

TALENT TRENDS

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VIDEO INTERVIEW TIPS FOR HIRING MANAGERS

Today, video interviewing is considered mainstream with almost 80% of companies with more than 5,000 employees regularly conducting video interviews. To stand out in a competitive hiring environment, hiring managers can hone their video interview performance, starting with preparation.

Tip 1: Plan your process.

In this market, it is important to be intentional with your hiring process. Make sure video interviewing is a step that adds value to the process, both to the candidate experience and providing hiring managers with more information to make hiring decisions. To keep your process quick and competitive, consider having a video interview replace a step in the process, versus adding an additional step. Think about the role the video interview serves from both a candidate and hiring manager's perspective. For example, it might not make sense to replace an in-person interview with a video interview if that step in the process usually includes meeting members of the team and touring the facility.

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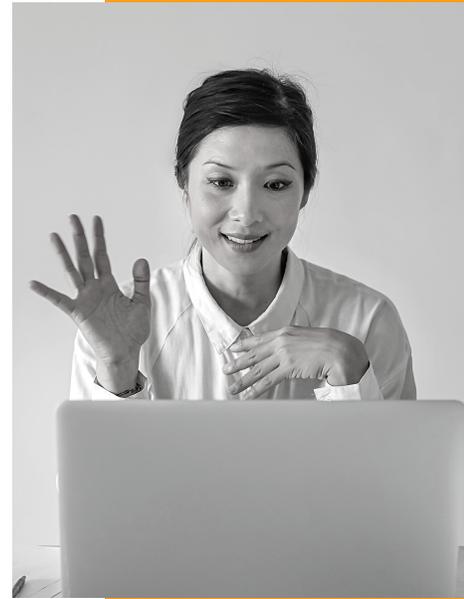
Source: Undercover Recruiter



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Tip 2: Stay organized.

Being organized when conducting interviews is vital to the interview process; it helps hiring managers stay on track. Organization not only entails keeping order and structure to the interview; it also includes being prepared for future events. When utilizing video interviewing, the preparation process is different than when preparing for in-person interviews. Because video interviewing is done from a distance and through a camera, you prepare as if you are doing a presentation. Plan what you are going to say and ask before the interview has even started. If multiple people are participating in the interview, decide in advance who will ask each question to avoid talking over each other. Organization and preparation will improve your video interviews, creating a positive impression on candidates while gaining valuable information on which to base hiring decisions.



Tip 3: Alter your body language.

Body language used for in-person and video interviews can be similar, but is perhaps even more important for video interviews. Hiring managers want to use body language that comes off as professional and personable. You want to refrain from being too

intimidating because that can negatively affect the way the candidate performs during the interview. Look directly at the webcam to show you are paying attention to the candidate. Hiring managers should also sit with their back straight and shoulders back, use hand gestures to aid in communicating when necessary, and avoid letting their gaze drift from the candidate. Using appropriate body language will help convey optimism within the video interview and improve your overall video interview performance.

Preparing for an interview is necessary whether you are the one interviewing or being interviewed. Having technology play a role in video interviewing creates a larger need for preparation. With video interviewing becoming commonplace, conducting good video interviews as part of an efficient hiring process is necessary to remain competitive in this hiring market. Implementing any of the tips stated above could improve your video interview performance immensely.

