



# How to Look Good on a Webcam

Best Practice

Have you already taken part in video conferences or initiated some yourself? Especially in a professional environment there are a few things to consider in order to make a professional impression in front of a camera.



## Position camera at eye level

Place your smartphone on a tripod. If you use a laptop, place it on a cardboard box or a small pile of books, or whatever you have on hand. In this way you will always meet those you are speaking with at eye level.



## Use a decent microphone/headset

Cheap microphones often cause noise and make it difficult for other participants to listen to you. You should at least connect a headset to minimize noise and artifacts. If you want a rich, warm sound in your voice, you'll need an external microphone. Try it out, it's worth it!



## Optimize visual composition

Choose a neutral background. A plain white wall will certainly work. Alternatively, you can "select a background" if this function is offered in your application. Try to sit quietly and not wiggle back and forth, as you are used to from news and magazines on TV.



### **Avoid strong backlight**

The light should always come from the front or a little bit from the side, never from the back, because you would not be seen well that way. That means avoid the sun-drenched window directly behind you!



### **Look and speak directly into the camera**

Position the conference window of your software as close as possible to your camera, usually directly below it. This way it will appear as if you are looking directly at the other participants.



### **Drinking allowed, eating rather not**

In many TV shows it is seen as normal that people will have a cup with something to drink, but have you ever seen someone eating in front of the camera? In most cases it looks unappealing. Even in movies, people chewing food are only shown if it is unavoidable due to the storyline.



### **Always be aware of the camera!**

If you are following a presentation and have not explicitly switched off your camera yourself, you are visible - usually in a small preview image below the presentation. Therefore, it's better to express your opinion directly toward the camera rather than looking out of the window, bored, chewing your nails or pulling your hair.



### **Preparation is half the battle**

Familiarize yourself with the functions of the software - if in doubt, by taking a training course! Test the software together with another person beforehand. Check your microphone and speakers/headphones. "Can you hear me?" - Professionals check this beforehand. Dial in early enough to ensure that the other participants do not have to wait for you