

Chapter 1 -The concept of a personal presentation video for the job market

The recruiting process has evolved and, nowadays, virtual recruiting has gained much popularity, especially after the beginning of the covid-19 pandemic. Apart from the virtual interviews, video resumes are also acceptable during this process. Not only that, but there seems to be a growing demand for them to the point that they could soon be considered as a replacement to the traditional cover letter. It seems only logical since remote work remains quite relevant in the present times and that has made the videos a common and, sometimes, familiar part of our work and everyday lives.

So, what is the “video resume” or “video CV”?

The video resume is a video recording that can be used by applicants seeking a job and it replaces the traditional written CV -whether in print or in digital format. The purpose of such a video application is remarkably close to that of a cover letter -a chance to speak directly to an employer and give emphasis to your competences, skills, experience and, above all, personality. This last characteristic can separate you from the other job seekers and it has become easier via this medium to highlight that instead of in a cover letter.

When should we use it?

Even though one may think that because the video is the medium, and thus has to be more art related, then the possible target group are companies in the digital/IT sector or in journaling, fashion etc. No, it may be more popular in those domains, but one is free to do as they please depending on the circumstances. So, what must be done is to take into account the position we are applying for and, also, the organization’s profile. Additionally, if the employer asks specifically for a written CV, then we should not try to substitute it.

Video resumes can have some disadvantages with some of them being easy to overcome with practice and careful planning. For example, the biggest issue is time, whether it is the time constraints of the video or the time-consuming procedure to film and edit it. It can be overcome though with careful organization and enough will to perfect it. Utilizing those skills, we can make our video CV an asset instead of making ourselves stand out for all the wrong reasons and highlighting our flaws.

Of course, this innovative mode of job application can as easily set us apart as highly creative persons that are prepared to go the extra mile in order to achieve what they want. Moreover, it is a showcase of creativity, which is an important quality in the job market, and it enables us to express ourselves by actually demonstrating skills that are otherwise just described in a traditional resume. A few of those skills can include public speaking and communication, digital competence and even a presentation of a portfolio work.

Overall, producing a video CV gives a potential employer a first clue of our personality that cannot be (always) achieved through written means. So, it is important to practice our stance and outside image and we can get valuable feedback from friends and family on what we can change and/or improve. Making that video will allow us to put ourselves out there and build

our sense of self-confidence, as we'll start feeling comfortable with our image and possible perception of others, while at the same time we will be existing in an environment that is safe for us and let us express our unique set of characteristics.

So, what do we actually include in a video resume?

First of all, we should take note of the aim of the video CV, which is to show to the potential employer that we are the ideal candidate for a specific job. That means that we should focus on those characteristics that are related to the position in question and try to create a connection with the viewer through the presentation, in a positive way, on why we would make an excellent addition to the company's team. In general, the video will have to include an introduction with the personal data, the second "big" part that discusses the skills/ qualifications and a final part as a conclusion where we would emphasize our willingness and enthusiasm for this particular job.

A few tips that would be helpful when drafting our video resume are the following:

- **Make a friendly introduction.** Creating a warm environment from the start is important so as to engage the person who will be responsible for deciding whether or not to forward your application. This includes simple things such as being dressed as if this is a face-to-face meeting, greeting the person, introducing ourselves and stating the position for which we are applying.
- **Display interest.** Right after the introduction, we should provide a brief and comprehensive summary of what we do while keeping a balance between being professional and friendly. This is the part where we have to state why we would be the ideal candidates for the job and also show our enthusiasm and positivity which will, additionally, be reflected in our body language.
- **Skills and qualifications.** The main part of the video starts with sharing our skills and qualifications for the position in question. We do not have to recite all of our skillset, but we should focus on those that are closely related to the job and try to connect our strong points (hard and soft skills) with the particularities of the position.
- **Highlighting a recent achievement/ accomplishment.** After presenting our skills and qualifications, it would be great if we could share a recent achievement that clearly demonstrates our strengths that are linked to the job we are applying for while simultaneously displaying our passion for it.
- **Demonstrating our personality.** This is the more personal part of the video and a great chance to make a good first impression and showcase our creative side. That can be done by sharing personal interests and/ or hobbies that can be connected to the position.
- **Staying brief.** The length of the video should be between 60 and 90 seconds unless it is stated otherwise in the application. That happens because a company may receive lots of video resumes and it takes a lot of time to review each one separately.

Now, a few things to notice when actually creating the video resume are: Choosing a video style, Drafting your narrative, Staging the video properly, Rehearsing several times, Recording the video and, finally, Submitting it.

Chapter 2 - Why should you create a personal presentation video as a young VIP

As was discussed previously, creating a video resume can have multiple advantages when one is looking for a job. Personal representation is important especially in the job market and the personal competences that can be shown via the video are a big asset when we try to get someone to hire us. Sometimes, soft skills are more valued than an assortment of qualifications and there is an increasing demand for them in the workforce.

