

The Influence of Short-Form Workplace Videos on Employer Attractiveness Among Young Job Seekers secondary data 2020-26

Vaishnavi Gangadhar Fulkari¹, ²Prof.Ketaki Kukde

¹MBA Student, Wainganga College of Engineering and Management, Nagpur, Maharashtra, India

²Assistant Professor, Wainganga College of Engineering and Management, Nagpur, Maharashtra, India

Email: kukde.k@wcem.edu.in

Abstract

Short-form workplace videos have become an increasingly visible part of digital employer branding, particularly as employers attempt to reach younger job seekers through mobile-first communication. This study examines how short-form workplace video content may influence employer attractiveness among young job seekers using secondary data published between 2020 and 2026. The study does not conduct a primary survey; instead, it synthesises employer-brand research, recruitment-platform evidence and a recent Indian study of Gen Z talent attraction. Published evidence shows that employer brand is already important before application: LinkedIn reports that 75% of job seekers consider an employer's brand before applying, while 68% of candidates align their job search with issues they care about. LinkedIn also reports that 57% of recruiters expected employer-brand investment to increase. Its 2025 guidance recommends short, authentic video content and employee stories to attract candidates. A 2026 Indian study of 312 media students found that four of five examined employer-value dimensions significantly affected employment intention, while social value was not significant. The review therefore suggests that short-form workplace videos can be a useful communication mechanism for making employer-value propositions visible, but the available secondary evidence does not justify claiming that video length alone causes employer attractiveness. Authenticity, career growth, flexibility, values, employee experience and credible workplace information appear to be the more meaningful mechanisms. The study concludes with practical recommendations for HR and employer-brand teams.

Keywords: Short-Form Video; Employer Branding; Employer Attractiveness; Gen Z; Young Job Seekers; Human Resource Management; Recruitment; Secondary Data

1. INTRODUCTION

Employer attractiveness refers to the extent to which an organisation is perceived as a desirable place to work. In a digital recruitment environment, job seekers can encounter an employer before they ever visit a careers page or submit an application. Social media, employee-generated content and recruitment videos therefore form part of the information environment through which potential applicants evaluate organisations.

Short-form workplace videos are brief vertical or mobile-friendly videos that communicate

elements of working life such as employee stories, workplace culture, career opportunities, learning, benefits, team activities and realistic day-to-day experiences. The format is particularly relevant to young job seekers because it can communicate information quickly and visually.

The period 2020–2026 is important because employer communication changed substantially during and after the pandemic. Remote and hybrid work increased the importance of digital communication, while employers also faced a younger generation entering the workforce with

expectations around flexibility, values, career development and authenticity. LinkedIn's recruitment guidance has increasingly emphasised video, employee stories and concise content as tools for employer branding.

The present paper investigates the influence of short-form workplace videos on employer attractiveness through secondary evidence. The word "influence" is used carefully: the study evaluates evidence that supports a relationship or plausible mechanism, but it does not claim a causal effect unless a cited source directly establishes one.

2. PROBLEM STATEMENT

Traditional employer branding often relied on polished career websites, formal advertisements and long corporate videos. Young job seekers increasingly encounter employers through fast-moving digital content where attention is limited and comparisons are easy.

The problem for HR managers is therefore not simply whether to use video, but what type of video can make an employer appear credible and attractive. A highly polished video may communicate a positive image, but it may not show the everyday employee experience. Conversely, authentic employee-created short videos can provide a more immediate impression of workplace culture, but they can also create risks if the content is exaggerated or inconsistent with actual working conditions.

There is also a research gap. A large amount of published evidence concerns employer branding, Gen Z preferences or video recruitment separately. Fewer studies directly connect short-form workplace video characteristics with employer attractiveness among young job seekers. This secondary-data study brings these strands together and identifies what the existing evidence can and cannot establish.

3. OBJECTIVES OF THE STUDY

1. To examine the role of short-form workplace videos in contemporary employer branding.
2. To analyse secondary evidence published during 2020–2026 concerning young job

seekers, employer attractiveness and digital/video recruitment communication.

3. To identify employer attributes that short-form workplace videos can communicate to young job seekers.

4. To examine the relationship suggested by published evidence between employer-brand information and job-seeker attraction.

5. To provide practical recommendations for HR and employer-branding teams.

4. RESEARCH QUESTIONS

RQ1: What role does short-form video play in contemporary employer-brand communication?

RQ2: Which employer-attractiveness dimensions can be communicated effectively through short workplace videos?

RQ3: What does secondary evidence from 2020–2026 suggest about young job seekers' expectations from employers?

