

SPEAKER BEST PRACTICES

Presenting content in a virtual environment is quickly becoming the norm in today's environment. With a few simple tips you can be confident in your delivery for a successful presentation.

BE PREPARED

- TEST YOUR CONNECTION AT [SPEEDTEST.NET](https://speedtest.net). UPLOAD SPEED SHOULD BE AT LEAST 8 Mbps AND 16 Mbps IN DOWNLOAD SPEED.
- FOR THE STABLE CONNECTION, USE AN ETHERNET CABLE TO PLUG YOUR COMPUTER DIRECTLY INTO YOUR MODEM.
- YOUR CAMERA SHOULD BE AT LEAST 720p RESOLUTION or .9MP (MegaPixels). YOU CAN TEST YOUR CAMERA HERE: <https://webcamtests.com/resolution>. IF YOUR CAMERA IS LOWER THAN THE SUGGESTED RESOLUTION, CONSIDER BUYING AN [attachable webcam](#), YOU CAN ALSO PURCHASE [A LOGITECH WEBCAM](#).
- CLOSE BROWSER TABS AND PAUSE SOFTWARE UPDATES RUNNING IN THE BACKGROUND AS THIS SLOWS YOUR PROCESSING SPEED.
- DISCONNECT ALL UNNECESSARY DEVICES FROM YOUR Wi-Fi TO ENSURE HIGHEST SPEED (I.E. SMART TVs, AMAZON ALEXA/GOOGLE HOME, CELLULAR DEVICES, ETC.)
- MAKE SURE YOU USE GOOGLE CHROME OR FIREFOX (NOT INTERNET EXPLORER) WHEN LAUNCHING THE SPEAKER PLATFORM.
- TEST OUT THE TECH PLATFORM TO FAMILIARIZE YOURSELF WITH THE FEATURES.
- PRACTICE BY RECORDING YOURSELF USING YOUR WEBCAM.

SOUND CHECK

- TO AVOID AN ECHO, MAKE SURE TO JOIN WITH YOUR MIC & SPEAKER DISABLED.
- IF YOUR COMPUTER'S INTERNAL AUDIO IS UNCLEAR, SOMETIMES HEADPHONES OR EXTERNAL MICROPHONES WILL WORK BETTER. CONSIDER PURCHASING A USB MICROPHONE SUCH AS [BLUE YETI](#) OR [SURE MV5](#) FOR THE BEST SOUND.
- FIND A QUIET SPOT TO AVOID BACKGROUND NOISE AND TURN OFF ALL NOTIFICATIONS ON YOUR COMPUTER TO AVOID DISTRACTING YOURSELF OR YOUR AUDIENCE DURING A BROADCAST. SILENCE ALL DEVICES.

FRAME YOURSELF

- CENTER YOURSELF LEAVING A SMALL MARGIN OVER THE TOP OF YOUR HEAD AND HAVING BOTH SHOULDERS IN THE FRAME.
- CHECK YOUR POSTURE. TRY STANDING UP. IF SEATED, LEAN FORWARD TO AVOID SLOUCHING.
- ELEVATE OR SUSPEND YOUR WEBCAM/CAMERA SO THAT IT IS AT EYE LEVEL OR JUST ABOVE EYE LEVEL.
- OPT FOR SOLID COLOR OUTFITS AND BACKGROUNDS AS SOME CAMERAS WILL ACT UP WITH STRIPES AND CHECKERED PATTERNS.
- DARKER COLOR CLOTHING IS BETTER

LIGHTING

- MAKE SURE YOU ARE USING FRONT-FACING LIGHT TO ENSURE THE AUDIENCE CAN SEE YOU CLEARLY AND TO REDUCE SHADOWS.
- ENSURE GOOD LIGHT ON YOUR FACE BY FACING A WINDOW TO ALLOW NATURAL LIGHT TO ILLUMINATE YOU. AVOID BACK-LIGHT (OR LIGHTS FROM ABOVE) AS IT CREATES SHADOWS. WHERE NEEDED, SUPPLEMENT BY PUTTING A LAMP OR RING LIGHT BEHIND YOUR WEBCAM.
- CONSIDER PURCHASING A [LUME CUBE](#) OR [LED RING LIGHT](#).

ADDITIONAL BEST PRACTICES

- BREATHING EXERCISE: TAKE A DEEP BREATH IN THROUGH YOUR NOSE FOR 4 SECONDS, HOLD FOR 4 SECONDS AND RELEASE THROUGH YOUR MOUTH FOR 4 SECONDS.
- MAINTAIN EYE CONTACT WITH THE CAMERA - DON'T LOOK AT YOURSELF.
- REMEMBER YOU ARE NOT TALKING TO THE CAMERA, BUT RATHER THROUGH THE CAMERA. IMAGINE THE AUDIENCE ON THE OTHER SIDE.

YOUR BACKGROUND

- USE A BACKGROUND THAT ALIGNS WITH THE MESSAGE YOU WANT TO CONVEY.
- MAKE SURE YOUR BACKGROUND IS NOT CLUTTERED.
- IF YOU CHOOSE A VIRTUAL BACKGROUND, MAKE SURE IT IS NOT DISTRACTING.
- USE NEUTRAL AND SUBTLE COLORS IN YOUR BACKGROUND TO KEEP FOCUS ON YOU. HAVING A PLANT, PIECE OF ARTWORK OR BOOKSHELF IN THE BACK IS A NICE TOUCH.

TIPS ON RECORDING A VIDEO FROM YOUR PHONE

Want to create a polished, professional video that impresses your audience? It's easier than you might think..

- **Use Plenty of Light**

Lighting makes a huge difference in the quality of a finished professional video, so make it one of your top priorities during filming. Sun is one of the best light sources for video. If filming in doors, try to avoid overhead lighting. Consider a lamp placed near the camera to brighten your face.

- **Use a Clean Background**

Be deliberate about your background. If you have a favorite spot in your house or office, make sure it is clear of clutter to avoid distraction in the background. Be careful not to film with a window or a reflective surface in the background. A solid background is always a safe choice. Consider a solid color wall or put up a sheet.

- **Prioritize Crisp, Clear Audio**

Your audio quality is more important than your video quality. Be aware of any background noise that the microphone may pick up.

- **Avoid Shaky Footage**

Shaky footage will make any professional video look like a home movie. It's hard to hold a camera completely steady, so try not to hold it at all if you can help it. Instead, use a tripod or set your camera on a sturdy surface.

- **Use Your Phone the Right Way**

Use the camera on the back of your phone. The front camera's quality is not as good on most phones.

Record in landscape mode (horizontal instead of vertically). This will give you good footage that looks larger on other devices.

- **Work on Your Camera Presence**

Appearing nervous, fidgety, or uncomfortable on camera will distract viewers from your message.

- Use calm, open body language (don't cross your arms).
- Smile, especially at the beginning of your video!
- Wear darker colored clothing which films better than light or bright clothing.
- Slow down slightly when you talk.
- Practice, practice, practice.

- **Plan Your Videos in Advance**

A lack of planning can leave viewers underwhelmed with your finished product. By taking the time to plan your video thoroughly before you start recording, you can ensure that the quality of your actual content is just as good as the quality of your footage. Write a script or create a storyboard to help you form your ideas.