

Video Review

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

CRITERIA

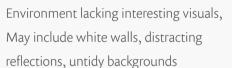
Location & Background: refers to the "staging" of the video - the environment, site or setting

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

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

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

NEEDS WORK 🖈



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

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

Distracting background noise, presenter not audible



Tidy, bland background lacking personality

Good use of lighting

Haven't used the silhouette, still in the frame

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



Background is vibrant with insight into company experience and culture

Subject & background clearly visible and well lit

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

No background noise, presenter clearly audible

CRITERIA	NEEDS WORK 🚖	GOOD ★★★	EXCELLENT ★★★★
Hook: capturing the attention of your desired audience	Purpose of the video is not clear at all	Purpose established but too late in the video	The purpose of video clearly established in first 5 - 10 seconds, with an accompanying caption
WIIFM: What's In It For Me? What's the opportunity for the audience? What will they want to know?	No opportunity described	General or brief mention of opportunity	Clearly articulated opportunity and differentiators from audience perspective
Call to Action: what are the next steps you would like the audience to take?	No call to action	Vague or unclear call to action, no clickable link	Clear next steps with a clickable link attached
Content & Script: what are the messages in the video? How are they structured?	Too short or long, corporate jargon, no clear message, negative impact on EVP & personal brand	Good length but the language does not feel authentic, feels rushed	Authentic language, 60 - 90 secs, clear message & well structured, positive impact on EVP & personal brand
Editing: how is the video presented? Do the captions and overlays enhance the messages?	No captions, overlays or personality to video	Captions and overlays present but not relevant or poorly timed, or not well	Captions and overlays enhance message and add interest to the story, are well positioned
Thumbnail: is the video cover page appropriately titled and a relevant image included?	Not in frame, positioned incorrectly, not relevant	In frame but work on positioning	Relevant, well positioned, compelling
Setting up to Share Video: is the video accurately described and is there a link to next steps or more information?	No description, no link, not published	Poor description, no link	Link added, description contains key words, published, public for job ads