

CUSTOMER WELCOME KIT V7.1



Welcome to Candid Career

- Congratulations! You have given your students and staff access to a library of thousands of video clips of professionals sharing their personal career experiences and job preparation tips for your students benefit.
- Our site is dedicated to providing the inside scoop on careers, as well as advice that will give your students and alums an edge in their job search.

We are so pleased to have you onboard!





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- Advanced Features
 - Embedding Videos, Social Media Sharing, Featuring Homepage Videos, TV Streaming, Custom Playlists, Sharing Individual Videos, Sharing & Following Channels, Sharing Search Results, & RSS Feeds.
- Stat Report: Tracking Student Usage/Traffic
- Film Sessions Alumni Interviewing
- Requesting Missing Careers & Website Improvements
- CC Product Lines
- CC Renewal Process
- Contact Us





Customer Rollout Strategy

- Week 1 Launch/Advertise CC and Engage Students (Review pages 5 - 35)
- Week 2 Embedding Videos, Social Media Sharing, Featuring Homepage Videos & TV Streaming (Review pages 36-65)
- Week 3 Custom Playlists, Sharing Individual Videos, Sharing & Following Channels, Sharing Search Results & RSS Feeds. (Review pages 66 - 80)
- Week 4 Stat Tracking, Alumni Interviewing, Requesting Changes and New Careers, Renewal Process, & Contact Us. (Review pages 81-106)





IMPLEMENTING CANDID CAREER





Accounts Overview

Your "Candid Career Welcome Email" includes access links to two Candid Career accounts for your subscription.

- 1. Login Link (Student Access) This link can be posted to your website and shared with students in order for them to automatically be logged into your master school account. We have a "widget" or "advertisement" that shows scrolling videos and connects to this account as well.
- 2. Admin Account This account should be used only by career center staff. It is used to check school stats, grab our video embed codes, select videos for your school widget, and select videos to feature on your Candid Career homepage.

AlumNet Product ONLY

Admin Panel - This database will allow you to update information associated with a video of your alumni (e.g. college major or career title, add alumni career coaches, and see coaching statistics). To access this database, log into your Admin Account, click on the username at the top right, then select "Admin Panel" button. Email us at support@candidcareer.com for additional assistance if needed.





Advertising to Students

- You have two options to connect to your Candid Career Account: 1) Widget or 2) Login Link
- The Widget better describes what Candid Career is since it displays thumbnails of our videos.

TIP: Schools that use the widget get better student usage!

- You DO NOT need to put our link or widget behind a student portal or login page. You can put it directly on your homepage so students don't have to remember a login or password to access the videos.
- Send us your school or career center logo and we can put it on your Candid Career homepage for branding purposes and link it back to your career center website.





Candid Career Widget

- Access your school widget "HTML code" via your Welcome Email. OR login to your Admin Account to get widget code, scroll over the username XXXXAdmin, then select "My Profile" > "My Widget" and the code for your school is displayed at the top.
 - You can pass the code to your website developer and they will be able to add it to the html of the website pages you select.
- Place the widget on multiple websites.
- The widget is linked directly to your Login Link. It automatically pulls the video thumbnails featured on CandidCareer.com and will rotate every 5 secs through the featured videos on our homepage.
 - You can handpick the videos that scroll through your widget. See next slide.





Whether you are exploring majors or careers or preparing for a job interview Candid Career has the videos to help!

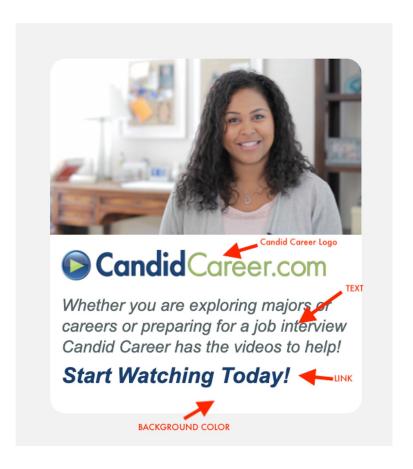
Start Watching Today!





Customizing Widget

- Email us at support@candidcareer.com to customize the following:
 - Candid Career Logo Use the colored version or white version of CC's logo
 - Text Color Change the color of the text displayed in the widget
 - Link Color Change the color of the link "Start Watching Today!"
 - Background Color Change the color of the background
- Change Size Change the size of the widget by adjusting the Height & Width in the html code provided.







Selecting Videos for Widget

Bryan Terrell Clark, Actor, Producer, and Director; Self-Employed



Select a Video Part to Play



NOTE: You have to pick a minimum of 5 videos but can select as many as desired. Recommend 10 videos max. The widget will scroll through 3 videos every 5 secs.

- **Step 1** Retrieve your "Admin Account" link via your "Welcome Email".
- **Step 2** You will know you are in your "Admin Account" because it will read "Welcome, XXXXadmin" at the top right of the page.
- **Step 3** Browse or search the video library and select a video to play that you would like to feature on the widget. Select the "Add to Widget". Button at the bottom of the video player. Repeat.





Reviewing/Removing Widget Videos

• **Step 1 -** Select your username at the top right of the page, "Welcome, XXXXAdmin"



 Step 2 - Click "My Profile" to go to the profile section.



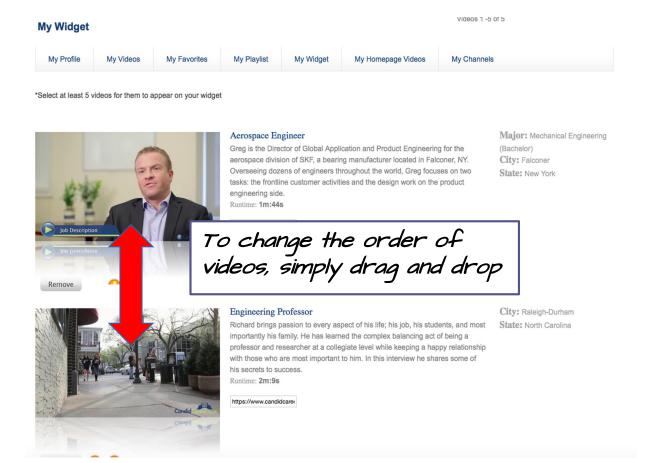




Reviewing/Removing Widget Videos

My Profile My Videos My Favorites My Playli My Widget My Homepage Videos My Channels

- Step 3 Select "My Widget" from the toolbar.
- Step 4 Review the videos you've selected for your widget or remove videos by clicking the "Remove" button





Login Link

- Access your school's "Login Link" via our Welcome Email that was sent by your Candid Career Account Representative.
- The link is a unique URL that when selected will automatically log your students into your school's master account. They <u>do not</u> need a username or password.

 - INCORRECT Login Link: www.candidcareer.com
- You have to copy and paste the <u>EXACT Login Link</u> for the students to be logged in and able to access the entire video library.
 - You will know it is working correctly if you see "Welcome, School Name" at the top right of the Candid Career homepage.
- We recommend connecting your link to our Candid Career Logo (included in Welcome Email)





Placement of Widget and/or Link

Resources should be easy to find! Student usage is optimized by placement of widgets and/or embedded videos with links to website pages such as:

- Career Center Homepage
- Major or Career Exploration Page
- Job Search
- Informational Interviewing
- School Homepage

NOTE: Once students are signed into your school's website, no account creation or additional sign-in is required!



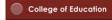


Homepage Widget





Contact Your School & College Career Center:





"UMass Amherst Career Development Adapt **Changing Times**"

Read Full Interview featured in "Inside UMass" with Cher Brooks, Ph.D. Associate Provost of Career Development Professional Connections, and Mary Detloff, Deputy Direc of News & Media Relations.



careers or preparing for a job interview Candid Career has the videos to help!

Start Watching Today!

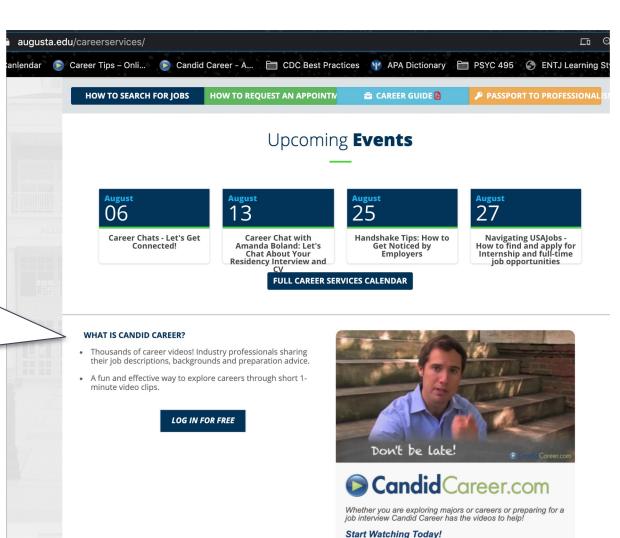
Questions!





