

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 access to potential employees? Follow these tips:

Get Started

1. Create a Google Account on [this page](#). This will give you access to all Google services, including YouTube.
2. Be consistent with the images you use to maintain your corporate brand.



Participate

UPDATES

1. Create a Channel to store all your recordings.
2. Add useful videos to Playlists for reference. For example: products, services, corporate culture, employee successes/accomplishments.
3. Search for video resumes of job seekers.
4. Create videos about your company culture as well as your products and services.

SEARCH

Search for potential employees by keyword. Include “resume” in the search parameters. Today, more and more individuals are using smartphones or webcams to record video resumes. Take that into consideration when reviewing video resumes.

POST

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

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

Resources

Learn more about recruiting with other social media platforms by visiting this site:

<http://www.illinoisworknet.com/socialmedia>

Find additional tips on recruiting and hiring at

<http://www.illinoisworknet.com/recruitandhire>