

RECRUITMENT VIDEO PRODUCTION

Recruitment Video *Planning* Checklist

Every decision that needs to be made before a recruitment video project begins, organised by stage and ready to use in planning meetings and agency briefings.

Before you brief *anything*

These decisions need to be made before any production planning begins. Skip them and every creative decision that follows will be based on assumption rather than strategy.

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Define the hiring problem

- State the specific hiring challenge in one sentence**
Low volume, poor quality, offer decline, or late-stage drop-off — be specific about which problem you are solving.

- Identify why this has become urgent now**
What has changed, a growth phase, a competitive shift, a talent market challenge, that makes this a priority today?

- Define the target audience precisely**
Role type, seniority level, experience background, and which competitor organisations they are currently considering.

- Identify the perception gap**
What do candidates currently believe about working here? What do they need to believe in order to apply or accept an offer?

- Define what success looks like**
Apply rate, qualified application rate, time-to-hire, offer acceptance rate, or another measurable outcome.

Employer brand film (EVP overview)

Required if the problem is awareness or desirability. Sets the "why work here" narrative for the careers page and paid campaigns.

 Role and day-in-the-life films

Required if the problem is application quality or candidate misalignment. Shows what the work actually involves.

 Leadership interview films

Required if the problem is offer decline or late-stage hesitation. Builds trust and human connection at the decision stage.

 Culture and team stories

Required for early careers, DEI hiring, or any role where team fit and working environment are primary candidate concerns.

NOTES

Contributors *and* production

These decisions determine whether the content feels authentic and credible or polished and forgettable.

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Identify the right contributors

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- Select people closest to the problem, not the most senior**
Who has direct experience of the thing the target audience most needs to understand? That person, not the most available executive.

 - Choose authenticity over polish**
Avoid selecting contributors purely because they are comfortable on camera. Genuine experience reads better than confident delivery.

 - Plan for contributor longevity**
Build content around shared experiences and organisational stories rather than individual profiles where possible. The story belongs to the organisation.

 - Brief contributors on purpose, not script**
Tell contributors what the content is trying to achieve and what themes to cover. Do not script them. Guided conversation, not managed delivery.

Confirm shoot locations in advance

Real workplace environments always outperform studio setups for recruitment content. Plan locations that show where and how people actually work.

Plan B-roll around real work, not staged activity

Observational footage of people doing their actual jobs is more convincing than people pretending to work for the camera.

Confirm internal approvals process before shoot

Who needs to sign off contributor participation, location access, and final content? Identify this before production begins, not after.

Confirm usage rights for all contributors

Written consent for all channels, formats, and territories where content will be used. Include social media and paid advertising specifically.

NOTES

Distribution *planning*

These decisions must be made before the shoot, not after it. Format and ratio requirements determine how every shot needs to be framed.

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Channel and format planning

- Careers page hero film — 16:9, full length**

Typically 2 to 3 minutes. The primary piece that candidates encounter first. Needs to carry the full employer brand narrative.

- LinkedIn organic — 1:1 or 16:9, 60 to 90 seconds**

Shorter cut optimised for feed viewing without sound. Captions required. Hook in first 3 seconds.

- Paid social ads — 9:16 or 1:1, 15 to 30 seconds**

Hook-led opening essential. Different edit structure to organic content. Plan the hook before the shoot, not in the edit.

- Instagram and TikTok stories — 9:16, 15 to 60 seconds**

Vertical framing must be planned on the shoot day. Cannot be effectively adapted from 16:9 footage after the fact.

- Internal communications — any ratio, any length**

Confirm whether an internal version with different framing or tone is needed for current employees versus external candidates.

- Offer stage and onboarding use**

Will content be sent to candidates between offer and start date? Plan for this use case specifically if offer decline is the primary problem.

- Hiring problem clearly defined and agreed internally

- Content types confirmed against hiring problem

- Contributors identified, briefed, and consented

- All required formats and ratios confirmed

- Distribution channels confirmed before shoot planning begins

- Internal approvals process agreed

- Success metrics agreed and baseline recorded

WORK WITH MHF CREATIVE

Ready to plan a recruitment video project that *actually works*?

MHF Creative works with HR, Talent Acquisition and Employer Brand teams across the UK to produce recruitment video content built around real hiring problems and real people. A discovery call is a good place to start.

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