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Video Résumés in Recruiting and Placing Candidates—What You Need to Know




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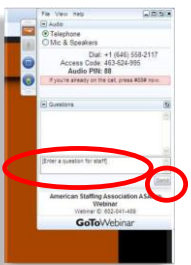
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- Visit the ASAPro home page at americanstaffing.net/asapro.
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Panelists for Today's Webinar

- Zlatko Cetinic, Video Career Finder
- Diane Geller, Esq., Fox Rothschild LLP
- Joanne Robinson, Pinnacle Search Group

Why are video resumes popular right now?

181 million U.S. Internet users watched more than 39 billion online content videos in September 2012. (Comscore's Video Metrix)

"Business decision makers LOVE online video because it gives them the most amount of information in the shortest amount of time." – Robert Weiss, *Multivision Digital*

Google has begun using YouTube embeds on almost all of their official blog posts offering an additional type of content for their users

90% of internet traffic will be video in 2013 (courtesy of Hubspot)



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What is the benefit of video resumes?

Making all the right connections

Share those video resumes with senior staff

"Human" or Resource

Be seen as an innovator



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Video recording applications should include a teleprompter, which would help the candidate execute the perfect video introduction. Candidates should be able to record as many times as they like and be able to review, practice some more, record again until they feel happy with their performance and then upload their video introduction when their completely satisfied.



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Any additional information on what recruiters are looking for in video resumes and how they enhance the job application process?

"Imparting information comes at a higher speed with the use of images than through text. Video shines in this arena – the perfect sales pitch sound bytes are scripted, created once and repeatedly indefinitely." – Real Marketer

Reduce costs

Speed up delivery time

Engage your clients



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As a recruiter you can use your Greenroom to e-mail potential candidates to prospective employers without having to alter, redesign or reprogram your own corporate website.



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Top Legal Issues Regarding Use of Video Resumes and Video Interviews

Presented by Diane J. Geller, Esq.



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Top Legal Issues Regarding Use of Video Resumes and Video Interviews


- **What is the difference between a video resume, a video interview and a Skype interview?**
- **Does one type of process place the company at less risk or are they all they same?**
- **Not enough information**
 - Does the video resume provide info to assess qualifications?
 - Does the video interview provide me with enough information?
- **How will the information be used?**
- **Am I placing my client at risk?**

Top Legal Issues Regarding Use of Video Resumes and Video Interviews

- **Visible Characteristics**
 - May discourage diversity
 - Too much information
 - Is there a difference between video resumes and video/Skype interviews?
 - Animus




Top Legal Issues Regarding Use of Video Resumes and Video Interviews



- **EEOC position**
- **State law**
- **Disparate impact**

Top Legal Issues Regarding Use of Video Resumes and Video Interviews

- **Accuracy of information provided?**
- **Is the data searchable?**
- **Do you want to watch them? Will your client?**
- **Are you getting the information needed to hire the best person for the job?**
- **Are you putting your client in a discriminatory position?**
- **Pre-recorded questions or live?**
- **Saves time and money**



Top Legal Issues Regarding Use of Video Resumes and Video Interviews



- Sales pitch to prospective customers
- Candidate assessment
- To submit candidates
 - Initial review
 - Subsequent to initial resume screening

Top Legal Issues Regarding Use of Video Resumes and Video Interviews


Legal Obligations for Retention

- Is it an application for retention purposes?
Generally
- OFCCP issues
 - Is the person an internet applicant
 - Collection of data




Top Legal Issues Regarding Use of Video Resumes and Video Interviews

- When the video/video interview takes place
- How and when submitted
- How conducted – consistent and uniform
- Documentation of decision
- Searchable data and tracking of activity
- Releases and waivers




Top Legal Issues Regarding Use of Video Resumes and Video Interviews



Pinnacle
SEARCH GROUP

How Pinnacle Search Group
Uses Video Resumes

JOANNE ROBINSON
PRESIDENT & CEO



Pinnacle
SEARCH GROUP

Pinnacle Specialization

Sectors

- 3PL/Logistics-Supply Chain
- Transportation
- Pharmaceutical
- Retail
- Fashion
- Grocery
- Food/Beverage
- Health & Beauty
- Manufacturing
- Engineering
- Consumer Packaged Goods


Functions

- Operations/Transportation
- Sales & Marketing
- Human Resources
- Finance
- Merchandising
- Engineering
- Administration

Recruitment Expertise

- "C" Level
- Vice President
- Director
- Management

An eye for talent!



Pinnacle
SEARCH GROUP

Utilizing Video Resumes

- Pinnacle Participated in a Beta-Test a year ago
- Utilized Video Resumes on 10 Searches
- Invited Candidates to do a Video Resume through a Branded "Pinnacle Page"
- Professionally Formatted Resume and Imbedded Video Introduction levels the Playing Field
- Manage Resumes – Email Selected Candidates to Clients/Pinnacle Staff – Add Notes
- Video Resumes VS Skype Calls
- View Video Resume – Send Questions - Short List – Proceed to Detailed Interview – Send Top Candidates to Clients
- Job/Career Fairs – Campus Recruiting – Job Postings - Military

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Candidate Feedback

- “New, Innovative, Fun and Easy”
- Building on Personal Brand – Leading Edge
- Create Public Profile Link – Social Media
- Competitive Advantage - Differentiated from Other Candidates
- “Made My Resume Come to Life”
- Better Prepared for Face to Face Interview
- Military – able to articulate/translate Military experience to Civilian Workplace
- More Face to Face Interviews
- Tremendous Value – Low Cost – High Impact
- Multiple Job Offers
- Employed Faster

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Client Feedback

- Impressed with Technology/Format
- Easy to Use
- High Value/Technology Solution for Small Investment
- Able to Review a Higher Volume of Video Resumes Anytime/Anyplace
- Snapshot of Personality, Communication and Presentation Skills
- Shared Video Resumes to Other Colleagues
- Saved Time and Money
- Reduced Recruitment Process Dramatically
- Filled Positions More Efficiently
- Broader Spectrum of Candidates Viewed
- Confirmed Quality of Candidate
- Satisfied Clients Goals
- Client Loyalty (Pinnacle differentiator)
- Positioned Client as Innovator, Thought Leader for Future Employees



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Enhance Recruiting for Pinnacle

- Candidate/Client Loyalty
- Saved Time and Money
- Reduced Recruitment Cycle Time
- Increased Revenues
- Small Investment for High Value/Technology
- Building on Pinnacle Brand Identity
- View Resumes Anytime/Anyplace – Share with Pinnacle Recruitment Team
- Review a Higher Volume of Resumes
- Pinnacle Employee Satisfaction – Higher Commissions



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Thank You for Attending

- Today's Webinar has been recorded.
- Recording will be available within two weeks.
- Visit **ASAPro**—the ASA professional development center to listen to the recording.



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Upcoming Webinars

- Feb. 7: Unlock the Secrets to Effective Negotiating
- Feb. 14: Health Reform Update
- Feb. 19: The Art of Behavioral-Based Interviewing

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