

## Candidates want to hear from you

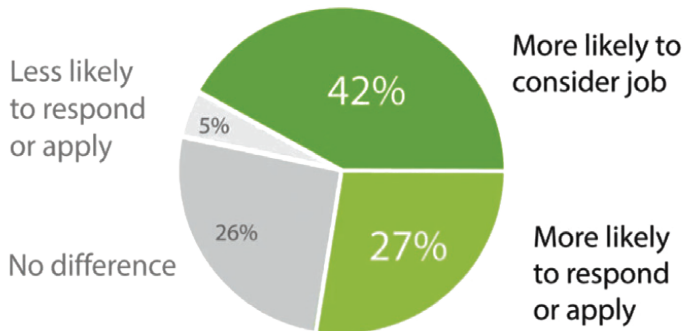
In a recent study, candidates said that Hiring Manager video was the content they most wanted. They want to meet you and hear what you have to say.

**Which of the following videos would you be most interested in viewing prior to applying for a job?**



Source: 2017 Lighthouse Research & Advisory

**If you received a video during the application process featuring your potential boss & co-workers, it would make you:**



Source: 2017 Lighthouse Research & Advisory

## Hiring Manager video influences who applies

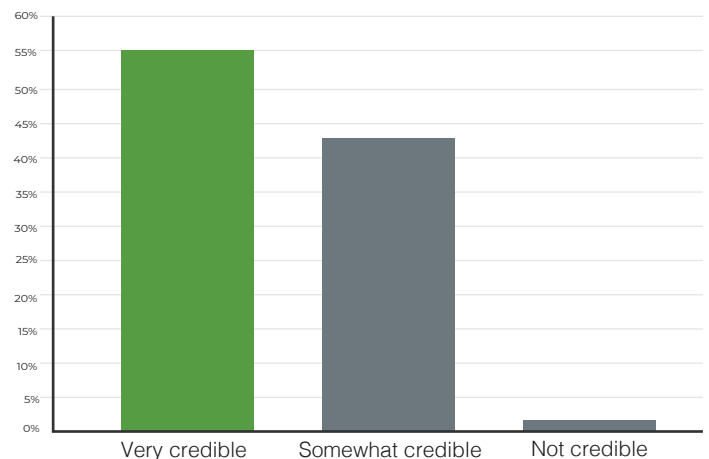
A short video clip from you makes a big difference in persuading candidates to apply or respond to a recruiter. You will have a better pool of candidates to choose from if you create a Sparc.

## An informal video clip from you is the most credible

Candidates view professionally produced and polished video as “commercials” and don’t find them as credible as informal video. They value authenticity.

**One thing I just uncovered was that active seekers are more likely than passive seekers to say that employee videos are more credible than company-produced video. I'd call that a win!**

Active Seekers:



Source: 2017 Lighthouse Research & Advisory

We want the best quality candidates for your open position. Help us attract them.