

Video for Recruiting in a Web 2.0 World



By
Adam Peterson



ARE YOU BEING LEFT BEHIND?

“Organizations that do not start to build **video** into every aspect of talent acquisition will find that they are at a competitive disadvantage...”

Kevin Wheeler



Video for Recruiting in a Web 2.0 World

By Adam Peterson

As Web 2.0 becomes integrated into the daily lives of consumers and working professionals, it becomes imperative to understand how certain tools the web provides can improve your business.

Video is a hot and increasingly popular topic among working professionals and recruiters and rightly so because:

- *78% of the total U.S. Internet audience views online video each month.*
- *63% of video users are over the age of 35.¹*

The medium of video is pervasive and wide spread throughout many age groups, but when evaluating whether or not video is relevant to your business, one question comes to mind:

Can a recruiter take advantage of this technology?

Yes! And they are. Recruiters are increasingly using video to improve multiple aspects of their business. Let's define a recruiter's business, explore the video options available, and then identify specific benefits.

A recruiter's business, regardless of which tools or technologies are available, can be described in a single sentence:

The ability to influence the hiring process.

This has, is, and always will be the value of a recruiter. Your ability to convince a client to work with you, convince a candidate to consider an opportunity, and match the qualifications of a candidate with the needs of an employer in an efficient manner is the unique value recruiters have.

Technology innovation can create opportunities to help recruiters better execute on your value proposition.



Over time new tools have included the telephone, fax machine, email, and most recently, Web 2.0 and video.

Video itself is not a new technology, evolving from VHS tapes to DVD's to internet files. Now living on the internet, video has found an avenue for widespread popularity through its ease of use and intimate connection to the newest forms of communication including email and social networking.

YouTube, for example, is ubiquitous; the worldwide consumer audience has accepted it and used it. Now video is making a transition from a purely consumer technology, to a corporate technology. Videos are increasingly seen on corporate websites and in corporate communications. So...

What types of video are there for a recruiter to use?

There are four primary types of internet video relevant to recruiters:

Video sharing sites.

The most popular video sharing site is YouTube, a website for designed consumer video sharing that provides the upside of viral capabilities.

Video conferencing.

An increasingly popular type of video that has limited value to the recruiting industry, as the use cases for a 3rd party recruiter are few and far between.

Video Resumes.

The oldest type of video in the recruiting space is the video resume. Candidates used to mail in VHS tapes to stand out and now use the web, yet after 30 years not a single Fortune 1000 company has adopted them as a standard part of their process.

Personalized videos.

One of the fastest growing types of videos that allows recruiters to differentiate themselves by sending

personalized video messages resulting in communication that is much more impactful than an email or phone call as seen by the breakdown of the components of communication.

Components of Communication

- **7% words**
- **38% tone of voice**
- **55% body language**

Which of the four main types of video are the most valuable to you as a recruiter?

Companies who attempt to use consumer video sharing sites run into serious branding, marketing, and video management concerns because they are simply not using the site as it was designed – to share individual videos with peers and the world. Many video sharing sites actually prohibit commercial use in their terms of service.

Video conferencing absolutely has valuable use-case scenarios, however it lacks ubiquitous adoption because the use-cases are “one-off” and limited to events where travel can be minimized.

Video resumes are akin to a candidate running through a lobby: a small group of candidates will always try to be different and stand out. Candidate driven videos do not provide benefit to recruiters because they do not give recruiters control of the process, branding, content, or management of the videos.

Personalized videos are one of the fastest and growing types of video in the recruiting industry because adding personalization back into a people driven business, intuitively makes sense. Not only do the components of communication suggest a video is more powerful than a phone call or email, but in practice personalized videos complement the three primary functions of recruiters.

How can a recruiter benefit from video?

There are three primary functions of a recruiter that should be considered when evaluating how video can affect your business:

1. Communication with your clients
2. Communication with your candidates
3. Candidate submittals

The goals of using any new technology to supplement your value proposition should be to increase the effectiveness of or add efficiency to the above three types of communication.

Imagine being able to be setup face-to-face meetings with all your clients, your candidates, and your candidate submittals, without actually needing to schedule anything. Personalized videos allow you to effectively create the impact of an in-person meeting, even if the viewer is checking their email at 10pm at home in their living room.

Examples of value added by video can include:

Landing more job orders through marketing videos, thank you videos, follow up videos, prospecting videos, signature videos, etc.

Leveraging your candidates by advertising contests if they work 40 hours, incentivize referrals, congratulate new jobs, etc.

Placing more candidates by submitting short, 30 second videos to employers to provide more information in an unobtrusive way, by marketing top candidates, etc. When a recruiter invites a candidate to record a short video they inherently maintain control of the process, content, and management; a much more valuable use-case than a candidate creating a video on their own.

There are many different ways to utilize video. As with any new technology, you simply need to consider the most important need to your business – getting job orders, efficiently communicating with candidates, or placing more candidates – as well as researching what your peers and competitors in the industry are doing.

There are already thousands of recruiters using video improve their business, how will you choose to adopt this powerful, simple, effective technology into your business?

1. Comscore May 2009.
2. http://en.wikipedia.org/wiki/Albert_Mehrabian

About Adam Peterson

Adam is a native to Silicon Valley and comes from a combination of an engineering and finance background. The founding CEO of Vipe Inc, Adam has led Vipe from inception to becoming the worldwide leader in video sales enablement solutions. In 2008 he was appointed as the Technology Chair on the board of the Silicon Valley Chapter of the California Staffing Professionals. He is sought after as a dynamic, visionary speaker and has addressed the National Association of Professional Staffing, California Staffing Professionals Statewide Conference, Stanford's School of Business as a featured eCommerce entrepreneur, San Jose State University's School of Business, SDA Bocconi School of Management (University of Milan), and numerous Web 2.0 webinars. Adam was formerly a Corporate Finance investment banker in the Technology Group at Credit Suisse Securities, LLC. He holds a B.S. in Product Design Engineering from Stanford University and while attending college, was a varsity Diver and captain of his team. In all of his spare time Adam likes to remain active and is an avid sailor.

For more information please visit www.vipepower.com.

