



## Want an Interview? Make a Video!

School leaders read a lot of resumes. What they prefer is seeing teachers in action.

The best way to convince schools to invite you for interviews is to offer them a glimpse of the real you—not on paper, **by video**.

ST is known for its digital resources. Among the best is ST's ability to offer schools the convenience of going online to see not just transcripts and recommendations, but videotaped snippets of candidates' personalities, recorded to make convincing first impressions.

Not long ago, making an introductory video was an interesting and distinctive leg up for teaching jobs. Now, it's a competitive necessity. Not offering a video puts a candidate at a distinct disadvantage. When school leaders pore through so many materials from so many talented candidates, they can't help but be drawn more quickly to people whose faces they've seen and voices they've heard.

So if you want to be interviewed, make your video! Record it at home, and then use Dropbox to send it to your ST placement counselor. Or if you can swing a visit to our offices in Charlottesville, we'll help you record a brief but effective presentation and have it ready for schools to see in no time at all.

**Length:** At least a minute, no more than two. We stick to that limitation—for fairness and consistency among our many candidates. We won't post videos longer than two minutes.

**Content:** The video should **not** be a rerun of your resume, what's in writing about your background and experience. It should be a chance for school leaders to see and hear the real, live you telling them:

- ✓ what subjects you hope to teach, sports you'll coach, programs you'll lead;
- ✓ what inspires you to work with young people in these ways; and
- ✓ why you believe you'll be good at it.

**Tone:** Be professional, engaging, sincere, real. Dress appropriately—as a teacher would. Let viewers see the personality they'll see when you are on the job, with students and colleagues.

**Audience:** Speak to school leaders far and wide—don't limit your audience to a specific school or region. You never know where you might discover new interests and possibilities. Keep your options open.

**"Who will be able to see my video?"** Your video will be made available only to school leaders who are registered with ST and have access to candidate files via ST's protected website.

School leaders love these videos. Don't miss this chance to make a great first impression! And don't let your name get lost in a stack of resumes. Have fun. Smile. Be yourself. Good luck!