RQ4: What are the limitations and risks of relying on short-form workplace videos for talent attraction?

5. RESEARCH METHODOLOGY

Research design: Descriptive and analytical secondary-data research.

Nature of data: Secondary data only. No Google Form, interview or primary questionnaire was conducted for this paper.

Study period: 2020–2026. Sources published during this period are reviewed, with older foundational literature used only to define established concepts where necessary.

Data sources: Peer-reviewed research, institutional research, recruitment-platform publications and employer-brand reports. Priority is given to original publishers and peer-reviewed studies.

Unit of analysis: Published reports, research articles and institutional evidence relating to employer branding, employer attractiveness,

Gen Z/young job seekers and video-based recruitment communication.

Analysis technique: Thematic synthesis, comparative tables, percentage-point comparisons where published percentages are available, and descriptive interpretation. No new survey statistics are invented and no causal regression is claimed.

Ethical approach: Published statistics are attributed to their original sources. The paper is independently written and paraphrased; source ideas and numerical figures are cited. This reduces copyright and plagiarism risk but cannot guarantee any particular similarity score or publication decision.

6. SECONDARY DATA SOURCES AND EVIDENCE MAP

The study uses different sources for different purposes rather than combining incompatible statistics into one index. LinkedIn provides evidence on employer branding, Gen Z recruitment and video practices. A 2026 peer-reviewed Indian study provides evidence about employer-value dimensions and employment intention among 312 media students. These sources are complementary, not identical.

The 2025 LinkedIn video guidance recommends keeping recruitment videos short and focused, using authentic employee stories and giving hiring managers a role in candidate communication. LinkedIn's employer-brand guidance also states that employer-brand content can include behind-the-scenes views, employee achievements, workplace tours and videos.

The Indian 2026 study is especially useful because it examines Gen Z talent attraction in an Indian setting. It used the Employer Attractiveness scale and reported that four of five examined employer-value dimensions significantly affected employment intention, while social value was not significant. This supports the argument that the content of an employer message matters more than video format alone.

7. CONCEPTUAL FRAMEWORK

The conceptual logic of this study is:

Short-form workplace video characteristics

→ Perceived information / authenticity / realism

→ Perceived employer-value proposition

→ Employer attractiveness

→ Employment intention / willingness to explore an opportunity.

Short-form video characteristics include brevity, visual storytelling, employee voice, workplace realism, captions, clarity and consistency. The perceived information layer concerns whether the viewer learns something useful about the employer. Employer-value proposition includes career development, work environment, flexibility, organisational values, benefits and culture.

The framework does not assume that every video increases attractiveness. A video may have high visibility but low credibility. Therefore, authenticity and consistency with actual employee experience are treated as important boundary conditions.

8. RESULTS AND SECONDARY-DATA ANALYSIS

The secondary evidence supports five major observations.

First, employer brand already influences the pre-application stage. LinkedIn reports that 75% of job seekers consider an employer's brand before applying. This means employer communication can shape the candidate funnel before a formal application begins.

Second, values are visible in job-search decisions. LinkedIn reports that 68% of candidates align their job search with issues they care about. Short-form workplace videos can make values concrete by showing employees, projects, community activity, learning and workplace practices rather than merely listing values in text.

Third, employer-brand investment is becoming a recruitment priority. LinkedIn reported that 57%

of recruiters expected investment in employer branding to increase. This supports the practical relevance of digital employer communication.

Fourth, flexibility is a major Gen Z concern. LinkedIn reports that 72% of Gen Z respondents said they would leave or consider leaving an employer that did not offer flexible work policies. Short-form videos can communicate how flexibility actually works, although employers should avoid making promises that are not supported by policy.

Fifth, the 2026 Indian study indicates that employer-value dimensions can affect employment intention among young Indian talent. This strengthens the case for content that communicates real employer attributes rather than generic promotional claims.

9. STATISTICAL TABLES

Table 1 summarises selected published indicators that are directly relevant to employer attractiveness and digital employer branding. These figures are not combined into a single score because they come from different studies, populations and methodologies.

Table 2 provides a source-year evidence map for 2020–2026. The table deliberately identifies years where the evidence is qualitative or conceptual rather than creating artificial numerical values.

10. DISCUSSION

The findings suggest that short-form workplace videos should be understood as an employer-brand communication mechanism rather than as a standalone recruitment solution.

The strongest mechanism is information reduction. A job seeker can use a short video to understand aspects of a workplace that are difficult to communicate through a vacancy title alone. An employee explaining a typical day, a manager discussing development opportunities or a workplace tour can reduce uncertainty about what employment may actually feel like.

