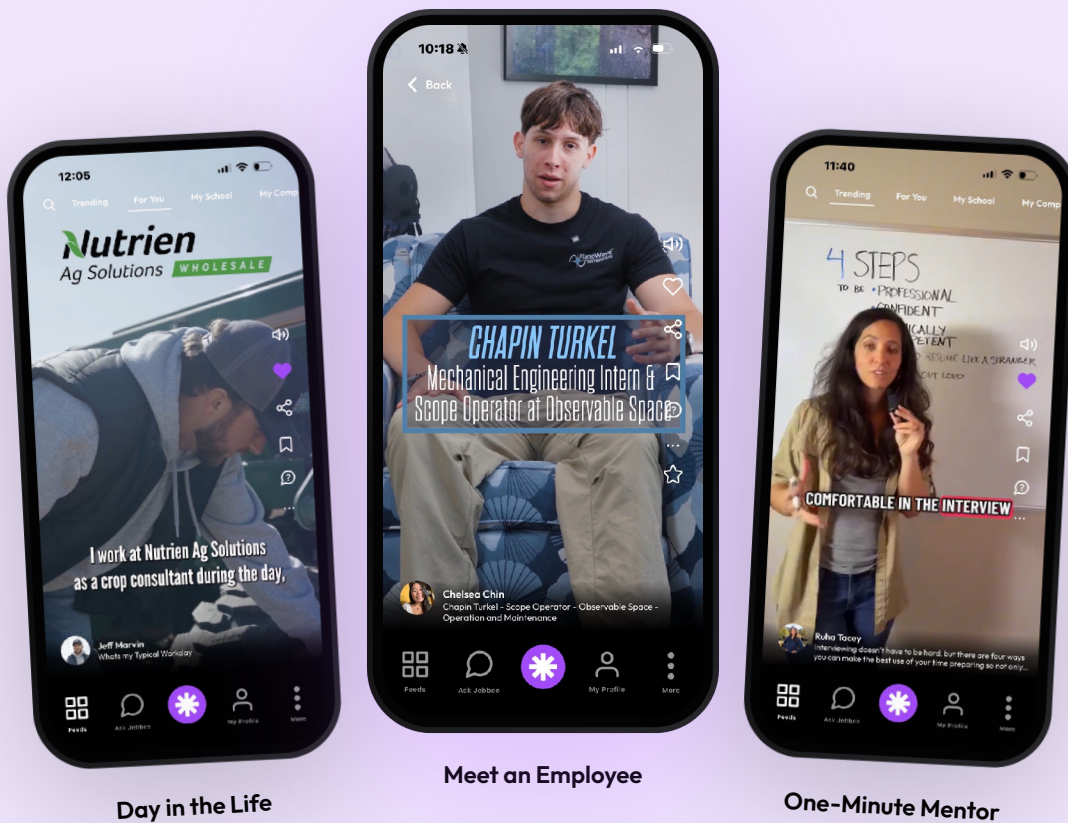


MENTOR COMPANY QUICK START

Content Quick Start

Create Your First 5 Career Videos

Start with a phone, a real employee, and one useful idea.



Day in the Life

Meet an Employee

One-Minute Mentor



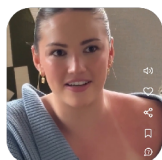
For Mentor Companies on Jebbee

Your posts reach students in your community and nationally.

● FIND YOUR PASSION. FIND YOUR PATH.

Create Your First 5 Career Videos

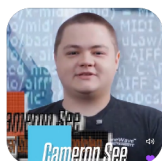
Students discover Jebbee content on their own, over time. Each short video should make sense by itself and give the viewer one complete look at your work, people, careers, or advice.



1 Day in the Life of a...

Capture five short clips from one employee's normal day and add simple captions or a voiceover.

HOOK "Here's what a day in the life of a field engineer actually looks like."



2 Meet an Employee

Ask: What is your role? What do you do? What is your favorite part of the work?

HOOK "Meet Maya. She helps keep drinking water safe for an entire city."



3 Behind the Scenes

Show what happens during a project - the setup, the gear, the people, and the work students never get to see.

HOOK "Come with me to a photoshoot at Roller Rabbit."



4 One-Minute Mentor

Share one honest lesson about interviews, teamwork, communication, confidence, or starting a first job.

HOOK "One thing I wish someone had told me before my first job..."



5 How I Got Into This Career

Tell the short version: where you started, what changed, and what helped you reach your current role.

HOOK "I had never heard of this career when I was in high school."

YOUR ONLY GOAL

Post the first video. It does not need to be perfect - it needs to be real, clear, and useful.

THE BASIC FORMULA

Make Every Video Stand on Its Own

A student may see this post before they know anything about your company.

