
How to Set Up Your Virtual Meeting, Presentation, or Interview

Tip Sheet





How to set up your home office or work space for virtual communication

Location, location, location.

Just like real estate, where and how you configure your home or office workstation impacts the way your communication comes across to your intended audience. This guide will assist you in creating an optimal "studio" to help you make your mark.

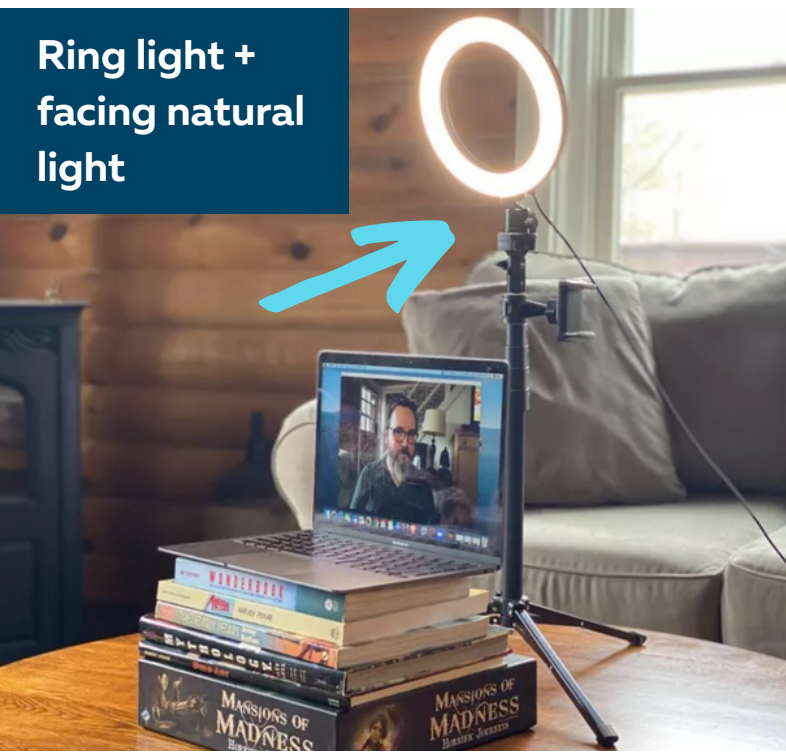
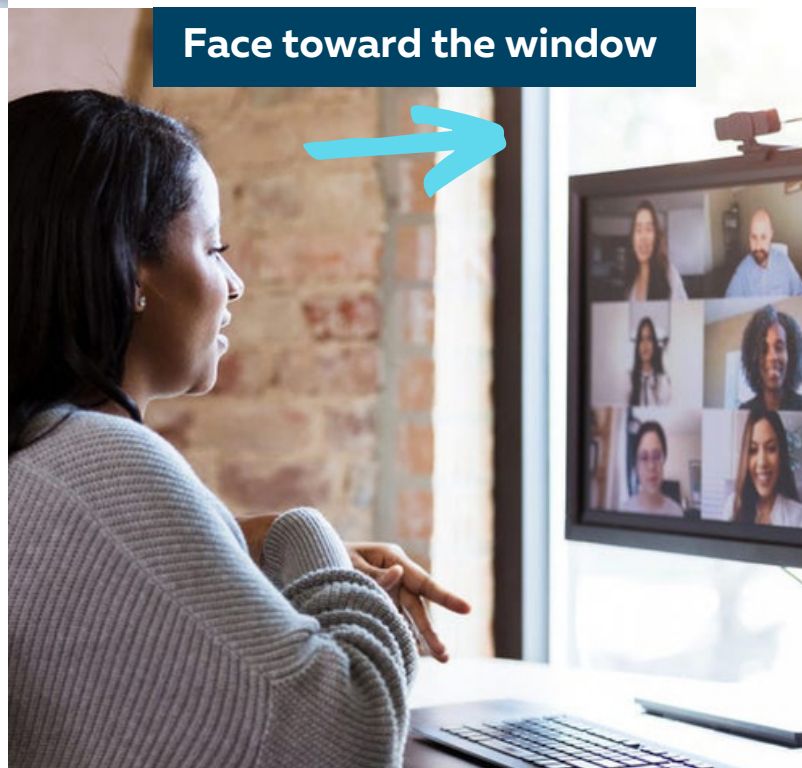
Tip #1 - Lighting

Bad lighting leads to poor communication because humans connect with faces. If people can't see you clearly, you'll start to lose them. Today's computers and web cameras offer high definition video but ONLY if you have proper light sources hitting your face.

- Put your workstation near a window so the natural light faces the FRONT of your body, not the back.

OR

- Purchase a simple ring light online or from a retailer like Best Buy. Prices begin at \$25.00 for one [like this](#) that includes a tripod similar to the image below.



Ring Light Placement

If you choose to purchase a ring light, still plan on placing your work station near a window where the light hits your face, not your back.

Position the ring light behind your computer and at a 45 degree angle so it's not shining directly at your face.

Tip #2 - Camera Angle

Where should the camera capturing you on video be placed? Whether you're using the internal camera on your laptop or desktop or a webcam, this placement is very important.

