

WORKING & HIRING REMOTELY

A guide to the top video tools and video conferencing best practices

With the increase in remote working, video technology has rather suddenly and unexpectedly been thrown into the spotlight. In these challenging times it is one of our most important tools for keeping channels of communication open, so what different kinds of video technology are available and how should you be using them to help you and your teams work remotely?



WhatsApp

For instant messages, video interviews and group conference calls

- WhatsApp is a free app that can be used for audio or video conference calls
- All users must have WhatsApp downloaded on their phone for it to work
- 4 people max can join the call
- To start, select the first person and call them directly
- Once the conversation has begun click the 'add' icon in the top right corner to add another person



Microsoft Teams

For instant messages or conference calls

- Microsoft Teams is a subscription-based service that can be used for instant message or conference calls
- You can start a one-to-one or small group conversation using the 'new chat' button
- Once you have a team set up you can start a group audio or video call



FaceTime

For video interviews and group conference calls

- FaceTime can be used for audio and video calls
- It is only available for Apple iPhones on iOS 12 or later
- You can have up to 32 people on a call
- You can search and add people to contact from the FaceTime icon
- You can also create group iMessage conversations and tap the FaceTime icon at the top of the group chat



Skype

For video interviews and group conference calls

- A free service that allows you to instant message, individual audio or video call, screen share or group call
- Search for your contact in the task bar to start a chat or call any time
- Add contacts to 'Groups' for a group call
- You can have up to 50 people per skype group



Skype for Business

For video interviews and group conference calls

- A subscription-based service that allows you to communicate with your teams using the messaging function, audio calls, 'share your screen' or video chat
- It can integrate into your Office apps and Outlook calendar, showing yours and others' availability in real time
- You can have up to 250 people on a conference call at one time



BlueJeans

For video interviews and group conference calls

- A cloud based video conferencing service, you can either download an app or join through your web browser
- Select either computer audio if using a headset or phone audio if dialling in via phone
- Camera is only available if you have a WebEx connected

4 BEST PRACTICE TIPS

In sustained periods of remote working you will find these video tools invaluable, not only for maintaining communications with your teams, but also for interviewing potential candidates who you might not be able to meet in person. Here are a few best practice tips for using them successfully.

CHOOSE THE RIGHT PLATFORM FOR THE RIGHT OCCASION

These video tools all have different features and elements that make them suitable for different uses. For a one-on-one interview with a potential candidate for example, a WhatsApp video call might work best, as it is an app that is almost universally used, accessible to anyone who has a smartphone and perfect for two-way conversations.

When it comes to a briefing call for a large team, however, Skype for Business works perfectly – being able to handle a large volume of callers with the host easily able to share their screen and distribute information.

DO A RUN THROUGH BEFOREHAND

Prior to any important calls and especially an interview, make sure to do a test run to check all the software is working correctly. Ensure all appliances are adequately charged, that all background noise is minimised as much as possible (tricky if there are others working from home or children around). If you're on a call with many users – do remember to mute when you're not speaking so that everyone else can hear as much as possible.

THINK ABOUT THE IMAGE YOU'RE PRESENTING

This may be common sense – but try to ensure that the background you present to others on any kind of video call is professional with minimal visual distractions. Sit or stand up in one single location, try not to move around and also avoid window backdrops if you can. Whilst windows can add wonderful natural light to any home office, when they are used as backlighting on a video call they can impact the quality by giving you a harsh silhouette, so try sitting with your back to the wall if at all possible.

DON'T FORGET THE HUMAN ELEMENT

Although it may seem a departure from 'business as usual', video calls are just a normal part of our everyday working lives, albeit one that we may have to get used to using more frequently for a while. Courtesy and etiquette are still essential, so remember to treat your teams just as you would in the office – thank them for their hard work at the end of a call, engage with what they're saying and try to ensure as much reciprocal interaction as possible.

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