

Video Interviews. The Do's & Dont's



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“Confidence comes from being prepared.”

Like them or not, video interviews are becoming more frequently used by employers in the hiring process. Most commonly used in prescreening, often before any human interaction, they are intended to help hirers make better decisions about which candidates to invest time and effort in during the recruitment process.

There is a concern that some faceless video tools could alienate talented job seekers who fear that they may not perform at their best. Whilst this is an understandable concern, the use of video technology is becoming more and more commonplace, especially in light of the accelerated virtual world we are living in.

In addition to specific video hiring technology, free video conference platforms such as Skype and GoToMeeting are also becoming ubiquitous tools for recruiting. With everybody being more and more online, these platforms are quick and easy to use, and can speed up the hiring process by enabling job seeker and employer to ‘virtually’ meet, before any potential in-person face-to-face interview.

Helpful tips for making a great impression in your video interview

Look at the camera, not the screen

Try to avoid watching yourself on camera during a video interview session. Instead, look directly at the video camera. This way, you will maintain direct eye contact with your interviewer.

Dress to impress

Your video interview is as crucial as an in-person interview, so ensure that you dress appropriately.

Choose the right location & lighting

Ensure you choose a room to record or conduct your video interview with plenty of natural light. Also, pick a quiet place for your video interview without any distracting backdrops, so that you are the focal point on the screen.

Practice

If this is your first video interview, you will likely feel awkward. Practice answering some commonly asked interview questions, and record yourself on your phone to see how you sound and how you come across. By doing this in advance, you can make necessary adjustments before the main event.

Eliminate any potential interruptions

Let everyone in your house know in advance when your interview is. Secure any animals away from your interview space, so you don't get any surprise visitors.

Close down all programs on your computer

Receiving LinkedIn or Facebook notifications whilst in the middle of your interview is distracting and unprofessional. Before your interview, ensure all other windows are closed down.

Ensure your profile is professional

If your employer is using a platform such as Skype, the first thing they will view will be your username and picture, so make sure they are interview-appropriate and professional.

Be aware of your body language

You may come across differently via video compared to a face-to-face interview, so be mindful of your physical cues. Ensure that you have good posture and don't forget to relax too.