

# Video interviewing 101

Now, more than ever, video interviewing is a popular practice used to select the right candidate for the job. Synergis recommends our own best practices for both the interviewer and the interviewee to make the process run as smoothly as possible. Check them out below.

## TIPS FOR HIRING MANAGERS

### Set the stage



- Conduct the interview in a quiet, well-lit setting. Keep the area free of clutter and distractions.
- Avoid wearing bright colors and patterns. Dress professionally.
- Choose an account name that's professional.

### Check your tech



- Familiarize yourself with the equipment ahead of time.
- Check your internet connection.
- Check the quality of your built-in microphone and purchase an add-on for better sound quality.

### Ready...action!



- Make sure to look at the camera and not the screen so you appear to be giving direct eye contact.
- Speak loudly and clearly into the microphone and give the candidate adequate time to complete their thoughts in case of a delay.

### Record and playback



- Record the interview sessions to help in reviewing candidates easily. There are several plug-ins you can use, including one that records audio and video from both sides and allows you to edit it.
- Share the videos with colleagues and HR to help you make a decision.
- Before sharing it, make sure it is a worthy performance on your part if it is going to be viewed by your colleagues!

## TIPS FOR CANDIDATES

### Location, location, location



- Set up in a place with a neutral background and strong internet connection.
- Position yourself in a quiet area with no distractions.
- Make sure there's plenty of light or risk your face being lost in the shadows.

### Dress appropriately



- Dress professionally.
- Wear your FULL interview attire - not business on top and pajama pants on bottom (just in case).
- Good attire can help convey more confidence in the interview.

### Phone a friend



- Run through a test call with someone to ensure your lighting is sufficient and connections are running smoothly.
- You also may want to do a quick "mock" interview to get extra practice and get comfortable talking to someone through a computer instead of in person.

### Make eye contact



- Convey your interest and engagement to the interviewer.
- Try your best to look into the camera. It may seem awkward, but it will appear as if you are looking directly at the interviewer.

### Be yourself



- Relax and be yourself.
- Don't be too critical of your video interviewing skills. Being on camera can feel uncomfortable.
- Speak confidently about your range of skills and ability to collaborate – even remotely!