



Recruiting and Hiring New Employees Using YouTube

YouTube is the second most searched tool on the Internet. While not a search engine, people use it to search for answers to questions. How can you use it to help your job search? Follow these tips:

Get Started

1. Create a profile at <http://www.youtube.com>. Alternatively, set it up through your Google+ account if you already have one.
2. Be consistent with the images you use to maintain your corporate brand.



Participate

UPDATES

1. Create a Channel to store all of your recordings.
2. Add useful videos to Playlists for reference.
3. Search for video resumes of job seekers.
4. Create videos about your company culture as well as products and services.

Consider posting “a day in the life of” videos for a variety of positions at your company. This could help potential hires decide if the position is something at which they could be successful.

SEARCH

Search for potential employees by keyword. Include “resume” in the search parameters. A large amount of individuals are using smartphones or webcams to record videos. Take that into consideration when reviewing video resumes.

Find out about job search with other social media platforms by visiting:

www.illinoisworknet.com/socialmedia

For additional tips on recruiting and hiring, visit:

www.illinoisworknet.com/RecruitAndHire

POST

As a company, include videos about your product and services, as well as videos that represent your company and employee culture.

This workforce product was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The product was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This product is copyrighted by the institution that created it. Internal use by an organization and/or personal use by an individual for non-commercial purposes is permissible. All other uses require the prior authorization of the copyright owner.

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