VIDEO & WEBINAR BEST PRACTICES

A brief how-to on what to do and what not to do for live online video presenting.

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WHAT TO DO

1. Find a quiet place

This might seem like common sense, but it's critical for your viewers to be able to hear you without distractions. Many of your viewers during a live streaming event or webinar may be watching from a mobile device on-the-go or in a place where they have distractions of their own so it helps to minimize as many background sounds on your end as possible.

2. Test your Internet connection

Plan a meeting with the administrator of the live online video event ahead of time so you can both test your Internet connection. This will give you a good idea if you need to adjust your recording place. For example, if you are too far away from a wifi source you may need to move closer to get the best connection.

3. Dress as you would for a live event

A professional appearance still translates in an online event. No pajamas please!

4. Check your lighting

The best lighting is natural light, such as from a window. But make sure the light, whether coming from a window or another source, is in FRONT OF YOU. If you have an open window placed behind you on camera it can create a silohuette and make it hard for viewers to see you. You can test this when you set up a meeting ahead of time with your administrator.

Poor visibility when a window is behind you.

5. Where to position yourself

First, make sure your camera, if on a mobile device is in a horizontal position. If it's vertical the video for your viewers will show up smaller on screen and it will be harder to see you. Then, try to sit far enough away from your devices camera so that your head and shoulders are in view. Sitting too close to the screen can be distracting for your viewers because some camera angles can exaggerate your facial features and distort your appearance. Lastly, try to sit slightly off-center in your camera's view. You'll notice if you watch professionals on film they will often be placed in the 3rd part of the screen and not centered. There are numerous sources online as to why this is important on camera. Without going into all the details let's just say that it helps make your view more aesthetically pleasing to your viewer.

Place yourself in 2/3 of the screen.

WHAT NOT TO DO

1. Distract your audience away from you

During an online video presentation your viewers have only your screen as their main focus of attention so they will notice all the little details around you. Make sure to de-clutter an office or try to position yourself so there are minimal distractions for your viewers.

2. Forget to test your sound quality

The meeting you have ahead of time with your administrator will help sort this out. During a test meeting you can both determine if you need to speak more loudly or try a different device to record your voice.

3. Show up at the last minute

Make sure you find out from your administrator for the live event how many minutes before your live stream you should log in. If you show up at the last minute it may be difficult to sort out any last minute problems and it will help keep the entire event on schedule so you don't run out of time for your presentation.

4. Wear all white, bright red, or all black clothes

Some outfit colors like solid white or very thin stripes can be difficult to see on camera or may cause a vibrating appearance on screen. Depending on your viewer's screen, they may have a high exposure setting and these colors may not show up well. You can test this in your meeting with your administrator ahead of time.

5. Test your presentation slides

During your meeting ahead of time with your administrator you can test your presentation program slides and make sure you know your viewers will see them. You can also do a quick test right before your live scheduled presentation by showing up a few minutes early.