

# RECRUITING VIDEO GUIDELINES

For Teacher Candidate Interview Day 2021

## WHAT TO INCLUDE



### **Focus on what makes your school unique**

A link to your recruiting video is optional but highly recommended. It should include school size, location, strengths, contact information and anything else you feel is important.

## HOW TO FILM

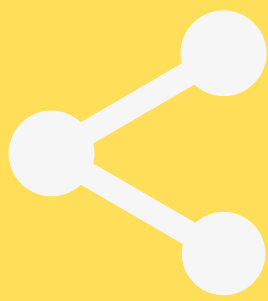
### **Use the resources you already have**



This video can be as simple as recording yourself on a webcam on Zoom or recording a brief narrated PowerPoint presentation, or you could develop a more formal production using video-editing software.

## HOW TO SHARE THE VIDEO

### **Include the link on your registration**



Please upload the video to your institution's YouTube page or other location and share the link to that video with us in your registration for your district (please do not send the video file itself).

## HOW LONG SHOULD THE VIDEO BE?

### **Less is more**



We are asking recruiters to keep their school promo videos between 30 seconds and 2 minutes long. It's important to stick to the essentials of what makes your school an awesome place to work and to direct candidates to reach out to you for a further discussion.