In any case, making a video is a way to better connect with others, more so than writing, because of the way that the message is conveyed (use of body/ non-verbal language, tone of speech etc.). The video will enable us to add a more personal feel to the message and thus try to form and establish an emotional connection with the recipient. Once we have grabbed their attention, we have more chances that we are going to get called in on an interview.

Apart, though, from all these advantages that can benefit anyone that makes a resume video, there are some aspects that should motivate you, as a VIP, to create your own visual content. The first one would be visibility and positive representation. What a better way to change and educate the employers on the way they think about the job seekers that are blind or with low vision by making a video yourselves?

The use of this visual media by visually impaired people may confuse people at first, for sure it will intrigue them and finally it will motivate them to get educated about visual impairments. Transformation in the workplace is needed and also a shift in the workplace culture and perceptions and that can be achieved if more and more young VIPs step up and claim their spot in the workforce. Because everyone has potential and by advocating and familiarising people with the coexisting environment in several settings, such as work, and yourself as a VIP, then this will allow them to understand that potential and help them abandon many of their misconceptions about VIPs' abilities and interactions.

Additionally, by creating our videos, other young VIPs will get inspired and encouraged to create their own and reach out to the world by making their own content and letting their voices get strong and known. Moreover, you would be able to support the creation and development of accessible content in ways that are not very widespread or even known, or even by familiarising other people with the process. The final and most crucial reason why a young VIP, such as you, is because you want to do it, you can do it and you will be great at it as all of us in our own unique ways.

Lastly, let us not forget the exciting pilot program that TikTok launched: The "TikTok Resumes". One of the goals was to expand the channel and have a dedicated space reserved for recruitment and job discovery. This initiative received a great response from the users and even though the piloting has ended, there is a great deal of material available that we can access by using the hashtag #TikTokResumes. The video that follows will serve as an example: <https://www.tiktok.com/@wonsulting/video/6982252249028234501? t=8TLKUnng73F& r=1>

As of the past years, it is clear that the future is digital and for this reason why shouldn't we take advantage of the endless opportunities and exciting tools and features that are offered to us?

Chapter 3 -Useful accessible tools, means and skills to create a personal presentation video as a VIP

When creating your own video resume, there is an assortment of accessible tools that you can utilise, as well as various vloggers who are visually impaired or blind. One such channel is the “Blind Life YouTube” where Sam, the creator who was diagnosed with Stargardt Disease/ Macular Degeneration, shares with everyone the process of making his own videos along with some useful tips. Check, for example, the following video on the equipment that he uses in order to create his videos:



In this particular video, Sam talks about the kind of equipment that he uses and at 09.13 he speaks about the Windows live movie maker which we are also going to use later in this guide.

Another useful channel is that of [James Rath](#), a legally blind filmmaker that shares his experience on accessible technology. In the video that will follow, we are going to see how exactly he creates his videos and what is his goal:



As an additional resource, Sam also has published a video that contains important information on how to set up a YouTube channel, film the videos and even edit them:



In any case, creating a video can also be a process of collaboration. There is no need for someone to undertake all the aspects and each one of us can focus on what we do better. That is one of the many tips that James has to offer in his blog post: <https://www.rev.com/blog/speech-to-text-accessibility/how-blind-person-makes-youtube-video>

For the next chapter we are going step-by-step on how to edit our videos!

Chapter 4 - A step-by-step guide on how to create your own personal presentation video

This part of the guide will try to act as a roadmap for your video, offering some basic information on how to structure your process, tools you can use as well as tips to make the process more rewarding.

Outline of the process

- Defining your context
- Creating your scenario
- Set up your setting - Cooperate with others
- Finalising your scenario and filming
- Editing
- Accessibility issues
- Finalise and share

Defining your context

We start with the premise that you are aware of the domains you want to apply for a job or – even better – you have detected a specific position you want to apply to.

Read the job posting / requirements of the professional domain and take notes on what stands out to you or whatever you can use based on your experience.

In case you create a video aiming at generally addressing businesses of the domain you are interested in, the you can look for job postings in this domain to get an idea of what is generally required. This can also help you in defining which skills you can also build on in the meantime, as well as better reflect on your experiences and knowledge.

Keep notes, record voice memos to yourself, discuss with a friend/parent/guardian/mentor/etc, do your research and start envisioning what you would like to say and how would you like to say it.

Creating your scenario

Now that you have completed your research, you have reviewed your resources and have a good understanding of the domain you aim to apply using your video, it is time to start making your scenario of your video.

First of all, whatever you do, keep it short and direct. You don't want to submit a lengthy video. As it was mentioned in the previous chapters, you aim for a 60 to 90 seconds video.

