

The **20 Key Questions** to Ask When Buying a Video Platform for TA

Video Creation

- 1.** When we want to ask an employee to create a video, how does your product facilitate that request? Can we tag the videos and designate an Approver as part of the request?
- 2.** Does the employee need to download an app or have an authorization code before they can record?
- 3.** How do you include suggestions and guidelines for the employee? Do we have flexibility to customize for campus, DEI, onboarding and other topic areas?
- 4.** Is there an easy way to request videos from a large group of specific employees?
- 5.** When the employee records their video, how does the product help them frame their shots and recommend vertical or horizontal framing? Can we proportion videos horizontally for LinkedIn and vertically for TikTok?
- 6.** Does a copy of the video stay on the employee's device or exist outside our system?
- 7.** How can we see which employees have made their video and who has not? Do they get automatic reminders? How many and how often?

- 8.** Does the platform keep track of the status of requests – i.e., not uploaded, waiting approval, etc.

Approval Process

- 9.** What is your process for approving videos? Can we have more than one Approver for a single video and can the product automate the routing of individual videos through Approver panels?
- 10.** Do Approvers have individual dashboards so they only see the videos that are ready for them to approve?
- 11.** Does the product keep track of the Approvers' comments so we have a record of them?

- 12.** Can we set up different Approver panels for different kinds of videos, or location specific videos?

Video Editing

- 13.** How does your product facilitate the editing of videos? Are our company logo and corporate colors preloaded into the system? Can we trim the videos, add text, add images, caption and change the thumbnails on videos?

Sharing/Distribution

- 14.** How do recruiters get access to final videos, is there a central library? Who has control over adding and deleting videos from that library?
 - 15.** Can you automatically match a hiring manager video to a specific job posting?
 - 16.** Can you search the central library by video title or tag or multi-tags? For example, if you search for "Finance" and "Chicago" will the search return just the finance videos for Chicago or all the finance videos and all the Chicago videos?
 - 17.** Can we download and upload videos to social media (not just link them) to ensure auto-play and can any recruiter do that from the central library?
 - 18.** Does the central library offer one-click embed codes, URL links, email insertions, and text links?
 - 19.** Does the platform integrate with ATSs, CRMs, virtual career fair platforms, and others?
- ## Analytics
- 20.** Does the library display analytics on the library as a whole and in-depth analytics on each individual video?