

The State of Video in Talent

2019



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The State of Video in Talent

Methodology and respondent profile



Methodology

The State of Video survey was shared with SocialTalent and VideoMyJob communities, promoted via social media channels and presented to visitors on the VideoMyJob website via an online survey tool. The survey was available internationally and received 604 responses from 50 countries.

Respondents

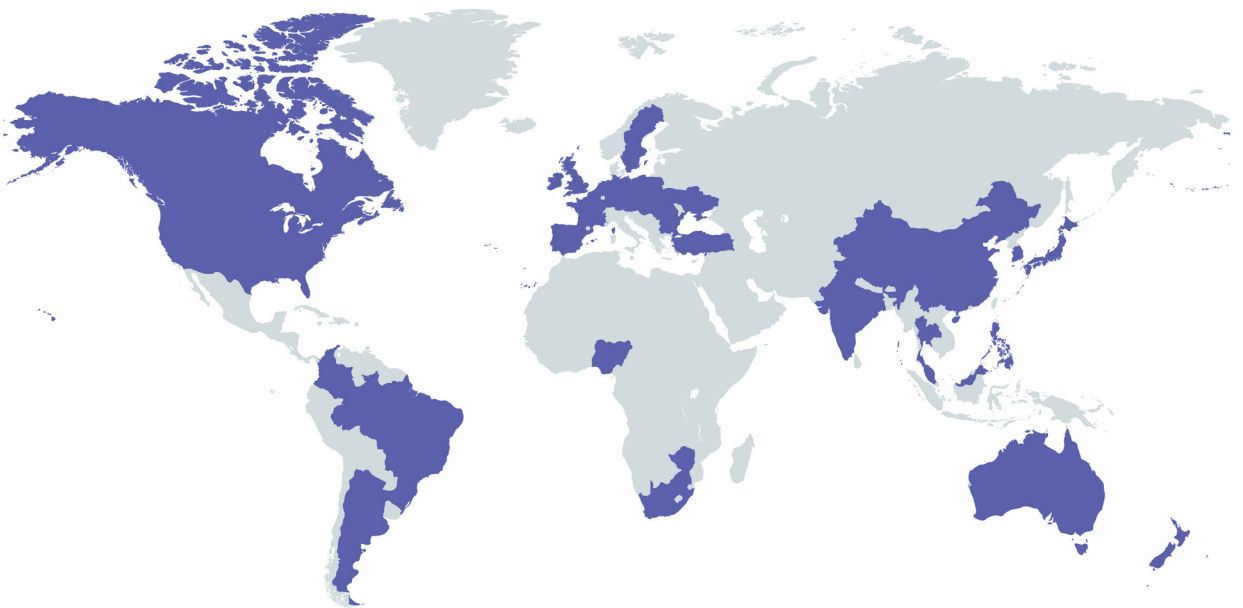
Countries

Questions

Avg time to complete

Respondent profile

The below map shows the countries represented (50) in the survey. Australia was the most heavily represented country (35%)⁹.



Respondent profile

34%

Individual contributors.

26%

Team leaders/managers.

40%

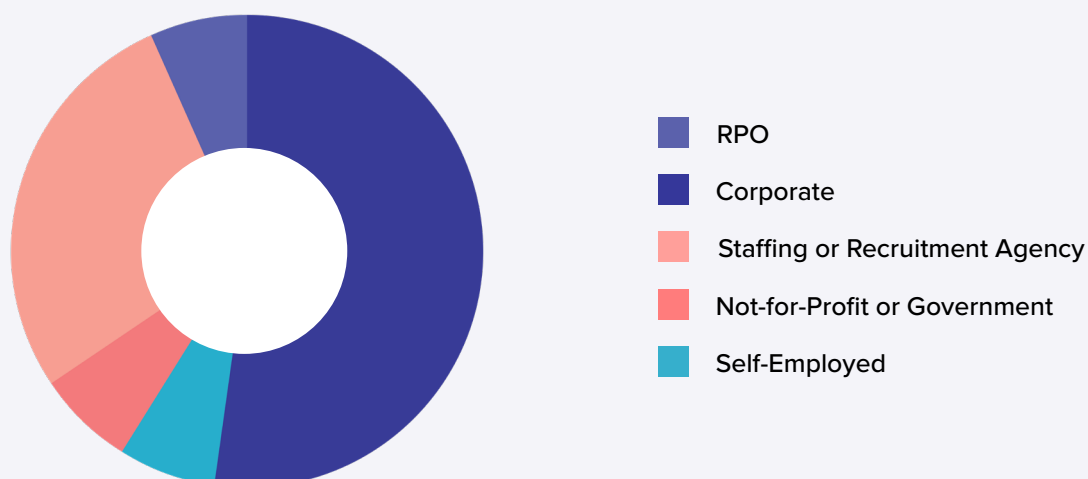
Executive leadership &
business owners.

