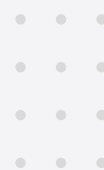


HIREPLANNER

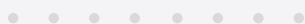
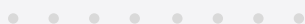


How to Create

The Perfect Employer Branding Videos



For more information or inquiries, please contact us at support@hireplanner.com

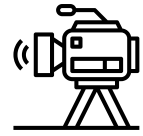


5 Steps to

Perfection

Employer branding videos are a great tool to help companies attract top talent by promoting their brand, corporate culture, vision, people, work environment and any other aspects of their business that can inspire professionals to join your team.

1



Get Necessary Equipment

- ☐ Camera (Phone 13 Pro, DSLR or Mirrorless Camera)
- ☐ Softbox Lighting Kit
- ☐ Tripod
- ☐ Microphone (for sound quality)
- ☐ Backdrop (green screen)
- ☐ Editing Software

3

Before Filming



- ☐ Set up **tripod** and ensure you are centered in the video frame
- ☐ Have a **clean background**
- ☐ **Adjust your lighting** (Avoid shadows)
- ☐ Set camera to **1080p HD - 60fps**
- ☐ Set camera **horizontally**
- ☐ With a smartphone, use **back camera** instead of **selfie mode** (higher quality)
- ☐ Perform a test recording | Watch & listen back your footage (with headphones to ensure sound quality)

2

Prep-Work



- ☐ Prepare a **rough script** and story board of your video.
- ☐ Remember to keep your content short and concise to keep your viewers engaged.
- ☐ Entire video should be less than 3 minutes

4

Filming



- ☐ Avoid reading a script
- ☐ **Look into the camera lens** (not the actual screen)
- ☐ Record one clip per question (for easier editing afterwards)
- ☐ Record, smile and **count to 3** in your head before speaking.
- ☐ Speak **clearly and passionately**
- ☐ Smile at the camera, count to 3 in your head and stop recording.
- ☐ Record both **A-roll content** (staff interviews, presentation slides) and **B-roll content** (office space, meetings) to make your video engaging.

5

After Filming



- ☐ Import video to editing software of choice
- ☐ Add **copy right free music**
- ☐ Adjust **transitions**
- ☐ Add **lower thirds** and subtitles
- ☐ Create **thumbnail**
- ☐ **Upload final clip online**

NECESSARY EQUIPMENT



CAMERA

iPhone 11 or latest models
Set settings to 1080p HD
60fps or above



MICROPHONE

Clip microphone
or Desk microphone
(e.g.: DJI Wireless Mic)



TRIPOD

Any tripod that can
extend



SOFT BOX

Video Lighting Set-Up -
Two for each side of face



BACKDROP

Can be used as green
screen for montage



EDITING SOFTWARE

iMovie, Final Cut Pro X,
Adobe Premiere Pro

Optional Gear

Although not necessary for beginners, getting a **gimbal stabilizer** can be a very useful gear to help you record more interactive footage such as: office tours, staff meetings and other type of action scenes. Adding this type of content (also referred as **B-roll footage**) will help you to make your video content richer.



Brought to you by:

HIREPLANNER



RECOMMENDED TOPICS TO COVER

Here is a list of common topics we recommend you to cover when preparing your video content:

- ☐ **Quick Self Introduction about yourself - (5 to 10 seconds)**
E.g.: Name, Company, Job Title, & explain your responsibility
- ☐ **Tell us about your company and business - (15 to 30 seconds)**
E.g.: Industry, Vision, Growth Plans for Japan market, etc.
- ☐ **Describe your corporate culture - (15 to 30 seconds)**
E.g.: Team's dynamic, Ideal team members, Culture Fit, Work lifestyle
- ☐ **Why did you decide to join your company? - (15 to 30 seconds)**
Use your personal experience to inspire job seekers to apply
- ☐ **What kind of talent are you looking for? (15 to 30 seconds)**
Share expectations (skills, background and experience), describe your ideal candidates
- ☐ **Why should people join your company? - (15 to 30 seconds)**
Inspire talent by sharing your company benefits, sense of purpose and share stories about how you make your employees successful (learning and development program, job promotions and other success stories...).
- ☐ **Closing message - (15 to 30 seconds)**
Finish with a warm and welcoming message, and invite people to apply or contact you

OTHER VIDEO CONTENT **IDEAS**



CAREER VIDEO

General presentation
of business & culture



COMPANY INTRO

Business, products &
services presentation



MEET THE TEAM & OFFICE TOUR

Introduce key teams
& office space



CULTURE & WORK ENVIRONMENT

Voice of employees
& testimonials



VOICE OF LEADERS

Video podcast
interviews & stories



HOW TO INTERVIEW AT YOUR COMPANY

Guidance & support
for candidates



A DAY AT YOUR COMPANY

Showcase roles
& responsibilities



CAREER EVENT PROMOTION

Promote your
career events



VIDEO JOB POSTINGS

Promote and explain
job openings

NEED HELP CREATING YOUR VIDEOS?
CONTACT US AT ✉ SUPPORT@HIREPLANNER.COM

Brought to you by:
HIREPLANNER