

Professional Guidelines for Conducting NACC Virtual/Zoom Interviews

Note: Before the meeting be sure you are familiar with how Zoom works. We recommend that you do a couple of practice meetings with a friend to familiarize yourself with the Zoom features and functions. Here are some helpful resources (<https://support.zoom.us/hc/en-us/articles/206618765-Zoom-Video-Tutorials>); or to sign up to get zoom please use this free zoom link: (<https://zoom.us>)

Introduction:

NACC uses Zoom video conferencing for most of its virtual meetings. This allows any NACC member to join the meetings from the comfort of their homes, offices, or any convenient location. Video conferencing allows meeting participants to see each other and interact in real time. NACC is currently exploring the use of zoom video for certification interviews. The following tips will allow members to maximize their virtual meeting experience and present themselves in a professional manner.

Before your meeting: Here are a few things to keep in mind before you begin your zoom meeting. It is important to test your equipment several hours before your meeting to ensure you equipment is working properly. Test your equipment again about 30 minutes before your meeting. Silence all phones and any other devices that might cause a distraction during the meeting.

Video and Audio quality: It is worthwhile to invest in a quality webcam and speaker and microphone headset. These provide better video and audio performance than your computer's built-in system. Try to hold meetings in quiet, indoor locations to control ambient noise or interference. Find a quiet location where you will not be interrupted or distracted by other people or things.

Lighting and sitting: Don't sit directly in front or beside a bright light source, this will cast a shadow on the image that your audience sees. Experiment with moving lamps and your camera until you can see your brightly lit face on the screen. Be sure to position yourself in such a way that your face and shoulders are visible to your audience.

Your meeting space: You should give some thought to the location and background prior to your meeting. It is best to provide a nice, plain, and light colored background. Keep in mind that this is a professional interview. Avoid presenting any visual backdrop that might cast doubt to your professionalism, such as an untidy kitchen sink, or laundry all over your living room. These might seem normal for you in the comfort of your own home, but think about how you want your home to look if you are bringing guests over, even if they are "virtual guests."

Your Appearance: Keep in mind that your dress code should be the same as you would wear for an in-person. Do not wear something you will not likely wear to work or to a professional event. Your sleepwear might seem comfortable but might not be ideal for such professional video meetings.

Speak to the Camera: Often the natural tendency is to look at the person on the screen, but you should keep in mind to look at the camera when you speak so the

audience feels like you're talking directly to them. This might not feel natural at first, but it is important to keep in mind that your audience cannot see that you are looking at them on the screen. If you can look at and speak to the camera your audience will feel like you are addressing them directly and will connect with you better. Practice speaking to and looking at the camera before the meeting.

Optimizing the Experience: Generally DO NOT select "Share Your Desktop" (unless you want every pop-up email and private message on display for your audience!). If you need to share any documents, open up any relevant documents before the call and share only those during the meeting. Note that when you share, Zoom prioritizes the shared item to the bandwidth. This can reduce the other video feeds' quality, so don't share longer than necessary.

Zoom is very easy to use, but a live video conference with a group is not the time to explore its features. Make video appointments with family and friends to get used to Zoom. Practice scheduling, and inviting people to meetings. Learn how to mute and unmute audience members prior to the meeting.

During your Meeting: Keep in mind that once the meeting is launched you are "live", "on the air". This is your time to shine and make your case. Avoid anything that will distract from what you have to say or what you need to share.

Mute your microphone when necessary: Zoom has a "Mute Microphone" option that cuts down on ambient feedback for the audience. When there is a lot of back-and-forth discussion you will turn this off, but you should mute yourself when listening to a presenter. Also be mindful to un-mute yourself when you are speaking to be sure your audience can hear you. Pay attention to facial cues that might indicate that you are not audible.

Using Zoom Chat Functions: This allows you to send questions or a comment to everyone or to specific participants during the call. Be aware that participants might not be familiar with Zoom and might not be able to view or respond to you. Also, using chat functions might become a distraction for you and others.

Be Aware of your Actions on Camera: Remember that everyone can see you. Someone is watching as you take a big, wide-mouth yawn, stretch, or wander around the room, apply makeup, or bite into your sandwich. These exaggerated movements are distracting to your audience and can be disruptive. A good rule of thumb is to use the restroom before you sit down for the meeting. If you absolutely have to step away, respectfully ask to be excused (if possible, pause or stop sharing video). Resume sharing video once you return to your seat. Try to stay engaged and attentive. At the end, thank the interviewers and disconnect by ending the video call. Please think as if you are sitting in on a meeting at a conference table.