

***Shine Like a Video Star*** by Kathi Guiney, GPHR, SPHR, SCP President of YES! Your Human Resources Solution, and Jocelyn Schamber, Creative Director, Fuzzy Red Pen Copywriting

Your big promotion is just around the corner—all you must do is impress the interview panel. And they'll be watching your every wiggle and brow wipe through video conference. How should you prepare for your on-screen debut?

- 1. Dress to impress.** Wear your “interview best” with a twist: no busy patterns to confuse the camera. And just because you're only visible from the waist up doesn't mean you should rock your Star Wars pajama pants.
- 2. Pick your place.** Your interviewers will notice if you're live from the lunch room or your car. Choose an interview space free of noises and echoes, with lighting to showcase your face. Be sure you can speak confidently. No secretive whispers or yelling over children, please!
- 3. Stretch your legs.** To convey the most natural body language, stand. Just be sure to remember #1 above!
- 4. Check your tech.** Technical troubles can turn your video interview into no interview at all. Test your ability to make and receive calls. Set your camera at eye level so no one is looking up or down your nose.
- 5. Lights, camera, action!** It's easy to forget someone is watching you. Leave your phone out of reach—no checking email or texts. Always keep eye contact with the camera and the interviewers' video feed. You'll appear fully engaged and you'll better gauge your interviewers' reactions.

Video interviews are intimidating. But solid preparation can help you ace this moment. Get ready for your close-up; a star is born!