Recruiting and sourcing were the most common areas of expertise (57%) among respondents. Other notable areas were in recruitment marketing and human resources.

Respondents were most likely to be either individual contributors (34%) or team leaders/managers (26%). The remaining 40% of respondents held higher level positions including in regional managerial positions and business owners.

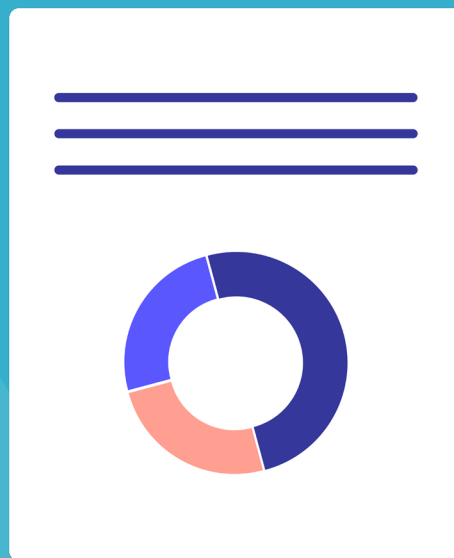
Respondents were most likely to work in the corporate sector and staffing/recruitment agencies. The graph below displays the breakdown of sectors:

Respondent profile by sector



The State of Video in Talent

Key results snapshot



Key results snapshot



Use of video

- **57%** of respondents use video as part of their current strategy.
- **57%** of respondents who use video produced at least one video in 2018.
- **97%** of respondents who use video intend to continue to use video in 2020.



Return on investment

- **85%** of respondents believe video gives a good return on investment.
- **95%** of respondents who use video intend to spend the same or more on video in 2020 compared to previous years.



Candidate attraction

- **80%** of respondents believe video has helped increase the volume of applications.
- **78%** of respondents believe video has helped increase the quality of applications.
- **88%** of respondents who have used video believe it generates more responses from passive candidates.

Key results snapshot



Experience and engagement

- Experience (**36%**) and engagement (**30%**) are the key influences from video content.
- **93%** of respondents have watched an employer brand video to learn more about a company.
- **63%** of respondents have recommended an employer based on an employer brand video.



Employees are the most trusted voices

- **48%** of respondents said they would most like to learn about a job opportunity by speaking to a recruiter or an employee.
- **68%** of respondents believe that employees and/or the incumbent in the role are the most trusted people to explain a company's employee value proposition and benefits.

The State of Video in Talent

Video as a recruiting tool is now commonplace, and growing



Video as a recruiting tool is now commonplace, and growing

Video is now firmly embedded in recruitment marketing strategy

More than half of survey respondents (57%) reported video was part of their current strategy aligning with growth of online video globally across all uses, from entertainment to business tools.

Recruitment professionals are recognising the opportunity that online video content represents across three key areas:

- Growing employer and talent brand awareness with active and passive candidates
- Increasing engagement from candidates by giving them rich content
- Ultimately, converting job seekers and passive candidates into job applicants

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57%

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95%

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Video as a recruiting tool is now commonplace, and growing

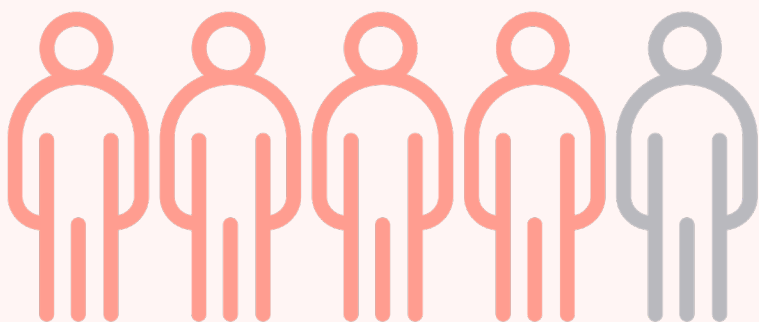
For recruitment professionals, video is no longer a ‘nice to have’. Video content can be produced economically and the survey shows it can help raise employer brand awareness and candidate and employee engagement.

