

POINT OF VIEW: RECRUITMENT VIDEOS & YOUTUBE

Recruitment videos are not a new concept. Companies like HSBC, University of Michigan Health Systems, and Boeing Satellite Systems, to name a few, have used recruitment videos for several years now to supplement their recruitment communications plans, while depicting the “true story” of what it is really like to work within the organization.

What is changing, and continues to evolve, is the space in which the recruitment video resides and how users interact with it. Posting a recruitment video on a corporate careers site is a common approach. Replicating the video on a CD-Rom or thumb drive is perhaps recruitment video distribution 1.0. Even posting a video on a job board could be considered recruitment video distribution 1.5; but the approach of allowing a recruitment video to play in the same space as a piano-playing cat is a new territory for companies. We are talking about YouTube – perhaps the recruitment video distribution 2.0 approach?

YouTube is currently saturating the online video space by nearly 43%, with an average duration of stay at 13:20 minutes (which is a long time considering the average video runs about 2-5 minutes). While there is not a specific category for Jobs/Careers on YouTube, there are sections such as YouTube Channels where companies can publish their own videos and content in a dedicated area (<http://www.youtube.com/user/google>¹). Other companies/organizations are slowly beginning to use this medium to publish their recruitment videos as well. Netscape, Google, universities, government agencies and even global entities are getting on board, with companies such as Hydro² (oil & gas) taking it a step further with a true employer brand showcase (<http://youtube.com/watch?v=YPiNULjclZk>).

What is the benefit of publishing your recruitment video on YouTube, and will the right type of audience see it? With the recent announcement that YouTube will significantly expand the amount of demographic data it collects on those viewing videos on the site later this

year³, the exact breakdown of audience types is not yet completely determined. Originally skewed to the 13- to 17-year-old market, YouTube researchers now speculate that the current audience spans from the business professional to the retired grandfather looking for a how-to guide on improving his golf swing. The proof will ultimately be in the numbers, but given the amount of videos/content represented on YouTube, it is no surprise that there is something there for everyone.



So where do you go from here? If you decide to post your recruitment video on YouTube, or any other marketing message for that matter, you should try to not be completely self-serving in your approach. Most of the content on YouTube is an advertisement in some form – whether on purpose or not. It could be an ad for the person in the video or the maker of the video. Or, it could be an advertisement for something else.

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Take, for example, the case of the now quite famous Dove ad. They created a video ad and published it to YouTube where it has received tremendous attention. The whole thing cost Dove about \$50,000 and got them an incredible amount of exposure. Dove isn't complaining that people are viewing their "content" for free online. They're recognizing that it helps to sell other products.⁴ And they did so by using this medium in the way that it was intended – posting content created for the benefit of the YouTube online community; not to completely serve the sales goals of Dove's product line.

While it is too early to tell at this point if YouTube is an effective medium for employment communications, we do know that there is an enormous percentage of the Internet population spending a lot of time on the site. (We look forward to seeing those demographics later in the year!) We also know that compelling content on YouTube, or anywhere else with this much traffic, generates an enormous buzz, and with employee referrals still the leading way to attract top talent, YouTube is a medium we can't ignore. No matter where you decide to publish your recruitment video, it is important to remember to create a communication piece that is true to your culture. The point of creating such a video is not to recruit everyone; it is to recruit the right fit for your organization.

Before creating any type of new recruitment video content or plan for deployment, consult with JWT EC as we will devise a communication strategy that works with your overall goals and supports your employer brand.

Sources

1. YouTube, Google Channel, 2007
2. YouTube, Hydro Recruitment Video, 2007
3. AdAde, YouTube to Get Riche Demo Data, 2007
4. Tech Dirt, Advertising is Content in the YouTube Era, 2007

ABOUT US: JWT INSIDE helps organizations advance employee engagement through comprehensive advertising, marketing and employee communications services. Measurement tools, consulting resources and strategic approaches are employed to put the right people in the right jobs and keep the workforce engaged. The agency has 12 offices and 9 satellite locations across North America and internationally. It is a subsidiary of JWT, the largest advertising agency in the United States and the third largest full-service network in the world. Its parent company is WPP (NASDAQ:WPPGY). Visit www.jwtinside.com for more information.