

# Tips And Tricks to Look Your Best on Video Conference



While many commonwealth employees continue to telework, video conferencing has become a bigger part of our daily work.

The following tips can help you improve your on-camera appearance while attending or leading virtual meetings.

## 1. CAMERA ANGLE

Raise the camera to your eye level. This prevents the camera from pointing up your nose or at the ceiling. Having the camera at eye level also reduces shadows, which will also make you appear more engaging to your audience.

Remember to look into the camera lens as much as possible to maintain eye contact with the audience while speaking.



## 2. CAMERA SHOT

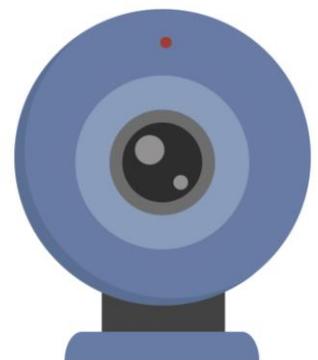
Imagine your screen divided into 9 equal parts and try to position your eyes in the upper 3rd, approximately 2-3 feet away from camera.

If using a mobile device for your camera, always position the camera horizontally (landscape), never vertically.

## 3. CAMERA EQUIPMENT

Although modern laptop and smartphone cameras are acceptable when video conferencing, you can drastically improve your appearance using an external webcam. Additionally, a dedicated webcam is easier to position and move than a laptop.

Position your webcam between your monitors. Use one monitor for meeting notes and the other to view your audience.



# Tips And Tricks to Improve Video Conferencing Calls



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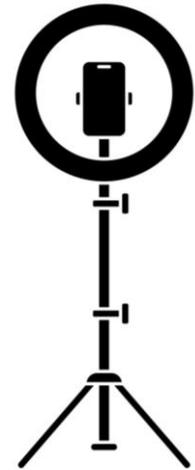
The following tips can help you improve your on-camera appearance while attending or leading virtual meetings.

## 4. LIGHTING

Lighting is extremely important! When your audience can see you, they will better connect to your message.

Try to use a front clipping light or an LED ring light to illuminate your face and make you stand out from the background. You can also try to position yourself with a window in front of you or slightly off to one side of your face.

NEVER position yourself with a window behind you! This will make you look very dark.



## 5. TECHNOLOGY

Connect your device directly to your Internet router using a cable instead of Wi-Fi. During your meeting, close every program that is not being used to host your meeting, including email, files and websites

Open applications drain your processing power and will slow down your device, potentially causing lag issues when presenting virtually.



## 6. ENERGY!

Present online as you would present at a real-life meeting in a conference room. Keep your energy level up, don't slouch, mumble or appear distracted.

Act like you're in a live setting. Be engaged as a presenter and a listener! Sit up straight or even stand, smile and interact with your audience.