Description, Login Link and Widget

Description of **Candid Career** followed by button that connects to Login Link & Widget too!









Career Exploration Page





m CAREER CENTER

Employer Resources

Alumni Resources

Student Resources

Career Exploration

Find a Job

Resume and Professional **Writing Resources**

Faculty/Staff Resources

Events

Reports

Career Exploration

Choosing a major/career is an important decision that will shape your college education and subsequent career path. When choosing a major, consider:

- What keeps your interest and motivation?
- What challenges you?
- What reflects your values?
- What is within your abilities?

Candid Career.com CANDID CAREER

What is Candid Career?

- o A fun and efficient way to explore careers! Similar in nature to YouTube.
- Discover career fields you did not even know existed and learn what it takes to get there.
- Save your favorites to help guide your college and/or career discussions.
- Use the advice to further educate yourself on your favorite careers, complete pre-requisites, and pursue internships and job openings.





Student/Online Resources





Candid Career provides video interviews of industry professional sharing their unique advice and experiences to give students a glimpse of what the future might hold! Videos are brief typically between one minute and five minutes long. There's something for everyone as videos assist students with major & career exploration, internships, job search, grad school guestions & professional development.

View videos in the Career Profiles series for informational interviews with professionals in hundreds of different fields. Or check out the Get Hired series for career advice on resumes, interviewing, and business etiquette for landing jobs and

Or use the search bar and search videos by industry, occupation, college major, or career advice areas (resumes, interviewing, grad school).







HOW TO GENERATE STUDENT TRAFFIC





Handshake Integration

- Through the communication tool in Handshake, schools have the ability to send students information based on student responses to a series of specific questions.
- Candid Career has aligned our channels and/or search results with these responses so you can communicate videos that match the student's interests!
- To get started, see the Candid Career Video Integration Guide for Handshake.

https://drive.google.com/open?id=1BPGnQJ7GFAmGg9-iDhbY28eWA9t0VRLg





Symplicity Integration

- Within Symplicity, our clients have the ability to add Candid Career as an embedded or external link via the Symplicity Partners Programs.
- Candid Career can also be added in the "Banner Slideshow" and the "Pathways" Program.
- Please select the link below for a Candid Career Video Integration Guide for Symplicity

https://drive.google.com/file/d/1N4UgV1o328RB-v81SOfflku0MkC2k-NI/view?usp=sharing





Incorporating into Counseling Sessions, Webinars, Class or Event Curriculum

Major or Career Exploration

- After determining a student's field(s)
 of interest, search by Industry, Major,
 or Career Title to find videos to share.
 - Share the URL prior to counseling session or in the session.
- Discuss the videos with the students.
 - Possible pros and cons to the job.
 - What they enjoyed? What surprised them about the career?

Resume Review

Send the Get Hired "Resume" channel prior to a resume review or create a "Custom Playlist" (see Advanced Features section) of videos you want to share about resumes.

Freshman Orientation

Include training on the product in your presentation. See Candid Career's "Training & Promos Channel" for a fun commercial and student guide video.

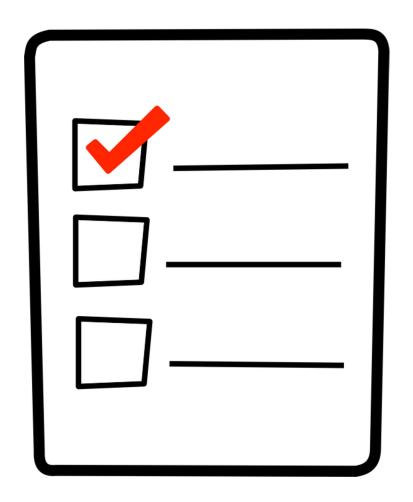
SEE NEXT SLIDES FOR MORE SUGGESTIONS!





Personality or Skill Assessment Next Step

- Candid Career can be implemented with any personality/skill assessments your school offers students to help them further the process of career exploration.
- When a student takes a personality or skill assessment, they can search the careers/industries they receive with their results on Candid Career and watch informational interviews about these careers.

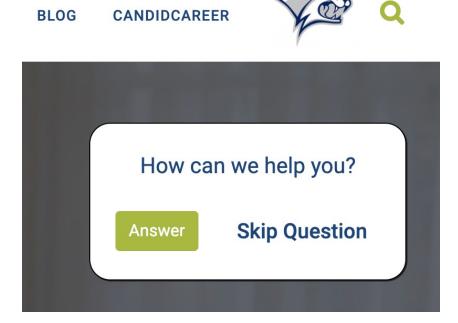






Guided Approach (1/2)

 Share with Students! When logged into your Candid Career Account, anytime you land on the homepage or refresh the homepage you will see a pop-up question.







Guided Approach (2/2)

 Answer the question to be provided with a stepby-step activity to watch video content related.

How can we help you?

- I am deciding on a major and/or career path
- I am looking for a job or internship
- I am starting a job
- I am switching careers
- Other (Grad School, Military Service, Building My Network, Improving My Skills, etc.)

Submit





Get Hired Quizzes (1/2)

The Get Hired "Featured" videos all have associated quizzes for student use and classroom/webinar use.

- Step 1 Login to your Candid Career student access "Login Link" or "Admin Account".
- Step 2 Select "Get Hired" > "Featured" from the main menu bar.
- Step 3 Select the desired "Get Hired" video.



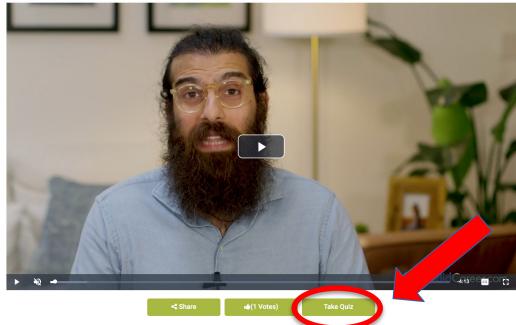




Get Hired Quizzes (2/2)

- Step 4 Select the "Take Quiz" button under the video player
- Step 5 A pop-up box will appear with quiz questions. Take the quiz and hit "Submit" button for results.





Step 6 - Select the "Email" button to email your results to a counselor and/or professor.





Career Center Activity Handouts

Create Worksheets/ Reflection **Guides for Students**

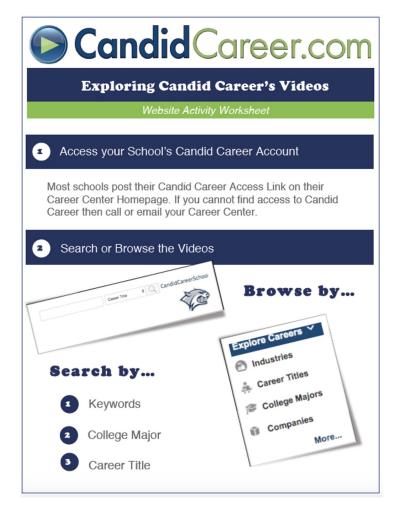








Candid Career Website Activity



Watch all sections of the interview by clicking on the video parts under the Job Title such as: • Job Description • Loves & Challenges • How to Prepare
How to Prepare?
-
Like Disli
Like Dislil
Like Disli
Like Dislil
Good Fit for you? (Explain)
Yes
Yes

Download the Full Worksheet!





Informational Interview Activity





Download the Full Worksheet!





Useful Videos - Student Promotion

Videos

Candid Career Commercial

 A short commercial that describes what we do at Candid Career, which is interview professionals about what they do for a living and get their advice for your student's job search!

Candid Career Student Guide

 A video tutorial about how students can utilize our website to help them explore majors/careers and land a job!

NOTE: See next section on Embedding Videos, Social Media, & Other Features for more details around how to share the videos.

How to share with students

- **Step 1 -** Login to your school "Admin Account".
- **Step 2 -** From the top menu bar select: "Explore Careers", "More", then "Promos & Training" Channel.
- **Step 3 -** Select the desired video you want to share. Click the "Share" icon at the bottom right of the video player: Share

You can share via copy/paste the Video URL, share via a direct email or embed the video.