THE 4-PART JEBBEE VIDEO



1. HOOK

Give the student a reason to stop scrolling in the first one or two seconds.



2. SHOW

Use a real person, place, tool, task, problem, story, or demonstration.



3. PAYOFF

Reveal the answer, result, lesson, transformation, or surprising fact.



4. TAKEAWAY

Help the student understand the career, skill, company, or next step.



Your first frame is the hook.

EXAMPLE

Hook: “This tiny mistake can delay an entire construction project.”

Show: An employee demonstrates how a measurement is checked.

Payoff: The correct measurement prevents materials from being installed incorrectly.

Takeaway: Attention to detail is one of the most important skills in this career.

A 15-MINUTE RECORDING PLAN

- 1 Choose one employee and one topic.
- 2 Write the opening hook - not a full script.
- 3 Record the employee's answer two or three times.
- 4 Capture three to five close-up clips of the workplace, task, or tool.
- 5 Trim pauses, add captions, and stop when the payoff is delivered.



Shoot and edit right on Jebbee, or use any editor you like and upload the finished video later.

SKIP THE CORPORATE OPENING

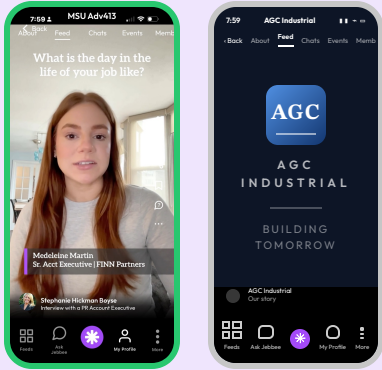
Do not begin with a long logo animation or “Hi, we’re ABC Company.” Begin with the most interesting moment. Your company name can appear in the profile, caption, background, or closing screen.

Make Students Stop Scrolling

Simple phone-recording choices can make your videos easier to watch and more inviting in the feed.

YOUR FIRST FRAME IS YOUR BILLBOARD

Start with a person, an active workplace scene, an interesting tool, a close-up, or the finished result. If every video begins with the same corporate logo screen, every post in your feed will look like the same video - and students may scroll past before the content begins.



✓ Do

✗ Logo screen

TOPIC	DO	DON'T
 Opening frame	Begin with a face, action, scene, tool, or visually interesting result.	Start with a logo screen, title card, or identical branded opening on every video.
 Hook	Lead with a question, surprise, problem, bold statement, or preview of the payoff.	Spend the opening seconds greeting viewers or explaining company background.
 Lighting	Face a window or place a light in front of the employee. Check the face before recording.	Put a bright window behind the speaker or rely only on harsh overhead light.
 Sound	Choose a quiet spot, move the phone closer, and record a quick sound test first.	Record beside loud machinery, wind, traffic, or echo without checking audio quality.
 Framing	Film vertically at eye level. Keep the person large enough to see on a phone screen.	Film horizontally, leave too much empty space, or place the subject far from the camera.
 Visual variety	Add close-ups and three to five short clips of the work, tools, location, or result.	Use one distant, motionless shot for the entire video when there is something useful to show.

Continued on the next page →

BEST PRACTICES · CONTINUED

TOPIC	DO	DON'T
 Delivery	Speak conversationally, use short sentences, and explain unfamiliar terms.	Read a corporate script, use unexplained jargon, or try to sound like a commercial.
 Editing	Trim pauses and repetition. Change the shot, angle, or on-screen text every few seconds.	Add so many effects, transitions, or trend elements that the career message gets lost.
 Captions	Add accurate, high-contrast captions and keep text away from the edges of the screen.	Use tiny, low-contrast text or assume every student is watching with sound.
 Length	Aim for 15–60 seconds and deliver one complete takeaway. Go longer only when the story earns it.	Combine several topics, add a long conclusion, or repeat the point after the payoff.
 Branding	Let clothing, signage, the location, caption, or a brief closing screen identify your company.	Cover the employee with graphics or make the company logo the main event.
 Safety + privacy	Use required safety gear, get permission, and check the full background before posting.	Show confidential information, customer details, unsafe behavior, or anyone who has not agreed to appear.

**Vertical, always**
9:16, eye level.

**15–60 seconds**
One takeaway each.

**Works on mute**
Captions on every post.

**QUICK
QUALITY
CHECK**

Before posting, watch the video once with sound and once without sound. If the story is clear both ways, you are ready.

More Easy, Repeatable Videos

One employee. One topic. Minimal editing.

SHOW THE WORK



What I Actually Do

Explain one job in plain language instead of reading the formal job description.

"I'm a project manager - but what does that actually mean?"



My Favorite Part of My Job

Share one genuine reason the employee enjoys the work and show it when possible.

"The best part of my job isn't what most people expect."



