

# WEBCAMS ON?

USING VIDEO TO CREATE ENGAGING VIRTUAL CLASSES

## BENEFITS OF USING VIDEO

1

Improved  
Communication

2

Builds Trust

3

Better Attention  
& Engagement



## THREE WAYS TO ENCOURAGE PARTICIPANT VIDEO

1

### Set expectations in advance

Showing up on webcam should never be a surprise. Let participants know ahead of time if video will be used.

2

### Start the program in gallery view

Instead of starting with a title slide, start in gallery view to create a collaborative atmosphere.

3

### Seamlessly transition on/off

Cameras don't need to be on the entire time. Seamlessly turn them on and off during the session as needed.

## FOUR COMMON VIDEO FEATURES TO USE

1

### Hide Self View

A leading cause of video fatigue is watching yourself on camera. Therefore use "hide self-view" to remove the temptation to watch yourself throughout the session.

2

### Use Virtual or Blurred Backgrounds

For privacy or preference, make use of built-in or custom virtual backgrounds instead of your natural one.

3

### Apply Augmented Features

Use virtual makeup, filters, or other augmented features (like avatars) to make webcam use more comfortable.

4

### Adjust Lighting

Most platforms have built-in settings to adjust for low lighting (among other features like audio noise canceling). Use when possible.

## FIVE BEST PRACTICES FOR WEBCAM USE

- 1 Angle.** Place the camera at eye level so that you can look directly at the camera lens. Use an external camera or prop your laptop up if needed.
- 2 Background.** Ensure your background is free from distractions. Consider using virtual backgrounds or blurred backgrounds for privacy and focus.
- 3 Clarity.** Be in a well-lit space and have light in front of you to illuminate your face. Be aware that different times of day might change the lighting needs.
- 4 Distance.** Sit or stand far enough away from the camera so that there is a enough, but not too much, space above your head. Pay attention to the proportions inside the video square.
- 5 Eye Contact.** Consider the camera lens as your main focus while speaking. Practice looking into the lens. Glance other places during natural transitions

## ABOUT CINDY HUGGETT, CPTD

Cindy is the author of six books on virtual training, including [The Virtual Training Guidebook: How to Design, Deliver, and Implement Live Online Learning 2nd ed.](#) and [Virtual Training Tools and Templates: An Action Guide to Live Online Learning, 2nd ed.](#) She helps facilitators, presenters, and designers create engaging virtual and hybrid classes through certification programs, practical workshops, keynote speaking, and team training.

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