

# How to Plan Recruitment Video That Attracts the Right People



A practical guide from MHF Creative,  
Recruitment Video Agency

# Why Recruitment Videos Work

No one gets excited about a job description.

Candidates want to see and feel what its like to work at your company.

**BOOST  
APPLICATIONS BY  
UP TO 34%**

**IMPROVE RETENTION  
BY SETTING  
EXPECTATIONS**

**INCREASE TRUST AND  
CONNECTION BEFORE  
THE INTERVIEW**

**MAKE YOUR EVP AND  
CULTURE MORE THAN  
JUST WORDS ON A  
WALL**

# 01

## **START CLEAR ON YOUR GOAL**

### **BEFORE FILMING ANSWER THIS:**

#### **WHAT DO WE WANT THIS VIDEO TO DO?**

- **DRIVE MORE APPLICATIONS FOR A SPECIFIC ROLE?**
- **SHOWCASE OUR EVP AND CULTURE?**
- **HELP CANDIDATES UNDERSTAND THE JOB ROLE?**
- **BUILD OUR EMPLOYER BRAND FOR FUTURE HIRES?**

***TIP: CLARITY HERE SHAPES EVERYTHING ELSE – FROM INTERVIEW QUESTIONS TO HOW WE EDIT THE FINAL CUT***

# 02

## WHO SHOULD BE ON CAMERA?

**YOU DONT NEED POLISHED PRESENTERS. YOU NEED REAL PEOPLE WITH REAL EXPERIENCES.**

### COMMON CAST TYPES:

- **EMPLOYEES (PEER TO PEER TRUST)**
- **MANAGERS OF TEAM LEADS (DAY TO DAY INSIGHTS)**
- **LEADERSHIP (VISION AND VALUES)**
- **NEW JOINERS (FRESH, RELATEABLE EXPERIENCE)**

***TIP: DIVERSITY MATTERS – SHOW DIFFERENT FACE, ROLES AND STORIES.***

# 03

## WHAT TO SAY AND WHAT TO AVOID?

### SAY:

- WHY PEOPLE JOIN AND WHY THEY STAY.
- WHAT A DAY IN THE LIFE ACTUALLY LOOKS LIKE
- WHAT MAKES YOUR CULTURE DIFFERENT
- WHAT PEOPLE LOVE ABOUT WORKING HERE

### AVOID

- GENERIC BUZZWORDS OR INTERNAL LANGUAGE
- OVER REHEARSED STATEMENTS
- READING FROM A SCRIPT

*TIP: WE CAN HELP YOU REVERSE ENGINEER QUESTIONS TO PULL OUT NATURAL SOUNDBITES.*

# 04

## **THINK BEYOND THE ONE VIDEO**

**MOST COMPANIES ONLY THINK ABOUT THE ONE VIDEO. WE ALWAYS ASK WHAT ELSE COULD THIS FOOTAGE BECOME?**

- **REPURPOSE IDEAS**
- **SHORT CLIPS FOR LINKEDIN**
- **INSTAGRAM REELS TO BOOST VISIBILITY**
- **CAREERS PAGE CULTURE HIGHLIGHTS**
- **JOB ADS VIDEO**
- **HIGH RES IMAGES FOR WEBSITE AND SOCIAL**

***TIP: ONE FILMING DAY CAN GIVE YOU A QUARTERS WORTH OF CONENT – IF PLANNED RIGHT***

# READY TO MAKE IT HAPPEN

**AT MHF CREATIVE, WE MAKE RECRUITMENT VIDEOS THAT FEEL HUMAN. -NOT CORPORATE.**

**IF YOU'RE PLANNING YOUR NEXT VIDEO, WE'D LOVE TO HELP:**

- **SHAPE THE MESSAGE**
- **CHOOSE THE RIGHT STORIES**
- **DELIVER A SYSTEM, NOT JUST A ONE OFF VIDEO.**





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