



Video Library Content

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	Recorder	Length	Number	Content
Management Perspective				
Vision	Executive Management	0.5-1 min	1	This differentiates us...
Strengths	Division Leader	30 seconds	3-5	Our strengths/ goals ...
Opportunities	Product Managers	30 seconds	3-5+	Our challenges/ successes ...
DEI				
Calendar Events	TBD	10-15 seconds	5	Acknowledge event
Employee Resource Groups	ERG Members	30 seconds	3	My experience ...
Charitable Giving	TBD	30 seconds	1-3	We support ...
Community Service	TBD	30 seconds	5+	We care ... We act ...
Diversity Goal	Head of DI	0.5-1 min	1	Our goal ...
Schools Recruited	Recent grads	20 seconds	1-3	Lots of people thrive here
Covid				
WFH Accommodation	Management	20 seconds	1-2	To make WFH easier, we have ...
Remote Team Building	Employees	20 seconds	1-3	My team had/ hosted/shared ...
Remote Onboarding	Recent hires	20 seconds	1-3	Here is what they did for me ...

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Awareness				
Messages from your Hiring Managers	Hiring Manager	20-30 seconds	1	If you are excited by...
What you stand for	Employees / Managers	20 seconds	1+	This is an organization that values...
Culture	Employees	20-30 seconds	1	At work I feel / enjoy / focus on
New Hire testimonials	New Employees	15 seconds	1-2	My first few weeks...
Education				
The meaning of your values	Senior Managers	30 seconds	1	We want to be a company that...
Team insights	Managers	20-30 seconds	1+	To us, teamwork means...
Culture	Managers / Employees	20-30 seconds	1+	The best example I've seen...
Day in the Life	Employee	20-30 seconds	1	Most of my days include...
Nurture				
Employee Testimonials	Employees	15 seconds	1-3	I work here because...
Inside the Culture	Employees	30 seconds	1-3	Employees speaking on true company culture
Recruiter Intro	Recruiter	10-20 seconds	Per Recruiter	I am ... I have opportunities.
Benefits, Learning & Development	L&D Manager	20 seconds	1-3	We provide...
What we do that's different	Employees / Managers	30 seconds	1-2	We don't believe...

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Meeting unmet needs	As Appropriate / Manager	20 seconds	As necessary	Candidates often ask...
Apply				
Hiring Manager Introduction	Hiring Manager	30 seconds	1	Hi I'm...
Location Tour	Hiring Manager / Employee	As Necessary	1	Tour of office / location
Day in the Life	Employees	As Necessary	1	Day in the life video
Team Introduction	Team	30-45 seconds	1	Introduction from entire team
Interview				
Congratulations!	Hiring Manager / Recruiter	30 seconds	1	I'm looking forward to...
What to expect	Recruiter	30 seconds	1	Pre Interview information for the candidate
Interview Questions	Recruiter	As Necessary	1	We like to ask...
Using our interview platform	Recruiter	As Necessary	1	Explain any tips and tricks for your specific interview platform
Offer				
Hiring Manager Message	Hiring Manager	As necessary	1	I'm really impressed...
Teammate Message	Teammate	0.5-1 minute	1	Congratulations from a team member

Pre-Start	Recorder	Length	Number	Content
Co-worker Introductions	Team members / co-workers	15-30 seconds each	As Necessary	Introduce your new hire to their coworkers
How we're working from home	Manager	As Necessary	1	Explain work from home policies
How we're back in the office	Manager	As Necessary	1	Explain in office policies
First day preview	Recruiter / Manager	1-2 minutes	1	If you need X, reach out to me.
Training Welcome	Training Manager / Human Resources	1 minute	1	Welcome to the training portion...
Logistics & Lunch	Coworkers	1-2 minutes	1	Explain some logistics of the typical work day
Onboard				
Our values	Leadership	As Necessary	1	Explanation of company values
Intro to benefits	Human Resources	As Necessary	1	Explanation of company benefits
Intro to key contacts	Manager	As Necessary	1	If you need X, reach out to...
Equipment / Tech	IT	As Necessary	1	Connections, security, resources
Department / Division Manager Welcome	By Department / Division	1-2 minutes	As needed	Welcome, here is what we expect / offer
Unique Content				
Technical Expertise	Existing	0.5-1 min		
Awards	Existing	20-30 seconds		
Senior Management Interviews	Existing	20-30 seconds		
News Coverage	Existing	20-30 seconds		