

Video Usage Online is Going Through the Roof

Whether it is for education or entertainment, online video consumption is vastly popular worldwide. Enhancements to broadband networks and mobile devices have made it possible and paved the way. Not to mention, there is a worldwide appetite and growing demand for videos being watched on social media platforms.

Today, online video is how we learn and how we communicate. If you are not including video messaging as a part of your recruitment strategy and employer brand messaging, you are missing the boat.

Don't Let Top Talent Slip Away

Why do people love watching videos on social media so much? It is because video is often content that people can relate to.

User-generated content, or UGC, is organic and authentic. Therefore, it is more worthy of your trust. In fact, [92% of consumers](#) report that they trust UGC more than traditional advertising.

Further, since the COVID-19 pandemic, we are moving more and more towards a [work from home model](#). WFH is becoming more of the “typical” way to work and operate businesses.

Therefore, people are spending more time at home, than they have before, for a very long time. Working from home leaves more time for searching online. In fact, you may find yourself “glued” to a mobile device and laptop.

The Numbers Tell the Story

According to [TechJury](#), 66% of people surveyed report that video is the primary source of information for them, and that over 500 million people are on Facebook watching videos every day. Also, 300 hours of video content is uploaded to YouTube every single minute. Those are staggering statistics.

While there are many roles that companies are looking to hire for that are high volume, in-demand and/or hard-to-fill, warehouse job openings, as an example, are especially a hot commodity these days. We had a client recently run a VideoJob® campaign for a period of seven months, and they received over 150,000 views.

A top source for finding and watching their VideoJob® was social sharing, including sharing on Facebook. 78% of the 60-second video was watched on average, and 325 people applied! It was a huge success for our client.

VideoJobs® Do a Better Job Communicating

Attention spans are so much shorter these days with an abundance of content coming our way. We pick and choose what we think is important to pay attention to and remember.

Long strings of text just don't cut it the way that they used to. They can easily be skimmed over and ignored. That is why short, informative videos do a better job getting across a lot of information in a short time.

Video imagery shows and tells diversity and inclusion. Music gives a feeling about the employer brand. A narrator can tell a story about a job opening and text graphics reinforce the important details.

If you are looking for innovative ways to transform your digital recruitment strategy, [Digi-Me is here to help](#). VideoJobs® are made for today's modern job seeker. Reach out today and schedule [a brief demo](#).