



Video Interviewing

at State Farm®

Interviewing for a new career opportunity may come with some nerves and that video interviewing may be new to you and unfamiliar. We believe video interviewing brings your resume to life and we want you to shine! Much like an in-person interview, you'll want to make a good first-impression while you show off your personality and abilities. Here are some helpful tips and pointers for video interviewing.



Get Ready

Preparation is the key to success when interviewing. Prepare for your video interview similar to how you may prepare for an in-person interview. Do a practice run. Record yourself answering questions and playback the recording to see where you need to make adjustments.

- Research the company, know their mission, vision and values.
- Know your qualifications, experiences and top skills.
- Be prepared to communicate them effortlessly and connect them to the role you are interviewing for.



Find a Quiet Place

Being heard is key to your success. A video with muffled audio makes it difficult for the viewer to hear you.

- Find a quiet place with no distracting sounds or motions.
- Be sure roommates, pets and cellphones won't interrupt you.
- Make sure we can hear you in your recording, play back the audio when practicing questions.



Look Behind You

Once you've selected your location, consider what your camera will see. What will the viewer see besides you?

- Simpler is better – keep the focus on you.
- Avoid a background that will distract the viewer.
- Environment should be clean and professional.



Make Eye Contact

Whatever device you're connecting from; mobile, tablet or laptop, be sure to secure and stabilize your device so you are seen clearly.

- Frame yourself from the shoulders up.
- Keep the camera eye level.
- Consider propping your device on a box or stack of books to adjust the height.



Lighting Counts

Lighting is a critical component to video interviewing but is often overlooked. Ensuring the viewer can clearly see you is important and just takes a little extra forethought. Allow yourself time to get the right level of light so it's not too bright or too dark.

- During the day, position yourself facing a window for natural light.
- Too bright? Simply adjust the shades.
- At night, position the light source in front of you.



Dress the Part

At State Farm, a business casual look is fine, no need for the suit and tie with us, unless of course that gets you in the zone.

- Be comfortable; however, there is such a thing as too comfortable.
- No tank tops or hats. Shoes optional.



Good Luck

We hope you found these tips useful. Best of luck in your employment journey!