



Company Culture Video Creation Guide

I believe there are three types of company culture videos, which one are you?

ZANY CULTURE: This video makes sense for Hubspot's company culture and isn't for every company. What it does do well is that it will repel individuals who prefer a more formal workplace culture.

<https://www.youtube.com/watch?v=Sknnd-pkQ8A>

CORDIAL CULTURE: The cordial culture is something a bit more subtle than the zany culture but still represents that it's a relaxed environment.

<https://www.youtube.com/watch?v=fKKVYu4s9d0>

CONVENTIONAL CULTURE: this culture can also be great but is a bit more formal than the other two.

<https://www.youtube.com/watch?v=ncaKny-vqi4>

The video script creation requires three sections: beginning, middle and end.

BEGINNING

this portion of the video should include immediate words from your CEO or team members. You can expand the story by sharing the history of the company, what your values are and any big challenges your team is trying to solve.

MIDDLE

Include footage that showcases your workspace, team members interaction with each other and how your company defines a successful team and company.

END

Include testimonials from a client or suppliers describing why they like doing business with you. Before the video ends, ensure that you have a call to action that shares an email address or contact information where applicants can apply.

Other things you will need:

A COPY WRITER: leverage copy writers to help craft the video script. However, you can always ask someone on your team who might enjoy doing this for you.

A VIDEOGRAPHER: if you have someone on your team that's great with creating engaging videos, great! If not, then find someone exceptional to help you. Remember, this will help your recruiting efforts so be willing to spend a bit of money for this. Consider hiring a talent student. They are great and affordable.

TEAM MEMBERS AND CUSTOMERS/SUPPLIERS: Send an email to your team, customers and suppliers and ask them to be a part of your company culture video. You may choose to incentive them if you like but you'll likely not need to.