Quick Workplace Tour

Walk through one office, shop, lab, warehouse, jobsite, vehicle, or workstation.

"Here's what happens inside this part of our facility."



The Coolest Thing I Worked on This Week

Show one recent task, result, or problem and explain why it mattered.

"This was the most interesting part of my week."

SHARE USEFUL CAREER KNOWLEDGE



Three Skills I Use Every Day

Include a mix of technical and people skills.

"One of the three skills I use most might surprise you."



Answer One Student Question

Put the question on screen, then give one direct and honest answer.

"Do you need a four-year degree to do my job?"



What I Wish I Knew at 16

Share one lesson about school, work, confidence, or choosing a path.

"If I could talk to my 16-year-old self, I'd say this."



What Makes a Great Teammate

Name one behavior and give a real example of what it looks like at work.

"The best teammates on our crew all do this one thing."

TURN THESE INTO SERIES

Repeat the same format with different employees, departments, tools, locations, or careers. Consistency makes content easier to create and gives students more perspectives.

Add a Simple Hook

Use curiosity, contrast, or a reveal – without adding much production work.



Guess My Job

Show three clues, then reveal the employee's job title.

“Can you guess my job before the final clue?”



What People Think I Do vs. What I Actually Do

Contrast a career stereotype with the employee's real responsibilities.

“What people think accountants do all day – and what we actually do.”



Industry Myth vs. Reality

Correct one misconception with a real example.

“You do not need a four-year degree for every job in our industry.”



Explain It Like I'm 15

Translate one technical concept or job into everyday language.

“Here's what cybersecurity actually means – in plain English.”



What's in My Work Bag?

Reveal the tools, technology, safety gear, and personal items an employee carries.

“Here's what I carry every day as a field technician.”



From My First Job to This Job

Connect an early job to the skills the employee uses today.

“My first job was in fast food. Now I manage a team of engineers.”



Things We Say at Work That Sound Made Up

Share one unusual term or acronym and translate it.

“Yes, this is a real word we use at work.”



POV: It's Your First Day

Show what a new employee or intern sees, learns, wears, or receives.

“POV: It's your first day as an intern here.”



Before and After

Show the finished result, then the process that created it.

“This space looked completely different three days ago.”



This Job Exists?

Lead with the role's most interesting responsibility, then reveal the title.

“This person gets paid to find problems before they happen.”



Circle three ideas your team could film this month, then hand this page to whoever holds the phone.

Turn Up the Entertainment

Use these after your team is comfortable being on camera.

Intern vs. Expert

Give an intern and experienced employee the same safe, job-related challenge.

“Can our intern beat someone with 20 years of experience?”

New Hire Teaches the Boss

Let the newest employee teach a leader a tool, shortcut, or skill they brought with them.

“Our newest hire is teaching the boss something today.”

Pass the Phone: Career Edition

Introduce several employees through the problems they solve or strengths they bring.

“I’m passing the phone to the person everyone calls when the equipment stops.”

Who’s Most Likely To...?

Let the team identify the best problem-solver, mentor, organizer, or fixer.

“Who is most likely to save the project at the last minute?”

Best Office Prank We Ever Pulled

Pull a clean, fun office prank and film it – or tell the story of an old one with photos.

“The prank our team is still talking about three years later.”

The Funniest Thing That Happened at Work

Let one employee tell a short, true story about a day that did not go to plan.

“Tell us a funny story about something that happened at work.”

Can You Spot the Mistake?

Stage a safe workplace, resume, communication, or interview mistake and explain the fix.

“There’s one interview mistake in this clip. Did you catch it?”

Watch This Transform

Use quick clips or a time-lapse to show a product, repair, design, or worksite changing.

“Watch this go from raw material to finished product.”

The Mistake That Made Me Better

Tell one honest story and focus on the lesson, not the embarrassment.

“I made this mistake during my first week – and never made it again.”

Careers for People Who Love...

Connect familiar interests to careers students may not know.

“If you love solving puzzles, consider these three careers.”

The Six Jebbee Content Pillars

Choose what students should learn, then select an entertaining way to deliver it.

#	PILLAR	WHAT STUDENTS LEARN	EXAMPLE VIDEOS
	Company + Industry	What you do, why it matters, and how your work affects everyday life.	You Didn't Know We Do This; How It's Made; Industry Myth vs. Reality
	Careers + Paths	Jobs students may not know and the education, training, or experience that leads to them.	This Job Exists?; My Career in 30 Seconds; Same Company, Different Jobs
	Work in Action	Real workplaces, tools, technology, tasks, projects, and problem-solving.	Day in the Life; Tool I Use; Before and After; One Problem, One Solution
	Skills + Mentoring	Practical advice that helps students prepare for and succeed in the workforce.	One-Minute Mentor; Interview Tip; Mistake That Made Me Better
	People + Culture	Employee personalities, teamwork, values, traditions, and honest workplace experiences.	Meet an Employee; Pass the Phone; Why I Stay; Hidden Talent
	Opportunities + Next Steps	Internships, apprenticeships, jobs, training, qualifications, and how to apply.	Intern POV; Opening in Plain English; What We Look For

A SIMPLE MONTHLY MIX



-  Careers and career paths
-  Work in action
-  Skills and mentoring
-  Company and industry education
-  People and culture
-  Opportunities and next steps

**MENTOR FIRST,
RECRUIT
SECOND**

Students are more likely to remember companies that consistently teach them something useful, show them something interesting, or help them feel more confident about their future.

