

How do you behave in a video interview? - a candidate checklist and recommendations for companies

The personal interview as a way of getting acquainted with the candidate or company and the work environment cannot be adequately replaced in a personnel selection process. Current exceptional times, however, have led to video interviews being used in almost every recruiting process, and we as International Food Recruitment Alliance (www.ifr-a.com; an alliance dedicated to recruitment for the food industry) have a wide variety of experiences - some funny and some bizarre.

Extraordinary things happen quite often in video interviews. And by that we do not just mean the everyday connection and software problems that almost always lead to a delay of the interview starting time.

No, we mean candidates trying to explain their professional experiences from camping grounds with a poor internet connection, the entire extended family including a screaming child next door.

Or candidates in home office, where builders not only flit through the picture, but also want to clarify important issues. Or candidates who position their mobile phone between the steering wheel and the dashboard, reacting to the constant tumbling of the phone with a shrug.



Or clients who forget to pass on dial-in information or who only just make it available last minute in a form that is difficult to decode. Children waving into the screen or needing to be reassured or kept busy can be seen on both candidate and client side. These are very human situations that can also be quite endearing.

But why is the video interview being taken so much less seriously than a face-to-face meeting? And why should other standards of mutual assessment be used here?

Shouldn't the principle: 'you will never get a second chance to make a first impression' also apply here?

In addition to general tips for job interviews, such as good preparation, active listening, specific answers to questions, etc., we would like to make some recommendations for candidates and companies so that both parties can show their best side in a video interview.

Candidate Checklist:

Preparation

- Dress:

There has been some "erosion" in dress codes, but a shirt or a blouse should be the minimum for candidates. With a jacket or blazer, you can stand out positively.

- Place of conversation:

Find a quiet, undisturbed place for the conversation, where you can sit relaxed, upright and are well lit. Check what can be seen in the background. If necessary, use a soft focus or a different background if the program offers this function.



However, these functions may use bandwidth for transmission that you will lack for the actual conversation.

- Camera position:

The camera should capture you well and in the middle of the picture, not too large and not too small, if possible, with a camera angle not too much from below or above. Test this beforehand with your own video dialogue program.

- Program and Internet connection:

Familiarize yourself with the program and check as early as possible (and not just 15 minutes before the interview) whether the dial-in options provided, the link or the required program work. If in doubt, contact the company and ask for a preliminary test.

Conversation:

- Begin:

Be there at least 5 minutes in advance and knock, click or do what the program requires.

- Behaviour:

Assume an upright and active posture and remember to look at the camera. Note that facial expressions and gestures are less visible in the video transmission.

Recommendations for companies:

The items clothing, place of conversation, camera position, program and internet connection apply analogously to company participants.

Additional points:

- Use a platform for the interview that does not require large installations and make it as easy as possible for the candidate to take part in the interview.
- Send the instructions at least one day before the interview so that a test is possible for the candidate.
- Be aware that the more participants taking part from the company side, the more interaction involved, which can create a challenging situation for the candidate.

Finally, it should be emphasized once again that today's video technologies enable many new approaches (keyword digitization). Nevertheless, there is no substitute for personal contact.

Please keep in mind that there are candidates who feel uncomfortable in the video situation and are therefore unable to present themselves optimally. Therefore, we would like to appeal to company representatives:

It is better to invite an additional candidate to a second round of interviews if you are not sure.