

Video Interviewing

Prepare to Face The
Camera

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Lee Hecht Harrison



Why Video Interviewing?

Video interviews are now commonplace.

They give hiring managers and recruiters a low cost recruiting advantage:

- Accelerated interview process, especially first round interviews
- Improved candidate experience
- Manager scheduling availability
- Tests candidates' comfort with remote interaction for jobs that are becoming virtual.

Video is currently the method for interviewing and day-to-day activities such as meetings, group/team work, etc.

For candidates:

- Video interviews are an easy-to-use solution.
- Showcase their skills and experience
- Engage with potential employers, and market skills across larger geographies.
- Require building skills involving managing technology while presenting in front of a camera.
- Like other job search skills, it can be mastered.
- If you can, get coaching.
- Practice by engaging friends and colleagues as interviewers.

How Does Video Interviewing Work?

No matter how far apart you may be in the world, an employer has the opportunity to see you instantaneously with video interviewing.

- At its simplest, all it takes is a camera, a simple technology platform and an Internet connection.

There are two primary applications:

- Live interviewing which is interactive.
- On-demand responses to specific questions.

A live video job interview is a two-way electronic interview allowing two or more people in different locations to engage in face-to-face visual and audio exchange.

- The questions and answers are more spontaneous.
- This preserves a small amount of the 'personal' aspect.

You may not be seeing your interviewer at all.

- You may be asked to look into a camera and answer a series of role specific questions, which an employer has previously crafted.
- Your answers are recorded on a video that managers or teams can refer back to as often as they wish.
- Provides employers with the opportunity to compare the candidates' answers to exactly the same questions.

Video Interviewing Platforms

Some companies use websites and software developed specifically for video interviews, others use free services.

There are also many video service providers around the world that can assist in setting up and executing video interviews.

Video interviewing platforms allow companies to:

- Give hiring managers the ability to identify and differentiate top talent faster.
- Create custom interviews with questions specific for the position.
- Create custom designed review groups to fit their organisational structure.
- Invite candidates personally, or provide an open-invite link so anyone can take the interview.
- Get alerted by email when candidates complete the interview.
- Collect and centralise answers from their candidates onto a dashboard view.
- Allow everyone on the hiring/admissions team to score, rate and comment on candidates.

These video interview platforms also allow a candidate to create a profile to showcase their skills and experience, enabling them to present traits that are hard to communicate throughout the traditional process.

Video Interviews at Secondary Locations

Some potential employers will use video chat at a secondary location to screen candidates.

Locations with formal videoconferencing systems include:

- Corporate offices
- University career centres
- Hotels and airports
- Serviced office providers
- Commercial conferencing firms

Note: As a job candidate, never pay for the costs of a video job interview. That expense should be paid by the potential employer.

Recording Video Interviews

- In many countries it is legal for employers to record live interviews as long as they get permission to do so.
- Most employers will let you know that this recorded video may be viewed by multiple sources and that decisions will not be based on race, gender, ethnicity etc.
- Recorded interviews should be treated as if they are live interviews, where employment decisions are based on non-discriminatory factors.
- It is also permissible for a candidate to ask at the beginning of a video interview whether or not it is being recorded.

Things to bear in mind when using any of the free video streaming platforms

- Read the joining instructions and allow plenty of time to update any necessary plug-ins or applications required to access the session.
- If this is your first Zoom/Teams/Cisco Webex/Skype etc. event please visit the relevant test page to ensure your computer meets the minimum requirements and test your audio. Most modern Windows and Mac based computers will meet these requirements.
- iPad and iPhone users visit the Apple App store, search for Zoom/Teams/Cisco Webex/Skype etc and tap get.
- Android devices visit the Google Play Store, search for Zoom/Teams/Cisco Webex/Skype etc and tap install.
- If you are having difficulty clear your browser cache. If you are not sure how to clear your browser cache, search the internet for “how do I clear my browser cache”.
- Ensure you enable/allow 'pop ups' on your Internet browser.
- Make sure you are using the most up to date version of Zoom/Teams/Cisco/Skype etc.

Video Interviewing Questions



Many interviewing platforms incorporate a variety of questions in the video interview. You might expect the following types of questions:

- **Role Specific Questions** - Questions are asked specific to the job and the candidate is asked to record their answers. There is the opportunity on some interview platforms to re-record answers, but do not assume this to be the case when planning your interview!
- **Limited Time Questions** – A question appears on the candidate’s screen for 30 seconds, and then the candidate has up to two minutes to answer the question. When the candidate finishes his or her response, your next question appears.
- **Essay Questions** – These questions assess communication and critical thinking skills. A potential employer can dictate the length of the response.
- **Short Answer** – Questions requiring either a short written response or a calculated answer, useful for evaluating technical knowledge.
- **True or False/Multiple Choice/Multiple Answer** – These flexible questions allow employers to gather more information about the candidate that can be objectively compared to other candidates.

Preparing for the Video Interview

First, remember:
THIS IS AN INTERVIEW!

The interview process will probably be the same as an in-person interview.

The objectives are certainly the same.

