8 PLACES TO UTILIZE YOUR RECRUITING VIDEO
You’ve done it! You’ve completed your recruitment video and now you’re ready to use it to promote your career opportunities and culture. So where do you begin? Over the last decade, we’ve seen MadDash clients do some fantastic work integrating their videos into every nook and cranny of their recruitment efforts. Unfortunately, we’ve also seen some less inspired efforts that lead to underperforming videos. Don’t let your videos collect digital dust. Get them out there, working for you! Here are 8 great places to start.

#1 - YOUR COMPANY WEBSITE AND CAREER SITE

Most people are learning about your company by doing some initial research online. If your company comes up during their job search, chances are good that they’ll head out to your website directly to learn a bit about you. Since they’re there to see if they might want to work for your company, they’re going to head to the career section. Wouldn’t it be great to show a big, beautiful video right on that landing page? If you have different divisions that you’ve created videos for, why not put each video right at the top of that division’s page on your site. If you’ve included a more general overview video as part of your solution, don’t forget to include the video or at least a prominent link to the video from your homepage. Don’t make the mistake of embedding the video ‘below the fold’ or just using a small text link within a paragraph or side menu.
#2 - JOB BOARD POSTINGS

You've made this recruitment video to show off your company and bring the right candidates to your doorstep. Job seekers are most likely going to come across your company when they search for a job via a job board. Many job boards offer the option of including a camera or video icon in the search results so your postings can stand out above the rest.

#3 - SOCIAL MEDIA

A social presence has become a necessity for today's employers. However, candidates who find you via social channels expect a higher level of engagement. In other words, if you’re thinking recruitment video, you MUST include it within your social strategy. A quality video platform can help you easily integrate video on your company social sites. Facebook, Twitter, YouTube and LinkedIn can all accommodate video in one way or another and chances are good your company has a presence on all of these sites.
#4 - BLOGS, NEWSLETTERS AND OTHER DIGITAL MARKETING

Your marketing department may not be the first place you think of to bring a recruitment video but they’re the experts in your company on getting a message out. They’ve likely developed and actively manage content within company newsletters, blogs, etc. Bring them in once production is finished and they will surely be able to suggest avenues or campaigns that will benefit from including the video.

#5 - EMAIL SIGNATURES

Each day, more company conversations occur via email than any other medium. Why not encourage placing a link to your video within your company’s email signatures? You may need to work with your IT department if your company has a standard signature, to update the info across the board.
#6 - MOBILE TAGS & QR CODES

Do you advertise in print media or are you often at tradeshows with a lot of foot traffic? If so, why not include a mobile tag or QR code to link viewers to your video right on the spot with their smartphone?

#7 - CUSTOM SOLUTIONS

Does your company have a mobile app or an online video library? If so, consider including the video within it. Check with your hosting provider to confirm whether they can accommodate mobile video’s unique player requirements.
#8 - USB / DVD / CD

A video playing on a larger monitor at a tradeshow or career fair may be a great way to draw in foot traffic. Why not have a version of your video created that’s available for events or for employees to take on the road for in-person presentations or giveaways.

SUMMARY

Each year, our clients share new and incredibly innovative ways that they’re using their videos. This list is hardly intended to be the “end all”. We’d love to hear from you if you’re using video in new ways sales@maddash.net.
SOME OF OUR GREAT PRODUCTS & SERVICES

MadDash E-Media has many years of experience creating video content that amplifies your recruiting efforts. Our unique service model approach to production offers you the industry's best alternatives all within a customized solution.

We'll work with you to tailor our many services to your video needs and budget. We've worked with companies of all sizes and types, and in many different industries.

We can help Get Your Message Moving!

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**CareerDash**
A suite of turnkey, customized, online recruitment video solutions that promote your organization’s career opportunities and star your top employees.

**ProjectDash**
Our one of a kind video production collaboration app. Included with all MadDash video production packages.

**VideoDash**
Manage, distribute and collect video across an organization with this password protected online tool.

**ImageDash**
Collect, organize, and allow access to your organizations’ photos and documents with this online tool.

**AdDash**
AdDash For Jobs is the employment industry’s first and only online pre-roll video ad service.