

Deltares

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Deltares is a research institute focused on water and the subsurface, and our expertise is essential for sustainable living in delta regions. Consider issues like sea level rise, land subsidence, and water quality. Our work generates compelling stories about our staff, what they do in the field, as well as the collaborative projects that lead to solutions. Video is a perfect medium to make these stories personal and give them a face.



De bennefits of Vormats

1. Not every colleague has a good camera or editing skills. However, they do have the stories. Every colleague has a mobile phone in their pocket. With Vormats, our colleagues are assisted in thinking about their story, as well as in recording and editing it. This makes it easier and more enjoyable to share your story.

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Videos on Deltares' social media channels have a wide reach. They are often viewed more than 5,000 times and effectively attract job applicants as well as new followers.

2. Stories stick and demonstrate impact in addition to building brand awareness. Human Resources sees it as an effective way to showcase what working at Deltares offers. The great thing about Vormats is that colleagues can use the tool themselves, allowing more videos to be created. We've heard from applicants that they appreciated being able to "take a look" first.



De resultaten

Increased reach

More applicants

Increased new followers

Thanks to Vormats, we can make stories more personal by featuring the researcher on camera. Additionally, video is easy to distribute, and we share it on our website, digital magazine, as well as on social media. We can repurpose stories, allowing us to reach more people, which has resulted in more followers and job applicants.

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Applicants tell us that the video convinces them to apply. They get to see future colleagues, the campus, and their potential workplace.

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