



## Candidate Experience Trends 2020

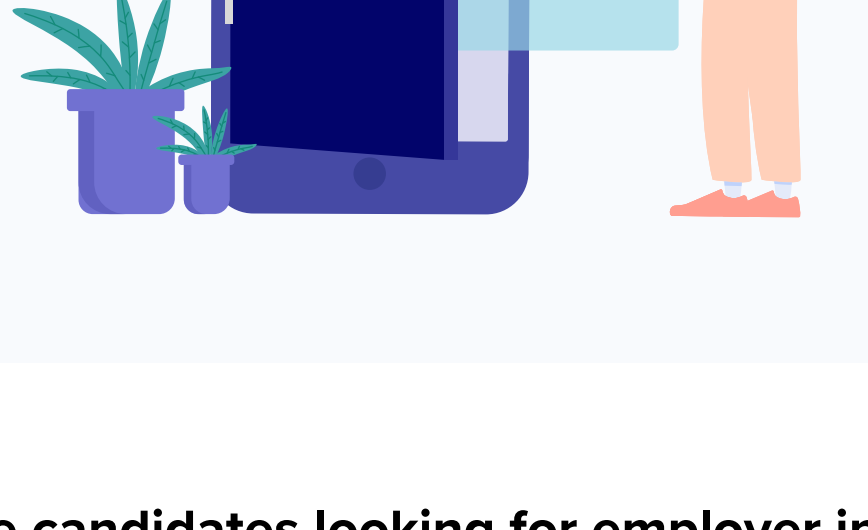
Recent candidate experience research conducted by Talent Board, VideoMyJob and Social Talent tells us that candidates are hungry for information about potential employers and eager to make meaningful connections with recruiters, managers and future colleagues.

Below, we've extracted some of the most actionable take-aways from the two reports to help you delight and convert candidates in 2020.

Sources: 2019 North American Candidate Experience Research Report [Talent Board], State of Video in Talent 2019 Report [VideoMyJob & SocialTalent]

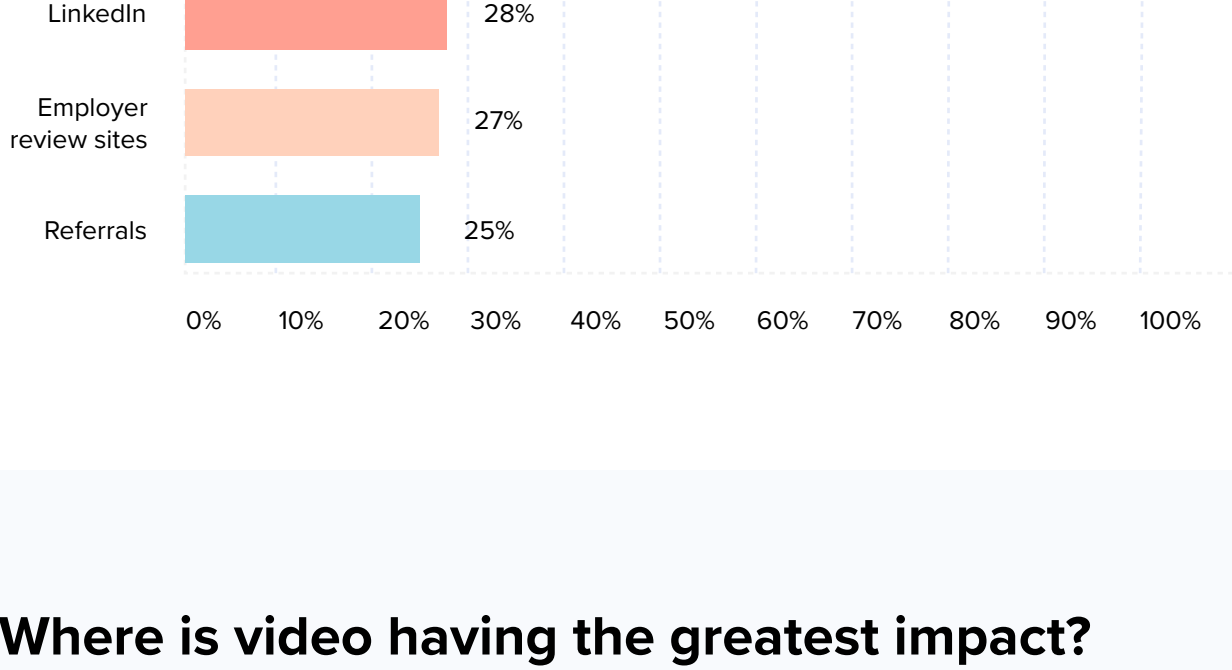
### What do candidates want more of?

