



#NADTA2020 ZOOM BEST PRACTICES

We look forward to having you join us and take part virtually in our Conference. NADTA will be using Zoom to broadcast our events and to connect with you. Below, please find some general best practice techniques and tips in order to use Zoom to its fullest potential.

If you don't have Zoom or haven't given it a try yet, you can learn more about the platform by going to [Zoom's video tutorial page](#), which offers excellent tips and links to other resources.

We also recommend you [download Zoom](#) and create your profile ahead of time so you can customize the settings (including your Display Name, and your virtual backgrounds) ahead of time!

Video and Audio

- Unless your appearance or background is very inappropriate or distracting, turn ON your video. Video is crucial in building trust and engagement in virtual communications. Don't skip this step because you don't love the way your hair looks today.
- Test your video and audio before your meeting at zoom.us/test.
- Look at the camera. This takes a bit of getting used to since you want to look at the other participants faces (and, let's be honest, your own face), but try to look at the camera when you're talking. This tactic will mimic the in-person feeling of eye contact. It's important to gauge reactions by looking at the screen, but alternating that with looking at the camera makes the audience feel like you're really talking to them.
- When possible, try to use a good quality camera and headset instead of your computer's built-in ones. Zoom works just fine with the built-ins, but the quality is even sharper with higher quality hardware.
- Adjust your camera if it is too low or high. Only your barber wants to stare at the top of your head. Your camera should be at eye level.
- If possible, position your lighting so the light is coming from in front of you rather than behind you.
- If you can, connect to the internet via an ethernet cable. Zoom works well on wireless all the way down to 3G, but the quality is best on a solid wired internet connection, so wire in when you can. Otherwise, just make sure you have the best, serviceable Wi-Fi possible.

Online Meeting Etiquette

There are some general rules of courtesy for virtual events and meetings.

- Be sure to be on time for the session. Log-in a few minutes early to make sure you are fully connected and have your settings ready.
- If you are not speaking, make sure you are muted.
- If you can, hold off on eating meals when on camera. If you can, eat before or after the session.
- Remember: We can see you--so be aware of what you are doing!

Consider Your Environment

Your surroundings say a lot about you. Let's make sure that they say the right things.

- Find a quiet space to meet, shut the door, and mute yourself, as necessary.
- Project from a professional, simple background, like a plain wall, by a bookshelf, etc. If you cannot find a setting that works for you, Zoom also provides virtual backgrounds, so you do not have to worry about cleaning your apartment or house!
- Position yourself so that most of the light is coming from in front of you (behind your monitor), instead of behind you. If you have a window behind you, shut the blinds, as you will be backlit.

If You Speak on Camera

- Position yourself so the camera is seeing you from the chest or waist up, instead of just seeing your face. This is more natural for the viewer and is especially beneficial if you tend to gesture a lot.

We hope these tips on Zoom will help you have a great experience with our conference events!

If you have difficulty, please check out the [Zoom support page](#), or contact our team by emailing the NADTA Office at office@nadta.org.