

Tell My Stories

TOP 10 TIPS TO LOOK YOUR BEST ON VIDEO

Lights. Camera. Action.

1

HIGHLIGHT THE MOST IMPORTANT SUBJECT: YOU.

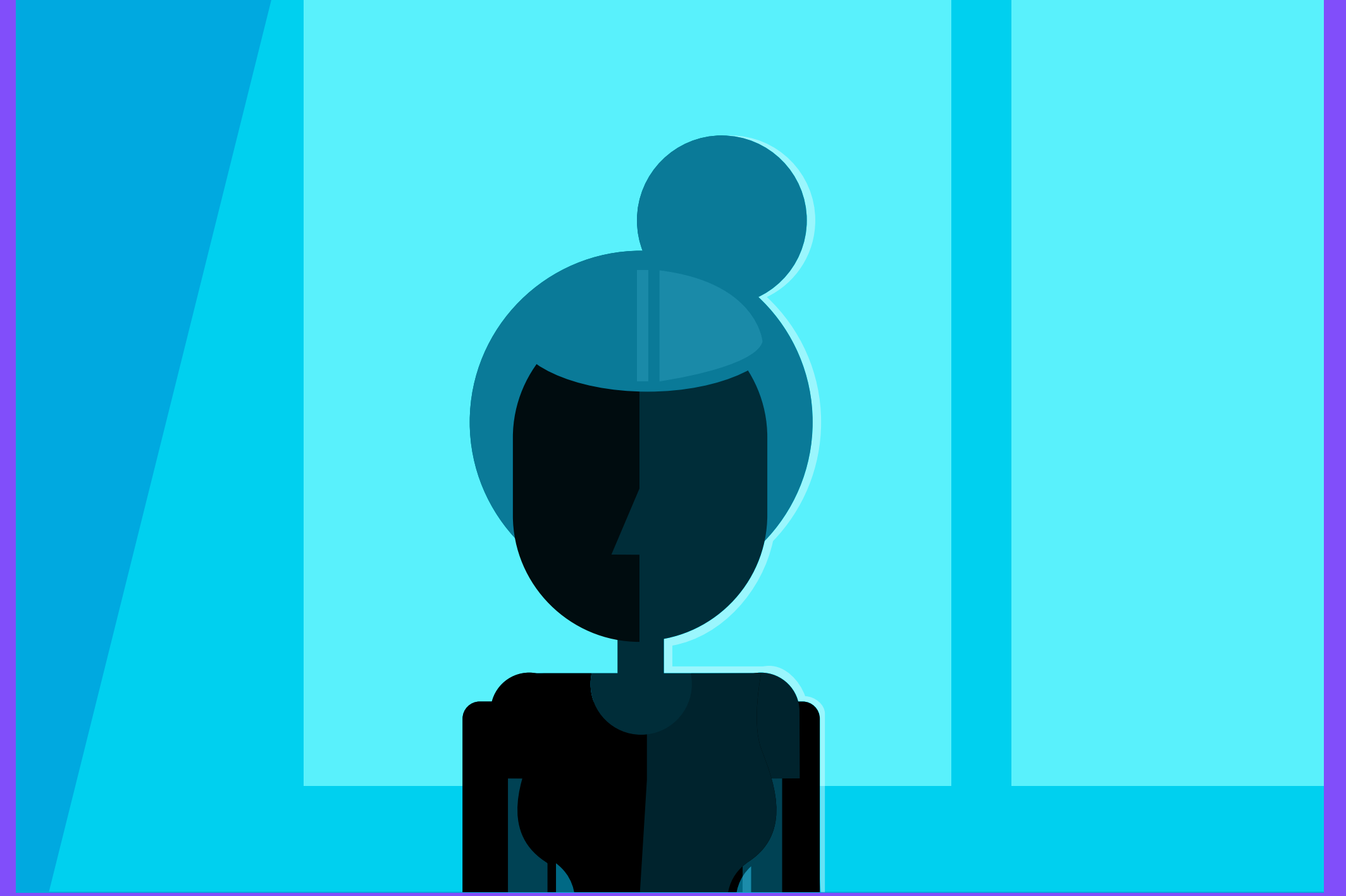
Position light in front of you so you are well-lit and center of attention.



