

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.