



## e3 Toronto

### Tips to Succeed Communicating on Video

**SPEAK UP TO STAND OUT**

Communicating on video requires focus on body language, vocal variety, and clear concise messaging. Video communication is more important than ever, especially since Covid-10 has changed so many activities. If you have an interview, a YouTube video, a school presentation, or even a conversation with friends and family, the same skills are still important. Best practices to focus on include:

- Eye contact with the audience occurs by looking at your camera instead of the computer screen. If looking at the computer screen occurs too frequently, put a sticker or photo near the camera to look focus on.
- Vocal variety is important to help keep the audience engaged. Multi-tasking is too common during presentations and other online activities. Changing your vocal tone, your volume, and pitch all help keep the audience paying attention to you instead of a different activity.
- Concise messaging makes sure people pay attention to you. Straying off topic or taking too long to say a particular message causes people to stop listening.
- Practice communicating on video before important presentations or meetings. Knowing the process, where to look, how you sound, and how people respond will increase your confidence and success.