2

AVOID BRIGHTLY LIT BACKGROUNDS.

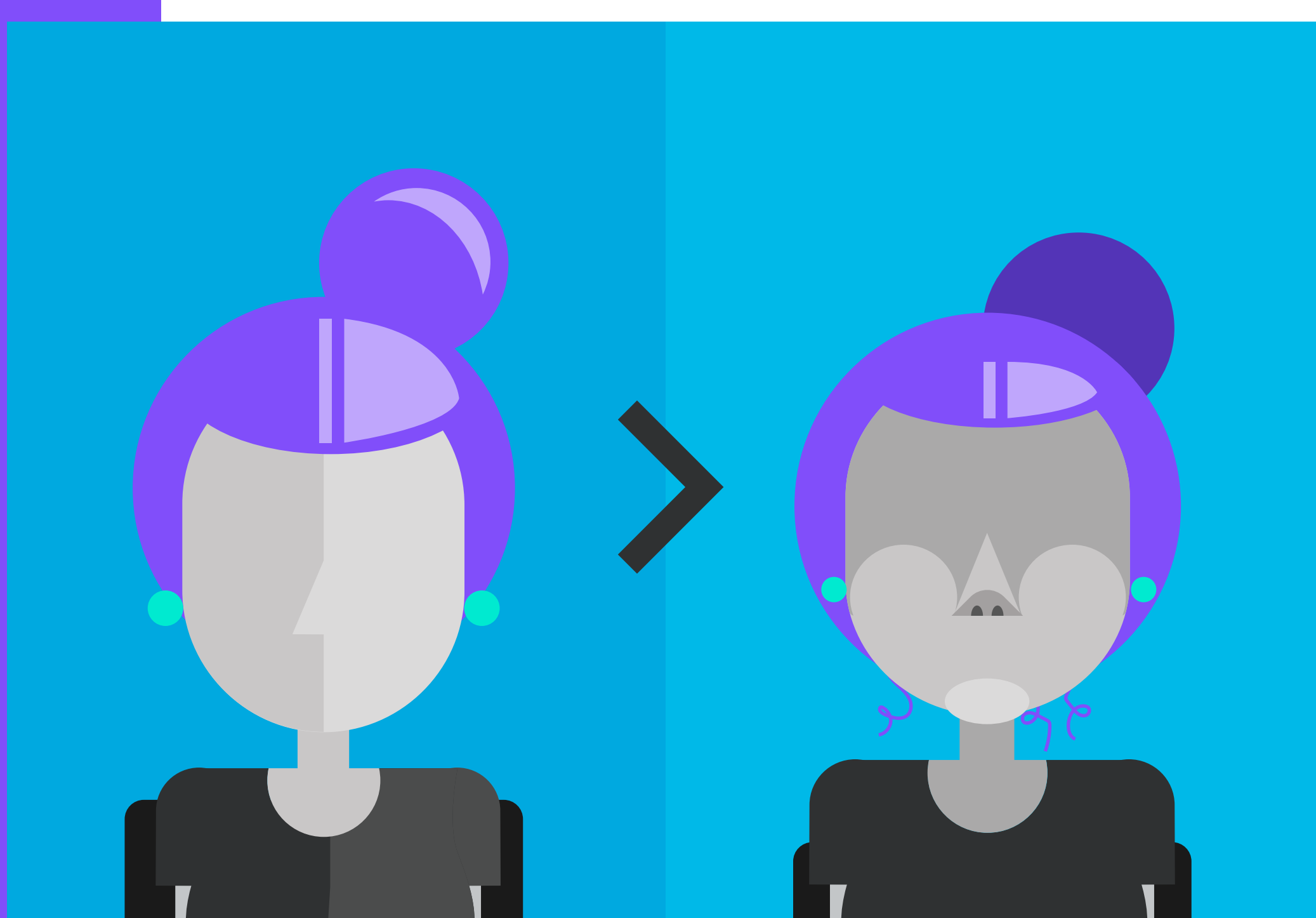
In this situation, cameras usually adjust to dim the entire image--making you look like a dark silhouette!