Tips on Driving Traffic (1/3)

Location, Location!

- Doesn't just apply to real estate. Students can't use what they can't find.
- Our clients with the most successful traction have placed our widget or link on their career center homepage as well as other locations on their career center page that are applicable.

Share Candid Career with other offices

- More gets done when we all work together.
- Getting all the advisors and counselors on campus involved will increase the opportunity for students to discover Candid Career.
- Some schools share our product with Academic Advising, First Year Experience, and professors.





Tips on Driving Traffic (2/3)

- Alumni Interviews (see section "Alumni Interviewing")
 - Your students would enjoy watching and listening to some of the people who graduated from your university or college.
 - We have interviewed countless alums that are incredibly pleased to be giving back to their alma mater in this fashion. So let them!

Advertisements

- School Newspaper Yes, some people do still read those things that you hold in your hands called newspapers! Ask your editor to write a brief promotional piece on CandidCareer.com
- Social Media Share videos on Facebook, Twitter, etc.
- Flyers Posting Candid Career flyers around your building or campus

NOTE: Remember to tell students how to access your schools' widget or login link or share your link





Tips on Driving Traffic (3/3)

Student Ambassadors

• Educate and encourage student leaders/peer advisors to promote Candid Career

Campus Event

• We would love to co-sponsor an event on your campus in order to create some enthusiasm among students. It could be an alumni panel or a featured speaker.

Incorporate into Curriculum

- Counseling sessions
- Freshman Orientation
- Major or Career Exploration Classes
- Preparing for an interview and/or Career Fair



Client Tips

• Visit our public website (not logged into any account) and click on "Testimonials" tab. Scroll down to the question: "How did you increase usage?"

OR

•Enter the URL below in your browser: www.candidcareer.com/using_us.php#usage





ADVANCED FEATURES

EMBEDDING VIDEOS, SOCIAL MEDIA SHARING, FEATURING HOMEPAGE VIDEOS, TV STREAMING, CUSTOM PLAYLISTS, SHARING INDIVIDUAL VIDEOS, SHARING + FOLLOWING CHANNELS, SHARING SEARCH RESULTS, + RSS FEEDS.





Embedding Videos

- Video Embed Codes allow you to feature Candid Career videos directly on your website.
- Embedding videos helps give students relevant information and helps to increase usage statistics.
- Remember to always give them access to see more videos by posting your Login Link close by!

Career Center > Resume

Resume & Cover Letter Writing

Tip Sheets and Samples

- » Resume Writing
- »Cover Letter Writing
- Career Handbook
- »Sample Resumes

Web Resources

- » Resumes & Cover Letters The Riley Guide
- »Cover Letter Resources Quintessential Careers

Resume Tips video on **Resume Writing Page**

Top Resume Tips From CandidCareer



Login Link to access full library of videos!



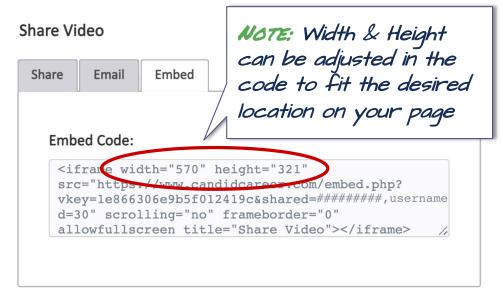


How to use Embed Codes?

- Step 1 Log into your "Admin **Account**" provided in your Welcome Email.
- **Step 2** Browse the video library and select a video to watch that you would like to embed.
- Step 3 Click the "Share" icon to the bottom right of the video player:

NOTE: All of the views for this video will show up in your School Stats

Step 4 - Select the "Embed" tab in the pop-up box.



Step 5 - Copy and paste the embed code. Insert into the html for the website or give the code to your website developer.





Embedded Video Examples (1/5)

Embed videos on various website pages i.e. Interview Video on a page covering Interviewing Advice.







Embedded Video Examples (2/5)

• Embed videos related to various topics covered on a page.

Networking

"They cannot hire you if they don't know who you are. They can't hire you if you don't know who they are."

Networking is perhaps the most recommended method to uncover job openings. It really is about connecting with people out in the workplace who will help you make better career decisions. It is not pressuring people to give you a job, rather it is about making sure everyone you know is aware of what kind of work you are seeking and making relationships with people in your chosen career field so that they know your skills and interests. You probably have more connections than you realize.

Connections you may already have:

- Family
- Friends
- · Family friends
- · Acquaintances (both professional and personal, for example, your pastor or hair stylist)
- · The Career Development staff
- · Presbyterian College alumni

Networking 101



Corporate Recruiter, Epicore



Informational Interviews

An informational interview is a conversation with a professional employed in an area of interest to the student for the purpose of gaining current, regional, and/or specialized occupational, industry, or other career-related information from an "insider's" point of view. Many professionals, including Presbyterian College alumni, are willing to share information and give advice and most importantly connect our students to other professionals.

How to do an Informational Interview



LinkedIn Networking

Expand your network by using LinkedIn - a powerful tool for maximizing the reach of your personal network. Create a LinkedIn profile to let prospective employers about your skills, accomplishments and what kind of career opportunities you are looking for. Making connections is key as many jobs are not listed online.

LinkedIn: Creating Your Profile

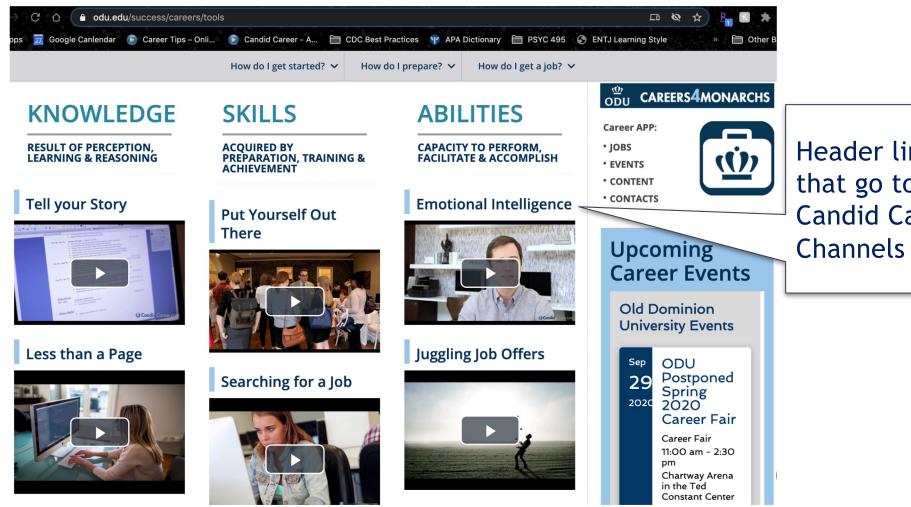








Embedded Video Examples (3/5)



Header links that go to **Candid Career**





Career Pathways (4/5)



Videos embedded related to a selected "Career Pathway".

RESOURCES

Planning & Timelines

Resumes, CVs, Cover Letters

Making Connections

Job & Internship Search

Interviewing

Evaluating & Negotiating Offers

Career Pathways

→ Arts & Entertainment

Journalism, Writing, Publishing

Entertainment, Media, TV, Sports Management

Arts Management, Museums, Galleries, Libraries

Arts, Film, Music, Theatre, Comedy

HOME / JOB & INTERNSHIP RESOURCES / CAREER PATHWAYS / ARTS & ENTERTAINMENT /

Arts, Film, Music, Theatre, Comedy



Be sure to take a look at the OCS publication Working in Arts & Culture (pdf).

The creative arts are among the most collaborative but competitive professions. Careers in these fields focus on performance (actors, dancers, musicians, singer-songwriters), direction and composition (choreographers, composers, directors), technical aspects (sets, lighting, sound), or visual design (graphic designers, title designers, photographers, animators). There is often overlap, e.g. costume designers work in both visual design and technical areas, and many directors or choreographers are also performers.

Working in the creative arts in general requires talent, many years of study, practice, ongoing training, a true passion for the work, and sometimes more than a little bit of luck. It also requires the resilience to handle rejections and acceptance of the fact that you're not likely to get rich. if you think working in the creative arts may be right for you there's no better time to explore the possibilities than when you're young, have lots of energy, and fewer financial responsibilities. Arts administration (development, public relations, financial officer, etc.) is another opportunity to work in the arts and culture sector.

Featured Candid Career Videos





Musician and Owner



Comedian and Actor

Visit the Candid Careers website to watch more videos!

