

Seth Godin's Blog

Zoom & Skype call tips (the secrets of video conferences)

If you've ever joined more than three people on a Skype or Zoom conference call, I hope you'll appreciate these tips, and perhaps share them:

1. Sit close to the screen. Your face should fill most of it.
2. Use an external microphone or headset.
3. When you're not talking, hit mute.
4. Don't eat during the meeting.
5. When you're on mute during an audio call, you can do whatever you want. But when you're on mute on a video call, you need to act like you're truly engaged. Nod your head. Focus on the screen. Don't get up and feed your dog.
6. Don't sit with the window behind you. A little effort on lighting goes a very long way.
7. When you're talking, spend some time looking at the camera, not the screen. You'll appear more earnest and honest this way.
8. When you're talking, go slow. No one is going to steal your slot.
9. Don't walk if you're using a phone. And if you're using a laptop, don't put it on your lap.

These are obvious. They are generous. They're effective.

And almost no one puts in the effort to consistently deliver on them. It's worth it.

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