The interviewer's objective (to screen candidates for employment) is as important as your objective of making sure this job is a fit for you.

Even interviews in person can experience problems, so don't be surprised if the same problems occur in this scenario.

Prepare yourself as if you were meeting a potential employer in person. This cannot be reiterated enough.

Tips to Help you Prepare

- Dress appropriately, arrive early and get comfortable.
- Prepare just as you would for a face-to-face interview; have your two minute opener ready.
- Modify your two minute opener to show your research.
- Have your accomplishment stories ready.
- Know your CV well and have a copy in front of you.
- Read and understand the job description of the position you're seeking.
- Prepare your answers to the most common interview questions.

- Have your questions for the interviewer written down .
- Since you can't use a handshake as you enter or leave a video interview, prepare a short opening and close – words that will be remembered.
- Begin with excitement about the opportunity to interview.
- End the conversation with a particular achievement that makes a strong connection with that hiring manager's needs.
- Remember to practice synchronising your body language to your message.
- If your non-verbal signals match your words, you'll communicate more clearly.
- Look into the camera not at the screen
- Glance at your own image occasionally just to make sure you are coming across in a professional manner.
- Practice focusing on the person/people you are talking to by doing a practice interview.

Preparing Yourself

- Dress as you would if you were interviewing in person.
- This means being properly dressed from head to toe.
- Don't just wear a business top while sporting your comfortable leggings and slippers.
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- It won't feel right to you!
- If you have to stand up for any reason, you will be caught out.

Preparing yourself

- Wear tailored, classic clothes.
- Avoid dangling earrings, bracelets and necklaces which may cause sound interference.
- Avoid wearing scarves or ties with large scale or intricate patterns to avoid strobing.
- Avoid sharp contrasts: opt for solid coloured tops and jackets.

Avoid

- Fine or intricate patterns
- Tweed
- Polka dots
- Stripes (even thin striped shirts or pinstripes can strobe on camera)
- Metallic or sparkly fabrics
- Sequins
- Linen (it wrinkles)

Prepare your environment

Tips for preparing your professional home interviewing environment.

- Test all your equipment.
- Turn on your computer and verify that your Internet connection is working and the programme is running as it should.
- Test your camera, speakers and microphone.
- Straighten up your desk or table.
- Even if you normally aren't organised, leave the impression that you are clean and neat.
- Look at the background in your home or office and make it clean and professional.

Prepare your environment (continued)

- You want to create the right impression about yourself, you don't want the interviewer to be staring at your treadmill while you describe your unique team building skills.
- Eliminate distractions, including both inside and outside noise.
- Close your windows, turn off ceiling fans and any other potentially annoying sounds.
- Tell members of your household not to create distractions or noise. Put your pets in a different room.
- Turn off your mobile phone, TV and radio
- Avoid distracting the interviewer by minimising your movements.
- Turn off any scans that may be scheduled so your PC or laptop doesn't lag. No IM, chat or Twitter.

Preparing Your Equipment

Lighting

- Have ample lighting in the room to ensure a good picture quality.
- Light source should come from behind the camera shining on to the face, not from behind.

Position of Camera

- Most cameras are either built into the computer or are connected via USB cable.
- USB cameras are designed to either attach to a monitor or be placed on a flat surface.
- The height of the camera should be eye level.
- Best option for position of the camera is pointing down rather than pointing up under chin.

Preparing Your Equipment (Continued)



- Ensure the camera is the appropriate distance from you and displaying an appropriate image size.
- Head and shoulders are appropriate to display; less than that means the camera is too close.
- Make sure the camera is clean/in focus without an obstructed view.
- Again, test **all** your kit on the day and with sufficient time before the interview to resolve any issues.
- Your equipment should be set up with the correct distance from the light source with a professional background.
- Natural or artificial light can wash out the picture or create a silhouette.
- Look at your image and what's behind you.

During The Interview



- Communicating through a camera is a different experience than speaking in person
- You need to come across well on screen in a job interview
- You must present yourself as the person to hire, while using the technology.
- Employers may be judging your comfort level with video technology as a test of your comfort level with technology in general.
- The words we speak account for less than 10% of the message that we convey.
- See http://www.mindtools.com/pages/article/Body_Language.htm for how body language and your voice makes up the rest.
- Your interviewer is likely to believe the message your body is communicating, especially in a video interview where body and facial expressions are magnified.

Body Language

- Be yourself. Body language should be natural.
- Make eye contact with the camera. If you don't, the camera will be focused on the top of your head.
- Check out your body language patterns using the Picture-in-Picture on your video camera. Examine your facial expressions and posture.
- Synch your body language with your message. If your non-verbal signals match your words, you'll communicate more clearly and stand out from the rest.
- Avoid counterproductive symbols such as touching your face, hunching your shoulders, or displaying nervous tics.
- Use gestures to emphasise points towards your listener, however, remember that you are on a camera and keep those gestures within the screen of the camera.
- Practice synchronising your body language with your message.