Alumni in the Field

Consider networking through the Alumni Directory online database to connect with Harvard alumni including:

Login link so students can explore more videos.

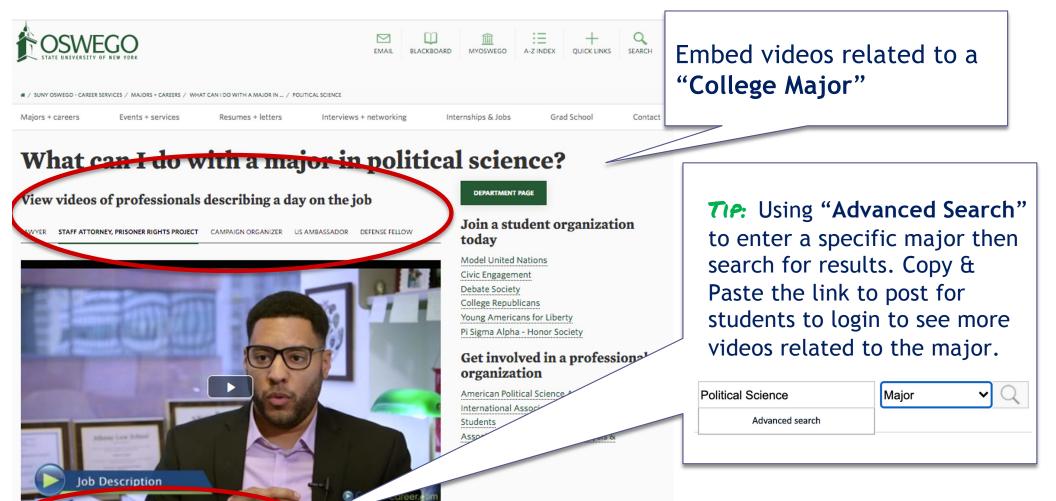
> TIP: Coordinate your login link to guide students directly to the industry page they are researching!





Click here for more of this interview and to see additional videos

What can I do with my major? (5/5)







Adding Videos in PowerPoint (1/2)

- Step 1 Log into your "Admin Account" or "Login Link" provided in your Welcome Email.
- Step 2 Browse the video library and select a video to watch that you would like to add.
- Step 3 Using our search box at the top right search for that video by typing in the video title.

Step 4 - Find the video in the results list. Right click the video thumbnail image and click "Save Image As..." to select desired location on your computer.



Scott is the CEO of Pledge It, a nonprofit athletic performance-based fundraising platform. Having played both football and baseball at Penn State University, Scott started a venture to fund disease research which led to the current Pledge It. Tasked with strategic planning, investor relations and daily operations, Scott finds time to share his...

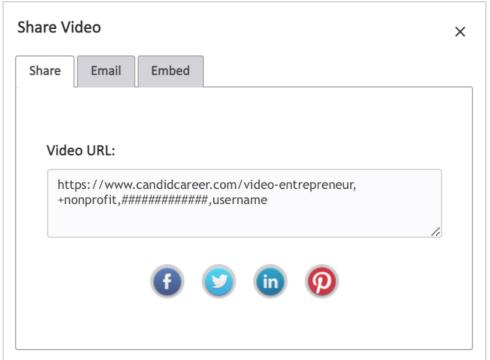
NOTE: This will only work on PC desktop version of PowerPoint 2013 or PowerPoint 2016.





Adding Videos in PowerPoint (2/2)

- **Step 5 -** Select the video from the search results that you want to feature.
- Step 6 Click the green "Share" image to the bottom right of the video player.



- Step 7 Copy and Paste the "Video URL" in the pop-up box or Copy and Paste the "Video URL" at the top of your internet browser.
- Step 8 Open PowerPoint. Select "Insert" > "Picture". Browse your computer and select the picture you saved from Step 4.
- **Step 9 -** Right click the Image on the slide in PowerPoint and click "Hyperlink". Paste the Video URL from Step 6.





Social Media Sharing

- Social media is a great way to connect with students and share Candid Career Videos!
- All the logins and video views you share on social media will show up in your stat report.
- We have pre-written social media text that you can use for our Get Hired > Featured videos so you don't even have to think about what to say!



Access to pre-written text

https://drive.google.com/open?id=0B0OdLlL8_FXQTGtIWF9uVjRGZnM



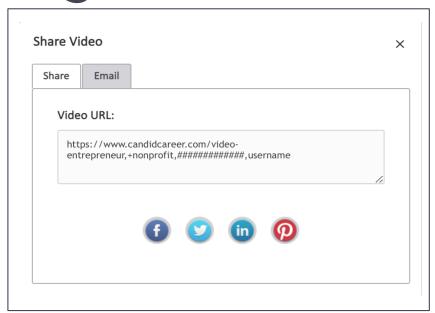


Social Media Sharing

- Step 1 Login to your account via your "Login Link" or "Admin Account".
- **Step 2 -** Browse the video library and select a video that you would like to share with your students.
- Step 3 Click the green "Share" image to the bottom right of the video player.



NOTE: All of the logins from social media sharing will show up in your School Stats



• Step 4 - From the pop-up box, select the social media image you would like to share the video on. This will generate a post that connects your students directly to that video if they click the post.





Social Media Sharing of Channels (1/2)

- Step 1 Log in to your school account via the "Login Link" or "Admin Account".
- Step 2 Browse via the "Explore Careers" or "Get Hired" menu options to a channel of your choice. Select the Channel (e.g. Entertainment).
- Step 3 Click the green "Share" image below "Today's X **Video**" (main header at the top of the page).
- Step 4 From the pop-up box, select the social media image you would like to share the video on. This will generate a post that connects your students directly to that Channel if they click the post.

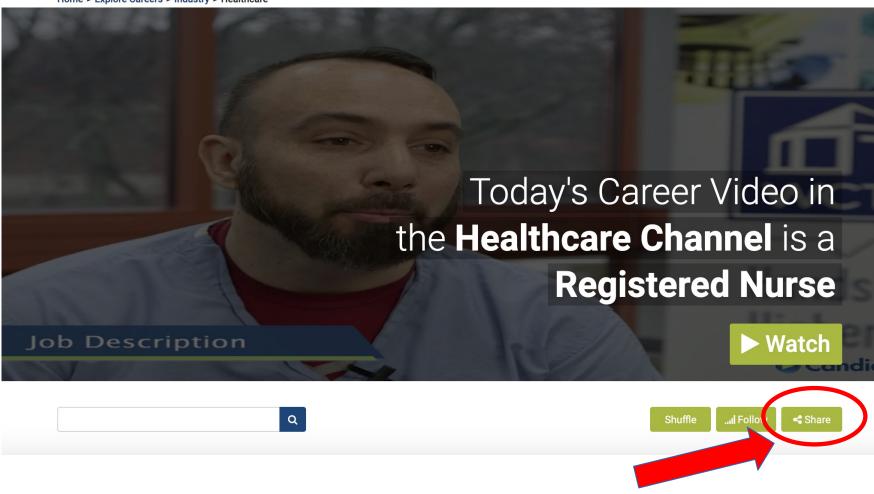
See next slide for screenshot





Social Media Sharing of Channels (2/2)

Home > Explore Careers > Industry > Healthcare







What to Share? (1/2)

- Share the Candid Career Commercial or Student Guide (Explore Careers > More > Promos & Training Channel) in an email blast and/or on social media.
- Spotlight a different major or industry channel each week and share that channel or a new video about that major or industry in an email blast and/or on social media each day.
 - For example, one week feature videos from the "Art" industry and feature videos from the "Education" industry the next week, etc.







What to Share? (2/2)

- Pick one day of the week to spotlight a "Get Hired" topic and share a new video each week.
 - For example, share a video about interviews one week and a video about resumes the next week.
- Share videos from the "Get Hired" series that are relevant
 - For example, if your Career Center is hosting a resume workshop, share videos about resumes.
 - Before your school's career fair, share videos about career fairs and networking.
- If we don't have a channel that fits your needs then create a "Custom Playlist" to share desired videos with your students!







Follow Us & Engage!



Facebook https://www.facebook.com/candidcareer/

LinkedIn https://www.linkedin.com/company/1350618





Twitter https://twitter.com/CandidCareer/media

Instagram https://www.instagram.com/candidcareer/





Pinterest https://www.pinterest.com/CandidCareer/

YouTube https://www.youtube.com/user/candidcareer



NOTE: If you share our social media posts these will not count in your School Stats.





Facebook Examples

A new "Get Hired" video is released every month to keep up with current topics to share!

