

Video Interviewing Tips to Land Your Dream Job



Introduction

[Recent research](#) shows that the number of applicants per job opening has increased by 9% Q2 2020 over Q1. That means that more people are applying for the same job as you. With jobs more competitive, you may need some tips to help you stand apart from all the other applicants.

Video Interviews have been around since the early 2000s. However, up until recently, many saw them as taboo. Why meet online when you can meet face to face, shake hands? However, the recent global pandemic and subsequent rise in remote work really made organizations and candidates take a hard look at the benefits of remote work and video interviewing.

As video interviews continue to increase in popularity and become the safe interviewing choice, you may need some tips to help you prepare. That's why we partnered with Talent Acquisition Consultant and Career Coach, Keirsten Greggs, to offer some guidance on how to ace your video interviews.



Part 1: Technology

Before we begin, you may want to be aware of the different kinds of video interviews available. There are on-demand interviews, which means you'll submit recordings on your own and a recruiter and hiring manager will review. Typically, these are done to help you get comfortable on video and answer some basic, screening questions that will help HR understand what you're looking for in a job.

In addition to on-demand interviews, there are also live interviews. Live interviews can take place 1on1, in a panel, or in a group setting - just like in person interviews. In these scenarios, you'll speak to a recruiter, hiring manager, or with a teammate you'll be working with a lot.

Now that you have a basic understanding of the technology you may be using, let's jump into how to prepare for the interview!

Part 2: Pre-Interview Tips

- ◆ Do your research and prepare beforehand
 - Research the company, interviewer, and hiring manager ahead of time
 - Check out the company's website and LinkedIn accounts
 - Review your resume and familiarize yourself with what is listed
 - Prepare questions to ask during the interview
 - Review the position description
- ◆ Make sure you're discoverable on social media channels
- ◆ Download the proper browsers, mobile apps, or software
- ◆ Stage your area - have a clean background or if available, use a virtual background
- ◆ Get the proper equipment, if possible use headphones to cut down on the noise
- ◆ Practice with friends and family to get comfortable on camera
- ◆ Prepare your interview outfit. Business mullets are acceptable, which is dressing for what is viewable on the video interview
- ◆ Log in early to test equipment and make sure everything is working

Part 3: During the Interview

- ◆ Relax
- ◆ Be engaged and make eye contact with the camera
- ◆ Focus on notes and the interviewer, not just the camera
- ◆ Ask questions
- ◆ Get the interviewer's contact information, next steps and timeline before ending the interview

Part 4: Post Interview

- ◆ Unpack the interview, review notes, and how you did.vv This also includes gathering questions that you didn't get an opp to ask during the interview
- ◆ Research company again
- ◆ Check your social media again to make sure everything is in order and that you're able to network with the people you spoke with
- ◆ Send a follow up email (or video!) to recap and follow up on the interview



Author

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Keirsten Gregg is the Founder and CEO of Trap Recruiter, a talent acquisition consultancy and career coaching firm. She specializes in bridging the gap between the job seeker and organizations committed to attracting, hiring, developing and retaining diverse talent and fostering inclusive equitable cultures. She's a regular contributor on ERE, and has been featured on DriveThruHR, CavnessHR, CareerCloud, and more. Find her on Twitter at @TrapRecruiter or at www.TrapRecruiter.com.

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