



This is a guide to help deliver the most engaging and polished interview in a virtual environment, whether that be through Zoom, Teams, Skype, or any other platform.



Environment

If possible, choose a quiet and well-lit space for your interview. Use a virtual background if you are in a distracting environment.

- Turn off all notifications and distractions before the interview.
- Wear a headset if participating in an area with background noise.
- Place a sign on your door to let others know that you shouldn't be interrupted during the interview.



Camera and Body Position

Make sure your camera is slightly higher than eye level so that you are looking up to it. If you are using a laptop, consider putting a few books under it to raise it to your eye level.

- Lean in slightly. Leaning back in your chair can send the message that you are not interested in the topic you're discussing. So, lean in slightly, but sit up tall and keep your shoulders back – don't slouch.
- Do not swing on your chair as this can be very distracting on video. To ensure you are stable, shift the sitting position to the front of the chair and put feet flat on the floor a hip width apart and lean forward slightly.



Background

- Reporters can see what's happening behind you either in the office or home, so make sure you have a clean, tidy background.
- Don't forget to think about what is front of you. Make sure you limit any distractions that could draw your eyes away from the camera and avoid placing any cups or other items in front of you that may show on camera.



Lighting

Make sure the lighting is set in a way that is showing your face.

- If you're in a room with a window, face towards the window. This will ensure light falls on your face.
- If you are in a room without a window, find a light source that you can place in front of you, even if you only have access to a small lamp.



Body Language and Tone

Remember to look at the camera and speak conversationally, like you're talking to a friend. Be engaged and maintain eye contact.

- Don't use notes as that will take your eyes away from the camera. If you need a few prompts, place a sticky note next to the camera.
- Busy, bold patterns on clothing and noisy jewelry can be very distracting. Blocks of whites can really wash people out on screen. Try to wear simple clothes that are not too bright or too dark or blend into the background.
- Make sure to check for details like stains, creases, and sweat marks.



You only have three tools:

Your face, your hands, and your voice. Use them!

- Appear friendly, expressive, and engaged. Laugh at genuine moments.
- Modulate your voice – if it's flat, the listener will be bored. Modulation shows confidence and makes your responses more interesting.
- Don't be afraid to use your hands. While people think this might be distracting on video, talking with your hands helps convey enthusiasm and animation, and can also help you focus your thoughts and speech better.

Additional Sources

- ASH YouTube Video: How to Deliver a Virtual Presentation - Best Practices and Techniques