3

PLACE YOUR CAMERA AT EYE LEVEL.

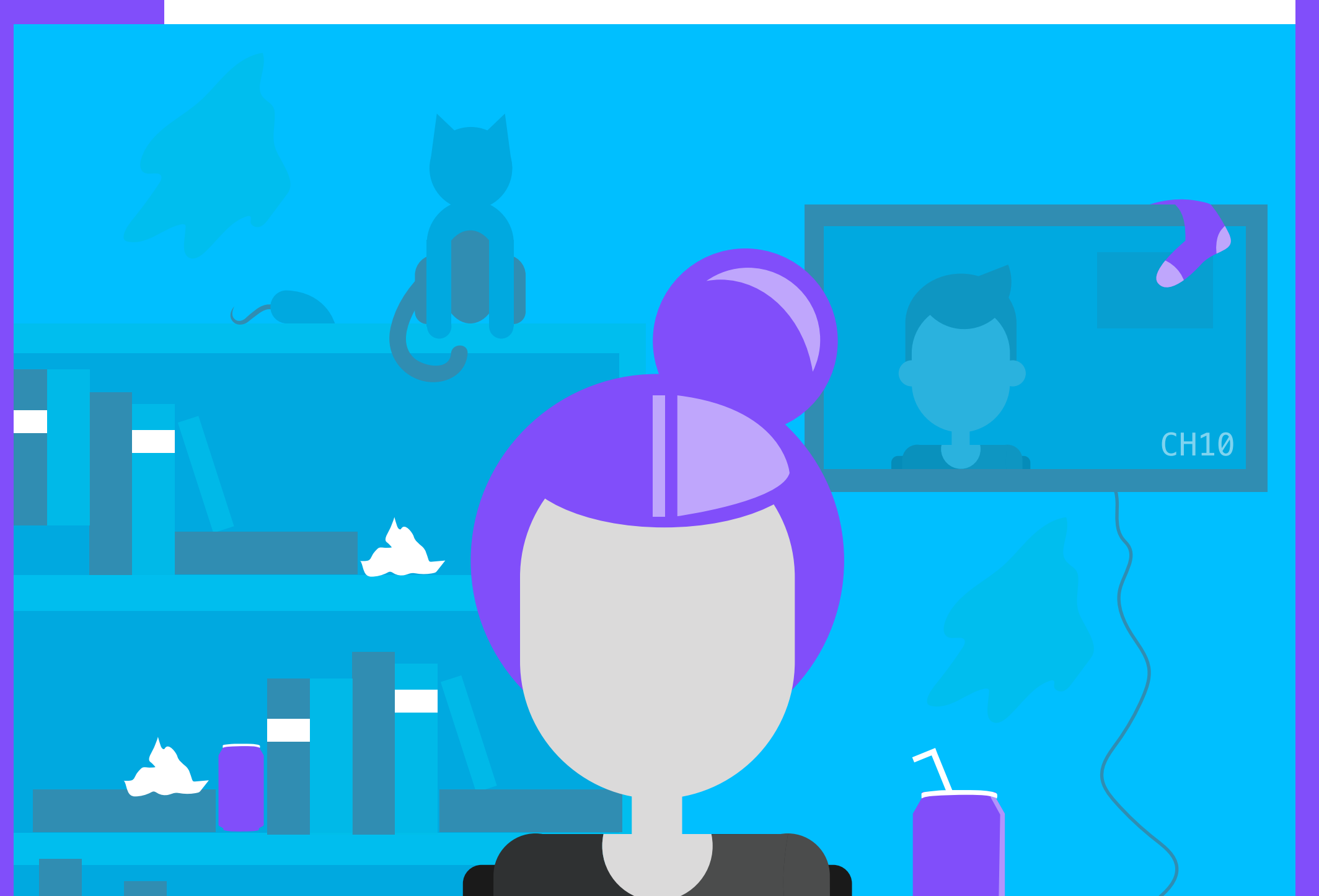
This is much more flattering than the notorious 'up-the-nose' shot from below.