Of the respondents who use video, 57% have produced at least one video in the last 12 months and 95% have included video as part of their 2019 strategy.

Video is key in pulling in candidates and driving inbound traffic

It should come as no surprise that 85% of survey respondents agreed that candidate attraction and retention are the key challenges facing talent professionals.

Video helps raise the personal brand of recruiters and their company’s leaders and executives, increases website traffic, drives click-through rates from digital advertising and increases awareness of a company’s employee value proposition. In short, video contributes strongly to driving a greater volume of engagement and applications—four in five respondents said video has increased the volume of applications (80%).



4 in 5

respondents said video
has increased the
volume of applications.

Video as a recruiting tool is now commonplace, and growing

Giving candidates an introduction to real people within a company allows those candidates to gain a deeper, more meaningful insight into a company, as they can learn about the people, their roles, and what motivates their work. Raising the profile of a company's executives in a more personal way allows them to be known and their values understood.

In terms of digital engagement and more effective 'pull' strategies, 88% of respondents who use video reported it has helped increase the time people spend on websites. This includes increased time spent on company websites, onboarding microsites and learning portals—meaning more time prospective candidates and employees are spending learning and engaging with a company.

In Australia, online video advertising is the fastest growing sector and is anticipated to be one-quarter of total online advertising by 2022, growing by approximately 300% from 2017¹⁰. As a revenue source, video advertising accounted for 39% of the internet advertising market in Australia, 38% of the UK market and 26% of the US market in 2017¹¹.

Online video—unlike some other content—is engaging enough to actually drive regular click-throughs. 85% of survey respondents who use video say it has helped to increase click through rates from advertising. Video advertisements provide an engaging first point of contact for prospective candidates who then click through to learn more about the position and the company.



85%
say video helps to
increase click through
rates from advertising.



88%
say video helps to
increase time on page.

The State of Video in Talent

Return on investment



Return on investment

Video is no longer a ‘nice to have’

Online video content used to be the domain of entertainment: celebrities, cat videos and viral YouTube clips. The maturation of video means today people online are likely to engage with friends and brands alike via video in both personal and professional online spaces.

Our survey demonstrated that recruitment professionals have recognised this trend early and are investing to ensure they can maintain an edge in the white-hot talent war of 2019—and they believe it is worth it. More than four in five survey respondents who use video believe that it provides a good ROI (85%).

Of respondents who are using video, 97% intend to continue to do so, which is an even more reliable indicator of perceived ROI. Until recently, many companies created a variety of online video content—pre-rolls and other digital advertising, company profiles, thought leadership, etc. This research highlights the strength of this sort of specific, applied video content which is providing a measurable outcome—high-quality applicants to job roles.



85%

of respondents
believe that video
provides a good ROI.

Strong ROI driving future investment intent

These trends look set to continue as online (and particularly smartphone) penetration continues to grow and consolidate, and internet speeds increase around the world. Analysis by Kagan shows that among developed countries in particular, 4G penetration continues to grow, with 12 of the 42 countries it reviewed now at greater than 50% penetration, with the majority of these in Asia-Pacific and Scandinavia¹².

