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## HOW TO ACE YOUR VIDEO INTERVIEW

According to a 2019 survey by the Institute of Student Employers (ISE), 47% of employers now utilise video to interview candidates.

Statistics show that video interviews are more commonplace in larger organisations. The adoption rate is set to increase in 2020 and beyond.

Video interviews can be advantageous to employers and candidates. As well as reducing costs they can also prove more convenient.

Video interviews can save time, reducing the hiring process by between 7 to 14 days. Which is also good news for candidates as around 60% of job seekers will quit an application if the hiring process takes too long to complete.

However, video interviews are often a daunting prospect for a candidate and an employer, as both want to feel connected and confident in their decision.

Crimson have prepared some top tips to help candidates ace their video interview.

## ESTABLISH THE FORMAT

Is it recorded or is it a live interview?

Pre-recorded interviews may or may not include a representative from the company, or it could be just a set of questions. Once you have listened to the question you will be expected to answer, normally within a time limit. Practice recording yourself with some common interview questions. What's great about this format is that you will be able to choose when you participate.

Some companies may use Microsoft Teams or Skype to facilitate live interviews. Whilst pre-recorded interviews may make use of specialist software. Familiarise yourself with the software and listen to any instructional content at the start of the interview.

Candidates will often review their interview experience. Take a look on [www.glassdoor.co.uk](http://www.glassdoor.co.uk) to see if you can learn anything.

## PICK A SUITABLE, COMFORTABLE SPACE

### Ask yourself

1. Is the room quiet?
2. Have I removed any personal artefacts from view?
3. Is the lighting right? (avoid shadows – sit by a window or switch a lamp on)
4. Are there likely to be any noise interruptions? (switch your phone off and inform everyone in your home you're doing an interview)
5. Is the chair comfortable and stable?

that you've been asked to use. Check the picture and the sound quality

- Check your internet connection
- For pre-recorded video interviews, check beforehand whether you're allowed to stop and restart in case of technical issues
- Try to do a test run with a family member or watch a YouTube video
- If you need to create a username, make sure its professional.

- Smile, be enthusiastic
- Speak, clearly, carefully and do not interrupt. Be mindful there could be a delay.

### Avoid

Slouching, fidgeting and touching your face.

## IF THE PREVERBAL HITS THE FAN

- If its live and you can't hear the interviewer let them know
- Give the interviewer your contact number in case you lose connection
- Stick notes to a wall to help you answer interview questions
- If you hear an unexpected noise, pause before continuing.

## DRESS FOR SUCCESS

You should dress as you would for a job interview.

- Avoid bold colours and busy patterns
- If you wear glasses adjust the lighting to prevent any glare
- Take a look at the company website to get a feel for how employees dress.

### On the day

- Close any software on your computer that might play notification sounds
- Ensure everything is fully charged and plugged in
- Sign into everything at least half an hour before
- Listen carefully as the interviewer explains the video interview process.

## REMEMBER TO...

Research the company, their culture and the job description.

Look into common questions and think about how you can further evidence your capability.

## TEST YOUR SETUP

### Before the interview

- Test your device, the camera and any software

## BE AWARE OF YOUR BODY LANGUAGE

- Maintain eye-contact (position your camera at eye level and look into the camera rather than the screen)

For more tips on interview success visit the resources section on [www.crimson.co.uk](http://www.crimson.co.uk) For an extra confidence boost give Crimson a call. We're happy to help you practice.