Your Voice

Professionalism, friendliness and confidence have to be established using your voice when conducting a video interview:

Tone of voice: Your voice should reflect confidence and assurance. A “friendly” voice usually involves speaking clearly, naturally, with confidence, and without any nerves constricting your voice. Relax your upper body, including your shoulders, neck and abdominal muscles, and your voice will sound more gentle and pleasant.

Energy: The energy in your voice allows people to feel like they are in the room with you – and that’s a good thing when doing a video interview. Check your speed, is it too fast or slow?

Voice inflection: Make sure the inflections of your voice deliver your key points.

Delivery: Practice your delivery. Don’t be afraid to rehearse your two minute opener or your favourite accomplishment story. Practice in front of a mirror or use the feature on your video camera.

Sound: Listen to your own voice. How do you sound?

Video Interviewing Technology Tips



- Review all the instructions.
- Ask for help (which is typically available online or by telephone) if you're not sure how the camera works or if you have questions.
- Follow the directions.
- Look at the camera, not down at the desk or table.
- Microphones pick up all the noise in the room. Don't tap your pen or shuffle papers.

Special Video Interviewing Problems

What to do when they can see you, but you can't see them?

- If you don't hear or see the other person or they can't hear or see you.
- You may need to check your call settings.
- Treat every camera and microphone as if it is live

What to do when there are technical problems?

- Always give yourself plenty of preparation time in case there are issues.
- When you have technical problems on a video interview, let the interviewer know and ask for help.
- Always have ensure you have another method of contacting the interviewer

After The Video Interview

- At the conclusion of the video interview, it is very important to turn off the camera.
- Ensure you have left the Zoom, Teams, Cisco Webex, Skype call
- Just like a face-to-face interview, you will want to send the interviewing person or team a follow-up email.

Resource: Video Interview Rehearsals

- The best way to get over anxiety about video interviews is to do a video interview rehearsal or practice interview.
- Especially valuable when you can review them by recording or using a video platform feature.
- Most video platforms allow a candidate to create a profile which has a feature that allows you to record, review and re-record your profile and answers to questions.
- A taped practice interview focusing on the non-verbal aspects - smile, enthusiasm, energy level, personality, confidence, voice, attire, posture, hand gestures, body language can be particularly helpful.
- If your non-verbal signals match your words, you'll communicate more clearly.

How to set up a practice video interview: (If you are not using a video platform)

- Set up computer and video camera up as if you were going to interview.
- Have a friend or make an appointment with your LHH consultant to play the role of the interviewer.
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- Make sure that they use the “record” feature on the programme you use.
- Provide that person with both a description of the job and a series of questions you want them to ask.
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- Stick to a “typical” interview format.
- End the interview and the taping.

How to set up a practice video interview: (If you are not using a video platform)

- After a taped interview, play it back so you can both watch and constructively review how you did.
- Observing yourself on tape will help you deal with vocal issues as well as any body language that might distract on a video interview.
- Review the taped interview as if you were the prospective employer and note how you come across to the viewer.
- As you watch the tape, check the length of your responses, which should be two to three minutes.
- Lastly, remember a picture is worth a thousand words. A video interview could well be the key to you landing that next job.
- Do everything you can to be successful in this step. Follow all the suggestions for preparation.
- And, of course, smile for the camera.

Practice Questions for a Video Interview



Best Practice Recommends You Be Ready to answer standard as well as behaviour interview questions. Here a partial list of some questions to consider

Skills/Achievements:

- Tell me about yourself.
- Why should we hire you?
- How do you think a colleague who knows you well would describe you?
- What are your skills or strengths?
- In what areas do you need to most improve?
- What do you consider your biggest weakness?
- What accomplishment has given you the greatest satisfaction?
- Tell me about a time when you faced a tough challenge?

Work Experience/Environment:

- What have you learned from your work experience?
- Tell me about your favorite supervisor or your least favorite supervisor.
- Describe what qualities a successful manager possesses.
- Tell me about a time when you had to adapt to a difficult work situation.

Multicultural and Generational Competence:

- Tell me about a time when you worked on a project with someone who came from a different cultural background than yourself.
- Describe a time when you supervised or worked with someone older or younger than you.

Values:

- What motivates you to put forth your greatest effort?
- How do you determine and evaluate success?
- What are 2 or 3 things most important to you in your work and why?

Career Plans/Goals:

- Where do you see yourself in five years?
- Why are you seeking a position with our company?
- In what ways do you think you can contribute to our organisation?

Education:

- How and why did you select your college/university?
- How has your education prepared you for this job?

About us

In today's marketplace, organisations are discovering the need to turn their attention inward to find their future talent. At LHH, we help companies see the possibilities in their people. Through assessments, coaching, upskilling and transitioning, companies can realise the untapped potential within their own workforce, resulting in increased productivity, morale, and brand affinity.

A division of The Adecco Group – the world's leading HR solutions partner – LHH's 4,000 coaches and colleagues work with more than 7,000 organisations in over 60 countries around the world. We make a difference to everyone we work with, and we do it on a global scale. We have the local expertise, global infrastructure, and industry-leading technology to manage the complexity of critical workforce initiatives and the challenges of transformation. It's why 60% of the Fortune 500 companies choose to work with us. Learn more at lhh.com.

