

# HARNESSING VIDEO

TO BRING THE CANDIDATE EXPERIENCE TO LIFE







Video is forecasted to be the single-largest driver of internet traffic in 2020... but it has yet to be fully harnessed by recruiters. This guide can offer some pointers on how you can maximize the power of video to drive candidates to your company.

# **Video By the Numbers**



watch work-related videos on a weekly basis.



3x more engagement

than text-based social media posts.



#2
search
engine

after Google is...
surprise!
YouTube.

### **Videos Tell Stories About:**

**Corporate Leaders** 

Company Culture

Orientation

**Employee Experience** 

Behind the Scenes

Niche Positions

**Annual Events** 

#### **Opportunity Alert!**

Only 1% of job postings incorporate a visual element.



Using video could be a great way to make your posts stand out!

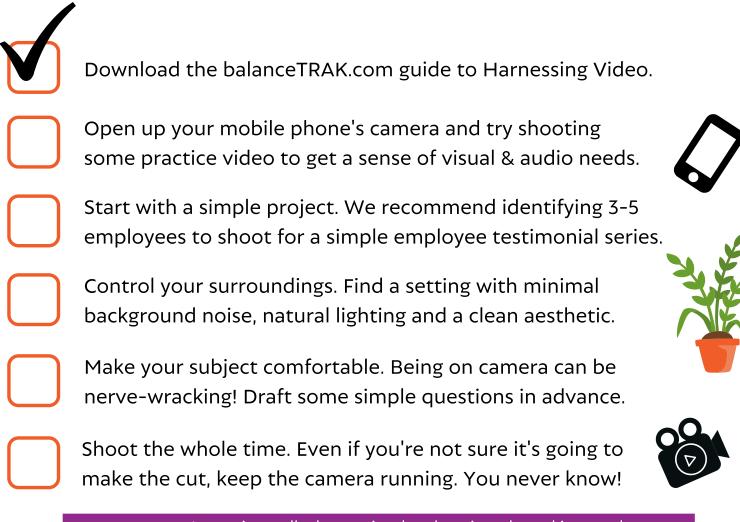




**Pro Tip:** 

We know that trying something new can be intimidating -especially when it comes to new technology. But the truth
is, video has been around for decades, and you don't need
fancy equipment or professional training to bring your
company's stories to life. Use this checklist to get started!

## **Your Video Checklist**



Invest in a cell-phone tripod and a microphone kit to make your final cuts look and feel like they've been done professionally.



# About balanceTRAK

In a world where 80% of customers are unhappy with their ATS, balanceTRAK is a forward-leaning applicant tracking system that is simple, powerful, and adaptable. It's easy to use, so it's easy to hire. balanceTRAK is built and backed by Berkshire Associates—a company where HR people and technology people work together to build easy-to-use HR solutions.

