

# How To Produce Compelling Employee Testimonial Videos



**DIALOG**



# DIALOG

Tell stories that attract your best candidates.

Want to create better employee testimonials? You're in the right place.

To get great employee testimonials means to ask great questions. This list is a comprehensive list we use here at Dialog for our own projects. I also share some techniques for capturing those stories more effectively.

Creating videos or blog posts with the answers to these questions will give specific insights into how a company works so that candidates can make an informed decision about whether to apply, thus saving the time of recruiting teams and improving retention.

Happy interviewing!



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# **Why Video Matters: By The Numbers**

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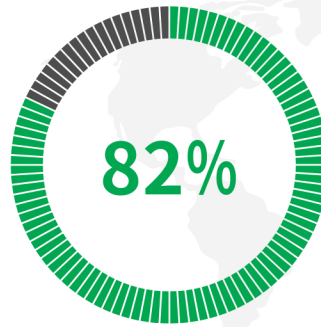
## INFOGRAPHIC

# 800%



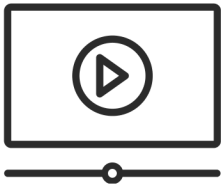
Cisco experienced an **800%** increase in engagement with recruitment videos compared to text-based job postings

1



**82%** of all global internet traffic was expected to be video by 2021.

2



# 2.6X

Pages with video content see visitors spending on average **2.6 times** longer than on pages without

3



# 800%

Recruitment agencies report **800%** more engagement with job ads that have video embedded.

4



**82%** of candidates search for jobs on mobile devices.

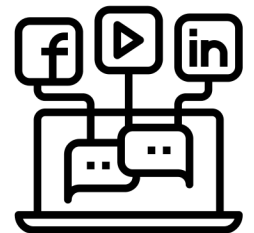


**87%** of mobile internet traffic was expected to be video by 2021.

5

# 1200%

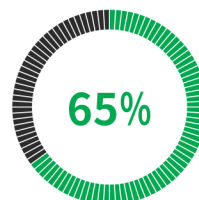
Video content on social media gets **1200%** more shares than text and image content combined.



6



Including the word 'video' in email subject lines can increase open rates by nearly **20%**.



Click-through rates can increase by **65%** with video.

7

# **Employee Testimonial Questions**

# Employee Testimonial Questions

You don't need to cover every question. Some will be more relevant for your company. Some won't. The goal is to spark a conversation, get the employee comfortable, and

1. What's your name and position?
2. Explain to me what you do like I'm in 5th grade.
3. What position(s) did you have before coming here?
4. What event in your life made you feel like you needed to make a change?
5. How did you hear about us?
6. What made you decide to apply/work for us?
7. How did your life change for the better now that you've been working for us?
8. What was the moment you knew you'd make the right decision to work for our company?
9. What are you most proud of working for us?
10. Tell me about a time when you had a challenging situation that resulted in new skills or capabilities?
11. Tell me a new skill you've learned while working for us?
12. What keeps you working for our company?
13. Tell me what it's like to work here in one word.
14. Why did you pick that word?
15. What would you say to someone considering working here?
16. Is there anything we didn't cover today that you wanted to mention?

# Questions For Leaders



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People want to know the people they're going to be working for. These questions draw out the values of your leaders in a non-cheesy way. There are also some practical questions that could be turned into FAQ videos, such as the hours for the role or how to prepare for the interview.

1. What do you see your main job as?
2. What do you most care about as a leader?
3. What's the best reason to NOT join the team?
4. Why do team members stay at the company?
5. What are the hours like and is remote work permitted?
6. How does the team recognize good work?
7. Which company value resonates with you most?
8. How should candidates prepare for interviews?
9. How do you measure the success of individual team members?

# Hiring Manager Interview Questions

Use these questions to create a short hiring manager video. The goal of this video is to pair it with your job description. Studies have shown that pairing your job description with a video increases application rates by 34%. You don't need to use every question in this list to create your hiring manager videos.

