First Impressions – Video Interviewing

Video interview prep - First impressions are still critical
You've heard the phrase, "first impressions are everything." It's true. You can rarely recover from a negative first impression. More and more employers are using a video interviewing platform, this is your opportunity to speak for yourself and showcase your real talent to set yourself apart from your competition. The following are some tips for preparing and using the video interview process.

Relax

Everyone finds video interviews awkward at first Trust us, they come out much better than you think. You are always more critical of yourself Relax and enjoy the process.

Dress for Success

Experts say that no matter what the corporate culture - whether khakis and polo shirts or three piece suits - you should still dress professionally for that first interview. Always ask the question before the interview What is the proper interview attire? If possible, you may consider wearing contacts as some glasses may pick up a strong glare or can hide the eyes.

Be Prepared

It can be beneficial to do some preparation in advance of your video interview. Try to anticipate questions that may come up related to your experience and past successes or challenges It also might be wise to do your research on the organization itself in order to understand how they approach business and their core values. Tying those aspects in to your answers can be beneficial

Set Your Stage

You have the opportunity to set your staging for the interview. A lawyer, for example, may choose to do this in a conference room with law books in the background It can be a very powerful statement. Think about what is in the line of sight of the camera. Be aware the background says something about you also. Make sure it is complementary and not distracting Also, make sure that you are in a place free of potentially distracting noises, such as barking dogs, traffic, etc.

Be yourself!!

This is very much the same as being in that interview in person. The reviewer will be looking for poise, confidence, and your ability to address the questions directly

Be sure to test your system and camera well before the designated interview time.

See how you look in the camera, you don't want it to be too dark or too bright, so make sure the lighting looks appropriate. Also, if you do wear glasses, make sure there isn't a glare from the lighting Be sure to check your sound as well, so the interviewer will be able to hear you clearly

Don't Sit too Close to the Camera

Sitting back a bit allows you to adjust and move without having your face take over the screen. You will appear more relaxed.

Noise

Be sure that you alleviate as much outside noise as possible during the video interview that can be distracting to both sides.

Lastly

Again, just relax and be yourself and try to make the process as natural as possible. Normally after the first minute or two it's easier to focus, relax and the initial awkwardness diminishes.