

# Connecting to Audiences *in digital spaces*

Knowing how to work with a camera and feel successful in video conferencing settings has nothing to do with talent or charisma, and everything to do with technique. So here are some tips and tricks for clearer, intentional, and more personal virtual connection.

## **Framing Up**

The frame you choose says a lot to the person you're calling. Sit too close, and you can make the person you're talking to feel claustrophobic. Sit too far away, and you're disconnected. I recommend somewhere comfortable in the middle. A great guide is keeping the top of the frame brushing the top of your head, and the bottom of the frame mid-chest.

## **Camera Angle**

Looking down into your camera can make your friends feel like you're looking down at them, generating a feeling of claustrophobia - so help them out by putting the camera on your device parallel to your eye level - sit on the floor, or stack your computer on some books.

## **Eye Contact**

There's a lot to look at on our screens when we're calling someone over a device. Putting a sticker next to your camera helps draw your eye back to the source, and the person you're calling feels your eye contact that much more strongly. Eye contact is still important, even through a camera.

## **Volume**

When we don't have anyone else in the physical room to talk to, lot of us like to fill the space with our voices, but microphones are usually only a foot away from the speaker in digital spaces. **Speaking at the volume you would if your listener's ears were a foot away** helps us save energy, and no one feels like they're getting yelled at.

## **Lighting**

Lighting is a big way to convey energy and mood in a video call. You wouldn't have a business meeting in a dark room - make sure you're not calling in from one. **More than that, making sure your face is the brightest part of the screen** is a big part of making sure that your audience's eye will be following you, not your background.