TIP: You can include relevant hashtags & a link to your login page



Presbyterian College Career and Professional Development

January 13 at 2:23 PM ⋅ S

Have an important virtual meeting coming up? Check out this Candid Career video for some useful virtual etiquette tips (and a good laugh)! * CandidCareer.com



CANDIDCAREER.COM

Candid Career - Get Hired: Virtual Meeting Etiquette Sometimes the lines between work/home balance can blur. Espec...



Center for Career Services

@MaristCareerServices

Home

About

Posts

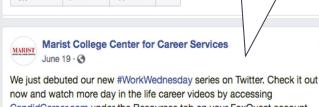
Events

Reviews **Photos**

Videos

Community

Create a Page



Share

Follow

Save

now and watch more day in the life career videos by accessing CandidCareer.com under the Resources tab on your FoxQuest account.

FoxQuest Login: http://bit.ly/2KxeK4z

MaristCareerServices @MaristCCS · 3m

MARIST Introducing our new #WorkWednesday series where we will feature a @CandidCareer video that gives a day in the life description of a job within a career cluster. Watch this video from an Artist and Designer and access Candid Career through FoxQuest.



Candid Career - Artist and Designer, "Shag"

Josh, better known by his artist name "Shag", is an artist and designer based out of Santa Ana, California. Known primarily for mid-century modern

candidcareer.com



Twitter Examples

Tweet <a>@candidcareer to interact with your school and career center:

Tweets **3.783**

Tweets

Following 653

Followers 1.197

7ers L

Likes 458

Tweets & replies

Media



A-State Career Services @HireAState · Aug 26 candidcareer.com/video-networki...
Check out this Candid Career video over networking!!



Networking 101 - How to Network - Networking Tips & Advice | Candi...

Everyone has a different opinion on how to network, and there are networking tips and advice everywhere! Try this Networking 101 video st...

candidcareer.com

Follow us to retweet our posts and interact with students:

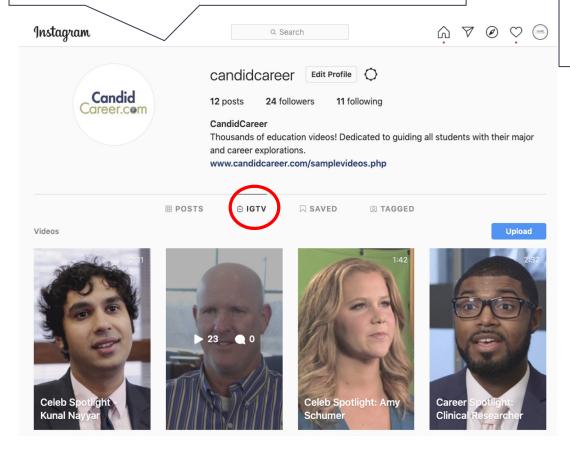




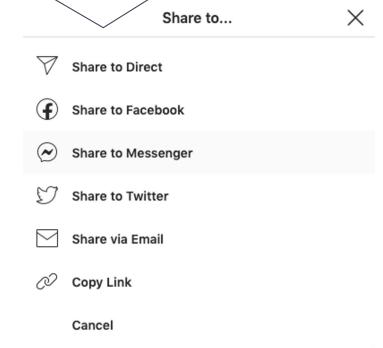


Instagram Example (1/4)

Follow us on Instagram! Access our IGTV Videos (more videos to come).



Feel free to share our IGTV videos on several other social networks as well as through email!

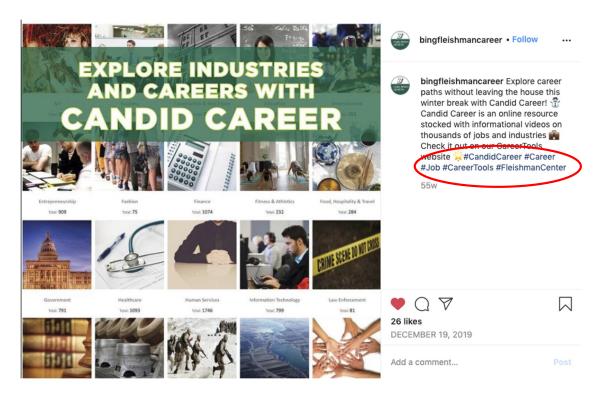


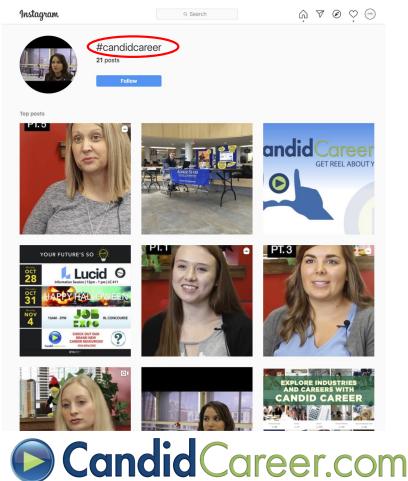




Instagram Example (2/4)

Promote your school's Career Services by posting about Candid Career Videos! Don't forget to include #candidcareer or @candidcareer to link posts by hashtags (another common way of searching).







Instagram Example (3/4)

Sharing videos from our site to Instagram:

Candid Career's content is public only to subscribers (schools, students, & individuals), therefore you cannot upload an actual video file to Instagram.

Unlike Facebook, Twitter, LinkedIn, & Pinterest, at this time Instagram does not offer an option to share our video URL links directly into an Instagram post.

However here are a couple of easy workarounds to still share our content with these instructions: Option 1: Share a link in your Instagram bio

* Option 2: Share a link in an Instagram story (Examples on following slide) *Option 2 only applies to business accounts Or accounts with over 10,000 followers.



turning more and more to virtual career fairs, giving recruiters the opportunity to meet with prospective hires from the comfort of their own living room. This video offers 10 tips to prepare for and ace your





Instagram Example (4/4)

Option 1: Share a link in your Instagram bio

- Find and copy the desired video URL or webpage from the Candid Career website.
- Open Instagram via app or desktop
- Click on your Profile, then "Edit Profile"
- Select "Bio"
- Paste the video/website URL inside your Bio









+nonprofit,##########,username

- Right click any video thumbnail on Candid Career
- Save the image
- Open Instagram via app or desktop
- Swipe left to create a new "Story"
- Upload your saved thumbnail and click on the chain link icon in the top right corner
- Paste vour video URL (example below)

https://www.candidcareer.com/video-username





Handpick Homepage "Featured" Videos

Step 1 - Log into your "Admin **Account**" provided in your Welcome Email.

Step 2 - Search or browse the videos and select a video that you would like to feature on the homepage.

Step 3 - Select the link at the bottom of the video player "Feature Homepage".

Repeat steps 1-3 until <u>at least 10</u> videos are added.



Bryan Terrell Clark, Actor, Producer, and Director; Self-Employed

Select a Video Part to Play



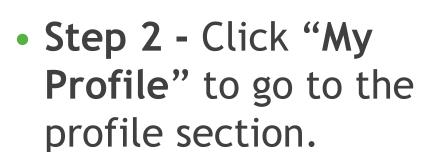
NOTE: You have to pick a minimum of 10 videos but can select as many as desired. If you don't pick 10 videos these videos will default to our "Featured Videos", which we update regularly.





Editing/Removing Homepage Selections (1/2)

• **Step 1 -** Select your username at the top right of the page, "XXXXAdmin".









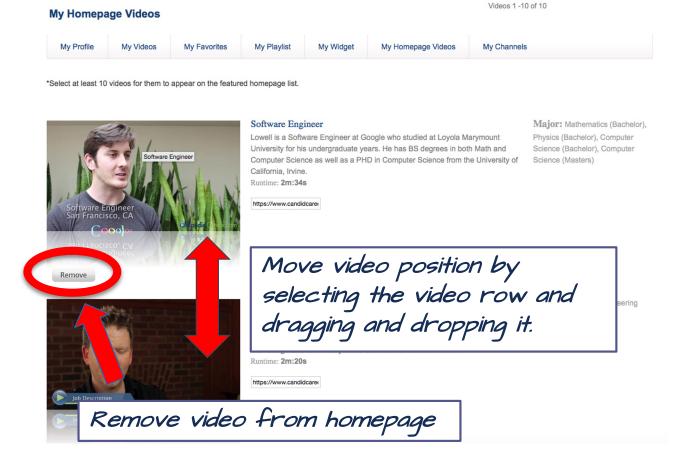


Editing/Removing Homepage Selections (2/2)

My Widget My Homepage Videos My Profile My Videos My Favorites My Playlist My Channels

- Step 3 Select "My Homepage Videos" from the menu.
- Step 4 Review your selections and/or remove them or change the order.

