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WorldClassTV Launch: Using Skype Social Media to Supercharge Audience Connection! Part 3 by [Noel Linda](#)

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In our previous article post, we discussed WorldClass™ promotional Skype Video Interview Package offer and what clients need in order to create their social media marketing videos. In this article, the third installment of a four part series, we shall begin exploring the top ten tips for creating a successful Skype “Guest Expert” Interview. Armed with this information, you can create media for your website or social media marketing campaign that will engage a wider audience far more effectively, thus securing you greater and more sustained online interest. This in turn translates into greater lead conversion rates and supercharged online sales!

Top 10 Tips for a Successful Social Media Skype “Guest Expert” Interview:

You may have everything you need to physically record your social media Skype video “ Skype, a webcam and a microphone ” but in order to create a truly successful social media marketing video, there are a number of points you need to understand and incorporate into your presentation. Having a profound and positive impact upon your audience requires some sophisticated fine-tuning. You can™t very well plunk down in front of your computer and expect to record material that will move mountains. So, without further ado, here are the Top 10 Tips for a Successful Skype “Guest Expert” Interview!

1. Your User Name: Create a professional Skype “handle”: Whether it's Skype, an instant-messaging client, or another videoconferencing app, you will likely have to create a user name or "handle" that you sign in with. Make sure it appropriately represents your company and is not something like beerbuddies2012 or 26E4u. As with your email account, choose something professional; if you can't just use your name because it's already taken, try your name combined with your industry, for example: DrSteiner_dentist.

2. First Impressions: As if meeting in person, create a great first impression! Treat a social media Skype interview as a real face-to-face interview. Make sure you log in and are ready at least five minutes before the scheduled interview time and do your homework well in advance! Make sure you have reviewed the interview questions beforehand and have prepared well-thought out answers.

3. Maintain Eye Contact: Maintain direct eye contact throughout the social media interview, looking directly into the camera:

(i) Social Media Tip: During Skype interviews, be careful not to fixate on your own screen image. This gives the impression that the candidate is not making eye contact with the interviewer on the other end.

(ii) Social Media Tip: Before an interview starts, take a moment to make sure you look fine on the screen, and then focus on looking into the camera.

(iii) Social Media Tip: When you look directly at the camera, it appears to the interviewer that you are looking directly at them, thus making eye contact “ the camera is usually located at the top of your computer in the center of the frame around your screen.

(iv) Social Media Tip: Sit slightly forward and lean toward the camera so you become a talking head, just like on TV. This is the best way for our audience to read your facial expressions and establish a connection with you.

(v) Social Media Tip: Be sure to sit up and maintain a straight posture. This gives your audience the impression that you have the confidence befitting an industry expert.

(vi) Social Media Marketing Tip: Skype interviews tend to dampen one's personality so make an effort to smile and act like your pleasant self as much as possible. Be Yourself! Relax, smile and let your personality show through.

4. Put Your Hands Where the Audience Can See Them: Make sure that the camera on your computer gives a good shot of your head and shoulders, as well as of your hands. Remember that a good portion of understanding comes from body language and other non-verbal cues (80% of communication is non-verbal), so you want to make sure that the upper half of your body is visible.

5. Practice Makes Perfect: Practice on Skype before your social media marketing interview. This will ensure that you're familiar with how the application works. Spending a few minutes familiarizing yourself with how you look on camera will also give you the opportunity to fix anything which could negatively impact your image: adjust your clothing, hair and position in the camera.

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In our next article post, the final installment of a four-part series, we shall be presenting the remaining Top 10 Tips for a Successful Skype "Guest Expert" interview. By integrating these points into your social media marketing video, you can be sure that your final product will be effective in securing your audience's undivided attention.

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Lena Evans describes here in this article the a [social media](#) facts along with a [social media marketing](#) strategies.

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