Nearly 40% of candidates want more information about culture and nearly 30% want more information on why employees want to work for an employer - and why they stay.



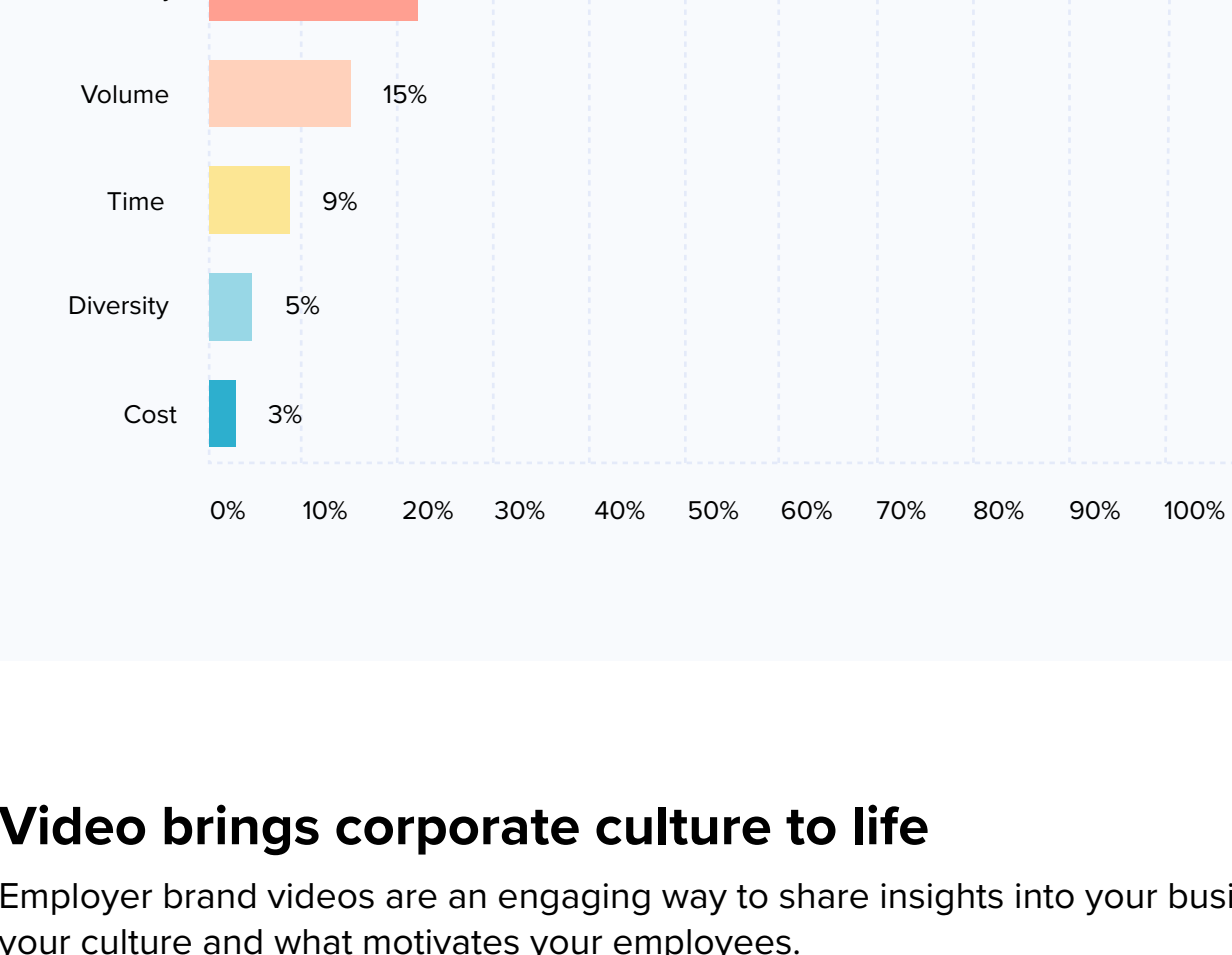
### Where are candidates looking for employer information?

66% of candidates conduct their own research before applying, using a combination of the following.



### Where is video having the greatest impact?

Companies using video throughout the talent engagement process confirm that video positively influences candidate engagement and candidate experience.



### Video brings corporate culture to life

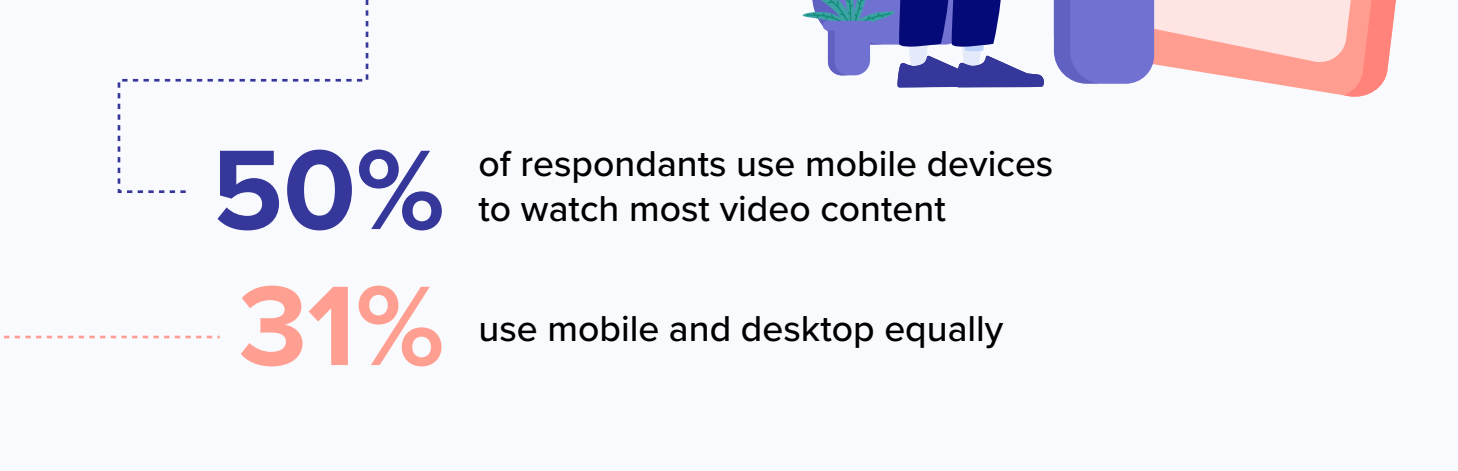
Employer brand videos are an engaging way to share insights into your business, your culture and what motivates your employees.



**93%** of respondents have watched an employer brand video to learn more about a company

### Where is video being consumed?

When it comes to researching jobs, candidates use mobile devices to watch most video content and another 31% use mobile and desktop equally.

