

Employee Stories Video Guide

Certification Nation Day 2023

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Neuroscience confirms that storytelling has unique power to change opinions and behavior

Author, Wallace J. Nichols

How to film employee videos



Prepare & film testimonials

Prepare

- Choose which employees to invite to share their stories: just a few or everyone, it's up to you.
- Ensure each employee understand what their video will be used for and gives their consent for the recording to be used on social media by Great Place To Work
- If you film in person, reserve a quiet room with good natural light and an uncluttered background for filming. Schedule 20 minutes per employee for filming in their calendar.
- Filming from home? Share the resources with your employees so they can set themselves up for success:
 - [How to Record High-Quality Video](#)
 - [Tips for Recording Yourself on Video](#)

Filming

- If in person, give folks a few minutes to arrive and settle in. Chatting with them will help them relax. Let them know they have as many takes as needed, no pressure.
- Deliver one of the suggested prompts on slide 16 to them from off camera and then have them repeat it and finish the sentence.
- If filming at home, use the prompts on slide 16. We suggest practicing answers a few times (but film them all- it's always the one you think is the 'throwaway' on that turned out best!)
- Use your own words, be direct and use emotional language for maximum impact.
- Keep each response to 30 seconds or less.

Suggested Video Prompts

- What is special or unique about your workplace? “ [COMPANY] is special because...” “I think we’re really unique because we [do this] at our company...”
- What about your job or company makes you feel proud? You might think about how you help customers, colleagues, or the community as well. “I feel proud of [thing you’ve accomplished] because...”
- How do you feel about working with your team or colleagues? “Working with my team makes me feel [feeling] because [reason]...”
- Why or how is working at my company is better or different than other places you’ve worked? “Working at [company] is better than anywhere I’ve ever worked before because [reason]...”
- How do you feel when you come to work? What makes you excited every day about your job? “I feel [feeling] when I come to work every day because [reason]...”
- Add anything unique you’d like to share with us! We want to hear your story and what makes working at a Great Place to Work-Certified company different than working at any other average company.

Video Tips & Tricks

Video: Best Practice

- When filming, ensure the camera is held steady by a colleague or stabilized with a tripod if you're filming from home.
- To maintain video quality, select a quiet environment with minimal background noise or distractions.
- For full-body videos, use the portrait ratio, and for upper body videos, use the landscape ratio.
- Encourage natural responses and avoid scripting the testimonials. Genuine reactions are more compelling.



Video: Try to Avoid



Avoid backlighting



Avoid cropping the head off



Avoid severe camera angle



Too much dead space



Avoid being off-centre



Too close for comfort

Notes: For best results have a friend hold the camera or stabilise it with a tripod. Always remember to film videos in landscape orientation i.e. Camera should be positioned horizontally not vertically.

Video: Best Practice

- ✓ You are positioned in the center of the frame
- ✓ Lighting is evenly spread
- ✓ You are in focus
- ✓ The camera shot is steady
- ✓ The background is clean and uncluttered
- ✓ Background noise is minimal





Questions? Email hello@greatplacetowork.com

