

VIDEO INTERVIEWING 101

If an in-person interview is a play, then a video interview is a movie. Choreography, script, and set design, direction, even hair & make-up are all a part of our new normal. As with any interaction there are some age-old guidelines that comprise good meeting etiquette — being on time, maintaining eye contact, paying attention — and applying those same principles to our video meetings can go a long way toward a productive encounter. It can also help elevate the candidate experience which is directly linked to the likelihood of an offer.

Whether you have experience with video interviews or not, it's important to thoroughly prepare for the unique challenges and nuances of adapting to a digital interview process. An unpolished process can come across as unprofessional and even damage your brand. Remember, failing to prepare is preparing to fail.

Some of the most common-sense meeting decorum are no-brainers:

- **Avoid eating and drinking**
- **Mind your body language**
- **Be respectful to whoever is speaking**

Here are ten additional etiquette tips to help ensure a focused and effective video interview:

1. **Dress to impress.**

Your colleagues and potential employers expect you to have a professional appearance. Dress for your video conference the way you would for an in-person meeting. A white coat appearance puts a particular strength into the interview experience and lets the interviewee know you are serious.

2. **Adjust your lighting.**

Don't sit directly in front or beside a bright light source, or else all the person sees is a bright light and a shadowy figure. Experiment with moving lamps and your camera until you can see your brightly lit face on the screen.

3. **Make sure to introduce yourself at the beginning.**

Just like a real meeting or social event, you wouldn't initiate a conversation between two acquaintances who haven't met without introducing them. The same practice applies to a virtual meeting. Be sure to introduce yourself at the beginning to create a welcoming environment and stimulate engagement.

4. **Ensure that you have a clean, work-appropriate background.**

You want focus to be on the meeting content, not your messy office/house or your amazing art collection. By having a clean setting with work-appropriate art and decorations, you reduce the chance of distractions. You should also try to attend the meeting from a quiet area that has minimal background noise and movement. Zoom's virtual background feature is an easy way to eliminate background distractions when you have to meet in a messy or busy location.

5. **Look into the camera when talking instead of looking at yourself.**

If you're looking at yourself on the screen while you're talking, it will seem like your attention is elsewhere. Direct eye contact into the camera while speaking gives the impression that you are looking at them rather than off to the side, which creates an environment where everyone feels engaged and present in the conversation. Be sure to position your web camera and monitor at eye level so you can look into the camera and simulate that eye-to-eye connection.

6. Eliminate distractions and focus on the task at hand.

Notifications from messaging applications, ringtones, and applications running on your desktop/phone can be distracting, which can make the person you are meeting with feel disrespected and undervalued. Mitigating these distractions helps keep the meeting focused and free from interruption.

7. Be Prepared

Have your materials ready to go prior to the interview. Be prepared to discuss our CV, the company's culture and the departments culture.

8. Be aware of your audio and video settings.

Check whether your microphone is unmuted and that your camera is on to ensure that everyone can hear you and see you when you speak. If you notice that someone in the meeting is speaking but their microphone is muted, you can alert them that they are muted by requesting that they unmute their audio in the Manage Participants tab. You also can manage how you start and join meetings — with video on, entering a meeting muted, etc. — in your Zoom Meeting Settings.

9. Log-In Early

Don't let anyone you are meeting wait around wondering if they've got the right time or joined the right meeting. Show up to the video interview five minutes early and switch off your video functionality while you wait. This will ensure you're on time to the meeting, but you can continue to work or organize your space in the meantime. Everyone will appreciate your punctuality and preparedness.

10. Empower with Information

Remember all of that important groundwork you did for this virtual interview—such as testing your technology and finding a quiet space? A day or two ahead of your scheduled interview, send a simple email to the person you'll be interviewing with to ask if there is anything they need from you prior to the interview.

For example:

-Is there a certain video chat app that you need to download?

-Outline everything you need to do ahead of time. Not only will you calm your nerves a little bit, you'll also set yourself up for a far more productive (not to mention less distracting) interview.

Nobody is looking to win an Oscar for their video interviews, but we are all still representing our brand and wanting to put our best foot forward. So, lights, camera, action!!

Thanks to Einstein Healthcare Network for the tips!