

Top Tips for Professional Video Communication

Sent exclusively to RGSHW students by Sara Sowah - a communications professional with experience in newspaper journalism, corporate communications, digital marketing, PR and stakeholder communications for global businesses (including Philips and premium pro audio brand d&b audiotechnik). Currently running a program of live social media events and spending far too much time looking up noses, thanks to poorly positioned mobile phones and webcams!

Technology, Workspace and Personal Presentation

- Ensure you are confident using the conferencing tool specified before the session.
- Carry out the meeting in a place where you will not be disturbed.
- Use a laptop or PC rather than a phone, as you will have greater functionality.
- Ensure you have a suitable background (you will note from the millions of home shot interviews on the television news, a bookcase is a classic).
- Wear appropriate headphones - preferably discreet ear bud type ones and not gaming headphones. These will cut out noise around you and ensure you hear, and are heard, clearly.
- Natural light, from the front is best.
- Avoid sitting in front of a window, as you may disappear into silhouette.
- Ensure your whole head is in the frame.
- Position yourself with your eyes approximately 2/3 of the way up the screen.
- No filters!
- Start the meeting mute.
- Treat it like a face to face meeting: dress appropriately, sit up, smile.
- If interviewed by a panel - ensure you view the session in grid mode, so you can see the whole panel - read 'the room' (they all matter).
- Give it your full attention and ignore external distractions.
- Maintain 'eye contact' with your computer screen - avoid wandering eyes, which are exaggerated on screens and make you look like you aren't fully engaged.
- This is a personal one for me: Invest in a camera cover for your laptop so you are in total control of what is visible on your webcam.