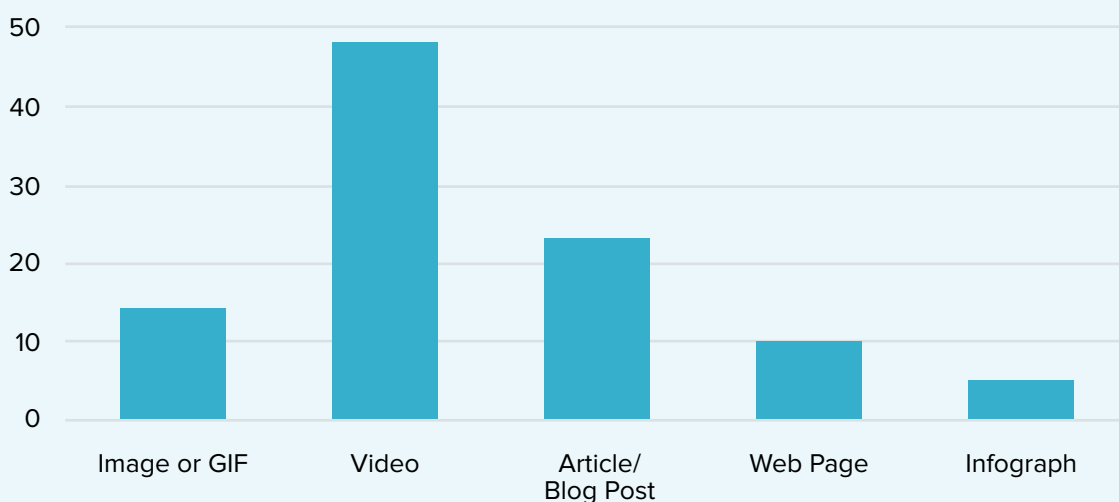
The ability of candidates to easily view online video wherever and whenever they want—combined with the strong ROI on online video content for recruiters—is driving strong reinvestment intent among our survey respondents. Indeed, 95% of survey respondents who use video content to market to candidates intend to spend the same or more on video in the next 12 months, compared to previous years.

The fact that almost all respondents who use video say they intend to continue or grow their use of video speaks to the strength of the medium and its position in the recruitment space.

Recruitment professionals are most likely to invest in videos for LinkedIn and YouTube. YouTube remains the dominant player in internet video content, with more than one billion hours of content viewed daily around the world¹³.

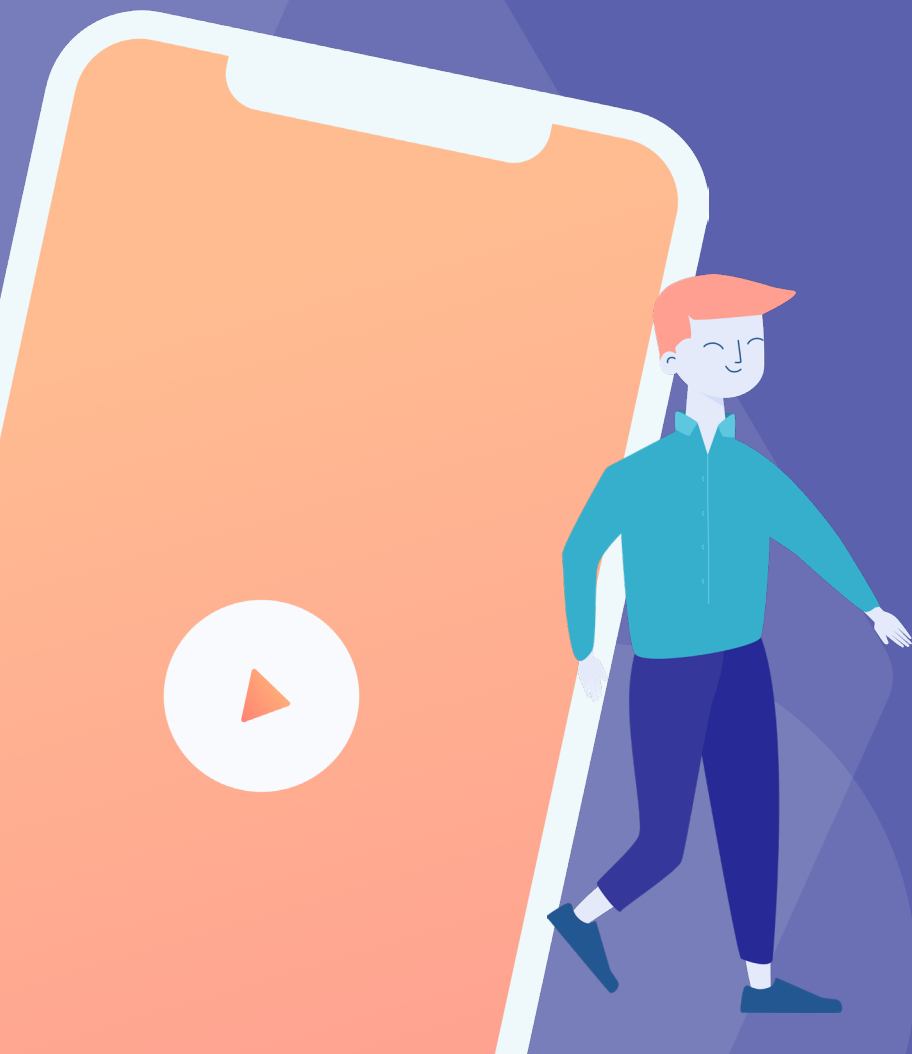
Despite only launching native video in 2017, LinkedIn has entrenched itself as a key platform for professional and company branding. The shareability of video content is also important, with almost half of survey respondents (48%) saying video was the most likely type of content they would share with their own networks.

