

# Filming Recruiter Guide

## Filming Best Practices:

- \*Always hold the phone horizontally
- \*Should be only one person in a shot at a time
- \*Plain background
- \*Bright lighting
- \*Camera should be angled to show speaker from mid-torso up (with space above head too)

## Main points to talk about/questions to answer in the video:

- 1.) Job Title
- 2.) Client Name (if applicable)
- 3.) Pay (if applicable)
- 4.) Basic duties and responsibilities
- 5.) What shift? 1st? 2nd? 3rd?
- 6.) Perm or Temp?
- 7.) Any Qualifications required or desired
- 8.) Any benefits of the client company?
  - a.) Not just financial or literal 'benefits'
  - b.) Unique office features?
  - c.) Advancement potential?
  - d.) Anything that would make this company stand out
- 9.) Encourage to apply at the end of the video
  - a.) *"Follow the link attached to get started!"* or something similar

## Final Steps:

Submit video through a FreshService ticket.