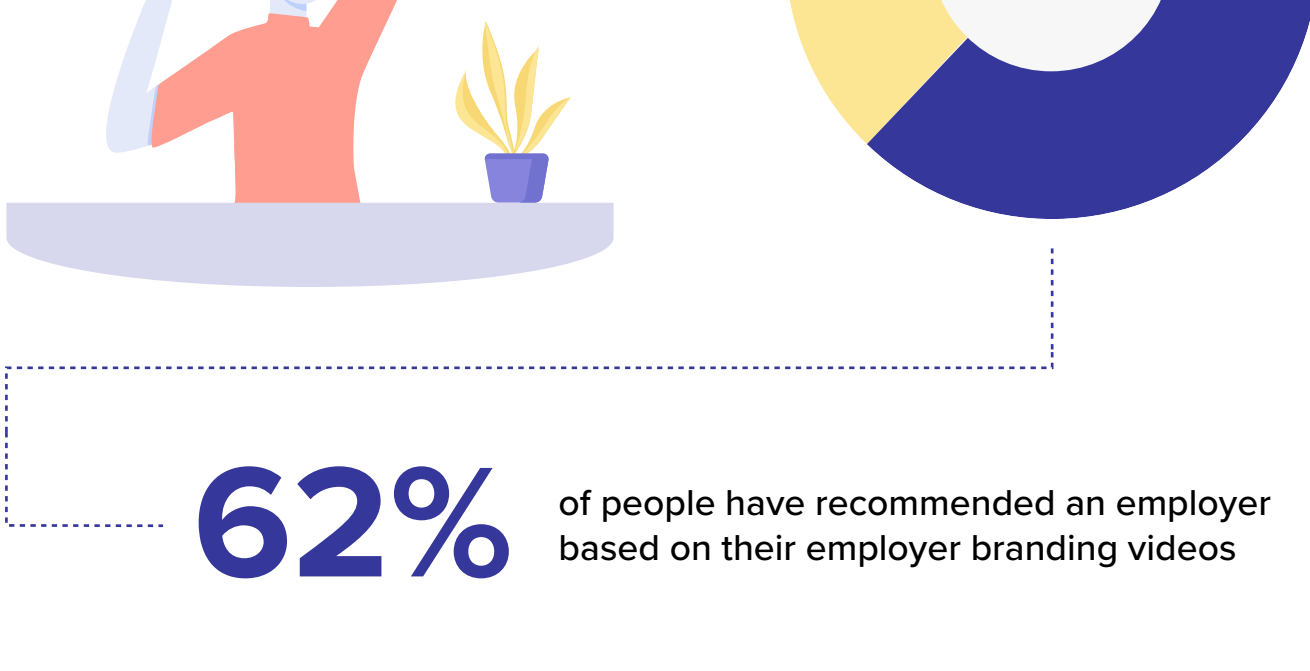


**50%** of respondents use mobile devices to watch most video content

**31%** use mobile and desktop equally

### How does video benefit employers?

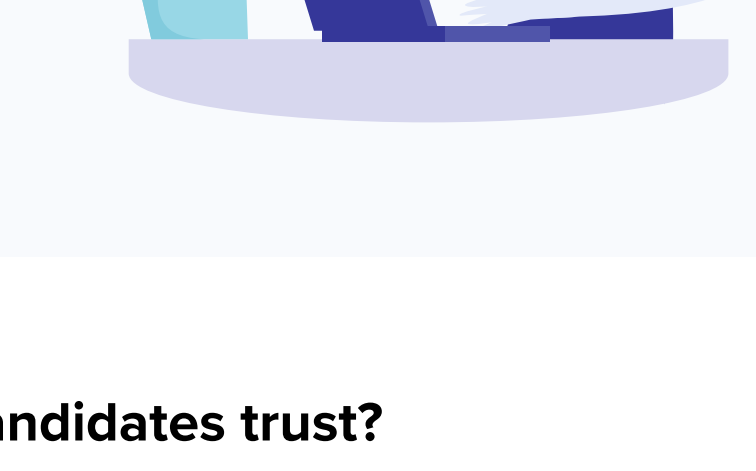
Employer's are being recognized and recommended by candidates and employees.



**62%** of people have recommended an employer based on their employer branding videos

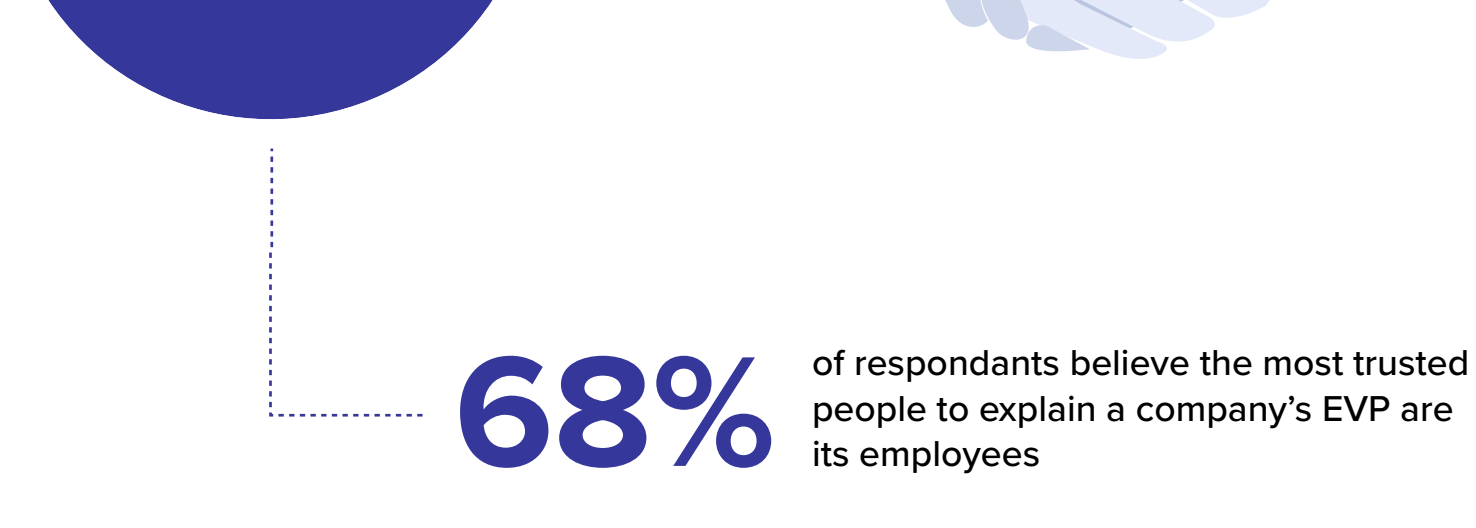
### Video is the preferred channel for candidates

Candidates are twice as likely to watch a video than read a job posting or position description.



