

# 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

- 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 anyHIPAA 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 AND 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.