NOTE: These videos will show up under "Staff Favorites" header on the homepage and on the bottom of any individual video page for your students.







Streaming Videos to a TV (1/3)

- Step 1 Plug an HDMI cord from your computer to the TV. For detailed instructions visit this page.
- Step 2 On your computer log into your school account via the "Login Link" provided in your "Welcome Email".
- **Step 3** Browse and select channels available under "Explore Careers" or "Get Hired" menu options.

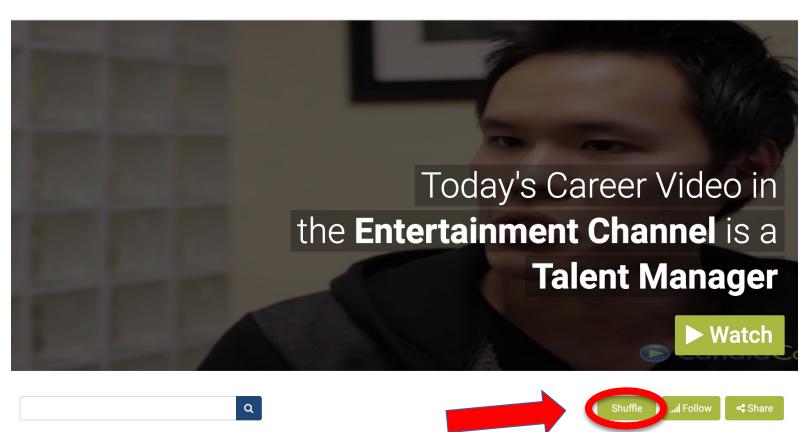






Streaming Videos to a TV (2/3)

Step 4 - Select the "Shuffle" link in the middle of the page under the main video. This will shuffle the videos (play them continuously) related to the channel you are in (i.e. Entertainment).



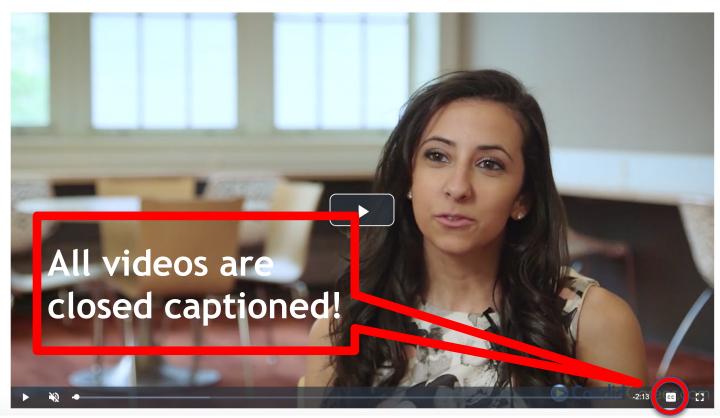
Candid Career.com



Streaming Videos to a TV (3/3)

 Step 5 - Make the video player full screen by selecting the arrows at the bottom right of the video player.

Senior Specialist of Global Engineering, Merck & Co.







Suggestions for TV Shuffling



- Play the Get Hired > "Featured" videos.
- Feature a new industry every week
 - For example, one week feature videos from the "Art" channel. The next week, feature videos from "Education", etc.
- Feature a new Get Hired topic every day to shuffle.
 - For example, one day feature videos from the "Career Fair" channel. The next day, feature videos from "Networking", etc.

71P: Share what you'll be featuring that week in an email blast or on social media.





Creating Custom Playlists (1/4)

 Step 1 - Log into your "Admin Account" provided in your Welcome Email



 Step 2 - Select your username at the top right of the page, "XXXXAdmin". Click "My Profile".



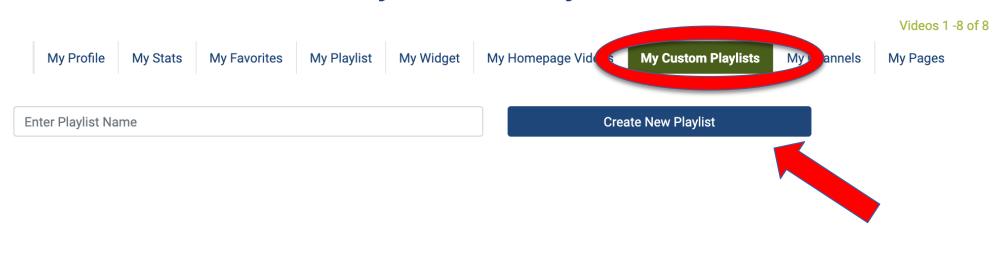




Creating Custom Playlists (2/4)

- **Step 3 -** Select "My Custom Playlists" from the menu bar.
- Step 4 Enter a playlist name in the textbox and select "Create New Playlist" button.

My Custom Playlists







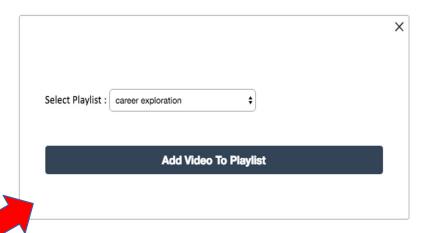
Creating Custom Playlists (3/4)

Step 5 - Browse or search our website and select a video to watch. Under the video player you will see a link "Add Video to Playlist". Click this link for a pop-up box to appear and select the playlist name from the dropdown and select "Add Video to Playlist" button.

Remember, you have to create a playlist first (see step 1)!

Executive Director, The African American Teaching Fellows Program



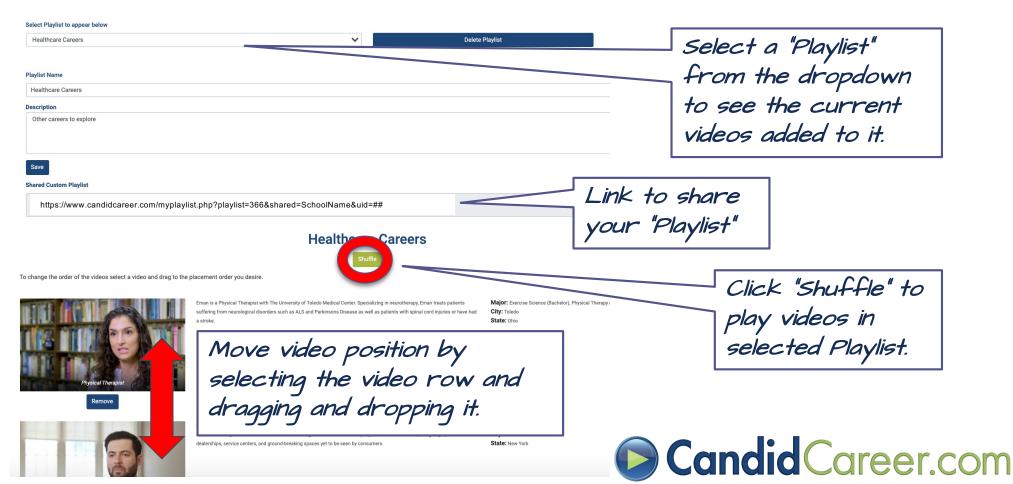


	Candid	Career.com
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Creating Custom Playlists (4/4)

• Step 6 - Select a "Playlist" from the dropdown menu. See the "Current Playlist" appear below to review selections, delete videos, play them with shuffle, and find the link to share your playlist via email, website, etc.





