

Putting Yourself in the Best (Video) Light



As one of the organizations to quickly provide the technology and resources to enable all our employees to work from home, HireRight compelled our teams worldwide to use video apps for all meetings and conferences. Doing so has kept us up and running, capable of fully supporting our valued customers worldwide without interruption.

We soon appreciated there's truly an "art" to being on camera, and doing so properly can make a significant difference in how effective tools such as Teams, FaceTime, Skype, Zoom and Google Duo can be in helping organizations like ours — and yours — conduct business.



Since a great many organizations have switched from physical to digital when conducting interviews — and may continue to do so for the foreseeable future — we thought we'd share some tips we've picked up that can help HR more successfully interview candidates remotely. And please feel free to pass along these tips to candidates striving to appear in their best light. They'll thank you for it!

Like most things, there's an art to doing it right. Here's how.



Is it on?

Perhaps most importantly, test your system before the call. If you want your camera and microphone on, make sure they're functioning properly. And if you want to be muted (particularly for business conference calls), **MAKE SURE YOUR MICROPHONE IS OFF!** There's nothing more embarrassing than being on a company-wide call and being informed by the CEO that your mic is on and everyone can hear you. Not being aware your camera is on and everyone is watching you blow your nose can be worse.



Camera position/angle

Elevate the computer or smartphone with some books, so the camera is a few inches above your head, then point it downward toward your eyes. Don't put the camera lower than your head or you'll look like one of those giant heads on Easter Island. Position yourself so your "good side" is angled toward the camera. Get close to the camera so you're center frame, big as life – but not close that your pores look like lunar craters.



Lighting

Natural light is best. If you can't find a place in your home with good natural light, put a floor lamp with a soft white lightbulb next to the computer, not too high as to cast shadows that make you look like Frankenstein's monster, not so low that you're mistaken for the walking dead. Position the lamp slightly behind your computer screen.



Clothing

Apps including Zoom enable you to add an artificial background using a virtual greenscreen technology. So if you wear a green shirt, it will be invisible during the call. That can be amusing for about 10 seconds. Wear colors that flatter you. Wear nice clothes. Look like you care.



Background

People tend to examine your background, so keep it simple and uncluttered. Minimize visible photos of your kids and dogs. Partially-open blinds behind you can wreak havoc with lighting and make you look like an apparition. Microsoft Teams has an option to blur the background while on a video call, which can be helpful.



Noise

Ask your delightful family to try stay out of sight. Same with precocious pets. Close windows and turn off TVs. Turn the ringer off any nearby phones. And if some extraneous noise does occur, or you need to yell at someone in your home, mute your mic briefly.



Eye contact

It's natural to look at the other people, but when you speak, try to look at the camera. Don't look at your own image or the other people on the call. Otherwise you may look evasive or, worse, like a politician.

And smile! Now you're looking good!

Getting Started

For more information, visit us at www.hireright.com.

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