

Video Plan & Checklist

Preparation

- Arrange a day, time *and place* to record your video. Book meeting rooms when necessary and avoid 'peak hour' places like your workplace cafe at lunch!
- Aim to select environments that showcase your organisation!
- Create and upload your script or questions into the teleprompter. Ensure you have a HOOK, WIIFM and CTA and aim for 60-90 seconds (250-350 words)
- Agree on the timeline for video editing and posting with your stakeholder

Filming

- Appearance - do/wear the things that make you feel more comfortable to present naturally and more confidently on camera
- Find a steady surface to set the tripod on and decide whether to film sitting or standing
- Ensure you have great lighting sources, good sound control and are positioned in the frame using the app's silhouette to guide you
- Do a practice run to warm up and be sure to 'tune in' - it's challenging to film a video when you're thinking about tomorrow's meeting
- Smile, have a sense of humour, focus on how your video will help your audience
- Grab 'b-roll' footage that is relevant to your video job ad or message. Use your phone to take photos and short video clips to highlight in your video later (use your script to guide you, i.e. if you mention a communal working space then grab footage of that)
- Take several photos of yourself in the space you filmed. You may need these as an option to use for your video thumbnail. No selfies!! Keep your phone in tripod, reverse the camera and set your timer!

Editing

- ❑ Insert your 'b-roll' images and short video clips to highlight the key points in your script, work culture and work environment at relevant times throughout your video
- ❑ Use captions to reiterate key points, to communicate the next steps and your 'CTA'
- ❑ Ensure you have a professional thumbnail, with a centred and sharp image and a relevant and succinct title
- ❑ Include the application link, website, careers page, or relevant CTA

Sharing and Posting

- ❑ Publish and post your videos once they've been approved and uploaded
- ❑ *Natively* upload your video to LinkedIn for maximum reach, paste in your application link or CTA and use keywords
- ❑ Share your video with talent pools, job boards and relevant social platforms
- ❑ Use catchy titles, headlines and keywords when posting your videos on social media to help maximise engagement