PUT IT INTO ACTION

Your First-Month Content Planner

Choose four simple videos. Add variety only after your team has built confidence.

WK	PILLAR	VIDEO IDEA	OPENING HOOK	EMPLOYEE	STATUS
1	Work	Day in the Life	Here's what a day as a ____ looks like.	-----	☐ Plan ☐ Film ☐ Post
2	People	Meet an Employee	Meet _____. They help _____.	-----	☐ Plan ☐ Film ☐ Post
3	Mentoring	One-Minute Mentor	One thing I wish I knew...	-----	☐ Plan ☐ Film ☐ Post
4	Career	How I Got Here	I had never heard of this job...	-----	☐ Plan ☐ Film ☐ Post

📷 BEFORE YOU RECORD

- ☐ Select one topic and one employee.
- ☐ Confirm the location is safe and approved for filming.
- ☐ Remove confidential, customer, student, or proprietary information from view.
- ☐ Write one opening hook and one takeaway - not a full corporate script.
- ☐ Charge the phone, clean the camera lens, and film vertically.

📌 BEFORE YOU POST

- ☐ Does the video make sense without any previous posts?
- ☐ Is the main point clear within the first few seconds?
- ☐ Are captions included and easy to read?
- ☐ Is the video useful, interesting, or entertaining to a student?
- ☐ Do you have permission from everyone shown?
- ☐ Is all safety gear used correctly and all confidential information protected?
- ☐ Does the video end as soon as the payoff is delivered?

NOT EVERY POST HAS TO BE A VIDEO

Photos, text, and carousels upload the same way and give your feed variety between videos.

3 skills we hire for

- 01 Showing up on time
- 02 Asking questions
- 03 Reading a tape measure

A list post

Three to five short lines students can screenshot.

Passing the NCLEX is the last step before your first nursing job.

A photo with a caption

One real image plus the sentence that explains it.

An image carousel

Swipeable steps, before-and-afters, or a photo tour.

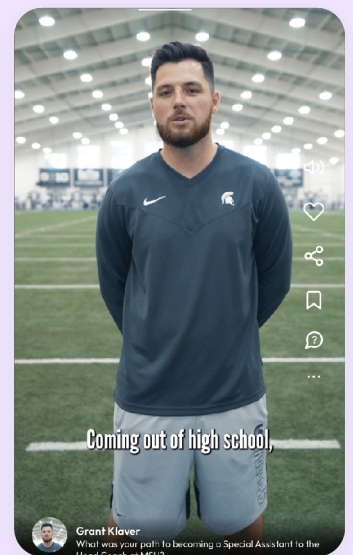
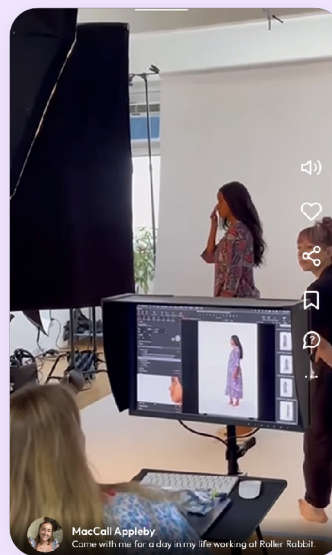
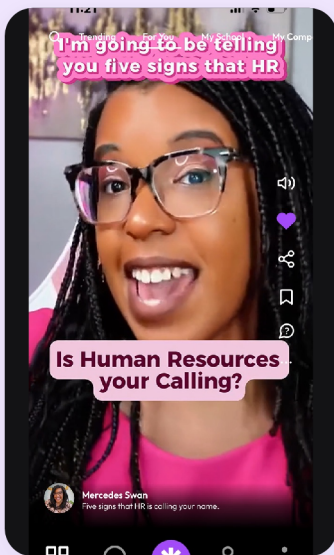
A quote card

One line of advice from someone on your team.

REMEMBER

Start simple. Be helpful. Show real work.

Let your people be themselves.



Mentor Company Quick Start System

Content Quick Start · One piece of the set.

Post your first video

jebbee.com

