



'CAMERA-READY' TIPS

for virtual public meetings

Choosing the right environment, positioning the camera, and optimizing lighting conditions will help you look polished and professional when "meeting" the public virtually.



PICK YOUR SPOT

Choose a setting with low potential for distractions to either you or your audience. Avoid locations with background noise and where moving objects could be in the camera's view or your view such as windows, hallways, and ceiling fans. While on-camera, stand or sit without moving around too much.

Turn off or remove anything in the room that might be distracting. For example, artwork might draw the audience's attention away from your presentation, while an email chime could cause you to lose your focus.

Using a [virtual backdrop](#) is a way to making your space instantly presentable for a virtual meeting. Be sure to select one that looks professional. Another tip is to notify others around you when the broadcast will begin. Hanging a sign as a reminder would also help avoid interruptions.

CHECK THE LIGHTING

Proper lighting makes a big difference. Position the camera to achieve soft, front-facing light to brighten and enhance your image. Natural light is usually best but other lighting can substitute if you have too much or not enough natural light. Make sure the light source is outside the camera frame, and avoid a light source positioned behind you. Correct for harshness, glare, wash-out (overexposure), or dramatic shadows. You may be able to adjust the camera settings to improve brightness and contrast.



POSITION THE CAMERA

Adjust the camera to be at eye level to create a more natural and conversational feel between you and the audience. Placing a stack of books under your laptop is a quick and easy way to raise the camera to eye level.

CHOOSE YOUR ATTIRE

Avoid wearing clothes with intricate patterns. Stripes, checks, dots, and noticeable textures can distract by appearing to strobe or shimmer on video. Bright white or black shirts can cause the camera to auto-adjust brightness, making your face appear less clear on the screen. You can moderate this effect by wearing a jacket in a contrasting color. Neutral tones work well on video provided there is enough contrast between your clothing and your face and background.

MAKE FINAL ADJUSTMENTS

Adjust the camera position before the meeting to capture the desired view of yourself and the room.

Look in the direction of the camera as much as possible. Set up your computer desk-top so the items you will be looking at most during the meeting are situated closest to the camera. This will help

keep your eyes aimed toward the camera, giving the appearance of eye-contact with the audience. Eye contact helps engage the audience.

If using dual monitors, position them close together in front of you. That way, when you look back and forth it will be less obvious to the audience.

Quick Start Resources and other guidance are available on the Department's **Public Involvement** [webpage](#).