

Whitepaper

How vacancy video's ensure a lower cost per hire.

 vormats



Vacancy video's



A faster recruitment process? Lower cost per hire? Vacancy video's make it all possible. In this whitepaper we explain how to make a successful video that will improve the candidate experience, along with all the benefits that it entails.

How video contributes to a lower cost per hire

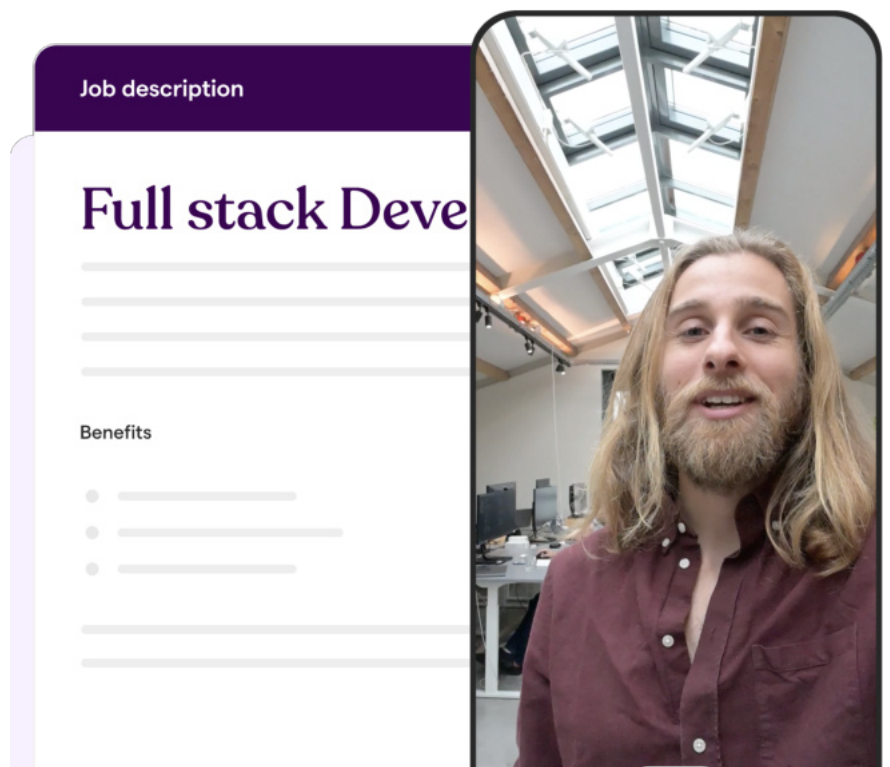
With the persistently tight labour market, finding good people is not easy. This makes talent acquisition a time consuming and costly task. When searching for a creative solution to a faster recruitment process and a lower cost per hire, many organisations turn to video, and rightly so.

With video you add a level of emotion that is difficult to portray through text. It gives you the ability to not only describe the function but also add energy and humour, ensuring your enthusiasm comes across clearly. This is not only useful, it's necessary. Because with the current 'War on Talent', it's imperative to stand out and do things differently. Vacancy video is an outstanding way to attract candidates and win their trust.

Are you still prioritising text? That's ok, read on to find out why investing in video is the future. Good vacancy video's can shorten your recruitment process and in turn, lower your cost per hire. In this whitepaper we explain the advantages of adding video to your recruitment process as well as how to ensure you are making good videos.

The advantages of video

- Speeds up the time to hire
- Ensures a better candidate experience
- Lowers cost per hire
- Paints the right picture of the company culture
- Builds trust in candidates
- Offers the chance to add emotion to an otherwise formal process
- A thought through online process will lead to more referrals



What is a vacancy video?

It is exactly what it sounds like. A video created to attract potential candidates. A generic video for an open post within your organisation, or a personal video directed specifically at someone who you think would be a good match.

The world of recruitment is not getting any easier and is becoming more and more competitive. It is more difficult to build a pipeline and find the right candidates. However, vacancy videos can help you to achieve this.



Most people would rather watch a video than read text

Vacancy videos' provide a positive candidate experience as you are able to build trust by showing the organisation and its people. Most people prefer to watch videos rather than read text. Therefore it is more than worth showing the company culture instead of writing it down in a job post: It gives it more meaning.

Vacancy video's don't always need to be about one role. You can also use them to show more of the organisation, or as a welcome video for your (potential) new hires.

However you use it, video can be a very efficient means of finding new candidates. When the right people feel drawn to your organisation, the process is accelerated and the costs reduced. With an increased conversion rate, there are less people needed to fill your pipeline. All in all, not a bad idea in a time when everyone is tightening the purse strings.

How to make a vacancy video that works?

The goal is not simply to make videos, there's an objective at play. We have broken it down to four types of videos that you can use to obtain your objectives in various stages of the recruitment funnel.

