



TIPS FROM VIDEO PRODUCTION PROS

HOW TO BE SUCCESSFUL AT VIDEO CONFERENCING

Whether it's Zoom, Skype, Google Hangouts or some other collaboration platform, these tips will make you look good on and off camera.

CONNECTIVITY

FIRST AND FOREMOST

HAVING A STABLE CONNECTION IS KEY. NO ONE LIKES TO BE ON A “CALL” WHERE EVERYONE NEEDS TO REPEAT THEMSELVES.

- Close all applications except the video conferencing app (Skype, Zoom, Google Hangouts, etc.)
- Using a hard-wired connection to your router is preferable. Too many users on a WiFi connection can interrupt the signal and break up the video.
- An upload and download speed of three Mbps (Mb per second) is required to support a stable stream. Check your internet speed here: <http://speedtest.att.com/speedtest/>

SETUP

TEST AND ADJUST AS NEEDED

- Go to Audio & Video settings to see the video and adjust the shot.
- Use the auto mic setting and test your audio before the video call.
- Zoom:
Click on “Test Meeting”
- Skype:
“Settings” > “Audio & Video Settings”
- Google Hangouts:
“Video Call” > “Settings Wheel”

AUDIO

TESTING, TESTING, 1, 2, 3...

- Turn your volume down to a level that is low but still comfortable enough for you to hear. This will prevent feedback.
- If available, use a pair of earbuds with a built in mic and hide the cable for a cleaner look.
- Add a professional podcast mic like the Blue Yeti for the best sound quality.
- Sit in a quiet area where people will not be coming in and out.
- Turn your ringer off on your cell phone so you aren't disturbed during your broadcast.

Another option is to use a bluetooth headset like AirPods, which provides great sound with no cable.

LIGHTING

SHINE IN THE PERFECT LIGHT

DO'S

- DO sit at a table in a well-lit room.
- DO face a window if possible or place a lamp with a neutral shade behind your laptop.

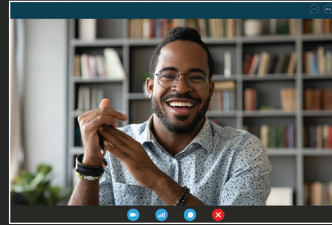
DON'TS

- DON'T sit with a window facing behind you.
- If using a lamp, DON'T shine the lamp directly at your face. If adjustable, point the lamp upwards to bounce the light off the ceiling for a softer look.
- DON'T over light so that your face is bright and the background is black.

FRAMING & BACKGROUND

PICTURE PERFECT

- Sit in a comfortable chair with your back straight. Good posture is everything!
- Make sure you are visible on camera from your elbows to just above your hair.
- Don't sit too close to the camera to avoid a "wide angle effect."
- Lower your chair or place a few books under your laptop to elevate your webcam to eye level.
- Tidy up your background and try to create depth by separating yourself from the background.
- Look for an interesting background without distracting patterns or objects. Avoid using the blur feature or adding a photo background.



WARDROBE

DRESS FOR SUCCESS

- Wear solid colors, not too dark or light with long sleeves. Colors with midtones work best.
- Wear something that separates you from your background.



AVOID

- Close-knit patterns or stripes
- Heavy jewelry
- White unless under a jacket



MAKEUP

KEEP IT LIGHT AND NATURAL

EVEN IF YOU DON'T WEAR MAKEUP, WASH YOUR FACE
AND APPLY TRANSLUCENT POWDER TO AVOID SHINY
SPOTS INCLUDING TOP OF HEAD AS NEEDED

DO'S

- Natural looking makeup is best.
- Use a nude or light lipstick.
- Use an eyeshadow that matches your skin tone.
- Use a moisturizing foundation or just moisturizer by itself.

DON'TS

- AVOID bright colors.
- AVOID bright or sparkly eye shadow.
- AVOID heavy foundation.

