

SparcStart



**FILMING
EMPLOYEE-GENERATED
CONTENT**

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WHY EMPLOYEE- GENERATED CONTENT

When I started my marketing career at Procter & Gamble, there wasn't a single product that was marketed exclusively with text. We created video ads for everything - except jobs! Video is engaging, persuasive and powerful. Convincing someone to switch jobs is so much harder than convincing them to buy a box of laundry detergent, why wouldn't we use our best tools?

When you talk to candidates about trusting their careers with you, credibility is essential. This is why employee-generated content makes such a difference. When you let your employees talk, in their own words and speak from experience, candidates believe them! You don't need professionally produced content. Informal video is more credible and informative. This guide will give you all the pointers you need to produce great video.

Maury

MAURY HANIGAN
CEO





VISUALS

CAMERA ORIENTATION

Hold your camera horizontally so the image fills horizontal video players and you capture more of the work environment.

LIGHTING

When possible, have the employee face a window so their face is illuminated by natural light. Never film an employee with a window behind them – they will be silhouetted. Try to avoid florescent light.

BACKGROUND

While being mindful of proprietary and confidential information such as diagrams, lists and illustrations, capture as much of the work environment as possible. Avoid filming against a blank wall, in front of a sign or in a deserted conference room. Display as much of the work environment as possible.

HEIGHT

The employee can sit or stand, whichever makes them most comfortable and provides the best background. Keep the camera level with their face. Do not stand when they are sitting or sit when they are standing.

DISTANCE

Stand approximately 3 feet from the employee. This may feel uncomfortably close to you but will produce more engaging video. Frame their head and mid-chest to fill two-thirds of the frame. If they gesture while talking, frame them from the waist up. Do not include their entire body in the frame.

EYE CONTACT

If the camera is level with the employee's face, it will be approximately level with your face. Hold the camera directly in front of your face so the hiring manager will have a focal point to look at. People are conditioned to talk to other people, not machines.

AUDIO

LAVALIER MIC

If you have a lavalier mic available, clip it to the employee's collar. Make sure the mic is plugged securely into your phone. If you do not have a lavalier available, stand 2-3 feet from the employee. Phone microphones provide the best audio at close range.

AMBIENT SOUND

Do not be concerned with the normal background noise of the work environment as long as it doesn't overwhelm the employee's voice. If the background noise is consistent with the work environment, let the video record it. Try to capture the energy without overwhelming the speaker. If you relocate an employee to a soundless environment, it will detract from the authenticity of the video.

AUDIO DISTRACTIONS

Be aware of noise that will distract from the video such as dogs, lawnmowers, alarms, sirens or music. Air conditioning and heating system vents should be avoided when possible. If other people are talking in the background, their voices shouldn't be so loud that they are understandable.

SCRIPTS

Do not allow employees to read scripts. Prepared remarks lack credibility and detract from the effectiveness of the video. Written language is structured differently than spoken language so memorizing a script generally leads to stilted language and mechanical delivery. If the employee wants to prepare, ask them to create 3 discussion points.

tone and cadence

Reinforce the value of natural language and avoid corporate-speak. Encourage employees to put energy and animation into their remarks. Flat and monotone delivery will be accentuated in video. Let employees be themselves but nudge them to their most animated self.

AUDIO ARC

To begin with a strong introduction, let the employee know exactly when to begin speaking. Give them a verbal countdown with a 3 - 2 - 1 - go. Do not use your fingers because you will jostle the phone. Hit the record button as you say "go" so your phone will be recording when the employee starts speaking. Finish strong by having the employee end with a call to action.



CONTENT

To match content with the candidate touch points, see the 9-part series **Videos Candidates Crave** at: www.SparcStart.com/blog

STRUCTURE

Employee videos have 3 sections, tell the employee to:

1. Introduce yourself. Give your first name and either your title or one sentence about what you do.
2. Say a few sentences about the topic of the video.
3. End with a call to action. This can be as simple as, "Please apply," or "Learn more at our website," or "I hope you join us."

LENGTH

Shorter is always better. Match the length with the candidate's interest: less than 30 seconds for attraction videos, up to 3 minutes for interview prep videos.

PERSPECTIVE

Provide candidates with information they want to know, not what you want to tell them.

PERSUASION

In today's economy, highly qualified candidates have multiple options. Often, you are persuading a high performing candidate to leave a successful position to join you. Sell the position. Address topics such as challenge, impact, learning and growth.





NERVES

If an employee is nervous, use the following techniques to calm them:

Get them talking – when someone is talking, they have to breathe naturally. Rhythmic breathing, and the familiar sound of their own voice, will help calm nerves.

Refocus – redirect their conversation about being nervous. Ask them about the job to be filled or their experience on the job. Control the conversation so they can't focus on their nervousness.

“Test” run – Ask the employee to record a “test” for you so you can check audio quality. Record the test. If the test is not usable, immediately begin another.

Retakes – Assure the employee they can record as many takes as they want. There is no pressure to be perfect.

Remove camera – put down your camera and ask the employee to explain to you what they will talk about. Have a one-to-one conversation about the topic.

Change content – most people can only do 4 or 5 takes before they become flustered. If they trip up repeatedly, coach them to change the focus of their remarks to another aspect of the topic.

ADDITIONAL RESOURCES

VIDEO STRATEGY FRAMEWORK

If you are just getting started with video, or creating video on an ad-hoc basis, it can be difficult to generate measurable results. This comprehensive planning guide will give you structure and focus so your efforts will create a strong video library.

Download it now:

[Video Strategy Framework](#)



Video Strategy



A FRAMEWORK FOR SUCCESS

Presented by SparcStart

VIDEO POWERED JOB DESCRIPTIONS

If your goal is attracting qualified candidates to specific requisitions, nothing is more powerful than adding a hiring manager video to the job posting. Sparc automates the process and lets candidates "meet your boss."

VIDEO CREATION AND SHARING

If you are spending more time managing videos than strategizing great content, you need Amplify VMS to easily request videos, automate approvals and simplify sharing.

Find out more at:

www.SparcStart.com

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