

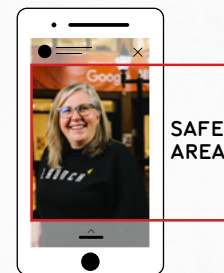
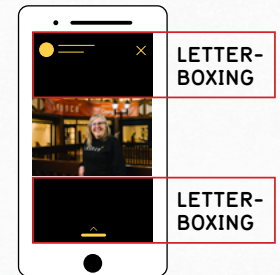
EMPLOYER INFORMATION SESSION (EIS) VIDEO TIPS SHEET



THE TIPS BELOW CAN HELP YOU CREATE AN ENGAGING AND IMPACTFUL VIDEO TO ATTRACT STUDENTS TO YOUR SESSION.

TECHNICAL REQUIREMENTS

- Rotation:** The preference is portrait videos (Landscape video can work but use large letterboxing in the video).
- Length:** 15-90 seconds.
- Resolution:** 1080p or 4K (1920 x 1080 or 1080 x 1920).
- File format:** MOV, MP4, AVI.
- Audio:** For embedded music ensure that you have the license to use in your video. Instagram will automatically generate captions to your audio.
- Safe areas:** Note the safe areas of the video. This is the section not covered by Instagram buttons, captions and tags.



BEST PRACTICES:

- Videos with a person speaking directly to the user in different environments perform better than those with a person speaking in one space. How and where you speak is important.
- Students want to see authenticity. Selfie-style videos or content filmed on a smartphone makes your company more real.
- Do you have a Waterloo co-op student currently? They are the best ambassadors to speak to students about your organization.
- Keep yourself in the middle of the frame so you have equal spacing on both sides of the frame.
- Follow the rule of thirds and have your head in one of the identified interactions.
- Include a way for students to learn more (contact details or website).
- Try to use an external mic for clean audio. If one is not available, try to film in an area with limited distracting sounds (for example: machines, people, wind).



WHAT TO COVER IN YOUR VIDEO:

- **Behind-the-scenes tour:** Give a virtual tour around the office showing co-op students their work environment, who they will be working with and what they can expect at your organization.
- **Showcase your company culture:** Use a short compilation of clips that demonstrate your culture, values and work environment. Highlight events like team building activities and areas such as your lunchroom.
- **Q&A session:** These are the top five questions students ask a company. Consider incorporating them into your video:
 - *What are three adjectives to describe your company culture?*
 - *What attributes do you look for in your employees?*
 - *What's the biggest benefit of working at your company?*
 - *In one sentence, why should we attend your EIS session?*
 - *What kind of projects will we be working on at your organization?*
- **Employee spotlights:** Go around the office and showcase current employees like their role, favourite thing about working at your organization and a fun fact about themselves.
- **Day in the life:** Video compilation that shows a breakdown of what co-op students can expect working with you. Showcase projects, what skills co-op students will develop and what they can expect to learn by the end of their work term.



PLEASE SUBMIT YOUR VIDEO TWO WEEKS BEFORE YOUR SESSION.
FOR ANY INQUIRIES PLEASE CONTACT INFOSESSIONS@UWATERLOO.CA



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