Video Interviewing: Best Practices

Getting started
Ensuring a positive candidate experience is very important. Video interviewing requires the same kind of thoughtful preparation that goes into a successful in-person interview.

- Inform candidates that your hiring process will include video interviews and ask if the candidate has ever been interviewed over video. If it is the first time, explain the process and what to expect.
- Choose proper, professional attire. Dark colors are best. Avoid white and busy patterns.
- Be ready a few minutes early.

Create an inclusive interview experience
- When determining who should be included in the interview process, consider the role and responsibilities and include the people best suited to help you assess an applicant’s ability to be successful in the role. Ensure that your process includes people who are different from yourself and who represent the diversity of people and experience in your work team.

Check your internet connection and equipment
- Check your internet connection.
  - It’s possible to conduct your video interview over wireless internet but, it is recommended to connect using an ethernet cable for better performance.
- Test your webcam and microphone in advance.
- Close other programs and browsers.
- Confirm phone numbers where either party can be reached if there are technical difficulties.

Choose a quiet location
- Turn off all mobile devices and audible email reminders, etc.
- Do not conduct a video interview in a car.

Ensure a neutral background and professional environment
- Be sure the wall behind you is free from distractions (photos, windows, etc.) and the desk or table surface is neat.

Make sure the light source is in front of you
- Avoid having light behind you (even if it comes from a window).

Look straight into the camera (not down at the candidate on the screen)

Conduct the interview as if it were physically in-person
- Smile, make eye contact, use hand gestures, when appropriate.
- Take notes.
- Have a glass of water nearby.

Sources: