

# Master the Virtual Interview: Tips for Employers

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More and more companies are modernizing their hiring processes with technology, including the use of video interview tools. This has become especially popular in recent months, as organizations have transitioned to virtual operations due to the COVID-19 pandemic. While in-person interviews are often preferred, there are a number of benefits that virtual interviews provide, including reduced time to hire, cost savings, and scheduling simplification.

Staffmark Group has been conducting virtual interviews for quite some time. If you're new, here are some tips we recommend to ensure a smooth experience for candidates and hiring managers alike:

## **Choose a program.**

Before you can offer virtual interviews, you must determine what technology you will use. The first question to answer is whether you need to incorporate video or if you'll simply use the phone. Video is ideal, as it the next best thing to an in-person interview.

There are a number of free tools on the market, including Zoom, Skype, FaceTime, and Google Duo. If you partner with Staffmark Group, we can provide access to our CXP Virtual Interviewing Tool which has a host of capabilities and features. No matter which program you choose to use, you will need to provide step-by-step instructions for your staff and candidates so that both parties can seamlessly connect to the interview.



## **Create a professional setting.**

Similar to in-person interviews, you need to make sure you have a professional setting. Select a quiet location with a neutral background and good lighting. You want your interviewee to be focused on your questions and answers, not on anything behind you or in the other room.

To create crisp, clear video quality, avoid dimly lit rooms, fluorescent lighting, and overhead lights. Instead, opt for natural lighting. Place your primary light source behind your camera. This way, the light and the camera point in the same direction. Also, set the camera at eye level or slightly above to capture your best angle.

## **Test your tech.**

Your interviewees will expect you to understand the ins and outs of the tool you are using to conduct the video interview. To become more comfortable with the technology and troubleshoot any issues, set up a practice session or two with a colleague in the location

where actual virtual interviews will take place. This way you can also test the lighting and internet connection in this space, as it can vary from room to room.

### **Be (extra) prepared.**

While it's important to be prepared for every interview, it's even more important to be ready when meeting by video. If you're not prepared, the candidate could feel cheated out of a true interview. Prior to the start time, gather all materials you might need, such as the candidate's application or resume, your interview questions, notepad, paper, and a glass of water.

### **Dress to impress.**

If you are working remotely, you may not typically spend time getting ready for the day. If you're hosting a virtual job interview, however, you need to dress the part. Wear the same thing you would wear if you were meeting in person. This will convey that you are taking the interview seriously.

Throughout the interview, pay attention to your body language and the message it is conveying. Maintain eye

contact with the candidate (or the camera, that is!), keep your facial expressions relaxed and welcoming, and sit up straight.

### **Be patient.**

Even though video technology has been around for a while, it's still new to many people. If your interviewee's technology isn't working, give your candidates some grace. If needed, provide other options or offer to reschedule.

In the end, video interviews should feel similar to in-person interviews. Neither you nor the candidate should feel like the virtual element of the conversation inhibited the interview. While it can take some time to choose the right technology and become comfortable with the process, it can also be an effective way to keep candidates engaged and move them through the hiring process, quickly and safely.

**Questions?** We would be happy to meet with you to share our expertise or discuss how we can partner with you. Connect with us today!

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