# How to approach a video project around recruitment

Videos can be a powerful tool when used for recruitment for your business. Here are some tips and tricks to make the most of video recruitment.

1). **Let employees speak for themselves how much they enjoy working for you.** Not a lot of better “social proof” than having your all-star employees get on camera and share firsthand what they like about working for your company. It’s going to be better than anything your marketing team can script up.

2). **Highlight perks.** Have a barista on staff, or greenspace outdoors that people like to make use of during their lunch break? Video is a good opportunity to show all the little perks that wouldn’t necessarily fit into a job posting.

3). **Highlight your office building.** Did you recently renovate your offices? Video can be a great way to show off that asset.

4). **Showcase your company’s values in actions.** Culture fit is a big part of the hiring process. If collaboration is paramount to success at your company, talk about and show that in the video. This is also a good opportunity to show any charitable initiatives your team participates in.

# Trends in the video agency space

What’s happening in the video agency space in 2025? Here are a few types of products and trends that video agencies are increasingly turning to.

**1). AI.** AI is enhancing the video production process, from automatic captioning to generative AI in visual effects. Savvy video agencies are researching and implementing AI into all aspects of production in ways that will enhance creativity and create a better end-product.

**2). Short-form, vertical videos.** With the domination of platforms like TikTok and Instagram Reels, short-form videos optimized for mobile continue to be the bread and butter of video marketing.

<https://youtu.be/s0rJzO-J1g8?si=FTCwnED1whT9_ZO1>

**3). User-generated content.** Happy customers are great social proof. Savvy marketers are seeking out those customers who post about their products on social media to seek permission to reuse their content in marketing, and video agencies are taking note and using that for full-scale commercials. Take Apple’s “Shot on iPhone” series, for example, which showcased user-generated content shot on iPhones as commercials.