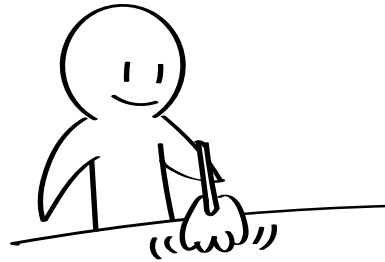


Cashman Photo's Zoom Guide

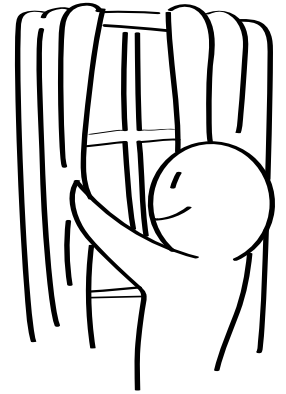
Where to Zoom

Wherever you hold your video conference:

- Take a moment to tidy the area
- If there is a window behind you, check to see how much light is coming through.
- Try to find some solitude. Shut a door to keep unwanted guests out of the meeting.



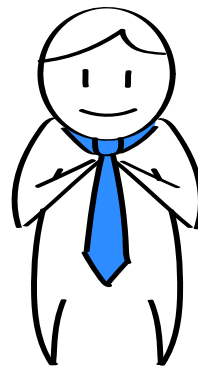
tidy the area



adjust lighting conditions

What to Wear

- Dress professionally. Adjust hair, makeup, and proper attire.
- Thin stripes take on a life of their own. Avoid them if possible.
- Avoid a solid white or a solid black outer layer. Consider contrasting color blocks.
- Avoid chunky headphones if possible.



Dress professionally



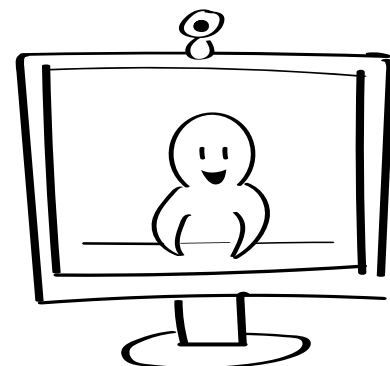
Avoid thin stripes



Avoid chunky headphones

Camera Placement

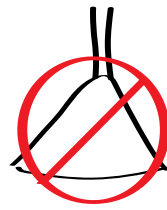
- Zoom in or out so people can read your facial expressions.
- The top of your head should approach, but not touch, the top of the screen.
- Avoid positioning the camera from below. Nobody wants to see up your nose.



Position camera appropriately

Shed a Little Light

- House lights aren't always best.
- Place a desk lamp behind your camera to help illuminate your face.
- If possible, use indirect natural light to help illuminate you.



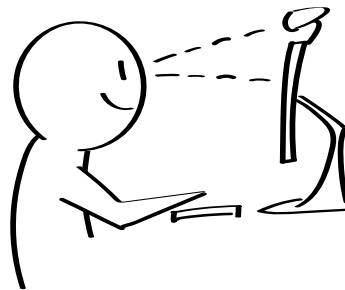
House lights aren't always best



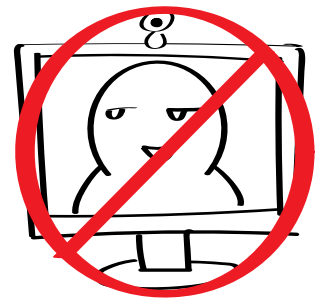
Place a desk lamp behind the camera

Made You Look

- Be an active listener.
- Establish Eye Contact.
- Look at the camera as if the camera is a person.
- Looking away may make you look disinterested.



Look at the camera as if it is a person



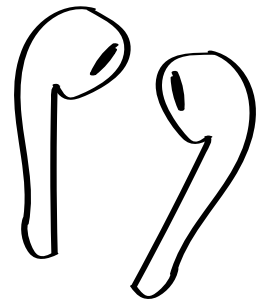
Looking away may make you look disinterested.

Be Clear

- Move your microphone around for best sound feed.
- Reduce echoes, hollow sounds, and low volumes by placing a blanket or sheet above your monitor.
- If possible, try using AirPods to replace those bulky headphones.



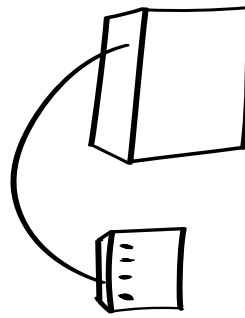
Move your mic around for best sound.



Try using AirPods to replace bulky headphones.

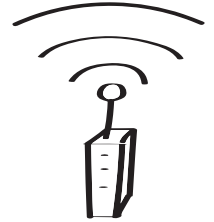
Connectivity

- A hard internet connection is more dependable than WiFi.
- Internet speed matters, but faster isn't always better.
- Test your Internet ahead of time.



Hard line

VS.



WiFi

Things Go Wrong

- **TEST EVERYTHING!**
- Keep batteries charged and power cables at your fingertips.
- In case of a computer crash, keep a backup machine (i.e. tablet or mobile phone).

404

Page Not Found

Be prepared for when things go wrong

STICK WITH THESE TIPS AND TRICKS AND YOU'LL BE A ZOOM PRO IN NO TIME!