What content would you be most likely share?



The State of Video in Talent

Experience and engagement



Experience and engagement

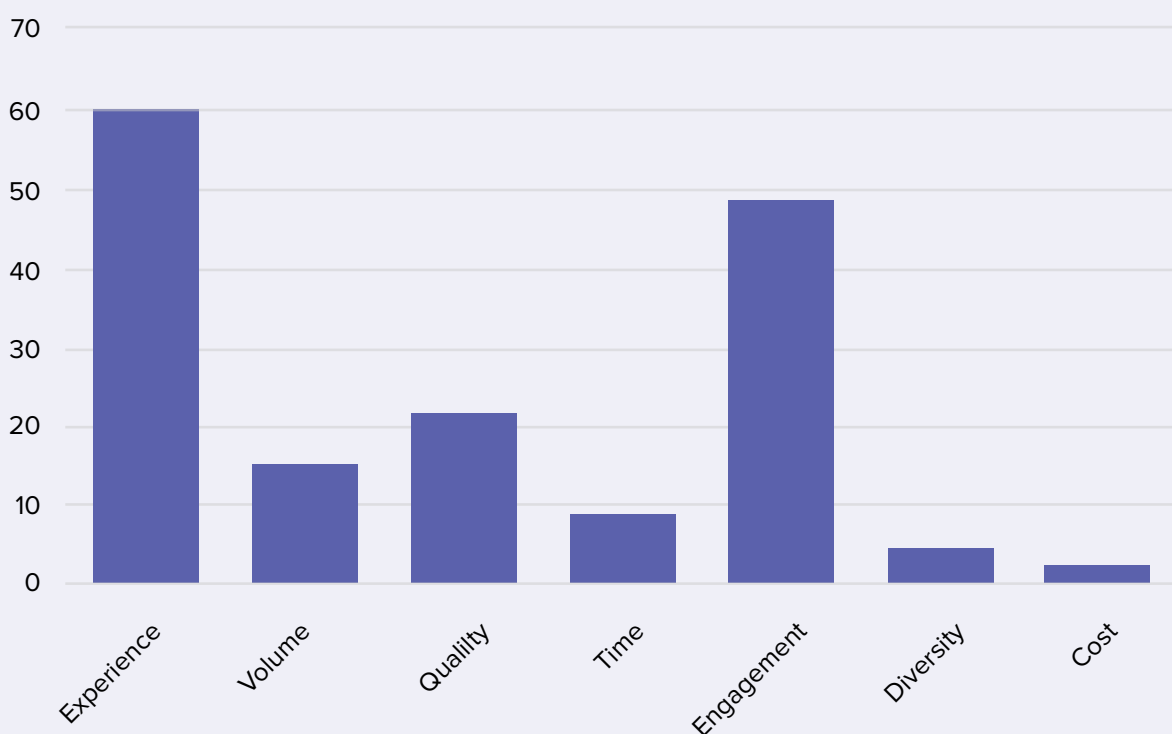
Video impacts on three of the four most important metrics for recruitment

The key influences on video content correlate with the key metrics for recruitment professionals. Recruitment professionals' performance is measured by experience, quality, time and engagement.

According to our respondents, video is a key influencer on candidate experience, engagement and quality, three out of the top four key output measurements for recruitment professionals.

