



A Look at Video Recruitment to Attract Top Talent

With the rise of 'Youtube' and social networking sites such as 'Facebook'; video advertising is a new trend emerging to attract those talented individuals we seem to be struggling to find!

Although there are some organisations out there experimenting with the use of alternative forms of media; the perception still appears to be that this is both costly to produce and to promote.

Whilst this can certainly be true when looking at conventional video advertising forms such as television and cinema, new alternatives seem to be on the rise due to both technological advancements and a change in social norms and the way people go about searching for employment.

Helium has undertaken video advertising through the production of a viral campaign. This involved the design of four cartoon viral advertisements (see our website <http://helium.spiralweb.co.nz/Default.aspx?page=1454>).

Whilst there was some initial cost in creating these, the internet then provided a great tool in getting them out there for the world to see.

The virals were placed on both the Helium website and 'Youtube' and some have now had over 600 hits on 'Youtube'.

The true value has been in the inclusion of these advertisements on the job website 'Seek'. Through a simple method, Helium are able to include these videos on every single advertisement placed on Seek at no extra charge!

From an internal recruitment perspective; this simple tool is the perfect opportunity to gain media exposure and spread the word to job seekers about company culture and the type of person you are looking for.

The use of this type of recruitment campaign has been well demonstrated by Seek themselves who have used a video to promote their own culture on their vacancies for internal recruitment purposes.

(<http://www.youtube.com/watch?v=oPExm211iA>).

Essentially there are a number of different ways in which a video can be produced. It can give a job seeker an indication and overview of the organisation and culture (such as premises, location, structure and its people). The video can target a specific role and therefore become more detailed (include interviews with key stakeholders, job requirements and person specification). Finally the video can target a certain demographic or area within the organisation, such as one video targeting graduates, another aimed at senior executive roles.

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There are also a number of ways to incorporate engagement of internal staff with the development of recruitment videos. Deloitte US ran an internal 'competition' to develop their recruitment material. Staff were invited to produce their own short films to address the question "What's your Deloitte?" More than 400 teams were formed and over 200 Deloitte staff participated in the exercise.

(http://talkingic.typepad.com/foureightys_lee_smith_tal/2007/09/deloitte-film-f.html)

An awards night was then arranged and a winner chosen by a judging panel. Not only did Deloitte now have a recruitment video to use on job advertisements and their corporate website; but they also potentially increased their staff engagement. They were now able to understand their own culture and why employees liked working for them. The benefits from such an exercise reach further still; creating a great team building exercise as well as an insight into which areas of staff benefits should be improved or focused on.

A facebook blog on emerging recruitment tools gives a good insight into the emerging technologies being used; one blogger also commented that she works for an organisation in New Zealand who are able to produce video material at a relatively low cost (<http://www.facebook.com/pages/Wellington/New-Zealand-recruitment-blog/8080826247>). Helium undertook some research, it appears a video can be produced at \$1000 - \$1500 per minute of actual footage used. Therefore a 1-2 minute recruitment video would potentially cost less than \$5000.

What is of highest importance when using video material is to ensure this material accurately depicts your organisation and encapsulates your purpose. It is important that the material has a professional feel to it to avoid disappointment and ensure that those attracted are indeed the type of people your organisation are looking for. This comes down to researching the target Audience for the video and ensuring these are the people being attracted.

What seems certain is that with greater use of broadband and a growing number of talented individuals wanting more from the recruitment process and being harder to attract; that organisations are going to have to start widening their horizons in order to attract these people. There is a chance to promote your organisation and reap the benefits like never before.

Helium has been in touch with a local media organisation. A potential opportunity has arisen where, in the future, top media students could be given the opportunity to produce a recruitment video for your organisation, as part of their summer internship program.

Helium are keen to find out from you if you think Recruitment videos are an option for you now or in the future? Please contact either Lyndon Hawk or Mike Baker and let them know your thoughts and how we can move forward in this regard.

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