



# Webinar and Video Creation Etiquette

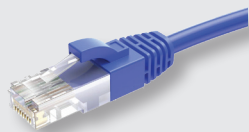
**When you're hosting webinars or creating videos for leads and clients, it's essential to remember that their impression of you is limited to the tiny screen they're viewing you on. Here are some tips to follow while hosting and creating content.**

## 1 Test and ensure your background is appropriate.

- a. Before the meeting or recording, review your environment for any distractions and remove them.
  - i. Ensure your background is clean and eliminate background noise like TVs, music, pets, and people.
- b. Utilize easy tools like blur background or add a virtual background. Zoom, Bomb Bomb, and most other platforms offer this capability. Ask the marketing team for a quick tutorial if you need assistance. If you have a good, clean background behind you, that works, but make sure you aren't blending into it.
- c. Always stay attentive and engaged, even when you're not speaking.

## 2 Make sure you have appropriate hardware and a good Internet connection.

- a. Invest in a good-quality microphone and speakers if your laptop doesn't have a pre-installed microphone. Test this beforehand.
- b. Test your internet connection. A slower/unstable connection will lead to visual disruptions.
  - i. One mega bite per second (Mbps) is the minimum recommended speed.
  - ii. Utilizing a LAN cable can ensure smooth sailing with connection.



## 3 Be acquainted with the software you're utilizing.

- a. If it's your first time using Zoom or whatever platform you choose, make time prior to your scheduled event or recording to test the software and its features.
  - i. If you plan on sharing your screen, test this feature before presenting.
- b. Log in 5-10 minutes early to download updates or missing software.
- c. Always MUTE your microphone upon entering all meetings (unless it's a one-on-one private meeting).
- d. If you are calling into the meeting from your phone, please never put your phone on hold. Sometimes it will play hold music for others in the meeting.



## 4 Be respectful and courteous.

- a. When mics are open, avoid interrupting or speaking at the same time.
- b. Be an active listener.
- c. Put your microphone on mute when you're not speaking.