



District 26 TLI - July 18, 2020

“Communication is not what you thought you said, but what others thought you said.”

Presented by Roberta Perry, DTM, PID

Roberta.perry1@gmail.com

[Www.RobertaPerry.com](http://www.RobertaPerry.com)

Zoom Etiquette ...Tips and Tricks

We now live in a Zoom world! According to “Pragmatic Conferences” and other reliable sources there has been an 87% increase in online meetings since two years ago! 13 million Zoom users today! We are all learning how to use Zoom or other online platforms to better present ourselves...to be the best we can possibly be in this new world. Below is a recap of my presentation.....”Zoom Etiquette...simple tips and tricks!”

1. 7 seconds to make a good first impression of who you are so there can be an opportunity to make a second impression! (Forbes, Harvard’s Business, Business Insider, etc.)
2. What makes up that 1st impression: 55%. Visual cues, 38% voice, 7% words. (UCLA and various communication studies/research)
3. ZOOMING.....know your meeting purpose and who is in your audience!
4. Your Setup: position camera at face/shoulders. When you look down it adds weight! Not flattering!
5. Look at the camera when talking not the screen. Use a post it note or prop to focus on at the camera when speaking.
6. Position yourself or frame yourself center...top 3rd of the screen.
7. Lighting.(see link)....light from front...not above or behind you. Use a ring light to light up your face. (Amazon)
8. Do a zoom rehearsal and be sure to log in early to check self, tech, etc!
9. Set your stage...with attention on meeting purpose and audience.
10. Stage your Background: de-clutter so our attention is on you not your “stuff!”
11. Use virtual backgrounds with caution!
12. Your appearance: dress as if you were attending an in person meeting.
13. Dress for the meeting purpose and audience. (See link)
14. Ladies: Be aware of your makeup and Hair. Brighter lipstick.
15. Dress color: solid bold colors. Avoid overly bright or extremely dark or colors too similar to your skin tone, or too similar to your background. Avoid red, yellow, orange, or pink....test your wardrobe before the meeting!
16. Simple jewelry...simple tie patterns.
17. Additional tips: power points/content should go on and off to maximize audience attention and engagement with you.
18. Minimize distractions.....pets, kids, excessive movement, etc.
19. Minimize your movement when a speaker is speaking! Draws attention to self.
20. Chat room usage....everyone vs private....depends on meeting objectives. Same with ability to openly unmute and interact....depends on meeting purpose. Recommend stay muted...until called upon or requested.

“Communication is not what you thought you said, but what others thought you said.” Page 2 - Bonus

Resources: links sent by Serena:

1. TMI...video library...7 tips for online meetings
2. How to dress for your next video conference....article
3. Lighting made simple for video conferencing....on you tube
4. 25 ways to make your Zoom meetings awesome!
5. Zoom trainings on Zoom website.

Most important....”Smile!! You are on candid camera!”