Experience is the key metric recruitment professionals are seeking to affect and it is what video influences the most. Video content provides prospective candidates with an immersive application experience to learn more about a company and what it stands for. Video content also allows leaders and other employees to tell their stories in an authentic voice that accelerates connections with candidates.

What metric does video influence the most?

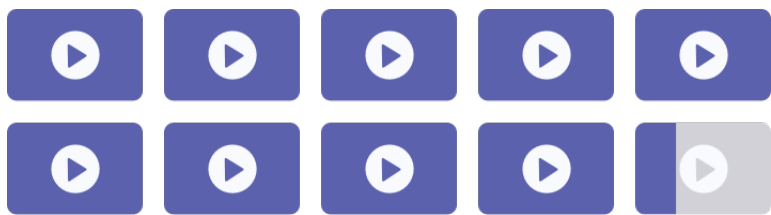


Video can showcase a great culture and corporate environment

Video content creates experience and engagement for candidates, allowing them to interact with the workplace environment from their device, wherever they are.

Showcasing culture and the physical corporate environment through video allows candidates to engage more deeply with a company, by giving them a 'window' into a day in the life of an employee.

Our survey showed that 93% of survey respondents have watched an employer brand video to learn more about a company, demonstrating the growing role of video in recruitment. Companies can use video content to 'show, not tell' candidates its culture and values.

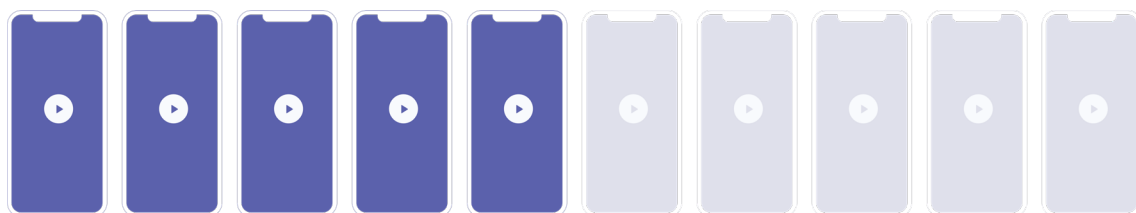


93%

of respondents have watched an employer brand video to learn more about a company.

Video content is an effective way to engage audiences who are predominately active on mobile devices, which is likely to include younger audiences such as recent graduates. Half of survey respondents said they use mobile devices to watch most video content and another 31% use mobile and desktop equally.

The exponential increase in smartphone usage, combined with better wireless internet speeds and flexible data plans, have positioned video for growth. Video that is optimised for both mobile and desktop provides users with the same experience regardless of device, unlike website content which is often either clunky on desktop or missing elements on mobile.



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

The State of Video in Talent

Candidate attraction



Candidate attraction

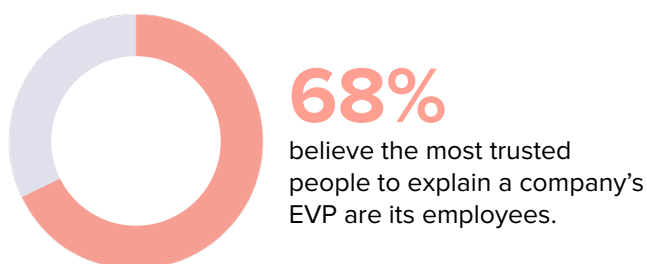
A strong 'pull' strategy tops the priority list

Top of the priority list for recruitment professionals is, unsurprisingly, the ability to attract good talent. In today's global war for talent, recruiters often need to draw on a large pool of potential applicants to find the best candidate for a role, and the best candidates are often not even actively looking for new roles ('passive' candidates). These people will apply for roles if the right opportunity arises but are not actively searching.

Employees are becoming the most trusted representatives for companies

Employees and the incumbents in a given role are often seen as the most trusted voice to explain a company's employee value proposition and benefits. Employees are seen as authentic voices, they are at the 'coalface' for the company, and unlike recruiters, are not perceived as having a strong incentive to convince candidates to join the company.

Close to one in two survey respondents (48%) said they would most like to learn about a job opportunity by speaking to a recruiter or an employee, which aligns with global reputation studies. However, the survey also revealed 68% of respondents believe that employees and/or the incumbent in the role are the most trusted people to explain a company's employee value proposition and benefits.



