

Video Communications

BEST PRACTICE GUIDE



BE PREPARED

Check your internet connection and setup in advance. Make sure all resources and supplies are within arms reach.



LIGHTING

Well lit faces are engaging. Position yourself near a light source. Avoid dark shadows and do not sit with your back to a window.



VIRTUAL BACKGROUND

Zoom backgrounds are strongly encouraged.



AUDIO

Test your microphone and audio levels. Reduce background noise and use mute button when not speaking. Speak clearly and conversationally.



EYE CONTACT

Look at the camera—this will mimic the in-person feeling of eye contact. Gauge reactions of people on the screen, but alternate that with looking at the camera.



CAMERA POSITION

Adjust your camera so it is directly in front of your eyes. Your head should not be tilted down or up. Sit at a distance that frames your shoulders and entire head.



WARDROBE

Avoid tight, noisy patterns which can appear distracting on the viewers screen.



FIRST IMPRESSIONS

Be polite, smile and stay on topic.