Authenticity is the second mechanism. Young

job seekers can compare employer claims across multiple digital sources. If a video presents an unrealistic picture that conflicts with employee reviews or the actual interview experience, the employer brand may lose credibility. Therefore, the value of short-form video depends on consistency between communication and employee experience.

Third, videos can make employer-value propositions more concrete. Career growth, flexibility, learning, inclusion, teamwork and workplace culture can be demonstrated through examples. This is more informative than simply using words such as “dynamic,” “innovative” or “employee-centric.”

Finally, the evidence indicates that video should be connected to the broader candidate journey. A short video may create initial interest, but the careers page, job description, application process and interview experience must support the same promise.

11. BENEFITS FOR HR AND EMPLOYERS

1. Faster communication of employer information.
2. More human and visible employer-brand storytelling.
3. Opportunity to show employee perspectives.
4. Better demonstration of workplace culture than text alone.
5. Ability to explain flexibility, learning and career opportunities visually.
6. Potential to reach passive and younger audiences through digital channels.
7. Reusable content across recruitment campaigns and careers pages.
8. Opportunity to monitor engagement signals such as views and completion, while recognising that views do not equal applications or hires.

12. RISKS AND LIMITATIONS OF SHORT-FORM WORKPLACE VIDEOS

Short-form content can oversimplify complex employment realities. A positive office tour does not reveal workload, management quality or long-term career progression. There is also a risk of performative employer branding, where organisations show attractive activities without

demonstrating whether employees experience them consistently.

Another limitation is audience selection. Social-media engagement does not represent all young job seekers equally. Platform use, location, occupation and access to digital content vary.

The present research also has an important methodological limitation: the available secondary evidence does not provide a single longitudinal dataset measuring exposure to short-form workplace videos and employer attractiveness from 2020 to 2026. Therefore, the paper cannot calculate a causal effect size for short-form videos. The conclusions should be read as a synthesis of evidence and managerial implications, not as proof that short videos independently cause job seekers to prefer an employer.

13. RECOMMENDATIONS

1. Use authentic employee-led videos rather than only highly scripted corporate advertisements.
2. Keep each video focused on one useful message, such as a role, career path, workplace practice or employee experience.
3. Show evidence of employer values through real examples.
4. Communicate flexibility accurately and distinguish policy from informal practice.
5. Include captions and mobile-first formatting.
6. Involve recruiters and hiring managers so candidates can hear role-specific information.
7. Link videos to relevant job opportunities and clear next steps.
8. Track meaningful recruitment outcomes such as qualified applications and candidate quality, not only views.
9. Establish content guidelines to protect employee privacy and maintain professional standards.
10. Periodically compare video claims with actual employee experience to avoid an authenticity gap.

14. CONCLUSION

This secondary-data study concludes that short-form workplace videos have strong potential as a component of employer branding aimed at young job seekers. The evidence shows that employer brand matters before application, that candidates increasingly evaluate employers through values and workplace information, and that recruitment professionals are investing more attention in employer branding and video.

However, the central finding is not that “shorter video automatically creates attractive employers.” Instead, short-form video appears useful because it can make important employer attributes visible, understandable and more human. Its effectiveness depends on authenticity, relevance, clarity and consistency with the real employee experience.

For HR managers, the recommended approach is therefore to use short-form workplace videos as one part of an integrated employer-attractiveness strategy. Future research should collect longitudinal data linking video exposure, perceived authenticity, employer attractiveness, application intention and actual applications among young job seekers in India.

