



ONLINE PRESENCE

Your Online Presence Matters!

We all know that our in-person appearance reflects on us as professionals. If that's so, why are so many of us showing up online with our clients and peers in virtual "hostage videos," or worse, on our couch with a bag of chips nearby? Which best represents your online presence: **A** or **B**? If it's **A**, great job, now let's work on maximizing your online delivery skills. If it's **B**, great news, the fix is easy and it will immediately make a huge difference in how you represent yourself online.

A



B



Appearance:

- Even though we're all in our home office and want to be comfortable, it's important to remember that your appearance does, in fact, make an impression online. While it may seem easy to roll out of bed and jump online, please remember that your online audience can zoom in to see your bedhead and pattern on your pj's!
- Online, it's best to select apparel that is professional, comfortable and of a solid color; avoid stripes, patterns, etc.

Webcam / Laptop:

- Place your laptop or camera at eye level; look directly at the camera.
- For best results, invest in a high-quality stand-alone webcam or camera with streaming capability such as a Sony A6400.
- Zoom in or sit close enough to your camera so that your image fills the screen evenly.

Lighting:

- If you choose natural lighting, make sure that it's in front and not behind you.
- If you choose artificial lighting, use two lamps and place them in front of you and behind the webcam: one slightly to the left and the other slightly to the right. You might also consider taking the lampshades off as well.

Sound:

- Test your laptop sound system by asking a colleague to listen to you online. If it sounds metallic or like you're in a tunnel, consider investing in a lavalier microphone or a microphone on a stand.
- Keep the distance between your mouth and the microphone consistent throughout your event.
- If you get feedback, make sure the mic and speakers aren't too close together. If the feedback persists, use headphones.



Background and Environment:

- Minimize distractions: inform your housemates not to interrupt, place pets in another room, and close all windows and doors.
- On your computer, turn off all notifications and silence your phone off.
- Use a very simple background, either real or virtual. If real, remove anything that may be distracting. If virtual, consider investing in a green screen for improved image quality.

Internet Connection:

Check to see that you have an appropriate bandwidth for video streaming. To measure your bandwidth, visit www.testmyspeed.com.

Practice:

One of the most important things to do prior to your online webinar/meeting is to test all the aforementioned systems. Make a 2-minute recording of yourself, review it, and make any necessary adjustments.

Conclusion:

As professionals, we all understand the importance of a professional appearance in-person. Now is the time to invest in making the aforementioned adjustments to optimize our presence online; it makes a big difference! If you would like to take your online presentations skills to the next level, please consider joining us for one of our upcoming public workshops listed below.

Best regards,

Mike

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Oct 28-29, 2020

Register

Dec 15-16, 2020

Register

Time: 8:30am – 5:00pm Central Time