



Virtual Media Interview Tips

- Ensure you have a reliable internet connection. If others are around, ask them to not stream while you are being interviewed.
- Test your equipment and software the day before (try a dry run)
- Hold phone/tablet horizontally
- If possible, use earphones plugged into your phone/tablet. If you have earphones with a built-in microphone that's even better.
- Aim to stabilize your phone securely using a desk, pile of books and/or tripod
- Consider the background. Think simple and uncluttered.
- Lighting ... When framing your shot do your best to not have any windows behind you. Light shining on you is fine, lighting from behind is a no no.
- Your webcam is your only focus. Try not to look at yourself or others and think of the webcam as the interviewer's own eyes.
- Minimize distractions ... turn off notifications and close other programs
- Be prepared, stay the course. Be wary of the "hot mic". Don't say or do anything that you wouldn't want the world to see.
- Pause ... it's easy to talk over people so let the reporter finish before jumping in.

Prepare ... rehearse ... be confident!

www.xposurepr.com