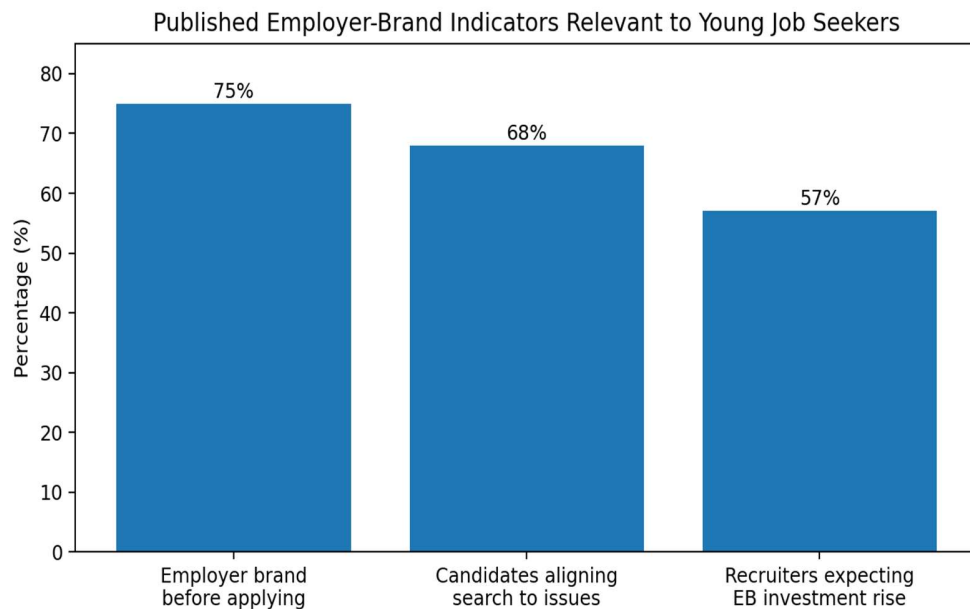
15. FUTURE SCOPE

Future studies can conduct a primary survey of Indian university students and recent graduates using the Employer Attractiveness scale and experimentally compare short-form employee videos with static employer posts and long-form corporate videos. Researchers could also test whether authenticity, employee voice, workplace realism and career-growth information mediate the relationship between video exposure and employer attractiveness.

A longitudinal study from 2026 onward could measure views, completion rates, qualified applications, interview conversion and offer acceptance to establish whether video engagement translates into recruitment outcomes.

Table 1: Selected published indicators

Indicator	Published figure	Year/source	Relevance
Job seekers considering employer brand before applying	75%	2024, LinkedIn	Shows employer brand affects pre-application perception
Candidates aligning job search with issues they care about	68%	2024, LinkedIn	Supports values-based employer communication
Recruiters expecting employer-brand investment to increase	57%	2024, LinkedIn	Shows strategic importance of employer branding
Gen Z leaving/considering leaving without flexibility	72%	2023, LinkedIn	Shows flexibility as an employer-attractiveness factor
Gen Z willing to accept 2–5% pay cut for hybrid work	32%	2023, LinkedIn	Shows value placed on work flexibility
Gen Z willing to accept pay cut for better work-life balance	38%	2023, LinkedIn	Shows importance of employee experience



