

INSIDE: CARE FROM ANYWHERE | SHUTTING OFF | LIGHTS, CAMERA, RECRUIT

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## WHAT IS 2019 BRINGING FOR HR?

FROM AI TO RECRUITING TO ATYPICAL WORK,  
THE NEW YEAR PROMISES A MIXED BAG OF  
CHALLENGES AND OPPORTUNITIES



# Lights, Camera, Recruit

## HOW VIDEO ENGAGES TOP TALENT

By Cyrus Mavalwala, ABC, MC

**W**hen it comes to talent acquisition and employees, video and analytics were big buzz words in almost every HR and communications department across Ontario in 2018. But why were they top of mind, and more importantly, what insights can be gleaned from those conversations to future proof talent acquisition strategies in 2019?

Many businesses want video as part of their communication strategy. Intuitively, the reasons are clear enough. Video replicates the most effective method of communication: face-to-face. Diving into the brain science behind visuals paints a convincing picture:

- Seventy per cent of all sensory receptors are in the eyes.
- Forty per cent of all nerve fibers connected to the brain are linked to the retina.

This massive wired network supporting the eyes processes images 60,000 times faster than text. Humans are hard-wired to consume visuals. The bottom line is that visuals are the most potent form of content, outperforming text almost every time.

However, if visuals and video are so compelling, why do so many HR videos fail? There are many reasons for poor outcomes, but if it's narrowed down to just one key factor, most issues are rooted in the video team not delivering the content and experience that the audience craves. Everyone's heard that content is king, but in a context of organizational outcomes, a more accurate description is consumption is king.

### DIGITAL AUDIENCES EXPECT MORE

Regardless of a job seeker's cultural background, age or mindset, evolving digital experiences have changed their perceptions forever, and HR and communication professionals need to catch-up to this new reality. Potential hires are constantly bombarded with compelling content online. That's the bar they use to subconsciously compare content.

Watch the latest viral video for a taste of the competition that your corporate content is up against. Before preparing content, think about the competition. Ask yourself whether your videos are full of talking heads and corporate speak or dynamic stories from engaging employees.

Personalization changes the face of marketing, so another key consideration is that audiences assume they are in the driver's seat when it comes to what and how they consume content online. Juxtapose this with the traditional, linear recruiting video: It's typically a laundry list of priorities that the company wants to highlight and often not the same priorities that job seekers want to explore before making their decision to apply.

The traditional linear video plays in one line from start to finish, so corporate information is rolled out in the same order, regardless of the different needs and expectations of the audience. See the picture more clearly now? Job seekers don't want companies to preach that they're innovative, they want to come to that

Get Your Career in Gear ▶

  
APPLY  
NOW

Click to explore more:



Drive Your  
Success



Make  
a Difference



Learn  
& Grow



Work-Life  
Balance



Better  
Together

The viewer has options to either learn more from other IMAGINiT employees or go directly to the careers landing page and apply for a position



Custom buttons give viewers the option, at any time, to return to the main menu to select another subject or jump directly to the list of job postings

conclusion themselves. So even if you get the content right in a linear video, the delivery mechanism or viewer experience, is broken.

It's time to shift your audience from the passenger's seat to the driver's seat by giving them choices while delivering the content your audience craves. Get them thinking that you're innovative without even mentioning the word.

## THE ERA OF INTERACTIVE VIDEO

It's all about giving the viewer a unique experience matching or exceeding their expectations. Imagine a video with all the functionality of a microsite. Today's interactive video platforms like HapYak enable viewers to control what content they watch, download additional content, complete forms and click to other webpages from within the video. In short, viewers' expectations can be met because they're driving content and navigating their own path through the video.

## CASE STUDY

Rand Worldwide was challenged to fill sales positions across North America and was inundated with irrelevant resumes. First,

research was conducted into the characteristics of ideal candidates matched against the company values so that the two could blend together into five powerful content streams.

Once the strategic direction was clear, employee brand ambassadors were interviewed – across departments – who shared personal stories that would resonate with potential candidates. The final product allows viewers to select the content that resonates with them rather than watching the entire video from start to finish. They are given a choice to search open positions at any time since call to action buttons link directly to the career portal.

Interactive videos work like websites, every interaction can be tracked. They provide sophisticated analytics and data-based insights such as what content viewers like most, which documents were downloaded and which websites viewers visited because of the video. The stories told by data equip HR managers with powerful insights that elevate the value they bring to the organization such as which topics candidates are most interested in, whether they rewind the video to review key parts and how the career landing pages are performing.

## ENSURING VIDEO SUCCESS

Understanding job seekers' pain points and crafting a candidate-centric approach for a recruitment video ensures that more tailored content is created. Serving up content in an engaging format means they will be better informed about a potential organization and will self-identify if they're a good fit. Interactive videos enable this important step before the candidate usurps time with an HR interview.

Producing videos that provide measurable results isn't just about leveraging the latest technologies. It's about taking a strategic approach, asking the right questions and using the appropriate tools to produce work that delivers on measurable HR talent acquisition objectives. ■

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## NEUTRAL WORKPLACE INVESTIGATIONS OF:

*(See our article on workplace harassment on p. 29)*

- Workplace harassment and sexual harassment
- Company policy violations
- Workplace misconduct
- Workplace violence or threats of violence
- Bullying
- Retaliation and Reprisal

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