

# Video Best Practices

Creating quality, engaging videos is easier than you think. As you teach, work and communicate remotely in this new video-first world, consider these best practices to ensure a seamless experience for your viewers.



## BE THOUGHTFUL OF YOUR ONLINE AUDIENCE

- Use your presentation and on-camera presence as an opportunity to speak directly to your online audience.
- To best connect with your online viewers, speak directly to the webcam. Resist the urge to read from another screen.
- Refrain from making inside jokes with other presenters. If your audience isn't in on it, they will feel disconnected.



## WEAR APPROPRIATE CLOTHING AND ACCESSORIES

- Wear solid colors. Medium shades, pastels or off-white works well for shirts and blouses.
- Avoid tight pin stripes, busy patterns or very dark suits.
- Don't wear shiny, loud or distracting jewelry or scarves.



## POSITION YOURSELF SO THE CAMERA SEES YOU

- Avoid distracting backgrounds. Find a clean space where the focus will be on you, not the room you're in.
- Remaining stationary behind a podium/table is encouraged.
- Focus up your shot so that you are centered and take up the majority of the screen.
- Avoid excessive movement like swaying. One technique is to point one foot forward and put your weight on that foot, leaning toward the microphone.
- Don't second-guess the camera. Act as if you are always on screen.



## MICROPHONE TIPS

- Before your presentation, test your audio levels by speaking into the microphone. Make sure you are speaking at your usual voice level.
- Make sure you speak clearly.
- When possible, use a hard-wired microphone and don't rely on just your computer audio. If you're using a wireless microphone:
  - Place it on your lapel, outside of clothing and away from jewelry.
  - Try to keep it directly under your mouth and not too far to the left or to the right.
  - Do not fumble with your microphone when it is on.
  - Make sure your phone is completely turned off as it may interfere with the sound system.
  - Remember to turn your microphone on before the start of the presentation and off at the end.



## KEEP IN MIND WHAT YOU SHOW ON THE SCREEN IS WHAT WILL BE STREAMED TO YOUR ONLINE AUDIENCE

- PowerPoint, software demo, video or content from other devices (whiteboard, document camera, etc).
- Mediasite will automatically record any digital content while you present.
- For best results set your laptop screen resolution to 1280 x 720.