

Tips for looking your best in Zoom

Looking good in Zoom is a simple formula: Good Lighting + Good Camera Angle

Raise the camera to eye level or slightly above

Many people place the camera too low. If you do that, the audience will be looking up your nose. You want the camera near eye level so you are looking *slightly* up. That lifts your chin and has a slimming effect. Stack your laptop on some books or a box to help get it high enough.



It's also important that you know where to look. Place a sticky note or a piece of tape near the camera on your laptop to remind yourself where to look.

Find the light

Lighting is everything in Zoom, and the most flattering source is diffused natural light. Set up your computer in front of the window so your face gets natural light. No window available? To find another good source, go on a hunt. Start a test Zoom meeting or turn on your cell phone camera so it faces you, and then walk around your home or office, watching how the light and shadows change. You will know a good spot when you see it, as your face will light up.

When you're in your spot, keep adjusting your angle until you find your good light. If a window is involved, face it...do not sit with a window behind you, as backlighting doesn't look good. No window? Create one with your smart TV by going to YouTube and finding the White Screen option.

Consider your background

You don't need to overdo it, but do put a little thought into your background. Something with a bit of color and depth is good, as opposed to a plain white wall. You're seeking a balance—not too personal and not too sterile or stark. Plants, artwork and bookcases are good choices. Avoid clutter. Before you go live, run your eye around the frame and see if you like what you see. Good examples:



Photo backgrounds are not ideal, because they can create “digital buzz” (visual noise that can be distracting). Your live background is preferred.

Avoid disruptions



Make sure your computer is plugged in so you don’t lose power during the session. Close competing applications on your computer, turn off email notifications and chat, silence your ringer, and disconnect from VPN. Also put a “do not disturb” sign on your door. Remember the BBC news dad? You don’t want to go through what he went through.

Pay attention while others are talking

The audience can tell if you are distracted or checking your email. If you must step away for some reason, remember to turn your video off and mute your audio.

Use the built-in help that Zoom provides

Did you know that Zoom can touch up your video display with a softer focus? As you're joining a meeting, click on the **video camera icon** at bottom left, then choose **Settings**. From there, you can check a box called "**touch up my appearance**."

For frequent users only – consider going pro with accessories

There is absolutely no need to purchase anything for this session, but if you are going to do a lot of big events in the future, you may wish to consider external lighting, like a [ring light](#) or [cube](#), and also perhaps a [USB microphone](#). For more on-camera advice, [watch these tips](#) from a TV pro. You may also wish to review these [Presenter tips](#) from Zoom.