



# 10 Steps for a Successful Online Video Recording

Platforms like Zoom make it easier than ever to record professional videos without having to leave your office. However, preparation is still necessary. Below are 10 steps to help make your online recording session successful.

- 1 Practice Your Talking Points** Request a list of questions or key topics in advance. This allows time to prepare talking points and practice them out loud. Even seasoned pros know that during recording sessions, what sounds great in your head doesn't always come out of your mouth the same way.
- 2 Dress Accordingly** Solid colors work best; patterns and stripes can cause a flickering effect on video. Avoid shiny materials, excessive jewelry and tinted glasses. Also choose clothing with your surroundings in mind so you don't blend into or clash with the background. And finally, check your hair for distracting flyaways.
- 3 Plan Your Background** Think of your background as something that represents your organization or topic. You may opt to position yourself in front of a wall of diplomas, by a bookshelf or in a room with specialized equipment. Regardless of your choice, make sure your background is clutter-free, with no clashing colors or disruptive items behind you.
- 4 Test Your Lighting** Conduct a trial video to test your lighting. Avoid light that washes you out, creates a color cast and/or shadows. Most of this can be corrected by adjusting window blinds, turning overhead lights on or off, or moving lamps. You also can purchase lighting products, such as a ring light, designed for online platforms.
- 5 Adjust the Camera Position** While testing your lighting, also pay attention to the position of your camera. The top of your head to your chest should be visible, with plenty of room around you in case the video editor needs to add text or graphics.
- 6 Eliminate the Noise** If you don't own a professional mic, try to filter out background noise. Post a "recording in progress" sign on your door to prevent disruptions. Choose a time that you can eliminate noises like lawn equipment, chatter, barking dogs or even crying children. Also be sure to mute your phone(s) and computer notifications.
- 7 Minimize Your Gestures** Beware of unintentional body language such as exaggerated gestures, bobbing your head, fussing with your hair, jingling bracelets, tapping fingers or playing with pens. Also be sure to maintain eye contact with the camera and avoid swiveling in your chair.
- 8 Provide Descriptive Answers** Construct your answers in a way that provides complete information. For example, if the interviewer asks for your name and title, you shouldn't just say, "Jackie Watson, CEO." Instead, frame your answer in a more descriptive manner like, "My name is Jackie Watson and I'm the founder and CEO of Global Medical."
- 9 Be Quotable** The prepared spokesperson speaks in clear soundbites. Remember to stay on topic and simplify technical information, when possible. Audiences are more interested in what time it is rather than how the watch works. Also avoid verbal crutches such as "um" and "like." A pause is always better than unnecessary filler words.
- 10 Speak in an Editable Manner** Most recorded videos will be edited in some way, so be mindful of your delivery. The rule of thumb is to avoid run-on sentences. By pausing at the end of each sentence and closing your mouth, it will be easier for the editor to make cuts. This is necessary to produce a sharp, succinct end product.