



# VELOCITY

## iCIMS VIDEO STUDIO EFFECTIVE RECRUITMENT MARKETING WITH iCIMS VIDEO STUDIO

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This guide provides a comprehensive overview of the most important considerations and best practices for utilizing iCIMS Video Studio in your recruitment marketing strategies. Using Video Studio effectively and optimizing content for your unique goals can improve your applications per opening rate, time to hire, employer branding and candidate quality.

### **Guide overview:**

- Creating Your Strategy
- Collecting & Editing Content
- Optimizing Your Workflow and Content

# CREATING YOUR STRATEGY

There are many important considerations when deciding where to start when building your initial strategy. You should first consider what challenges your company is facing to help you decide what initiatives to prioritize. Below are some examples of where Video Studio can be used across the talent lifecycle

## Awareness & Consideration

- Career site widget
- Job descriptions
- Social sharing

## Interview & Decision

- Interview FAQs & prep
- Team or business area-specific feed

## Onboarding

- Meet the team
- Benefits overviews

## Engage & Apply

- Email communications
- Company culture pages

## Offer & Hire

- Welcome video from leadership
- Team welcome videos

## Ongoing Talent Experience

- Internal Communications
- ERG & Company initiatives

**After you decide which part of the talent experience you want to focus on for your first initiative, you can start to form your content strategy. At this stage, some important considerations include:**

- Where will you be posting these videos?
- Who is your target audience?
- Who will you nominate to answer these questions?
- What types of questions will you ask the nominees?

**Need some inspiration for questions and topics? Use the example prompts below to get started!**

### Company Culture:

- Describe the culture at [Company]. What about it motivates you to bring your best self to work every day?
- What is your favorite tradition at [Company]?
- Share a story during your time at [Company] that illustrates the company culture.
- Share a story of a time you felt proud to work at [Company].

### Diversity, Equity & Inclusion:

- How does [Company] support diversity, equity & inclusion?
- How does having a diverse & inclusive workspace make [Company] more successful?
- How comfortable do you feel in expressing your identity at work? Share a story of a time you felt empowered to be your truest self at [Company].

### Career Growth:

- What types of growth opportunities exist at [Company]?
- What has your career path looked like at [Company]? What programs did you take advantage of to grow your career or learn new skills?
- How does [Company] prioritize career growth? Share a story of a time when you saw this in action.

### Career Growth:

- Describe what a day in the life looks like in your role.
- Share a story about a time you felt uniquely accomplished and proud of your work here.
- Share about a time when your team worked together to come up with an innovative solution to a challenge you faced



# COLLECTING & EDITING CONTENT

Once you have built the foundation of your content strategy, it's time to nominate employees and focus on content management. To set your employees up for success (and ensure they create compelling content for you to use!), we recommend providing them with some basic guidelines to ensure they are comfortable and create high-quality, usable content. Here are some recommended guidelines for you to share with your employees upon nomination:

## Find a good recording location

Ideally, you want somewhere quiet, with good lighting, and no movement or distractions in the background.

## Keep your camera steady

If you're recording on a phone, prop it up against something to keep it straight and prevent shaking.

## Be yourself

We want to hear your unique story!

## Don't sweat the small stuff

Small mistakes and stutters are normal! We want authentic, not perfect.

## Smile

at the countdown

## Start your video with

"Hi, I'm [First Name], [job title] at [Company]".... and answer the question.

Once you have collected all the content you need from employees, it's time to focus on content management.

Using Video Studio's built-in video editing suite, you can easily customize and edit videos in minutes! You can trim and crop videos, add in title cards and name plates, and stitch multiple videos together to create montages!

**Best practice tip:** Ensure that your branding colors and fonts are set correctly in your workspace settings. They will automatically be applied to the templates in the editing suite for fast and easy editing.

# OPTIMIZING YOUR STRATEGY & CONTENT

As your content library grows and you launch more campaigns with video, you'll want to have a plan to manage and optimize your content strategy. Here's a recommended framework for managing and optimizing content in Video Studio:

## Analyze Campaign Performance

You can monitor video performance through the Dashboard in Video Studio. This tab will show you your best performing videos, most popular questions, number of views, and more.

## Tailor Content to Audience Preferences

Are shorter or longer videos more popular with your viewers? Which topics are getting the most views? Take note of what is resonating most and use those insights to drive your content strategy forward.

## Promote Videos Across Channels

Don't limit your distribution strategy to one place. Use and repurpose your videos to use across social media, your career site, and email communications like newsletters. (Note: the metrics for videos posted on social media will not be recorded directly in Video Studio)

## Practice Good Workspace Hygiene

Keep your workspace clean and organized by ensuring you tag videos with the appropriate tag or initiative name, utilize folders to keep projects organized, and make sure all answer videos have accurate user information from the person who recorded (name, job title, etc.)

## Be Creative And Have Fun With It

Using video in your recruitment strategy is so impactful because it creates a feeling of authenticity and trust with your candidates and employees. In today's world, video has become one of the most relevant mediums to reach audiences and build rapport with candidates, especially as we continue to navigate remote and competitive environments. Don't be afraid to try new things – with video, the possibilities and applications are endless!



A photograph of an office environment with several people working at long white desks. The scene is dimly lit, with computer monitors and office chairs visible. The overall tone is professional and collaborative.

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