4

CHECK YOUR SURROUNDINGS.

Messy backgrounds or busy settings can be distracting and appear unprofessional.



5

WEAR BOLD SOLID COLORS.

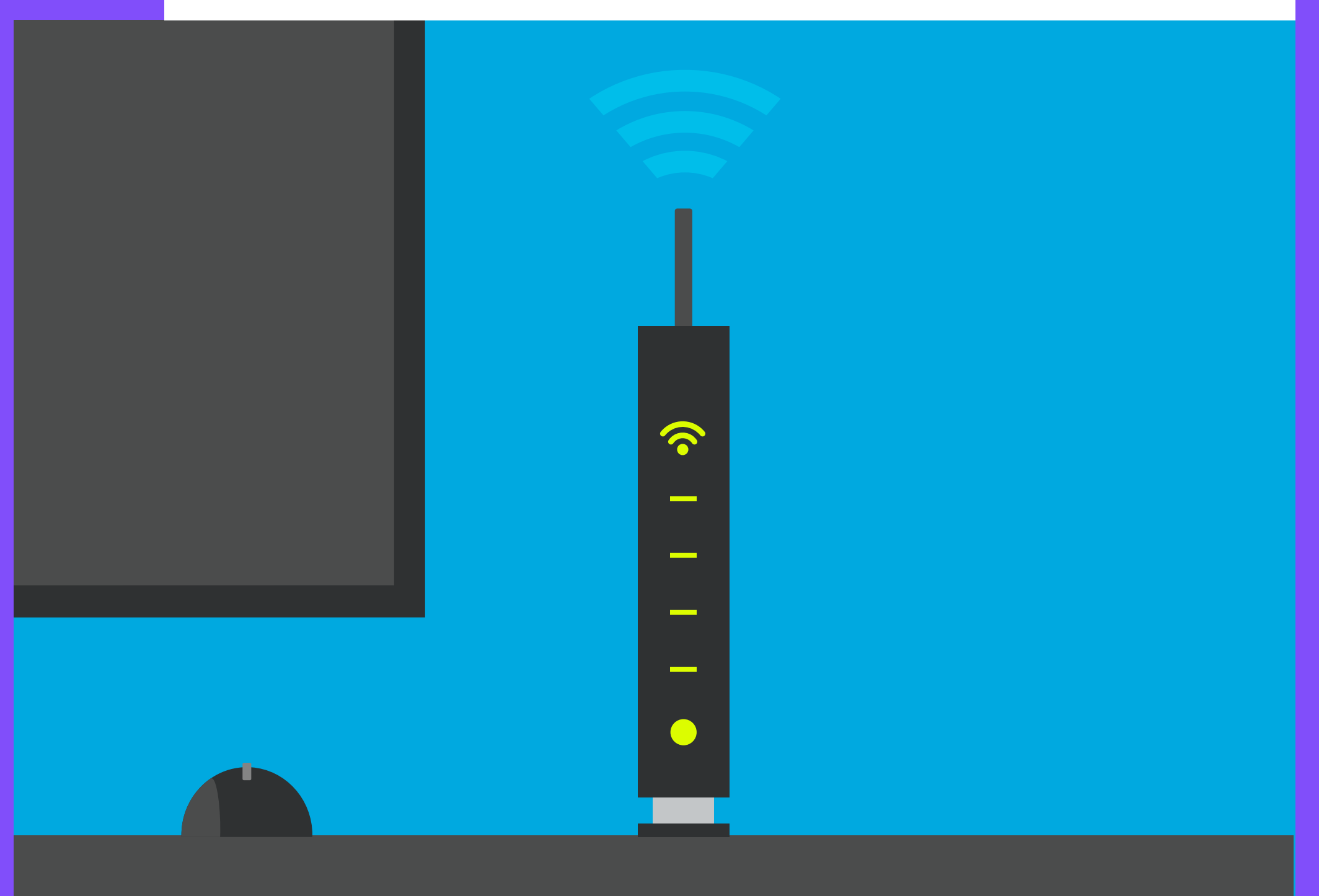
Stripes, large patterns and prints can be distracting to clients and colleagues.



