

## ▲ VIDEO CONFERENCING Best Practices

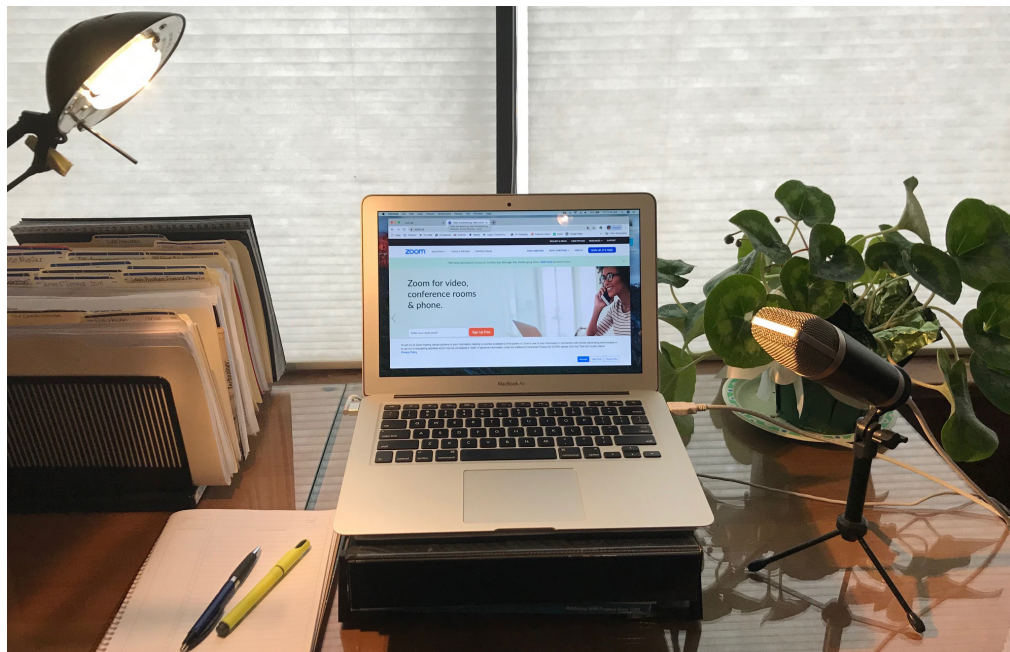
Below are some tips to help you look good on camera

- We recommend using ZOOM.us - it's easy to set up and works great.
- Sit close to the screen. You want your face to fill a good part of it.
- Put your monitor at eye level. Your face will not be distorted in this way and you'll look better. Put it on a stack of books if needed.
- IF you have 2 monitors focus on the one with the camera. You don't want to be looking somewhere else.
- Turn off your phone, email, message applications and everything that makes a noise. You don't want to be distracted or distracting.
- Stay focused! Don't check email, browse online or type. We can see what you are doing and we are watching.
- Look sharp! Be engaged and smile slightly. You don't want to appear bored or preoccupied at all.
- Use an external microphone or headset whenever possible. The sound is really that much better.
- Mute yourself when you are not talking. That eliminates all background noise. Remember to unmute before talking!
- Don't eat during the meeting.
- Don't sit with a window behind you, so that you are in shadows. Make sure your face is well illuminated.
- Use a lamp to side light and illuminate your face.

### ▲ VIDEO CONFERENCING Best Practices

- This is not an audio call. When you are on an audio call and muted you can do whatever you like. On a video call, you must be engaged and reasonably happy to be at the meeting. Nod your head, focus on your camera or on the screen.
- Talk in shorthand. Get to the main point quickly. Fill in details later - or when questions are asked. Be concise.
- Pay attention to your background: keep it simple, you don't want a plant or wall hanging coming out of your head. You also don't want a cluttered desk or confidential information showing.
- Be prepared! Have your talking points on screen in front of you.
- If something distracting does happen, handle it quickly and get right back into place.
- **SHINE, and be concise!**

Here is a sample of my set up:



Poole Communications and Poole Advertising are either registered trademarks or trademarks of Poole Advertising, LLC in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2020 Poole Advertising, LLC. All rights reserved.  
Printed in the USA.

[poolecommunications.com](http://poolecommunications.com)  
Poole Advertising, LLC DBA Poole Communications.