

**VIDEO KILLED  
THE INTERVIEW  
STAR...A GUIDE  
TO ONLINE  
INTERVIEWS**

**PIE**

There's a ton of posts about how to kill it in a video interview when you can't meet face to face - and it's now an accepted norm in the interview process, it will more than likely be the first stage interview you'll have with a business.

An effective interview over video demands a new set of tactics and strategies. So, whether you're a seasoned interviewee or dipping your toes into the world of online interviews for the first time, have a read to see how you can make sure you're creating the best possible impression!

Here's a round up of some of our favourite tips for making sure you present yourself in the best possible way when having your interview online.

- Dress appropriately! Whilst you might be at home and fitting in a call around other commitments, the interviewer is not going to get the best impression if you're wearing the clothes you're about to take the dog out walking in. Unless you tend to dress up for that. At the very least make sure your visible clothing is professional - no vests, no coats, no ragged old jumpers ;-)
- Ensure your tech game is on point. You need to make sure your internet connection is steady – any hiccups with this can seriously impact the flow of conversation. Make sure your camera and microphone are functioning – test beforehand with a friend if needed. It's likely to be taking place over Teams, Zoom or Google hangouts so it's easy to set up a quick call to make sure everything's working and looking good.
- Create a conducive environment. Choose a quiet, well-lit space (this is essential, no one wants to interview someone who looks like they're working in a cave) where you won't be interrupted - whilst dogs and kids are cute, they're not the sort of distraction you want during an interview.
- Sort out your game in terms of framing – don't have your face too big and don't chop off half of your head. A good rule of thumb is to leave 10-20% space above your head - this will ensure you're not too small in the frame as well.



- Ensure your background is professional and distraction-free – and if your circumstances don't give you many options in terms of how your background looks, use the blur tool - this can be much better than a fake background which sometimes gives some odd effects! These tweaks will all help facilitate a smooth conversation.
- Adapting your communication style to the virtual medium is essential. Establishing rapport over a video call can be challenging. Use active listening, nodding, and maintaining eye contact (yes, looking into the camera!) to show engagement. But don't be weird! Too much staring/eye contact can be just as off-putting as none! And pay attention to the interviewer's non-verbal cues – there's important information coming through with these as well.
- Body language can speak volumes! Try and avoid crossing your arms or holding your head in your hand - it can come across as defensive or even bored - definitely not an impression you want to give to a prospective employer. And be careful of fidgeting too much - flicking or adjusting your hair frequently or even biting your nails - this can be a sign of nervousness and you might not be aware of how much you're doing it but it can also be distracting for your interviewer. Try to minimise unnecessary movement, sit slightly forward in your seat - no slouching or leaning back - this will show that you're interested in the flow of conversation and paying attention!
- As always with any interview no matter what the medium, preparation is crucial. Keep your answers short and concise – it's easy to waffle too much when you're in an interview (this applies just as much as face to face!) One of our team recommends putting key notes on paper above the camera for quick reference. But you don't want to sound like you're reading from a script, so just exercise caution with that!
- Finally familiarise yourself with the button to end the call. We've all seen that person hunting around frantically for it once they've already said their farewells and it can give rise to some very odd facial expressions. You need to make a nice, clean exit!

**GOOD LUCK AND GO NAIL THAT INTERVIEW!**