Now, review your notes and try to make a good connection to your actual experience. Use examples of the activities you have been part of, whether these had been job positions, or volunteering work or even personal initiative. These experiences should be mentioned in such a way to complement the requirement set by the domain.

For more information on how to define your experiences in a CV-like way, visit the howto.viptechjob.eu platform

Make sure that your scenario shows your personality, and especially those elements that are valued in a workplace, such as communication approach including the way you speak and address people, team-work spirit and your eagerness to work with and learn from others.

Of course, these should be shown in a balanced way, meaning that you need to avoid extreme expression of eagerness but also don't show indifference. Being enthusiastic is good but try to be in control of yourself.

Now start practicing your speech by recording yourself and reviewing your work. Initially, it is possible that your speech will be coming out less confident, or without flow but this is how everyone starts.

By hearing back your recordings, you will understand what you like and want to keep, as well as what you don't like and want to change. Repeat the process until you start hearing something you are happy with.

This has an extra advantage, that being that you are starting becoming more confident and familiarised with exposure by being more knowledgeable of how you sound to others as well as becoming more confident in your voice and your image in general.

Once you have reached a satisfactory recording, you can also make some other editions of it where you change slightly your style or your words, so that use them as options to get feedback from your social circle before finalising it.

Setting up your background and cooperating with others

At this point we consider that you have already made a scenario and you have perfected it to your liking, as well as having made some variations to review with your social circle.

Make sure that you have indeed shared it with your social circle and you have considered any feedback. Consider feedback that is constructive and inspires you to continue unless of course you don't feel comfortable doing so. In any case, trying is never bad and every experience has added value in everyone's life.

In any case, the persons you choose from your social circle, should be people who you trust and can work with so that they become your companions in this activity. In case, this doesn't apply to you, meaning that you don't have this familiarisation with those around you, choose the person that you have the best possible relation with. In any case, since you aim for a job position, it is important that you try to cooperate with others even if your approaches don't always fit together in the best possible way. In these cases, the way you act and your general behavior are your best friends in making the best out of a shared experience.

Back to our stuff.

Now, share your idea on how you want to set up your background as well as the clothes you want to wear.

For more information on the appearance, consult the course in the howto.viptechjob.eu

Ask for feedback and make rehearsals with your friends/siblings/etc in order to have a better idea of the actual result.

Make sure that your setting has adequate light but not too much to the point that you cannot be seen in the video. The contribution of your companion(s) is crucial at this stage since they can help make sure that the video achieves its purpose.

Make different rehearsals, with different clothes and different background.

In all cases make sure that your clothes feel comfortable and well fitted as well as clean. Clean clothes, apart from looking good, they also make you feel good. Ask your companion to make sure that there are no malfunctions or visible stains in your clothes.

Now concerning the background, make sure that you are in a space that feels comfortable and without extra stuff that can restrict your movement or can show badly in the video. Again, consult with your companion on that. Of course, this is a great opportunity to show a space that also gives a nice glimpse into your life, your personality and/or your interests.

Make sure that the space is clean, because as for the case of clothes, apart from looking good it will also feel good.

At this point, it is possible that you have managed to create your setting and are confident with the next steps.

Finalising your scenario and start filming

At this point you should be feeling much more comfortable with yourself and your choices and ready for the actual filming.

The previous steps might have led to small changes in the scenario, so it is important that be now you have incorporated these changes to your plan.

Now it is time for the filming. This step includes a lot of technical aspects which can differ from person to person, especially since everyone has access to different equipment.

In general, you don't need any extravagant technology. Your smartphone should be more than adequate for this job and nowadays, smartphones of all prices and manufacturers have some basic standards that allow you to create nice videos.

For the purpose of this guide we consider that you will be using a smartphone camera to do all the job. If you have access to a camera, then we consider that you already have already some adequate knowledge so there is no point in further addressing it.

Depending on your experience and abilities, this step can be achieved either by yourself or with the contribution of your companion.

First and foremost you need to make sure that the camera is stable, meaning that it rests nicely and uninterrupted by movement. For this you might need to use a stable structure such as a

tripod or use your creativity and make the stable base with things you have already available by stacking and assembling them together. A companion at this stage can be also very helpful.

Resources:

The jobseekers boosting their applications with video CVs: <https://www.bbc.com/worklife/article/20220121-the-jobseekers-boosting-their-applications-with-video-cvs?source=pepperjam&publisherId=120349&clickId=4004795254>

Create a great video CV: <https://www.prospects.ac.uk/careers-advice/cvs-and-cover-letters/create-a-great-video-cv>

How To Make a Video Job Application in 6 Steps: <https://www.indeed.com/career-advice/interviewing/how-to-make-video-job-application>

Find a job with TikTok Resumes: <https://newsroom.tiktok.com/en-us/find-a-job-with-tiktok-resumes>