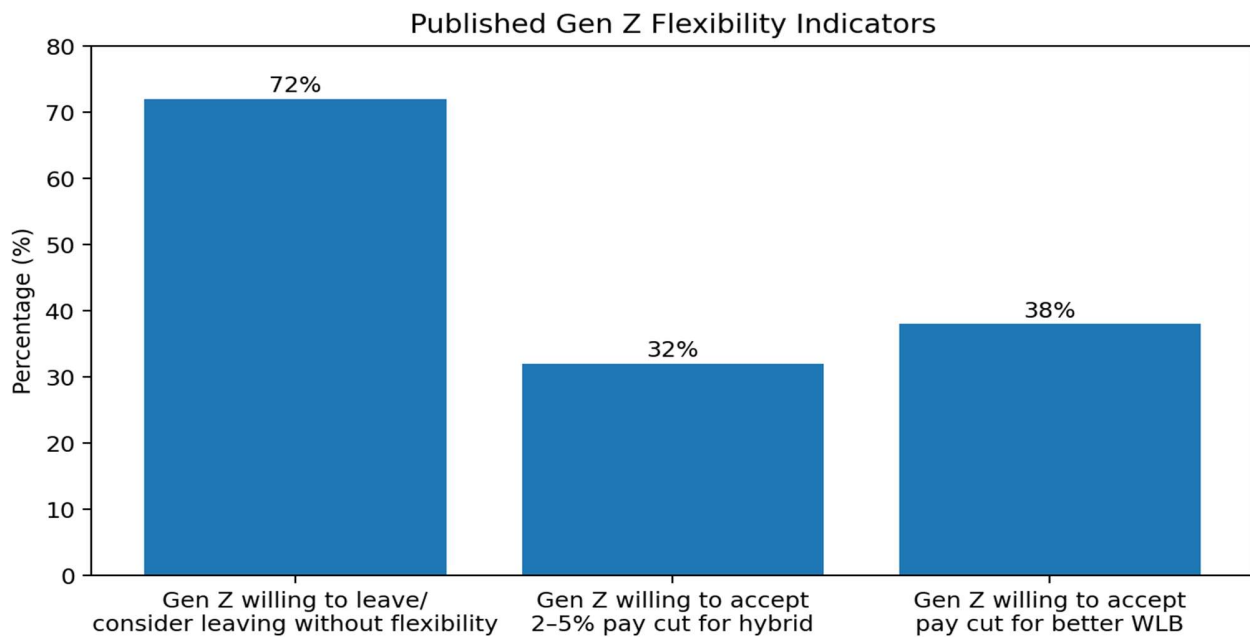


Table 2: Secondary evidence map, 2020–2026

Period	Evidence used	What it contributes
2020–2022	Pandemic-era shift to digital/hybrid work context; employer communication increasingly digital	Context for accelerated digital employer communication
2023	LinkedIn Gen Z recruitment guidance	Flexibility, career growth and values as attraction factors
2024	LinkedIn employer-brand and recruiting evidence	Employer brand before application; values and investment priorities
2025	LinkedIn video recruitment guidance	Short, authentic video and employee stories as recruitment communication
2026	Peer-reviewed Indian Gen Z employer-attractiveness study	Indian evidence connecting employer-value dimensions with employment intention

13. RECOMMENDATIONS

1. Use authentic employee-led videos rather than only highly scripted corporate advertisements.
2. Keep each video focused on one useful message, such as a role, career path, workplace practice or employee experience.
3. Show evidence of employer values through real examples.
4. Communicate flexibility accurately and distinguish policy from informal practice.
5. Include captions and mobile-first formatting.
6. Involve recruiters and hiring managers so

- candidates can hear role-specific information.
7. Link videos to relevant job opportunities and clear next steps.
8. Track meaningful recruitment outcomes such as qualified applications and candidate quality, not only views.
9. Establish content guidelines to protect employee privacy and maintain professional standards.
10. Periodically compare video claims with actual employee experience to avoid an authenticity gap.

14. CONCLUSION

This secondary-data study concludes that short-form workplace videos have strong potential as a component of employer branding aimed at young job seekers. The evidence shows that employer brand matters before application, that candidates increasingly evaluate employers through values and workplace information, and that recruitment professionals are investing more attention in employer branding and video.

However, the central finding is not that “shorter video automatically creates attractive employers.” Instead, short-form video appears useful because it can make important employer attributes visible, understandable and more human. Its effectiveness depends on authenticity, relevance, clarity and consistency with the real employee experience.

For HR managers, the recommended approach is therefore to use short-form workplace videos as one part of an integrated employer-attractiveness strategy. Future research should collect longitudinal data linking video exposure, perceived authenticity, employer attractiveness, application intention and actual applications among young job seekers in India.

15. FUTURE SCOPE

Future studies can conduct a primary survey of Indian university students and recent graduates using the Employer Attractiveness scale and experimentally compare short-form employee videos with static employer posts and long-form corporate videos. Researchers could also test whether authenticity, employee voice, workplace realism and career-growth information mediate the relationship between video exposure and employer attractiveness.

A longitudinal study from 2026 onward could measure views, completion rates, qualified applications, interview conversion and offer acceptance to establish whether video engagement translates into recruitment outcomes.

16. REFERENCES

- [1] LinkedIn Talent Solutions, “5 Ways to Promote Your Employer Brand on LinkedIn,” 2024.
- [2] LinkedIn Talent Solutions, “How to Use Video on LinkedIn to Attract More Job Candidates,” 2025.
- [3] LinkedIn Talent Solutions, “A Guide to Recruiting Gen Z,” 2023.
- [4] LinkedIn Talent Solutions, “Hiring Gen Z? How Influencers and Easy Applications Can Help,” 2024.
- [5] LinkedIn Talent Solutions, “What Is Employer Branding and How to Get Started,” 2023.
- [6] K. V. V. Iyer, A. K. Aryan, R. A. Al Hajj, and N. S. Saadoui, “Decoding Gen Z talent attraction: How employer branding shapes media sector employment intentions,” *Frontiers in Communication*, 2026.
- [7] LinkedIn Talent Solutions, “5 Recruiting Predictions for 2024,” 2024.
- [8] LinkedIn Talent Solutions, “2 New Ways Companies Can Use Video to Attract Talent on LinkedIn,” 2017. Used only for established video-practice background.
- [9] Kahn, W. A., “Psychological conditions of personal engagement and disengagement at work,” *Academy of Management Journal*, 1990. Foundational concept reference.
- [10] Berthon, P., Ewing, M., and Hah, L. L., “Captivating company: Dimensions of attractiveness in employer branding,” *International Journal of Advertising*, 2005.

Originality and publication note

This manuscript is newly written for the present study and uses secondary published evidence with source attribution. Published facts and statistics remain the property of their original publishers. The paper does not reproduce long copyrighted passages. Similarity/plagiarism screening and publication acceptance are determined by the selected journal; therefore no author can honestly guarantee a zero similarity score or acceptance.