



IDENTIFY



How to be **the best version of you** in a video introduction and interview.

Video is now the **new norm.**

We just can't get away from the fact that video is playing a larger part in the recruitment process. As the technology is easier to use and connectivity is getting better, more and more organisations are asking for initial introductions and interviews to be conducted via video.

There are great benefits for both employer and candidate, broadly speaking using video is more cost-effective and efficient for the employer. Longer-term benefits also include helping employers with their working from home strategy, enabling them to cast their net further than the confines of a commute to the office so they can employ the best talent available wherever they are in the world. Giving you the candidate more options for employment and removing the requirement to take leave and pay for travel to attend interviews. It's a win, win.

[Or so it might seem...](#)





Unfortunately being on a video interview or even pre-recording a video introduction is not as easy as you may initially think and for some, presenting in front of a camera is a long way away from being your natural self and can be incredibly uncomfortable.

Some studies suggest interviewers take as little as six seconds to review and make their mind up on a video introduction or video interview. This can give a natural presenter a huge advantage if whoever is interviewing or reviewing the introduction has not been sufficiently trained to look beyond a slick confident pitch.

No matter how good your CV is, jobs are won and lost at the interview stage and it can be for the most simple of things.

Fear not, if you follow these simple steps, you will look professional in front of the camera in no time at all.

Dress the part

Wear something appropriate for your audience, if the job requires you to wear a suit every day then look smart and professional and wear a suit, but if a suit is not part of the job just wear something smart and comfortable. Choose a solid coloured blouse/shirt, maybe with a simple suit jacket if you so choose. Avoid fabrics with distracting patterns that may draw attention away from what you are saying.

You may get hot in the interview or whilst presenting so try to wear something more loose fitting, no one wants to see someone uncomfortable and fidgety in an interview.





Camera Placement

Camera angles can exaggerate facial features and distort your appearance. Simply by placing the webcam properly will help you achieve the look you want.

- Make sure the camera sits at or just above eye level and no higher than your hairline.
- Don't sit too close to the camera, people will be put off by seeing a close up of your full face filling the screen!
- Sit far away enough from the camera to capture your shoulders and your entire face with some room to spare.

Lighting

Cameras work better when there is a good light source making the video look more professional looking and more flattering for you.

Avoid locations with low light and with bright windows behind you as this is also challenging for webcams. Poor lighting could make you look washed out or as a grainy shadowy figure.

Your best setup would have some soft lighting from the front and to minimise other light sources in the room particularly from windows or light sources directly behind you.

For a small investment, you can purchase an LED ring light or if it is a nice bright day you can set yourself up in front of a window with soft light shining on to your face. Failing that you can use lamps you already have at home and use a daylight fluorescent bulb.





Look behind you

You are now the well-lit centre of attention, but we can't forget about what is behind us. Your audience will notice everything and it can distract totally from your interview. Keep the background simple and avoid mess and clutter. If you can, choose a plain wall as your back-drop.

Smile and the whole world smiles with you!

We can not press home this point strong enough. However unnatural it will feel, smiling whilst talking will make the biggest difference in your interview or pre-interview introduction. Just like real-life face to face interviews, eye contact is key, look directly into the camera... and along with a great smile, you will instantly get your audience on side.

Practice

We recommend you record some practice attempts until you are happy with the result. It will feel strange at first, but after the first few, you will notice how much better you are getting.

For fun, keep your first recording and compare it to you last, you will see how you have dramatically improved. Now think, without this practice session you could have sent a video introduction or interviewed something similar to your first attempt!





Sound

Sound matters more than you might think. Whilst many of us concentrate on getting the video image just right we forget about the poor recording sound. Echoes, crackles, hisses, background noises and low volume are just a few problems we commonly see in video introductions and interviews. If you are using the microphone that comes with your webcam make sure that you test it out first and tweak the settings so you get the best performances out of it.

If you are still not happy, try using a USB condenser microphone for your computer. If you are using a smartphone, you could use a lavalier mic that plugs directly into your phone with the mic end attached to your shirt or jacket for much better sound quality. Both options are plug and play with easy setup.

About Us

The number one thing that can make a positive difference to an organisation is **YOU**.

We know looking for a new job is not easy especially if you are already employed. Which is why we make the process easy and where we can, enjoyable. We take away the long-winded processes, the travel time and costs, we get back to you with updates and we treat you with respect at every stage.

If you are considering a new opportunity, feel like you can need a new challenge or want to know what else the market can offer you, please get in touch .



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