



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

75%
of
executives

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:

- Company Culture
- Employee Experience
- Niche Positions
- Annual Events
- Corporate Leaders
- Orientation
- Behind the Scenes

Opportunity Alert!

Only 1% of job postings incorporate a visual element.



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



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



Download the balanceTRAK.com guide to Harnessing Video.



Open up your mobile phone's camera and try shooting some practice video to get a sense of visual & audio needs.



Start with a simple project. We recommend identifying 3-5 employees to shoot for a simple employee testimonial series.



Control your surroundings. Find a setting with minimal background noise, natural lighting and a clean aesthetic.



Make your subject comfortable. Being on camera can be nerve-wracking! Draft some simple questions in advance.



Shoot the whole time. Even if you're not sure it's going to make the cut, keep the camera running. You never know!



Pro Tip:

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.



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