1. Are you hiring? Reach out with video

If nobody knows that you have open positions, no one can apply. With a general vacancy video you can give candidates a look behind the scenes without them having to be there in person. This is highly valued by 90% of candidates. In addition, video stands out more because 72% of candidates express a preference for watching a video, instead of reading text.

You can post on a variety of platforms:

On your [careers page](#). Such pages obtain more engagement when videos can be found there. It helps to build relationships with candidates at an early stage and gives you a 53% higher chance of landing on the first page of Google's search results: A nice bonus.

On your [socials](#). Most social media platforms encourage the use of video as their algorithm prefers it. LinkedIn in particular, is a great platform for your vacancy video. In fact on this platform, posts containing video are shared 20x more than posts without video. Your company page is also a great platform, be sure to ask colleagues to share your video to increase the chances of finding people within your own network. You can even add a video to your email signature.





2.Organisational culture videos

Every video that brings to light the personality of the organisation is an organisational culture video. They are often created for employees, however they also work wonders for recruitment because they paint an honest picture of the company. Consider interviewing a colleague about what it is like to work there, or make a video about the history of the organisation.

3. Open vacancy? Use vacancy video

You can create a video showing all of your open vacancies, one video per function, or both. This ensures more applications.

The greatest advantage of vacancy videos is their reach. In a test conducted between a video and a visual (image only) with the same jobs, video received 10x more reach in a network of potential candidates.

4. Personal candidate video

Record a personal video and send it directly to a candidate. This way, you can not only prove your enthusiasm, but convey it by telling the candidate why you think that they are such a good fit for the position. With text it is more difficult for the energy to come across, you can express more with video and there is less chance of your message being misinterpreted because you simply show more.

The value of a personal video becomes apparent when you receive one. It feels as if the creator has really made an effort, even though recording a video doesn't have to be so complicated. Candidates get the impression that you really want them, and this effect will be replicated in the rest of the process, even when they start their new position. Even if their application is not successful, they will be impressed by your personal approach, making your organisation stand out from the rest.

Tips for recording personal videos

Tips

- Talk as if you are together in the same room
- Start with something that engages the candidates interest
- Use personal details to show that this is not a generic video
- Are you sharing sensitive information? Use a video password



Time to get to work



Make vacancy
videos with
Vormats

Curious about the power of vacancy videos? Share your vacancy text with us and we will show you how to turn it into a video yourself.

Get in touch

 vormats

Attract the right people with vacancy video

You don't need much in order to make an attractive video. Your webcam or smartphone will suffice. However, going to a little more trouble can ensure that your vacancy video really stands out and helps to attract the perfect candidate. We will get you there in eight steps.

1. Consider a personal introduction: Always tailor your story to the target group or the person you want to address. It's about them after all.
2. Pay attention to the details: practise pronouncing the name of the candidate to ensure you get it right, and write a script for guidance and frameworks.
3. Use real employees, no actors. People want to see real people and authentic organisations.
4. Start with the 'What's in it for me' approach. Open with something that the candidate is interested in and explain how that fits in with your offer.
5. Keep explanations of the company brief. People are often less interested in the history of a company and more in the mission and what is relevant to them in the present: The year in which Vormats was founded is not important, the fact that they have developed a kick-ass video tool is.
6. Present a clear call to action: What do you want the candidate to do after watching the video? Be specific and stick to one Call to Action for a better chance of success.
7. Keep trying: It doesn't have to be done in one take but it has to be right; practice makes perfect.



Accelerate with vacancy video

Are you convinced?

Are you convinced of the power of video within the vacancy process? And do you see the possibilities of using video to speed up your recruitment process and reduce your cost per hire? Then invest in a video platform. It provides the flexibility to allow everyone within the organisation to create their own videos. With Vormats, employees can easily do this themselves in three steps, no experience required:

Pro tip: ensure that your video is always consistent with your house style. Vormats comes with a branding system for your company. This ensures that everyone applies logos, colours and other branding elements correctly.

Vormats is also 100% compliant with legal, compliance and IT security departments, ensuring that we fly through the internal purchasing process together, problem free. We are happy to explain how our platform works and how we successfully collaborate with our customers.



Attract the right people with vacancy video

- 8 . Branding: The association with your organisation is imperative. Be sure to work with your communications department to ensure the right elements are used.
- 9 . Subtitles: 80% of people watch a video without sound. Don't let your message get lost and add subtitles.

Write a script

Recruiters often ask if they should write a script for their video. We encourage it! But use it to organise your thoughts and then record it from memory in order to ensure that it comes across naturally. Or write it in colloquial language, as if you were talking to a friend and use that text as an autocue.

Use this order as a basis for writing a short script:

- Why should the candidate be interested?
- Why are you interested in the candidate?
- What do they need to know about the opportunity? (urgency, lots of candidates, unique chance)
- What should they do if they want to apply?

