: This week I interviewed the fantastic Quila Cervelli of RMIT University, and went through 3 really interesting BS points which has us covering everything from HR practitioners, to Christmas parties, to the movie Mean Girls.

Some really great insights for anybody in the employer branding, talent acquisition or recruitment space in general.

This is a cut down version of the full interview, which you can watch here: <http://bit.ly/2SjEUxG>
The full interview gives you some great places to go for content from all over the EVP and recruitment landscape.

[#thisisbs](#) [#employeeengagement](#) [#marketing](#) [#videoseries](#) [#recruiting](#) [#interview](#) [#technology](#) [#digitalmarketing](#) [#misconceptions](#) [#socialmedia](#)



I don't think there is any language to describe my heartbreak right now?

👍❤️🗨️ 24 · 12 Comments · 1,762 Views

👍 Like 🗨️ Comment ➦ Share

▶ 1,762 views of your video

Description:

Built into the web dashboard, subtitles allow users to edit subtitles in real time. An .srt file is produced which can be upload to various channels.

Currently in Beta, the public release date is pending current user testing.

Watch [an example here](#).



A better way to connect.

Everything your team needs to create and amplify branded video, in one app.

Ben@videomyjob.com