

# 6 Tips for Effective Videoconferencing

Best practices and proper etiquette are important as more teams and departments make the switch—whether permanent or temporary—to using videoconferencing as a primary communication method.

**Given the increased use of video calls and the impact they can have on your workday, it's beneficial to maximize your time spent in these meetings. Take a look at the following statistics:**



The average videoconference lasts **31 to 60 minutes.**

*Source: Attentiv*



**43%** of employees believe that using videoconferencing can enhance their productivity while working remotely.

*Source: Lifesize*

## Consider the following tips for your next video meeting:

**1. Place the camera at eye level.** Look at the camera—instead of yourself on screen—when you're talking.

**4. Mute yourself when not talking.** Wearing headphones can also help prevent disruptive background noise.

**2. Check your background.** If you're sitting in a distracting location, blur your background, select a neutral background image or move to a less-cluttered spot.

**5. Wear clean and appropriate clothing.** Dress appropriately for your audience and wear what you typically would if it were a face-to-face meeting.

**3. Check your lighting.** Try facing a window or using a lamp to brighten up your webcam appearance.

**6. Do a test run.** Schedule a test call with a co-worker to ensure everything looks and sounds good.

Video calls don't need to be intimidating or feel like a hassle. Consider how these best practices can help your next meeting run smoothly.