

## Video Review

Use this document to review your own videos, those of your peers and hiring managers.

### CRITERIA

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**Location & Background:** refers to the "staging" of the video - the environment, site or setting

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**Lighting:** using natural or artificial light to balance the brightness of the subject and the background

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**Camera Positioning:** where the subject is in the frame and in relation to the camera and background

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**Sound:** consider reducing background noise and ensuring the subject can be heard clearly

### NEEDS WORK ★

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Environment lacking interesting visuals, May include white walls, distracting reflections, untidy backgrounds

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Darkened or overexposed face, not facing the (natural) light

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Subject not in frame, camera unstable and off balance, could be shaky, too far away or too close

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Distracting background noise, presenter not audible

### GOOD ★★

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Tidy, bland background lacking personality

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Good use of lighting

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Haven't used the silhouette, still in the frame

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Presenter audible - may have some variance in sound quality and volume

### EXCELLENT ★★★★★

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Background is vibrant with insight into company experience and culture

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Subject & background clearly visible and well lit

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Subject within silhouette and an arms length away, camera straight & at eye level

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No background noise, presenter clearly audible

## CRITERIA

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**Hook:** capturing the attention of your desired audience

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**WIIFM:** What's In It For Me? What's the opportunity for the audience? What will they want to know?

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**Call to Action:** what are the next steps you would like the audience to take?

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**Content & Script:** what are the messages in the video? How are they structured?

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**Editing :** how is the video presented? Do the captions and overlays enhance the messages?

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**Thumbnail:** is the video cover page appropriately titled and a relevant image included?

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**Setting up to Share Video:** is the video accurately described and is there a link to next steps or more information?

## NEEDS WORK ★

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Purpose of the video is not clear at all

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No opportunity described

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No call to action

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Too short or long, corporate jargon, no clear message, negative impact on EVP & personal brand

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No captions, overlays or personality to video

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Not in frame, positioned incorrectly, not relevant

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No description, no link, not published

## GOOD ★★

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Purpose established but too late in the video

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General or brief mention of opportunity

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Vague or unclear call to action, no clickable link

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Good length but the language does not feel authentic, feels rushed

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Captions and overlays present but not relevant or poorly timed, or not well

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In frame but work on positioning

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Poor description, no link

## EXCELLENT ★★★★★

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The purpose of video clearly established in first 5 - 10 seconds, with an accompanying caption

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Clearly articulated opportunity and differentiators from audience perspective

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Clear next steps with a clickable link attached

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Authentic language, 60 - 90 secs, clear message & well structured, positive impact on EVP & personal brand

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Captions and overlays enhance message and add interest to the story, are well positioned

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Relevant, well positioned, compelling

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Link added, description contains key words, published, public for job ads