**Approval for campaign**

The intent of recording employee messages as part of the Careers in Energy Week “I Got Into Energy” campaign is to reinforce the value of careers in the energy industry with an audience that uses social media. As a public message representing your company, the messages and the employees providing them need to be vetted and approved by the appropriate channels in your company before being released to the public. See Potential Stakeholder List for potential roles that may require approval for the campaign and the actual recording.

**Selection of employee(s) to be recorded**

Selected employees should reflect the diversity of the community you serve and/or the demographics you want to attract. They should also be performing satisfactorily in their jobs. Examples of the kinds of jobs you may want to highlight include line workers, power plant operators, welders, fusers, other technicians, and engineers.

Ensure the selected employees are comfortable being videotaped and delivering the message. Employees should not feel coerced to deliver a message on behalf of their company; they should express a desire to do so willingly and actually believe the message they’re delivering.

**Approval by employee(s) to be recorded**

Employees who are recorded should either already have an existing company photo/video release in place or should be asked to complete one. A sample video release is included in this toolkit. Approval by a legal representative in your company is recommended.

**Background and staging**

The goal of the “I Got Into Energy” Campaign is to provide an authentic depiction of working in the energy industry. To be as authentic as possible, it’s recommended that employees in the campaign be recorded at a location congruent with the work they do. Backgrounds should be work scenes. For example, if a line technician is being recorded, ideally the recording should be made near a transmission tower, at a substation, in front of a bucket truck, etc. **IMPORTANT:** Be aware of safety and security requirements in work areas where the recording occurs. Ensure the employee is dressed appropriately, equipped with Personal Protective Equipment (PPE) as required, and is following appropriate work and safety protocols during the recording.

**Preparing for and conducting the recording**

The goal is to do short and energetic recordings that get the message across quickly and simply. A maximum recording time of 30 seconds is suggested. Employees who are being recorded should be provided a script of the message the company wants to reinforce with potential jobseekers. Refer to Common Content Themes and sample scripts in this toolkit. Employees should review the script and put it into their own words. The recordings should reflect their personality.

As part of the planning process for the campaign, a designee should be appointed to work with the employee who’s being recorded. Consider someone from PR/Communications team or from HR.

The technology used to capture the recording should be company owned or leased, not a personal device. This protects the recording as intellectual property of the company.

The designee and the employee will need to decide who will actually hold the device while the recording is being made. The employee may be more comfortable holding a phone, for example, while recording but the designee should still be present for the recording.

Each recording should begin with the employees identifying themselves, their job, their company, and their state. Each recording, either at the beginning or at the end, should reference the “I Got Into Energy” message. An employee might begin with, “I got into energy because…” or might wrap up their recording with, “That’s why I got into energy!” (See Sample Scripts.)

**Approval of the recording for use by your company**

The approval process for the actual recording should begin with the employee. Ensure that the recorded employees are comfortable and approve of how they are represented in the recording before further approvals. Employees who want to try again or “do another take” should be accommodated.

When the employee and the designee are satisfied with the content, the technology owner should send it to those in the company that have been designated from the Potential Stakeholder List as approvers. Once approved, final control of the recording should reside with the company’s PR/Corporate Communications designee for dissemination through the company’s social media network.

**Posting and sharing**

Prior to sharing the recording through your social media channels, it’s important to alert others who can help share your company’s message. They include:

* Your CEWD regional consultant
* A contact at any applicable CEWD member associations
* State consortia members if your company is active in one or more state consortia

Sample messaging is provided in this toolkit to share the recording via your company’s media platforms and tag it so that it will be seen by followers of CEWD and its associations. This will allow your broader CEWD community to watch for and share your recording, ensuring the broadest possible reach to potential jobseekers.

**Measurements of effectiveness**

Discuss within your company how you can measure the effectiveness of this outreach activity with potential jobseekers. Whether you count the number of retweets, shares, and comments or you include the recordings as an option for how a jobseeker heard about your company, plan ahead to track how effective the campaign was so that you can determine whether to repeat the process for other events.