6

MAKE SURE YOU HAVE A STRONG, STABLE INTERNET CONNECTION.

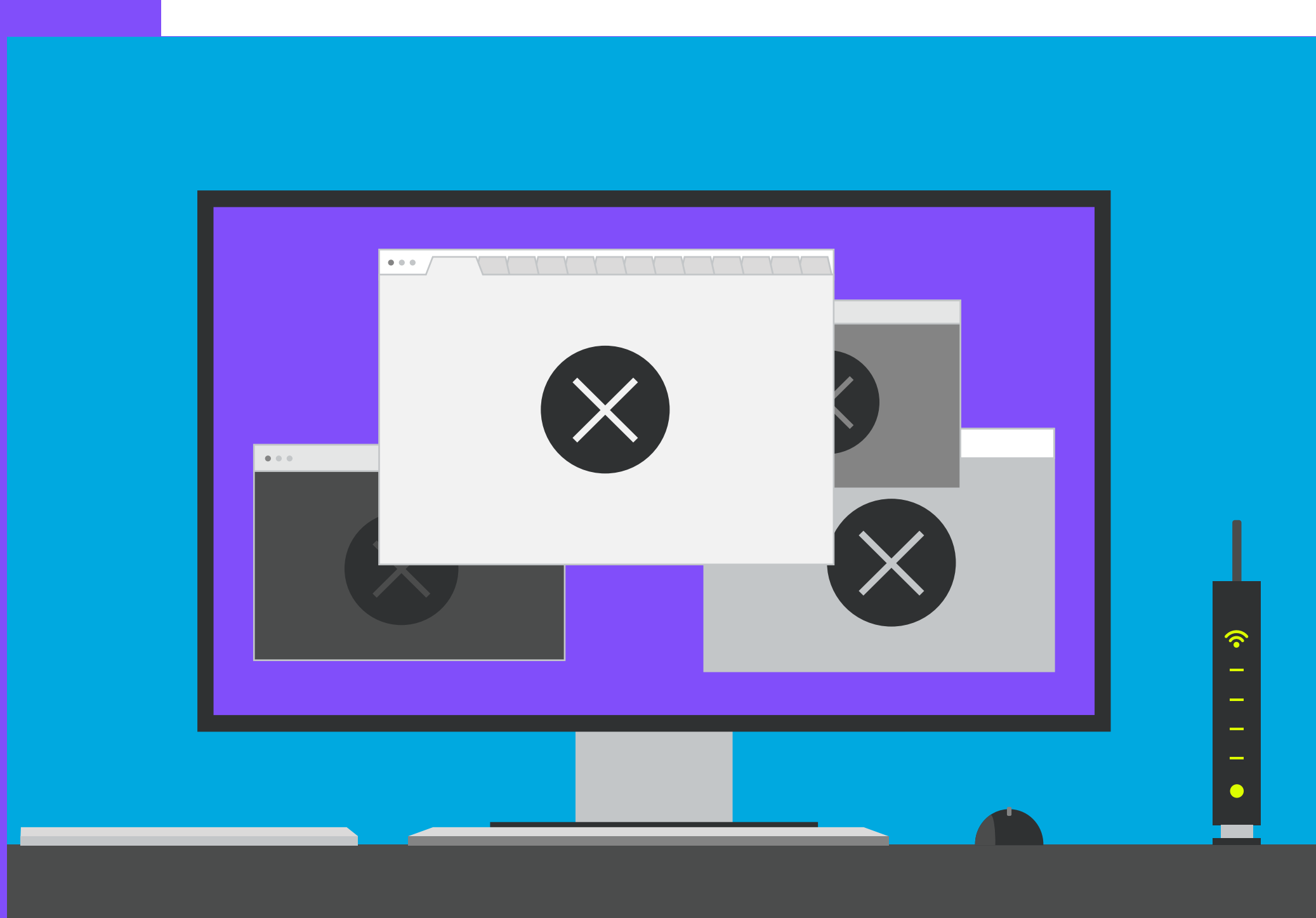
This will help avoid streaming delays so you don't become a 'frozen face' on your next call.



