# ZOOM BEST PRACTICES

## HERE ARE SOME SUGGESTIONS TO HELP YOU PRESENT YOURSELF IN A PROFESSIONAL ONLINE FORUM

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## PREPARE

**DO'S**
- Download the app/have your sign in ready with meeting ID
  - More on how to join a UW meeting
- Be ready - sign in ahead of time to allow time to run audio and visual checks
- Test your audio and video
- Review how to share your screen if you will be needing to do so
- Close all tabs on your browser that you do not need

## WHAT TO WEAR

**DO'S**
- Solid colors - Blues, Greys, Browns, Pastels, Off-White.
- Color that contrasts with your background so you don't blend in.
- Dress as you would for the same meeting or talk as in an office setting.

**DONT'S**
- Deep blacks, bright whites, bright green, and nude tones.
- Stripes, busy, repeating patterns, small checks, herringbone.

## BACKGROUND

**DO'S**
- Comfortable location that works with your device and that is close to your wifi router.
- Have a wall or closed closet doors behind you.
- Virtual Background in Zoom, please read the article for further directions and to see if your device will work with it: https://support.zoom.us/hc/en-us/articles/210707503-Virtual-Background
  - *Here is a great collection of backgounds - UW branded images that you can download and upload for your background.

**DONT'S**
- Lots of clutter, mess
- Background with movement in it: showing a busy road, foot traffic, etc.

## LIGHTING

**DO'S**
- Sit alongside a window or on the opposite side of a small room from a window.

- Use an extra lamp in front of you or slightly to the side to have light shining on your face.
- Experiment with these - move around, move your camera - until you can see your face well lit.

**DONT'S**
- Sit with light behind you or with your back facing a window.
- Sit in a room/area that has too low of light in general.

## ZOOM ETIQUETTE

- **Stay on mute** in meetings and panels when you're not talking. This is especially helpful in case of typing, email notifications, doorbell ringing, dog barking, kids playing in the background, coughing etc.

- To **temporarily unmute** - hold the spacebar on your keyboard. To unmute fully, click the un-mute button on Zoom.

- **Speak to the camera, not the screen** - Looking at the camera will engage the audience and help them to feel like you're talking directly to them.

- [Zoom Chat](#) - you can use Zoom Chat during the meeting to send questions or statements to everyone or a single person without having to talk.

- **Launch a [test Zoom](#) meeting** - If you want to test your internet connection, [audio and video](#). You can also test your [screen sharing](#) and [chat](#).

## OTHER CONSIDERATIONS

- Physical Movement - **Remember that everyone can see you and that your movements are more enhanced on the video/screen** than in an in person meeting or talk. Try to limit large movements and leaving the screen. We know there are many distractions around us in this setting, but looking attentive during the meeting/talk is very helpful.

- **Talking With Your Hands** - You are in close proximity to the camera and it can be distracting.

- **Background Noise** - If possible, please try to find a location that is most likely to be quiet for the duration of the meeting. Things to consider: Street noise/sirens, barking dogs, construction, foot traffic in residence, etc.

- **Internet** - There may be some lagging of Zoom if you are sharing a connection with lots of other devices that are using the same internet connection at the same time.

- **Device Location**
    DO - Have your device on a solid base or platform.
    DON'T - Have your device on your lap, pillow, or other move-able surface.

- **Camera Placement**
    DO - Have your device/camera slightly above you. This allows you to be looking up slightly which is friendly and engaging.
    * Place your device on a book or other stable object to help raise it up.
    DON'T - Have your device/camera below your line of sight. This places your view downwards and gives others the feeling of looking down.

## FURTHER READING

- **Two great articles from Zoom that covers many of these points and more:**
    - Video Conference Etiquette
    - New to Working from Home? Here Are Some Tips to Help You Meet Like a Pro