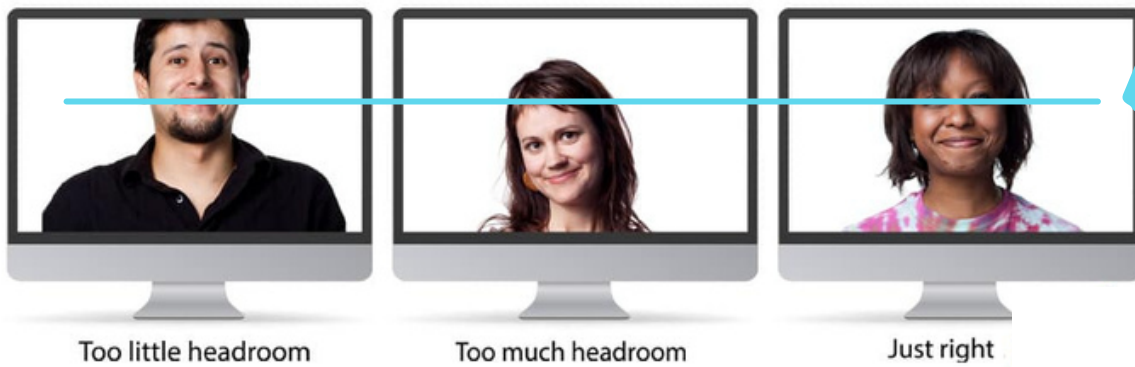
The camera needs to be AT or just ABOVE your eyes. To do this, place your laptop on a set of books or a box as seen in the image to the right.

Also, allow for headroom. As seen in the image below, the optimal amount of headroom allows your face to be the focus on screen instead of ceilings, fans, your chin, nose, etc.

To do this, position your camera so that your eyes are at the top third of the screen.



Eyes at top third + headroom



Tip #3 - Background

No one expects a professional TV studio but a little thought goes a long way to creating a polished look.

Your Space

Less is more. Whether at home or at your office workstation, a tidy background helps reduce distraction when you're on camera. For TV interviews done virtually, it's best to use your real background rather than a virtual one.

Virtual Backgrounds

The various virtual platforms like WebEx, Zoom, Teams, Google Meet, etc. offer their own virtual backgrounds. You also can upload your own. Proper lighting and camera placement are still important when using virtual backgrounds.

Additional visual tips...

- Use good posture, whether sitting or standing
- Wear a solid jewel-tone color, avoid black & white
- Smile when appropriate

Real Backgrounds



Virtual Backgrounds



"You're on mute."



Tip #4 - Audio

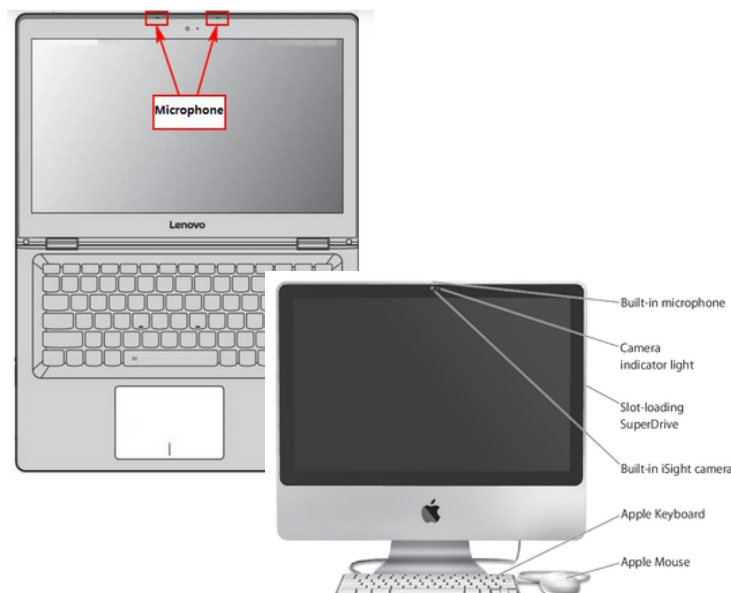
No matter how polished you look in your home or office workstation, if your audio isn't clear, you'll definitely lose your audience.

There are multiple options to make sure you are heard via which ever virtual platform you're using.

Internal Computer Microphones

Laptops and desktops all come with internal microphones already integrated into their construction. They're often placed near the onboard camera as seen in the image to the right. However, each computer differs and the microphone may be located elsewhere.

The internal microphones in today's computers are decent, often suffice for typical virtual communication and are easy to use. When joining a virtual meeting, make sure you select the correct microphone source.



External Microphones



Headset



Bluetooth Air Pods



Webcam with Mircophone



USB Microphone



Wired Headphones + Microphones



Camera + Microphone

External Microphones

If you choose to use an external microphone, there are multiple options as seen in the image to the left.

You must set up your microphone in advance so your computer recognizes it. When you join the virtual platform, you have to select your audio source by choosing the external microphone you're using.

Always join meetings/presentations/interviews early to ensure you have time to connect your audio source.