The goal is a video that is short and engaging. Success in video doesn't look like covering all the points; instead, it looks like covering the most important parts about the job in as small of a time as possible. Aim for 30 seconds but don't be afraid to go for a minute if you absolutely need to.

# Hiring Manager Interview Questions

## INTRO

Hi my name is \_\_\_\_\_.

Let me tell you three things about the role of \_\_\_\_\_.

## WHAT TO ADDRESS

- What does your company do?
  - What kind of clients do you work with?
  - What kinds of projects can you expect to work on?
- What are the top three I need to know about this job?
- What does a typical day involve for the position?
- What does the ideal candidate look like? Experience, personality etc.
- What kind of person would be a good fit for this?
  - Who's a bad fit for this role?
- What does success look like in this role?
  - Successful day in this role
  - How will this person know they're successful?
- What is (employer name) and why did you choose to work here?

## OUTRO

If this sounds like you, please apply at \_\_\_\_\_.

# How We Get A Good Story

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## SEND QUESTIONS AHEAD OF TIME

I've made a practice of sending questions ahead of time because even for those who don't need it, it's still helpful to get their brain juices flowing. Some questions require a bit of introspection. Plus, many people just won't do the interview without knowing what they're getting into.

## BUILD RAPPORT

The best videos come from people who are comfortable on camera. To get your guest to loosen up, you need to get to know them and build commonality with them, aka build rapport. Ask about what they've been up to that day. Ask about their family or hobbies. Don't be afraid to spend a little more time on this than just a quick minute. And don't be afraid to share your stories with the guests.

## REMIND THEM: WE CAN CUT THAT

I'll often tell interviewees that although we're talking for 15-20 minutes, we're only going to use 1-2 minutes in the final edit. It can help take some of the pressure off them from answering every question perfectly. Also, remind them that if they say anything that they don't like, they can do it over. We'll only keep the best parts.

## DON'T MAKE A BIG DEAL OUT OF HITTING "RECORD"

I like to hit record as soon as I know the person is in frame and in focus. But I won't tell the guest. Instead, I'll jump into the rapport building phase of the interview to distract them from the fact that we're recording. This is a good way to calm their nerves. Do this sneakily enough and you might even get guests who ask at the end, *"Weren't we supposed to record this?"*

## **BE LIKE A REPORTER**

The most important part of any good storytelling video is finding the story. You won't always know what it is before going into an interview. That's why putting on your reporter hat is so critical. Be curious. Ask follow-up questions like crazy. **Don't settle for generic answers.** For example, when a guest answers, "I really like \_\_\_\_\_ about this company" don't be afraid to ask for an example or a time that illustrates their belief. Think in moments that happened at work or in their past. When people share memories of moments, that's the gold standard for storytelling.

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# About **Dialog**



It's getting harder and harder to find and hire great employees. That's why Dialog was created: to help employers improve their recruitment efforts using modern marketing methods. We produce and distribute video content so that talent acquisition teams can generate more interest from ideal candidates by highlighting their culture and workplace. At our core, we believe that companies with great culture should attract the best talent.

**Learn More About Plans & Pricing [www.recruitwithdialog.com](http://www.recruitwithdialog.com).**

# Why Video Matters: By The Numbers

## SOURCES

1

### **The Power of Video in Recruitment**

Source: <https://biteable.com/blog/recruitment-video-ideas-inspiration/>

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2

### **Global Video Traffic**

Source: <https://blog.firefishsoftware.com/recruitment-video-stats>

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3

### **Website Engagement**

Source: <https://blog.firefishsoftware.com/recruitment-video-stats>

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4

### **Engagement with Video Job Ads**

Source: <https://blog.firefishsoftware.com/recruitment-video-stats>

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5

### **Mobile Job Searches**

Source: <https://blog.firefishsoftware.com/recruitment-video-stats>

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6

### **Social Media Impact**

Source: <https://blog.firefishsoftware.com/recruitment-video-stats>

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7

### **Email Marketing Boost**

Source: <https://blog.firefishsoftware.com/recruitment-video-stats>