Communicating on Camera: Best Practices

1. Assume You Are Always on Camera
   - Be ready and maintain professionalism.
   - Control your reactions no matter the conversation, as they can hear and see everything.

2. Avoid Candid Camera
   - Make sure others know you are on, whether you make a sign or say hello to your audience.

3. Dress Appropriately
   - Angles can be awkward, view your setup before going live.
   - Avoid distracting clothing, baseball caps, dark sunglasses and noisy jewelry.

4. Know What’s in the Shot
   - You should be framing yourself in the shot and limiting background activity.
   - Try to look at the camera or in that direction when talking and avoid side conversation.

5. Body Language
   - TO DO: Place your hands on the table, lean forward, open your arms and have gestures in the shot.
   - DO NOT: Play with your hair, cross your arms, lean back, and turn away from the camera or point at the camera.

6. Logistics and Radar
   - Have appropriate lighting and know your technology.

7. Help Them Hear
   - Minimize background noise and lean into the camera when speaking.
   - Mute mics when not talking and only have one speaker talking at a time.
   - Address by name and then repeat.
   - Make sure you know who is listening as you do not want to violate any HIPAA or state privacy requirements.

8. Connect
   - Know your audience and their situation.
   - Explain how you help – WIIFM (What’s In It For Me).
   - Make eye contact through the camera to your audience.
   - Introduce yourself, reintroduce and introduce again.

9. Keep Clean, Crisp & Simple
   - ALWAYS use appropriate language and enunciate your words.
   - Tell the story from the beginning each time.

10. State the Obvious
    - Assume the best by stating, “you probably already know this, but … ”
    - Keep the audience informed and always repeat, repeat, repeat.