

Whitepaper

Why authentic video is imperative to good employer branding.

 vormats



Employer branding



Before we dive into the role of authentic video within employer branding, let's focus on the definition of employer branding. According to Waasdorp, Hemminga en Roest (authors of the book Building on the New Employer Brand) the definition of employer branding is:

“Obtaining and maintaining an authentic and distinctive preferred position as an employer in the mindset of (potential) employees and their influencers with an aim to attract and retain the right employees.”

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Authenticity is key

De match met de cultuur van de organisatie is dan ook een belangrijke pullfactor voor kandidaten. Veel kandidaten solliciteren niet meer alleen op basis van een vacature. Ze gaan op zoek naar meer informatie over de organisatie achter de vacature. Naast de functie-inhoud, willen kandidaten weten wie hun potentiële werkgever is en waar deze voor staat. En geef ze eens ongelijk. In een tijd waarin werknemers wat te kiezen hebben, moeten werkgevers hun best doen. Met goede employer branding bijvoorbeeld.



Benefits for you as a business

In as much as employer branding focuses on current and potential employees, there are also many advantages for the organisation itself:

- 50% more qualified candidates when using good employer branding
- 84% of employees will consider leaving their current job for an organisation with a better image
- 69% of candidates are quicker to apply when an organisation actively manages their brand
- 28% reduction in employee turnover within the organisation
- 67% of candidates will accept a lower salary when an organisation has positive online reviews.

Good employer branding saves money

Well executed, employer branding therefore, yields a lot. The above advantages can lead to a **43% reduction of the cost per hire.**

Finding suitable candidates requires an investment in time, energy and money. Employer branding lowers this cost. When you convey your story well, show candidates what distinguishes you from the rest, portray your culture in an honest and authentic way you will attract the right people and that makes a world of difference.

A mismatch on the other hand, ensures not only that you will have to restart your candidate search all over again, it will also impact the organisation as a whole. **40% of leaving employees do so because the picture they had been painted does not correspond with reality.** All the more reason to establish strong employer branding and ensure the correct portrayal of your organisation.



How do you create a strong employer brand

It's not enough to send external communication of the message that your organisation is a good employer, you must also be a good employer. This way, the external message corresponds with the internal situation. This will ensure that your employees will eagerly spread the word and help you to create an authentic image of the organisation.

An impressive marketing campaign won't get you far if your communication doesn't correlate with reality. If you only focus on communication, a new hire could soon lose interest when they realise that their initial perception (through a flashy campaign) does not match their reality. Employer branding is, therefore, not only for the organisation, it also correlates to the wishes and expectations of all potential candidates and current employees:

90% of candidates would like a look inside an organisation before they apply for a job

76% of candidates have more trust in the word of the employees than that of the employer

40% of employees consider leaving their organisation within the first year of employment due to the inconsistency between the portrayal of the company upon application and the reality.

58% of your candidates are more likely to trust the employer branding when video is used.



The added value of video

One of the biggest trends at the moment is the candidate's expectation of an organisation to be purpose driven and put their people first. This means that values like **transparency, authenticity and empathy** are more important than ever. These qualities are not something you can prove with text alone. Video is therefore the perfect way to connect with your target group because it stimulates multiple senses: You hear, read and see simultaneously and this ensures your message is successfully communicated. So, instead of writing about how your work environment looks, why not show the candidate where they could potentially be coming to work, who works there, what the vibe is in the office and whether the coffee machine is as good as you say?

The employer brand alludes mainly to the candidate experience. People who are satisfied with the process and feel confident that there is a 'human' behind the business will **become ambassadors for the company**, even if they don't end up coming to work there.

Video continues to prove itself as an important tool for employer branding. Organisations use video to create engaging content that appeals to the **requirements of their target group**. Video can be used to show the company culture, depict its values and mission and provide a positive image. Video helps to create a positive experience for your employees, ensures a feeling of community amongst workers and offers great opportunities for collaboration.

