

Topics for Co-Workers

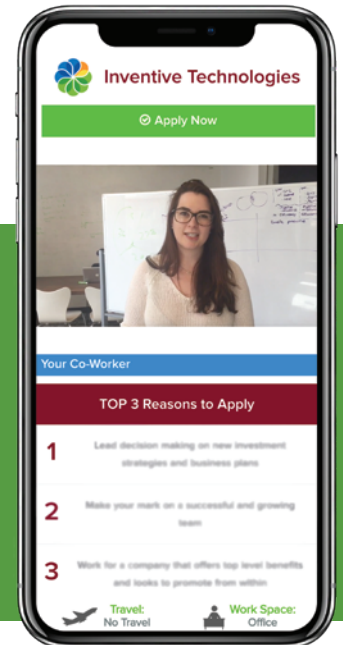
What is a Sparc?

A Sparc is an enhanced job description that uses the power of video to connect candidates to the job. The video allows you to talk directly to candidates and interest them in your opportunity.

Why Use Sparcs?

Sparcs attract the right candidates. They are easily shared on social media, increasing visibility and the response rate of qualified talent.

Employees are the source of the most impressive and useful information candidates want to know. Sparcs let them hear it from you.



What should I talk about?

Here are some topics you can talk about in your 20-second video. Pick one or two and give a brief answer.

- What do you enjoy about working here?
- What skills are you learning?
- What are some of the challenges of the job?
- What does a typical day entail?
- What training do you get?
- What support do you get from management?
- What are the career growth opportunities?
- What surprised you about this job?
- How would you describe the company culture?

Remember: The video doesn't have to be perfect. Don't try to memorize or read a long answer, just imagine you are talking to a potential candidate. This is just an introductory clip.