7

CLOSE UNNECESSARY PROGRAMS.

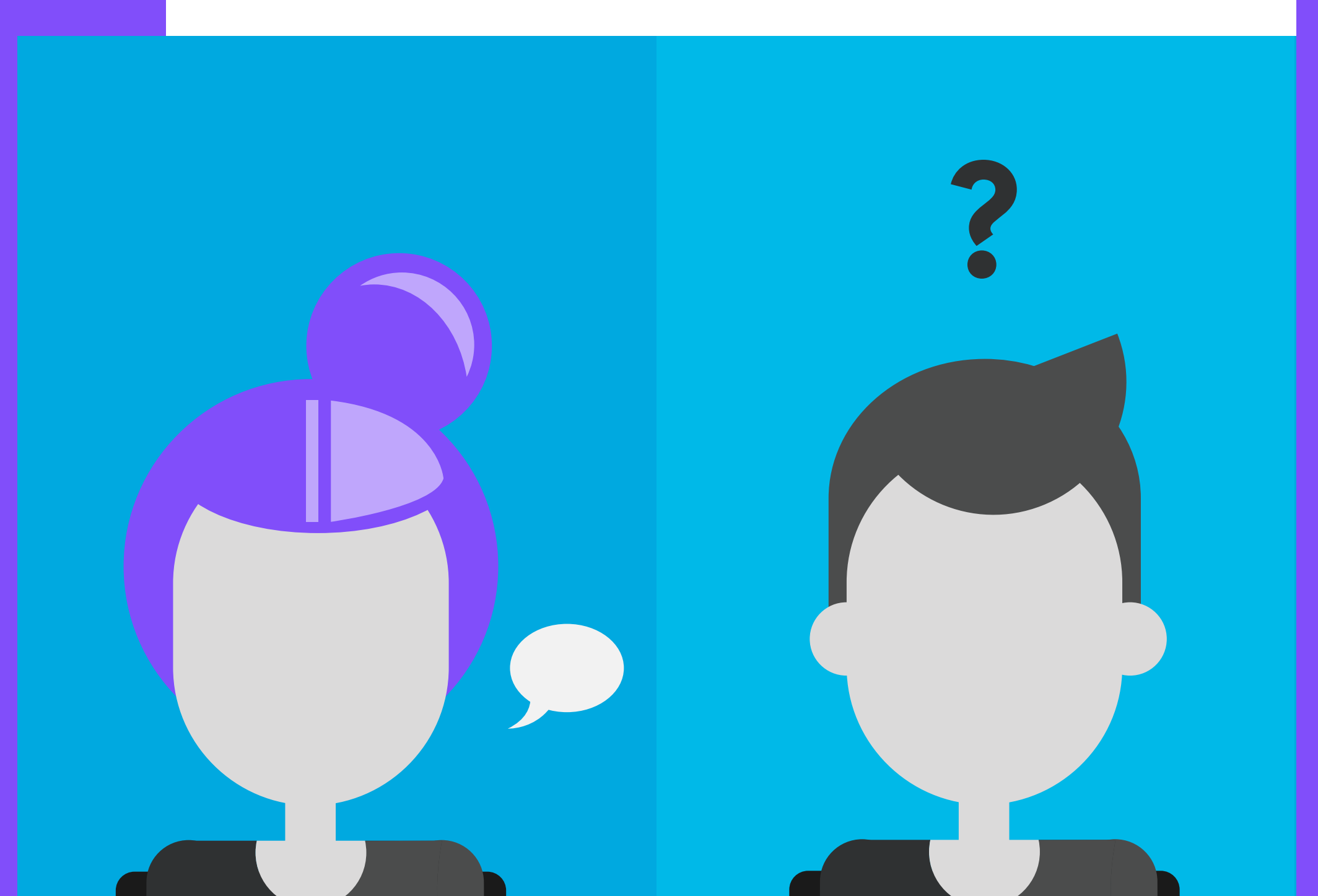
These consume resources needed to deliver a clear picture and could compromise privacy.



8

CHECK YOUR AUDIO.