Above all you can use video to express emotion. Something that is much more difficult to show in writing and that feeling is priceless. Research conducted amongst the Dutch working population shows that for **more than 47% of people a lack of a good feeling is the reason why they drop out of the application process**. In addition, a poor first impression was stated by half of the interviewees. A first impression that is created online, where potential candidates no longer just look at the website but also at company profiles on social media. Making the need for a good employer brand all the larger and giving you all the more reason to do it with (authentic) video content.



Video & recruitment

Video is ideally suited to the recruitment process, which is also part of your employer brand. Job vacancies with video provide candidates a literal peek behind the scenes of an organisation. In addition, it comes across as more personal than a vacancy text and the potential candidates get an accurate portrayal of the function and the team. It's easy to list the many benefits of vacancy video:

The advantages of vacancy

- Accelerates the time to hire
- Ensures a better candidate experience
- Lower cost per hire
- Gives an honest view in to company culture
- Helps build candidates trust
- Offers the chance to add emotion to an otherwise formal process
- Ensures recommendations through a good online process

Video delivers more

A video is also more highly valued on social media, receiving a larger reach than an image. In addition, on LinkedIn, the home of job vacancies, a message with video is shared over 20 times more. So there's no question as to whether video should be used (yes), or when (now) but merely a question of how.



Why 'personal' video's score better

When the demand for authenticity and transparency are so high it's imperative that content is created in a human way. Not too perfect, and no slick productions, but normal people that are going about their day to day activities. Personal and honest stories from employees.

The CEO of an unnamed organisation criticised videos in which their employees made vlogs about their daily activities. To which the HR manager rightly responded: "These are your people who tell you how they experience their day, how can you be against that?"

It's a perfect example because sometimes it's the impression of the organisation that the employer brand should be presented as a brand, with all the bells and whistles that that entails. Whereas it should be all about transparency and authenticity because that's exactly what your candidates want to see. Of course, you want it to look as good as possible, but be sure to avoid complicated scripts and don't worry about small imperfections. At the end of the day we are looking for the face behind the organisation and want to see an image which corresponds to reality. In addition, when your employees become your ambassadors there are multiple benefits. For one, having a good internal employer brand, and the fact that there's no campaign as strong as one that comes directly from your own employees.



People trust people

Authentic video content, made by employees enhances the candidate experience by bringing them intouch with the people who they trust the most; your employees and their potential colleagues.

In addition, with employer generated content people are almost by definition central, ensuring increased engagement. For example; a careers page with Employee Generated Video can count on twice the click through. In addition, it is much faster and cheaper to have your employees make videos than to hire an external party.

You can create contact when and where you want, and with the increasing importance of employer branding this is a necessity. It is also a reassuring idea when it comes to vacancies because then there's no time to lose, plus, you want to want to make a vacancy video as personal as possible, so a generic video is not really sufficient.

Good (self-made) video content can therefore lead to a lower cost per hire, yield better results online and if employees make it themselves, is also cheaper than a production.

In short, authentic video deserves a prominent position in your employer branding strategy. Whether you want to visualise company culture, add video to your vacancies, send a candidate a personal message or share a day in the life at your office; if you want to show something, video is your best option.



About Vormats

Vormats is a video platform with which you can confidently outsource the creation of video content to your own employees; your best ambassadors. No experience is necessary because we have automated as many steps of video production as possible. We take care of decisions on what to say and show in the video. During the recordings, we make sure that the best use of light, sound and position is properly implemented on location. Once the clips have been recorded, the platform turns them into a whole. Including branding, subtitles, intros and outros. Furthermore, before the videos are shared, they can be checked and assessed by you.

With our video platform we already help many companies with, among other things, employer branding. Are you curious about what we can do for you? Book a free video consultation. We will explain how the platform works and give you a free video strategy tailored to your employer brand!



Reference list

Bouwen aan het nieuwe employer brand (boek)
Randstad
Centric
LinkedIn
Psychologie magazine
Greatplacetowork
Intermediar
Frankwatching