Candidates want to hear from the people who do the work, rather than reading a company's corporate boilerplate and job description. Candidates want a more holistic experience that allows them to get to know the company, the role, the culture and the work environment.

Video mimics ‘a chat over coffee’ for candidates

One of the best ways to learn about a job opportunity is to connect with a company during the recruitment process. Traditionally, this has come in the form of in-person connections—attending networking events, meeting someone for coffee and reaching out to people.

In the digital age, in-person connections are being facilitated online through video. Video content is helping to enrich the experience of candidates by providing them with access to the people they trust the most—the employees themselves. 93% of survey respondents have watched an employer brand video to learn more about a company, with 63% of respondents saying they had recommended an employer based on their employer brand video.

Video can find people recruiters can’t

Strong video content is particularly important in attracting passive candidates—88% of survey respondents have found that video content has helped them reach more passive candidates. Finding the best candidates often requires going beyond pre-existing networks to source new talent.

Video—with its engaging nature and extreme shareability—can help recruiters to find this talent and convert new candidates who might not otherwise click. To paraphrase Warren Buffett, video keeps finding talent while you sleep.



88%

respondents have found that video content has helped them reach more passive candidates.

The State of Video in Talent
Looking ahead



Looking ahead

Video will continue to be a leading form of online content in the next 12 months and into the future. Survey respondents identified LinkedIn video and YouTube as the two primary platforms they intend to use in 2019 and beyond.

Since launching native video in 2017, LinkedIn has seen exponential growth and remains the leading professional networking platform. While Instagram—and IGTV in particular—continue to gain momentum in the consumer advertising space, LinkedIn has maintained its almost-unassailable position in networking and professional recruitment.

Video content for job seekers and applicants alongside employer brand videos are considered the most useful for survey respondents looking forward to the next year. Recruitment professionals are looking to create content pieces that enhance candidates' overall experiences.

For recruitment professionals, the ability to provide an online recruitment process that can mimic the experience of in-person candidate experiences is key to widening the pool of candidates they can access. In addition, engaging video content helps find and convert passive candidates into applicants. This conversion leads to a greater pool of talent who, through video content, are more engaged with a company from the very beginning of the recruitment process.

In recruitment, the power of video to foster better connections is only just being realised. Given that video content helps to solve the key challenges for recruiters, it would seem the potential for growth is almost unlimited.

Endnotes

1. Zenith Media (2018) 'Online video viewing to exceed an hour a day in 2018', www.zenithmedia.com
2. Ibid
3. PwC Australia (2019) 'Outlook 2019 – Internet advertising', PwC, www.pwc.com.au
4. Rani Molla (2019) 'Next year, people will spend more time online than they will watching TV. That's a first', Recode, www.vox.com/2018/6/8/17441288/internet-time-spent-tv-zenith-data-media
5. Australian Bureau of Statistics (2018), '146.0 - Household Use of Information Technology, Australia, 2016-17', www.abs.gov.au
6. Deloitte (2017) 'Global mobile consumer trends 2nd edition', www.deloitte.com
7. Ibid
8. Netflix (2019) www.media.netflix.com
9. **Note:** All results are taken from respondents who answered each question—figures do not include respondents with no answer. Survey data also excludes 'unsure' responses.
10. PwC Australia (2019) 'Outlook 2019 – Internet advertising', PwC, www.pwc.com.au
11. PwC Australia (2018) 'Outlook 2018 – Internet advertising', PwC, www.pwc.com.au
12. Kelsy Panno, 'The State of Global 4G' (2018) www.spglobal.com
13. YouTube, 'YouTube in numbers' (2019) www.youtube.com

About VideoMyJob

VideoMyJob is an award-winning Australian HR tech start-up helping companies make better connections; attracting, engaging and retaining talent with video.

The enterprise video solution is built for teams and gives video novices everything they need to create and amplify on-brand professional video from a smartphone, in minutes.

[Learn more about VideoMyJob](#)

About SocialTalent

The world's leading hiring skills platform, for enterprises. SocialTalent enables hiring teams to change and sustain productive behaviours that deliver transformative results.

The platform contains more than 120 hours of the highest quality recruitment and hiring training, updated monthly so that learners are equipped with the latest industry knowledge.

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