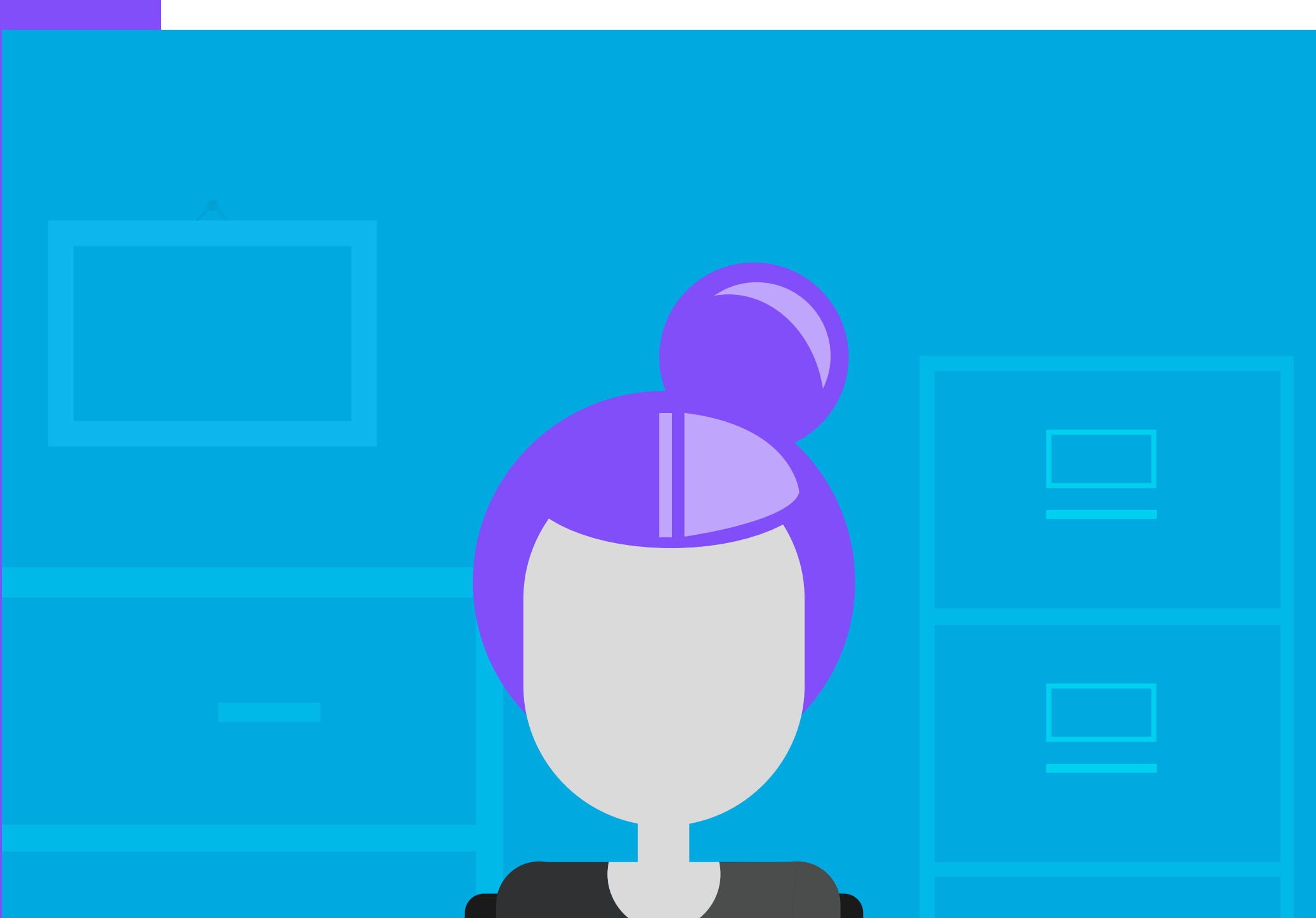
While this may not affect your visual appearance, poor audio is unprofessional and can impact perception and productivity.