### Who do candidates trust?

Employees and hiring managers are the most trusted source of truth when it comes to explaining your employee value proposition (EVP) and benefits.

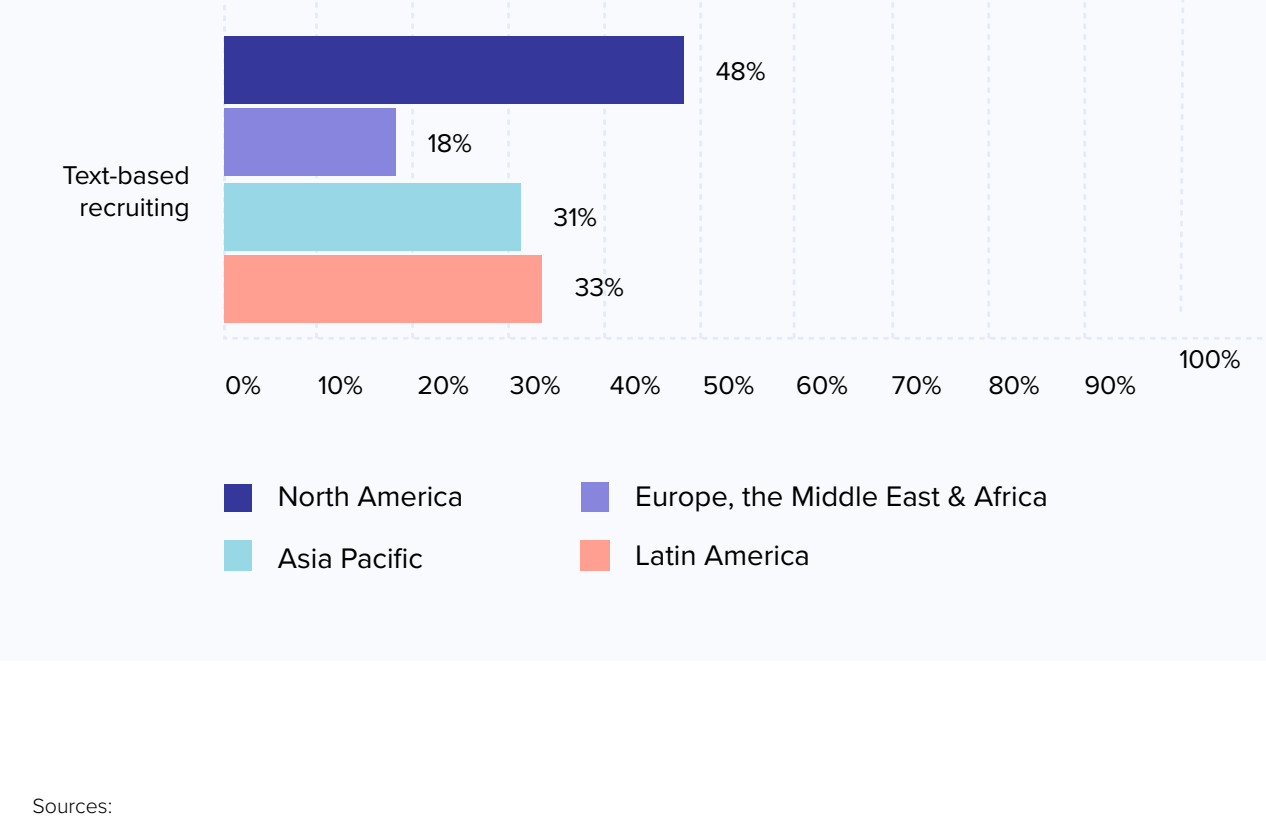


**68%** of respondents believe the most trusted people to explain a company's EVP are its employees

### What is the future of video in 2020?

Video job descriptions are the primary planned technology investment for 2020.

Primary areas where global companies plan to purchase external (third party) technology solutions to improve recruiting in 2020 (partial list)



Sources: 2019 North American Candidate Experience Research Report & State of Video in Talent 2019 Report  
 Infographic 1, 2 & 9: 2019 North American Candidate Experience Research Report  
 Infographic 3, 4, 5, 6, 7 & 8: State of Video in Talent 2019 Report