Sharing Video URLs/Links

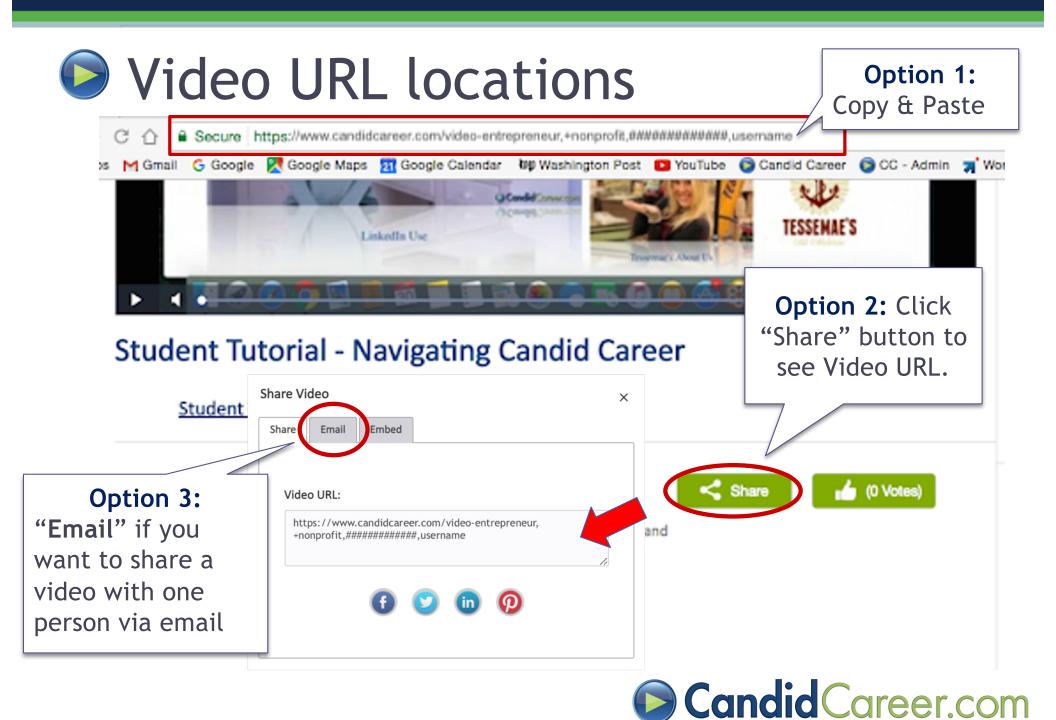
- Step 1 Log in to your account via the "Login Link" or "Admin Account".
- **Step 2 -** Browse the video library or use the search box to select a video to watch that you would like to share with your students.
- Step 3 Grab the URL from your internet browser or click the green "Share" image to the bottom right of the video player. Share

NOTE: The VIDEO URL will have your username at the end. candidcareer.com/videotitle,########,username

 Step 4 - Copy/paste the Video URL to the desired location (Newsletter, Email, Website, etc). This link will automatically log the user into your school "Login Link" and take them directly to the video you selected.

See next slide for screenshot







Sharing Channels

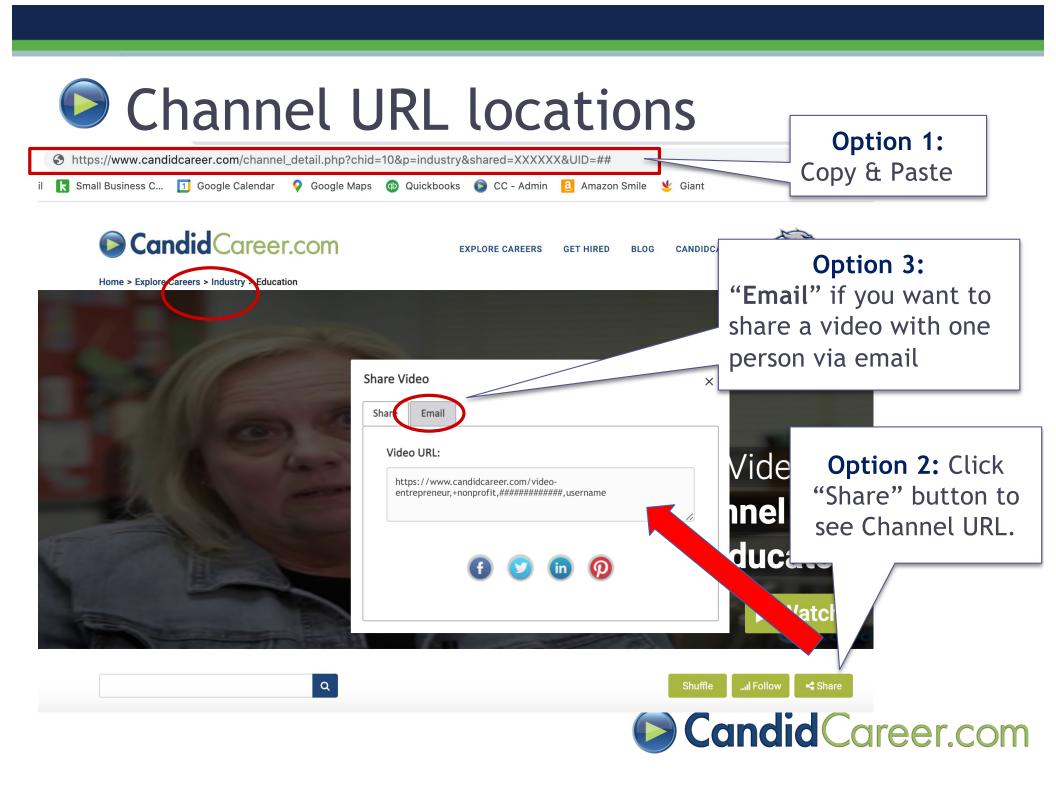
- Step 1 Log in to your school account via the "Login Link" or "Admin Account".
- Step 2 Browse via the "Explore Careers" or "Get Hired" menu options to a channel of your choice. Select the Channel (i.e. Entertainment).
- Step 3 Grab the URL from your internet browser or click the green "Share" image below the header "Today's X Video" (main video at the top of the page).

TIP: The Channel URL contains share=username&UID=###

• Step 4 - Copy/paste the Channel URL to the desired location (Newsletter, Email, Website, etc). This link will automatically log the user into your school "Login Link" and take them directly to the Channel you selected to share.

See next slide for screenshot







Sharing Search Results

- Step 1 Login to your school account via the "Login Link" or "Admin Account".
- Step 2 Enter a keyword in the search box at top right. Select search image.
- Step 3 Copy and Paste the URL in your internet browser window to the desired location (Social Media, Newsletter, Email, Website, etc.)

71P: The URL will have share=username&UID=###

Example: Enter the keyword "lawyer" in the search box and select the search image. Copy and paste the URL in your browser to share these search results with students.



https://www.candidcareer.com/search_result.php?shared=username&UID=####&viewtype=det ailed&search id=lawyer&search type=&search advice





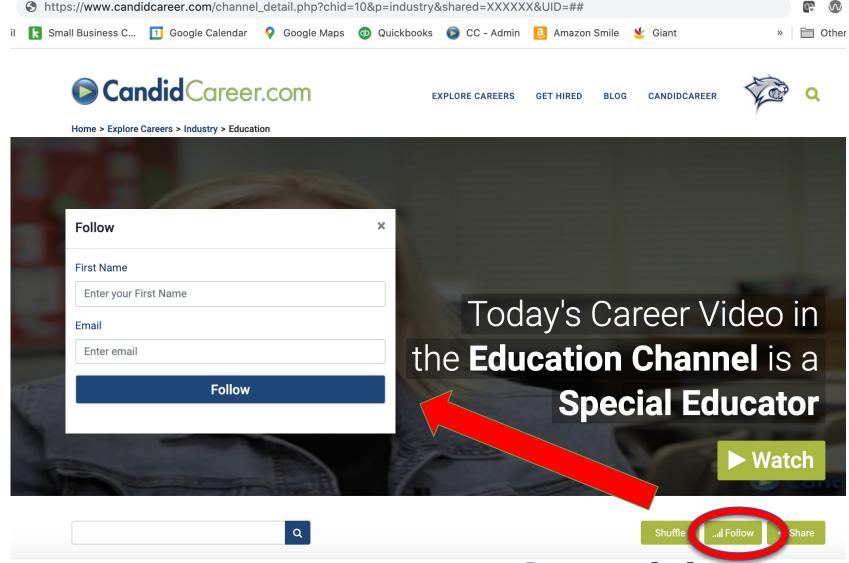
Follow" Channels (1/2)

- Step 1 Log in to your school account via the "Login Link" or "Admin Account".
- Step 2 Browse via the "Explore Careers" or "Get Hired" menu options to a channel of your choice. Select the Channel (i.e. Entertainment).
- Step 3 Click the green "Follow" image below the header "Today's X Video" (main video at the top of the page).
- Step 4 Enter your information to receive email updates on the desired Channel. Candid Career will email you when new videos are added with direct login links to these videos! Encourage your students to do the same thing!





"Follow" Channels (2/2)







"Hide" Channels

The "Hide" option allows you to customize what channels will appear on your Candid Career site to match your students' needs.



Step 1: Login to your "Admin Account". Hint: The username

should have "Admin" at the end.

Step 2: Select "My Profile" button.

Step 3. Select "My Channels Tab.



