



## ***Tips for Projecting Confidence and Credibility in Virtual Communication***

1. ***Make “Eye Contact”:*** In virtual communication, “eye contact” is achieved by looking directly into your camera, not at your computer screen.
2. ***Clarity Matters More Than Ever:*** Reduced visual cues and varying sound quality mean virtual communication requires extra attention to speech clarity. Be sure to slow down and enunciate each sound of each word.
3. ***Watch Your Posture:*** It is easy to feel overly relaxed when communicating virtually, but remember: people can still see you! Maintain a strong, confident posture throughout any virtual meeting or presentation.
4. ***Take Advantage of Non-Verbal Communication:*** Non-verbal communication is harder to read through a computer screen. Use expressive, yet natural facial expressions as you speak, and use gestures to highlight your point.
5. ***Position Yourself Right:*** Position yourself so that you are centered in the frame and visible from just below your shoulders to the top of your head. For the most flattering shot, make sure your camera is not looking up at you from below.
6. ***Be Mindful of Your Background:*** Keep a clean, professional background when you make video calls. Can’t find an appropriate space in your home? Many programs, including Zoom, allow you to use a picture as a virtual background.
7. ***Don’t Read:*** When presenting virtually, it can be tempting to read directly from your notes. Don’t fall into this trap! Reading your notes verbatim will make you sound robotic and decrease the impact of your spoken message.
8. ***Keep Your Message Simple and Clear:*** Watching a presentation remotely can make it more difficult for some people to fully concentrate. Distill your message down to its most essential points, and follow the three classic steps of a strong presentation: Tell your audience what you’re going to say, say it, then tell them what you said.