

## Instruction Guide

### Where to use the recruitment videos:

- Post on your social media
- Upload your company website
- Use it as a video for a paid ad campaign
- Attach it to current listings on job search sites such as Indeed

### How to use the recruitment video:

Start by choosing the .mp4 file, if you would like to post without making any edits or the premiere file if you would like to make edits

#### Social Media

Decide if you want to upload it to YouTube first or post the file directly

#### YouTube

1. We recommend posting it as an unlisted video so that you know the traffic is coming from someone clicking on the link.
2. Include a link to the job listing in the video description and any pertinent information in your description. If you're taking open applications and aren't worried about people linking in just put the hiring managers email in the description. To do the latter attach the file using the post media button under the text box while posting.
3. Write out a brief but informative description of what you are looking for or what the job(s) that you are hiring for will be doing, ensure it goes with the messaging of the video that you are posting. For example: if you were using the job essential industry video you can use copy like "Are you currently looking for a stable and rewarding job? Do you like knowing that your daily efforts are directly supporting the safety of the (Healthcare, F&B etc.) Industry? Watch this short video to learn more about amazing opportunities at <insert your handle here> or <insert URL here>."
4. If you are using this method, it is not necessary to put your URL in the video. Replace the end screen with your Logo or snip it altogether. (See below)

#### Your own website

If people are entering from your own website, it is unnecessary to add any outro logo or message to the video unless you would like to.

1. Upload the video to YouTube as an unlisted video
2. If your website host has a media widget paste the video URL within it and enter a link to the job post.

If your host does not have a media widget you will have to embed the video into the page manually. [Here is a helpful link that shows you how to do that.](#)

3. Write a quick summary in a text block next to or below the video and launch the page.

#### Paid AD

1. Select your goal and audience for the campaign
2. Select a Video Campaign as the type
3. Upload the native file or a link to YouTube into the media space then launch as you would any of your other paid campaigns

#### Indeed

1. Follow steps given by Indeed to launch a regular job post
2. After job is posted, go to section titled "Add company photos and videos" then upload native file
3. Put what jobs the video is in reference to in the video description

#### **How to edit the video:**

1. You will need access to some sort of video editing software (premiere, imovie, clipify, final cut pro, etc.), if you do not have access to any contact Cody Brazil (Cbrazil@trsa.org) for options.
2. Download the premiere file instead of .mp4 file
3. The only part that is currently available for customization is the closing screen. If you would just like to edit the text, click on the text box and type what you would like.
4. If you would like to put your logo in upload an image file of your logo into the software. If you would like to ONLY have the logo fully delete the layer containing text and replace with image file.
5. If you would like to have the logo and some text, put the file into a separate layer and adjust size of both image and text to fit evenly.
6. If you have the capabilities ,feel free to cut the sound and customize with your choice of **Unlicensed** music.

Helpful hint: Ensure to snip the music where you would like the video to end or the video will play as a black screen until the sound file is finished

7. Export as an .mp4 and follow as many of the paths listed above as you would like