



Interviewing: Have you checked YouTube?

It may seem obvious but interviewing requires planning and preparation. As part of your interview preparation we suggest to candidates to research the company and check YouTube. Yes, you view the company web site. Yes, you check the interviewers profile on LinkedIn. Yes, and you check them out on Glassdoor. Yes, you review the company annual report - but have you checked YouTube?

Companies are investing in their YouTube presence creating short informational videos to describe who they are and what they do, who they serve and why they should be chosen. If you fail to check YouTube you may be missing a critical source of information.

Recently, I had 2 candidates eliminated because they could not articulate to the interviewer what the company did accurately enough to give the hiring manger confidence in the candidate.

So, to stay current and in the game, be sure to check out your potential employers YouTube page!

Jackie Neva, Neva Recruiting. Follow us!

We look forward to hearing from you. Let's start a conversation. 952-934-4100



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