9

DO A TEST-RUN

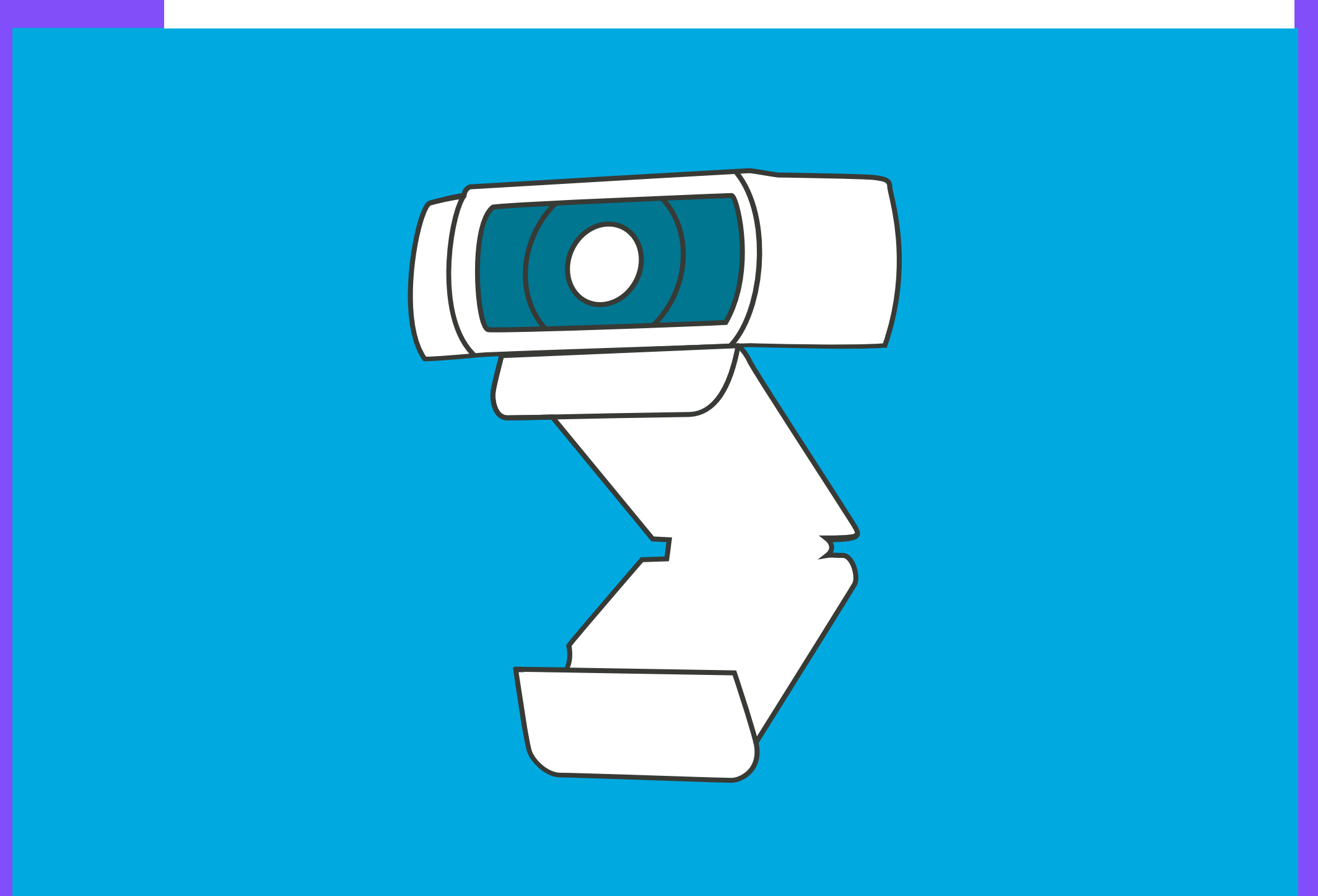
Ensure the background and lighting are up to snuff, and double check the camera is focused on you!



10

INVEST IN AN EXTERNAL HD WEBCAM.

Whether you're on your laptop or desktop, at home or the office, using an external Logitech HD webcam will help improve video clarity, lighting, and speed so you always look your best.



Want to look better on your next Video Call?

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