My Custom Playlists

My Channels

My Pages

Step 4: Select the channels that you wish to hide by checking the box next to the Channel Title.

Step 5: Select the Hide button that is located at the bottom of the page.

Hide

Business Total: 2130



To *Unhide Channels* > deselect check marks & select "Hide" again.





Menu Bar - "Hide" Pages

Same method to hiding & unhiding **EXPLORE CAREERS GET HIRED** BLOG Channels (see previous slide **Industries Featured** instructions), the Menu Bar Default **Career Titles Topics** and/or Pages in the drop-down Menu Bar **College Majors Resume Writing** options can also be altered (Select Username > My Profile > My Interviewing More... Pages). You must be logged into **Networking** an Admin Account to access. More... **Pages Explore Careers EXPLORE CAREERS** Industries Career Titles **College Majors** Career Titles "Industries" More... College Majors Page is Companies Hidden More... Hide

To *Unhide Pages* > deselect check marks & select "Hide" again.





- Step 1 Login to your school account via the "Login Link" provided in your "Welcome Email".
 - You will know you are logged in because it will say "Welcome, XXXX" at the top right of the page.
- **Step 2** Select the orange RSS image at the bottom of the page in the footer.

About Us Contact Us Terms of Use Privacy Policy Site Map



- What is RSS?
 - RSS feeds allow you to receive custom video updates to various filters like "Our Newest Videos", "Most Viewed Videos", etc.





Learn Tips From Our Clients

 Visit our public website (not logged into any account) and click on the "Testimonials" tab. Scroll down to the question: "What is your favorite feature?"

OR

• Enter the URL below in your browser:

www.candidcareer.com/using_us.php#feature





STAT REPORT: TRACKING STUDENT USAGE/TRAFFIC





Tracking Stats

Tracking your stats allows you to see how many videos are being watched by your students and where they are watching them!

- Step 1 Login to your "Admin Account" provided in your Welcome Email.
- **Step 2 -** Select your username at the top right of the page then click "My Profile" button. This will take you to the My Profile menu options.







My Profile Menu



I have watched **40544** videos I have logged in **21892** times

Run Stats Report

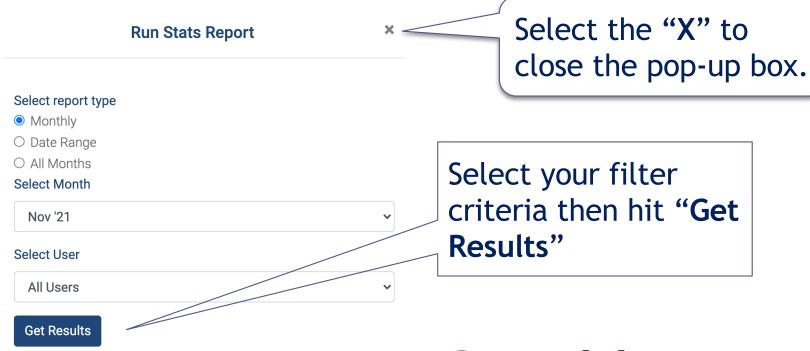
Click "Run Stats Report" button to run a more detailed report. See next slide.





Running the Monthly Stat Report

- After selecting "Monthly Stats Report" link, a pop-up box will appear that allows you to filter the stats by Month, Date Range or All Months.
- Select your criteria then hit "Get Results" button. It does take a few minutes to load the results.







Summary & Printing

- Results display logins and six categories of video views to allow you to see where you are getting the most video views.
 - # of Number of Logins
 - Videos watched on CandidCareer.com (students logging into your account)
 - Videos watched via Candid Career Blog Articles
 - Videos watched via Embedded Videos (i.e. Featuring videos on other websites)
 - Show Total number of Active Embed Codes at the present time
 - Videos watched via Shuffle (TV Streaming)

Print Stats

Download CSV

Nov 2021 Stats

Number of logins: 200

Number of videos watched on CandidCareer.com: 450

Number of videos watched on CC Blog: 50

Number of embedded videos watched on other websites: 10

Number of videos watched via Shuffle (streaming): 75

Select the "Print **Stats**" button to get a printable PDF version. This will pop up in another window. Select "Download CSV" for an excel spreadsheet version.





Top 10 Videos Watched

 Your results include the Top 10 videos watched by your account (and the number of times each video was watched).

Top 10 videos watched

T	op 10 videos watched	Videos Watched
S	Student Affairs	7
Ν	lonprofit Director	6
Т	alent Acquisition	4
R	Registered Nurse	2
Δ	actor	1
Δ	actor	1





Top 10 Industries

 Your results also include the Top 10 Industries or Candid Career Channels watched (and the number of videos from each channel that were watched).

Top 10 industries	Videos Watched
Business Management & Services	299
Human Services	242
Finance	155
Sales & Marketing	140
Liberal Arts Majors	130
Entrepreneurship	114
Art, Entertainment & Fashion	98





Embed Stats

 If you embed our videos it will tell you where you embedded the videos (URL), what video you embedded and how many views that video received.

Embed Stats				
Total number of Active E	imbeds:	1		
	Active Embed Stats			
URL	Video title	View number		
https://www.candidcareer.com/about_us.php	Candid Career Commercial	1		





Shuffled Videos

• If you "Shuffle" our videos or stream them to a TV these views will be shown based on the Top 10 Industries or other Candid Career Channels you shuffled.

Shuffle (streaming)	
Top 10 Industries Shuffled	Videos Watched
Business Management & Services	16
Healthcare	13
Liberal Arts Majors	9
Entrepreneurship	8
Finance	7
Art, Entertainment & Fashion	6
Human Services	6





• The Monthly Stat report also allows you to see Login stats. These stats display the websites that you placed our "Widget/Ad" on and how many logins came from each website and the websites that you placed our "Login Link" on and how many logins came from each website.

Login URL stats Warning: Login URL stats are only available after 08/27/2013			
Widget Login	Total logins		
https://www.candidcareer.com/test.php	2		
https://www.candidcareer.com/dev/test.php	1		
Login Link	Total logins		
https://www.myinterfase.com/cuboulder/Student/	3		
https://www.myinterfase.com/cuboulder_cmci/Student/	1		
https://www.myinterfase.com/cuboulder/Student/Index	1		
https://www.myinterfase.com/cuboulder/	1		





Video Sharing

Displays the logins if you share our videos on any of the social media platforms and/or use our "Video URLs" to share unique videos in a newsletter, email, etc.



Video URL





Guided Approach & Get Hired Quizzes

- Displays the number of times a user selected each answer for the Guided Approach "How can we help you?" questions.
- Displays the number of time a user has taken one of the "Get Hired" Quizzes listed.

How can we help you?	
I am deciding on a major and/or career path	201
I am looking for a job or internship	110
I am starting a job	44
I am switching careers	43
Other (Grad School, Military Service, Building My Network, Improving My Skills, etc.)	49
Get Hired Quizzes	
The Qualities of a Strong Leader	8
Dress for Success: Gender Inclusive	3
International Students: Visa Process and Time Frame	3
Second Round Interviews: Part 1	2
How to Fill Out Common Resume Sections	1





REQUEST MISSING CAREERS





Request Careers

- If you are looking for a specific "Career Profile" that is not available on our website or a new "Get Hired" email support@candidcareer.com
- We will do our best to connect with a professional in the career field to accommodate your request and/or put your "Get Hired" suggestions in our queue!





REQUEST WEBSITE IMPROVEMENTS





Website Improvements

- We enjoy getting feedback from our clients!
- If you have any changes or improvements to our website that would benefit your students or staff please let us know.
- Email support@candidcareer.com





CANDID CAREER PRODUCT LINES





Candid Career Products

All Access

An easy to use website with a library of thousands of 1-2 minute video clips of informational interviews and "get hired" tips.

AlumNet

A school branded version of All Access that features your school alumni. AlumNet allows students to connect with alums via LinkedIn or email for followup questions and mentoring.

Learn more by visiting: www.candidcareer.com/products.php





Request a Demo

- Request a personal virtual demo to learn more about any of our product lines.
- Reach out to your Candid Career account representative to schedule a demo and/or request pricing, or email us support@candidcareer.com





RENEWAL PROCESS





Renewal Process

- We will email you 3 months prior to your subscription end date with details about your renewal.
- 2 months prior we will send you the invoice for the renewal fee.
- Payment must be received prior to subscription end date in order to continue access.





CONTACT US





Contact Us Anytime

- Email or call your Customer Success Manager (CSM) that was assigned to you from uConnect.
- Contact us support@candidcareer.com

