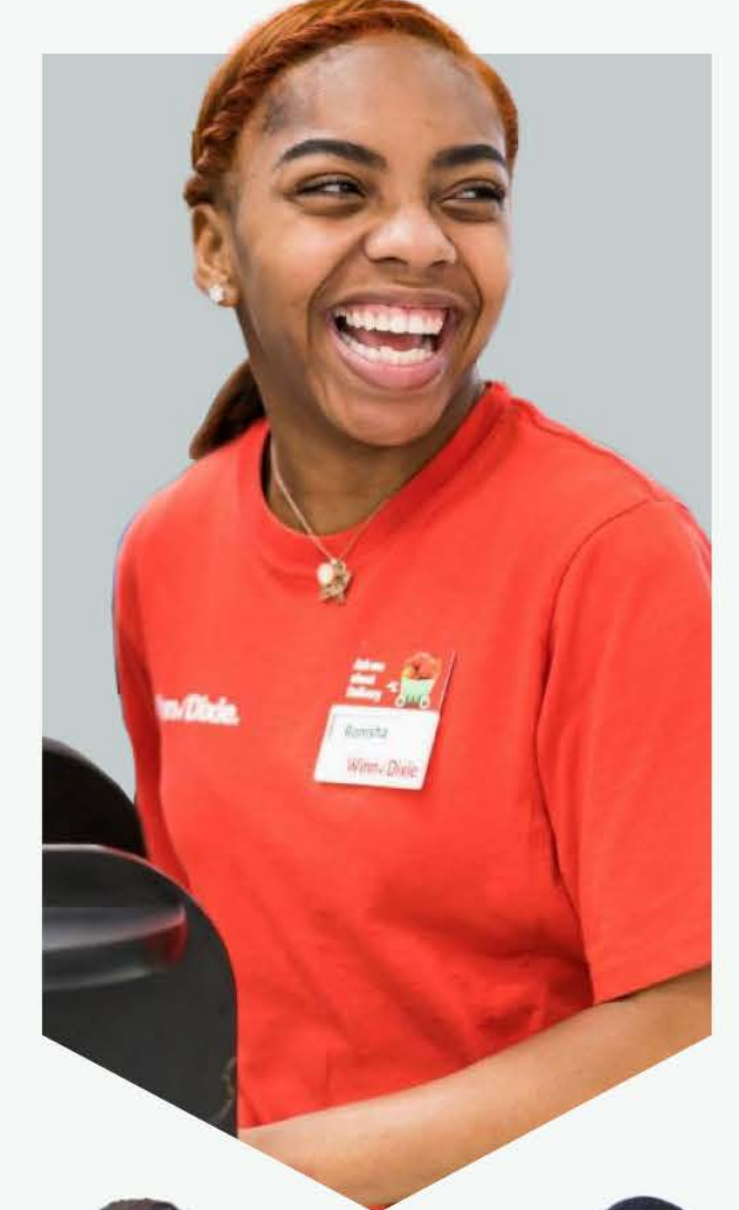




Customer Action Kit

Employee Stories Video Guide

Certification Nation Day **October 16, 2024**



“
**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



Avoiding cropping the head off



Avoid severe camera angle



Too much dead space



Avoid being off center



Too close for comfort



Note: For best results have a friend hold the camera or stabilize 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

