

Video Interview Tips

Hello!

As video interviewing looks set to become a permanent ingredient in the recruitment process.

Here are my top tips for preparing and setting the scene for success. Remember first impressions count!

Housekeeping

Email and Screen Administration

- Ensure you have an appropriate email address and an appropriate Screen User Name, avoid email addresses such as '**workshy@**' or screen names as '**epicfail**' – Instant red flag for the interviewer!

Tidy Desktop, Tidy Mind

- Have any presentations or preparation saved on your desktop ready to access.
- Ensure your desktop is clear and free of clutter. Any loose documents you have move into files.

Technology

- Charge laptop/phone/tablet. Test Wifi strength. Test run with a family member. Know where the mute and microphone buttons are.
- Use earphones to keep you focused on the interview. They will also limit any interference from background sounds at home.
- Check your camera angle and lighting: Let the interviewer see you: ensure you have your full head and upper body in the shot.

Location

- Ensure your location is clear from distraction. A touch of personality is ok but this is not Keith Lemon filming 'through the key hole'. Less is more..
- Communicate with your household. Minimise noise. Ensure you're not doing a high spin wash and that the dog and little ones are distracted elsewhere.
- **Dressing to impress.** Dress for an interview. Yes they will only see your top half but you don't want to be caught out wearing pyjama bottoms or track suits.

Interview Preparation

These are the same tips whether it's a telephone, video or face to face interview.

Do Your Research

- On the company and the role. Read up on any reviews about the company, blogs or insight work they have published.

Connect

- Use LinkedIn to connect with key personnel. Follow them on their social platforms, start liking posts prior the interview. This all helps formulate questions to ask back too.
- NB: remember to make sure your LinkedIn is up to date and your personal social media accounts are set to private – no interviewer wants to see that drunken video from 2014!

Prepare

- **Cross reference** the job description with your experience, skills and suitability to the role.
- Create a cheat sheet – post it notes for **prompts will keep you focused** on the interview and not trying to remember key points.
- Ensure you have clear / positive **reasons for leaving** your previous roles.
- Shout about your **achievements** and key learns from each role.
- Think about your **career aspirations** and learning and development requirements.
- Have set **questions** to ask.
- Ask yourself – **why should they hire you?**...and have these reasons ready to confirm your interest.

The Interview

You're all set, remember **these body language tips** for a video Interview.

55% of communication involves body language,
38 % is your tone of voice,
7% is your spoken words.

1. Maintain good eye contact. Looking directly at your interviewer is important during any interview, but to really position your focus **look directly into the camera**, rather than your computer screen, think the camera are the interviewers eyes and you'll establish a better connection.

2. Sit up straight. Good posture during your interview shows that you're alert, interested and engaged. Slouching in your seat can look unprofessional and make it seem like you're a little too casual.

3. Lean in, but not too far. Your natural response is to lean in closer when someone is saying something of interest. But if you're doing a video interview, there's only so far you can lean in before you're just one big eyeball or just an eye to your potential employer.

4. Try to keep gesturing to a minimum. Many people gesture as they speak, but be careful of jazz hands. Of course you can gesture as you speak but be mindful. Test /mock video interviews will help train your gestures.

5. Don't cross your arms or legs. To prevent gesturing wildly, you might be tempted to fold your arms in front of you. Unfortunately, you might come across as closed off. Since that's not the image you want to present, keep your arms comfortably at your sides and your feet planted on the floor to make yourself look more open and engaged.

6. Nod when necessary. You don't want to interrupt your interviewer with a boisterous, "That sounds amazing!" when they're telling you about the culture, That's where the art of the nod comes in. You **should** nod as your interviewer is speaking; but just enough so that your interviewer knows you understand what they're saying.

7. Smile genuinely. Of course, smiling is a great way to show friendliness and approachability. Don't force a smile but be sure to smile during your job interview when it feels right. It's been shown that smiling while speaking also makes you sound friendlier and can give you a more upbeat tone to your voice.

And finally.... Ensure you thank your interviewer for their time, express your interest and we would recommend following up with an email/direct mail to reiterate your interest.