

Improving your Virtual Presence Audio / Video Web Conferencing Tips

1. Give yourself the best chance for success!! Always try to have a wired connection. No matter how good your wifi network is, heavy or unexpected traffic can occur on any wireless network. Connect your device with an Ethernet cable to give yourself an advantage with the best shot on the connection.
2. Be mindful of your environment. Only show others what you want them to see. Your background defines what type of person you are to the others viewing the connection. What do you want them to see?

Basics of Camera Set Up: Place yourself in the center of the shot with the camera at eye level. The bottom of your shot should be at your midsection or slightly higher and the top of the shot is only 2 inches above your head. Make sure that your microphone is close to you so that it picks up clearly and at good volume.

3. Lighting is crucial! Place the light source in front of you. If you can manage slightly off center that would be best, but not more than 45 degrees. Make sure your face is evenly lit. If light source is too hot, you will have white shiny areas on your forehead and/or cheeks. If it is too low, your features will not be seen and it will look unprofessional.

Avoid pitfalls to a bad web presence:

Don't put lighting source behind you. No one will be able to see your face clearly. It will affect your message as well as decrease trust with your recipients.

Don't look up or down at the web camera - looking down makes you look a bit adversarial, while looking up makes you look young and inexperienced. Make sure camera is at eye level.

Don't wear all white, all black, or very thin lined clothing. Many web cameras cannot handle the contrast differences with all white or all black, and the thin lines create something referred to as the moiré effect.



Don't use a wireless connection. The entire world is making virtual connections and using up precious bandwidth. No matter how good your system is, it may be diminished by those around you.
Plug in, to win!!!

Examples of good web camera set ups:

