

Going Viral:

The Band Director's Guide to Recruitment Videos

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Elements you can include in your recruitment video

- Engaging footage of your band
 - video or photo
- Info about your band program
 - FUN!, trips, awards, friends
- An attention grabbing *hook*
- Instruments they can study
- Ensembles they can join
- How they can contact you
- Music/sound effects
- Testimonials - you, the principal, kids!
- Scenery
 - bandroom, stage, or green screen
- Uniforms/band shirts
- Props
 - get creative and make it fun!
- Multimedia
 - Canva, Fiverr, Cameo, and ChatGBT are useful for this
- Thumbnail photos for YouTube

How can I make a recruitment video?

Materials you can use

- Platforms
 - MacOS, Windows, iPad, iOS (iPhone), Android
- Software (many are free and easy to use)
 - iMovie, CapCut, DaVinci Resolve, Clip Champ (web based)
- Background music
 - Bensound, Pixabay, iMovie,
- Most smartphones can capture quality video footage
- Tripods for phones
- Lapel microphones
- Video Lights
- Green screen

Learning how to use most software programs can be solved with a Google search!

Fundamental skills for video production:

- Importing and organizing media
- Timeline navigation
- Trimming video/audio splitting (cut) clips
- Inserting video/photo
- Inserting audio
- Audio volume control and fades
- Transitions
- Titles, lower thirds, and captions
- Basic color correction
- Cropping video/photo
- Speed adjustment
- Stabilization
- Exporting/sharing
- Export review and quality checks

Video Design

Create a storyboard - What do you want your video to look like?

- Video length: They can be 90 seconds to over five minutes
- Do you want to tell a story or do you just want to share some quick information?
- Think of the big picture of what you want to share first and then work backwards to which elements you want to include. This is how you decide which content to use/shoot.
 - layout of video clips, theme (funny, peppy, movie trailer)
 - Think of all camera angles (forward facing vs. angular) and how they flow together to get your point across as you put video clips together

How can I share my video? (marketing)

- Social media
 - YouTube is the most accessible method as it can be shared as a link
- Sharing within your community
 - Send it to teachers, feeder schools, PTA groups,
- QR codes (newsletters, print media)

Playlist of recruitment video examples

