



What is a Video Interview?

A video interview, is one in which the entire interview is conducted via video chat on your computer or tablet. As technology continues to advance, more and more interviewers are turning to video interviews as a way to connect with potential hires. Not only is it a great way to interview people who would otherwise have to travel, but it's also an opportunity interviewers to get a better sense of who you are, something a traditional phone conversation might not necessarily allow.

A video interview can be both a blessing and a curse to job seekers. On one hand, you're able to conduct the interview from the comfort of your own home. That means you have all the time in the world leading up to the interview to get ready without having to worry about things like travel time and traffic, or getting lost on your way to an unfamiliar location.

Top 5 Video Interview Tips

Now that we've covered what not to do, let's focus on what you need to do to knock your video interview out of the park.

1. Be Technically Prepared

Find out ahead of time what video conferencing platform the interview will be conducted on. There are lots of options these days including Skype, Face Time, Zoom and Google Hangouts to name a few.

Make sure you have the right software installed a minimum of 24 hours ahead of time and that everything is running the way it should be.

You should also find out exactly who will be calling who and at exactly what time for the interview. The last thing you want to do is be waiting for a call and find out an hour later that you were supposed to be the one doing the calling in.

2. Dress to Impress

Because this is a video interview, you need to make sure you're dressing in video friendly clothing. Try to avoid stripes, especially narrow and close together stripes. On camera, they can create a zigzag pattern that is distracting. The same thing goes for very bright colours. Try to choose shades that are neutral or pale. Bright reds, oranges and whites can 'blow out' on camera.

3. Natural Eye Contact

Try to maintain eye contact with the camera as much as possible. While it might be tempting to watch what your interviewer is doing (if it's a two-way video conference) or even yourself in the monitor instead, doing so will result in your interviewer seeing nothing but you looking off to the side.

By looking straight at the camera, it gives the illusion that you are making eye contact with the interviewer. This doesn't mean stare at it unblinkingly, however! Keep your eye contact natural and don't forget to blink!

(A side note...there is always the possibility your interview might be a one-sided video interview which means the camera is on for you but off for your interviewer. Even if you are faced with a blank or black screen, assume they can see you just fine.)

4. Smile!

Along with natural eye contact, try keeping your expression pleasant and engaged. Not only will it help convey a sense of confidence to your interviewer, but it's been scientifically proven that smiling can help reduce stress...always a good thing during an interview.

5. Use your desktop or laptop computer, not your mobile phone

If at all possible, try to avoid using your mobile phone to conduct the video interview. Desktops and laptop computers generally have superior audio and camera capabilities compared to a mobile phone. IF YOU HAVE TO USE YOUR PHONE (we know, sometimes it's unavoidable) make sure you have it on a solid, steady surface. DO NOT GO HANDHELD!

Putting It All Together

By following our handy action list of what not to do and more importantly what to do, you're ready to knock your video interview out of the ball park. Just remember to always be professional, be prepared and be the perfect candidate.

Good luck!