

Best Practices for Video Calls

Take time to prep and use these expert tips!

LOCATION

- Select a non-distracting background. Bookshelves, offices or decorated rooms are good. Avoid white walls.
- Be in a bright, evenly lit room with natural light.
- Avoid direct sun and harsh overhead lighting.



Choose a background with depth.



Avoid standing in front of large windows.



Avoid harsh overhead lights.

FRAMING

- Sit in the middle of the screen space.
- Leave space between the top of your head and the edge of the screen.
- Think in 1/3's where you can see the chest/upper stomach.
- Look directly into the camera.
- Add books to raise the monitor if necessary.
- Test out your audio levels.
- A quiet room is preferred.
- Make sure there's no background noise.



Leave headroom, have eyes in the upper third of the screen and stand or sit up tall.



Avoid the overhead angle.



Avoid the under-the-chin angle.

HOW TO SOURCE CONTENT

- Decide on content.
- On occasion, run polls or let your audience choose a topic.
- Create themes around what your audience wants to see.
- Create samples to share.
- Create bullet points to promote techniques, products and promos.
- Promote before you broadcast.

CAMERA READY

- Take time to test the camera and audio levels.
- Offer context constantly, e.g., if you're just joining us now...
- Be responsive and interactive; make it feel like a two-way conversation.
- Connect authentically — stay relaxed, smile often, be confident.

ATTIRE

- Be comfortable.
- Wear business casual.
- Avoid harsh patterns.