

LIVESTREAMING VIDEO TIPS

Whether it's a conference call, an employee town hall or a live interview on the nightly news, how you appear on camera is an important part of being an effective communicator. Here are some quick tips to improve the quality of your shot.

Keep the strongest light source in the room in front of you.

Computers don't need lots of light to make you look good, but they do automatically adjust exposure based on bright spots. Never sit with your back to a window.

Pick a clean, neutral background.

Pay attention to what's in the shot behind you. Does it reinforce or detract from your message? Avoid clutter. Definitely avoid export-controlled information.

Keep the camera at eye level or slightly higher.

Use a stand or a pile of books to raise the eyeline and keep your chin and ceiling from stealing the show.

Make eye contact with the camera.

If you can get comfortable looking into the camera, and not at the people on screen, it creates a more intimate and engaging dynamic.

Use a hardline connection.

Plug in to an Ethernet cable if you can. If Wi-Fi is the only option, ask others to avoid high-bandwidth activities like streaming movies during your video call.



BONUS TIPS

- Silence your phone
- Close unnecessary programs
- Connect your computer to power
- Small lights can help balance uneven light
- Minimize audio feedback by wearing a headset
- Let others around you know when you'll be live
- No convenient surface on which to place your computer for the best spot in the room? An ironing board can do the trick. It's portable and the height is adjustable.

