

Virtual meetings best practices

Virtual meetings can be a great way to stay connected with clients. These best practices are designed to help you look and feel good on camera.

APPEARANCE

- Skip the patterns; wear flattering, solid colors.
- Avoid loud (audible) or distracting earrings, necklaces, or bracelets.
- Check your hair, teeth, and make-up.
- Check the room temperature to make sure you don't start sweating.

CAMERA ANGLE

- Don't have the camera too high or too low.
- Place the camera at eye level.
- Use a tripod if using a webcam.
- Center yourself in the screen by ensuring your forehead is pointed directly at the camera.

LIGHTING

- Avoid overhead lighting (it's the worst).
- Use three soft lights/lamps: two behind the webcam and one behind you.
- Face natural light sources (e.g., a window) instead of having them behind you.

BACKGROUND

- Clear the background of distracting items like clutter, food/drinks, photos, etc.
- Take a selfie before the meeting to check what is visible in your background.
- Consider investing in a roll of "seamless paper" to hang as your background.

AUDIO TIPS

- Check that your chair doesn't squeak.
- Make sure your microphone isn't muted before the meeting starts.
- If possible, use a webcam with a built-in microphone.
- Mute other participants to avoid additional background noise.

MINIMIZE DISTRACTIONS

- Don't check your email or do other work while on camera.
- Avoid looking at yourself; look at the camera instead.
- Make an "On Air" sign and lock the door.
- Set your phone/watch to Silent, Do Not Disturb, or Airplane mode.



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