

# 10 TIPS

## FOR LOOKING YOUR BEST DURING REMOTE INTERVIEWS/BRIEFINGS

### 1 IDEAL COMPOSITION

Look professional. Wear comfortable business attire and set camera at eye level, with yourself centered in the frame. Stay about an arms' length from the camera, with about five fingers of space between the top of your head and frame.

Here's a tip for keeping your camera at eye level. You could stack your laptop on top books or boxes; however if you're using a laptop, invest in an "adjustable laptop stand" to set the perfect height. For smartphones, a tripod helps.



While we do not endorse any particular brand or vendor, here are a few options:

- Metal stand
- Roost-style
- Adjustable podium style desk

If you use your phone, there are many dual LED light and smartphone tripod stands available:

- Ring light/Phone tripod
- Desktop version

### 2 CHAIRS

Sitting pretty? Avoid chairs that rock or swivel so you don't make your audience dizzy.

### 3 BACKGROUND

In this case, looking over your shoulder, in fact both shoulders, is a great idea. Check behind you for distracting objects or lines that appear to be growing from your head. These distractions lead viewers' eyes (and focus) away from your face.

Something inappropriate? Don't be memorable for the wrong reason.



DISTRACTING BACKGROUND

### 4 ANGLES TO AVOID

Camera too low: In this case, being "looked up to" may visually suggest dominance to the viewer, like an adult talking down to a child.



TOO LOW!



TOO HIGH!

### 5 LIGHT SOURCE

Light. Light! Light!!! While proper lighting helps us look our best, too much or too little light can undermine you and your message.

Option #1: Position yourself in front of a window, natural light as a main light will provide the best natural soft light.



NATURAL LIGHT IS GOOD LIGHT

### LIGHT SOURCE, CONT'D.

Option #2: For more control of lighting, relatively affordable LED lights are available. You can use either a ring light or LED panels. Be sure your purchase is both dimmable and bicolored. (This simply means it can switch between daylight and fluorescent lighting situations.)

Light sources to the side often work best, especially to avoid glare or reflection if you wear glasses.

*Remember: Weather, time of day and change of seasons must be considered.*

Options to consider:

- Small form Keylight (will need 2)
- LED Rollable panel (will need 2)
- Ring Light



RING LIGHT



PANEL LIGHTS

### 6 EXPOSURE

Don't let auto exposure change and distract you and your interview. Be sure to lock your exposure on the device you are using.

### 7 AVOID BACKLIT SITUATIONS

Avoid silhouettes or lighting that darkens your face. Don't put your brightest light source behind you.



BACKLIT! TOO DARK!

### 8 EXPOSURE

Find an area or space where echo or reverb won't cause audio problems. A medium-sized room with carpeting will generally work well. Avoid large areas with hardwood floors, anything outside, or high-traffic areas.

### 9 HEADPHONE/MICROPHONE COMBO

Headphones with a wired connection provide the most reliable audio. Bluetooth devices such as earbuds may look best but they may pick up and broadcast sounds from other nearby devices, such as a child's (or your spouse's) device and disrupt your interview or meeting. And, practically speaking, if one of your earbuds falls out of your ear, it may well wind up under your desk or table.

### 10 DISTRACTING BACKGROUND NOISE

Turn off air conditioners/heaters, ceiling fans, dishwashers, other cell phones or alarms.

### BONUS TIPS!

- Beforehand, check appearance; use oil-absorbing sheet to remove facial oils
- Have room-temperature water nearby. Cold water can constrict your throat
- Don't interrupt — let the question be completely asked
- Answer with one thought or message. If you veer off, simply say something like, "I'm going down a rabbit hole...what's really important is (message)"
- Know how to mute yourself or turn off the camera. AVOID this if in a live media interview
- Do NOT nod your head as questions are asked. This may assume agreement or be used out of context
- Don't know an answer? You may not be the right person to answer that, but you'll certainly follow-up to FIND that person or answer — and do it!

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