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Simplifying Your Business Telecoms

A short guide to video calling etiquette
11 easy ways to become a webcam guru

Video conferencing has become a much more common part of business in the past few years, but are you doing it right? Are you making the most of the technology? Do your webcam performances fill your colleagues with joy or dread?

In other words, what are the rights and wrongs of successful video conferencing. Find out in our guide to video calling etiquette.

1

Get your tech ready

All video conferencing software will give you some way to check your camera and microphone are working properly. That includes checking your mic volume isn't too high. You should do all of this *before* you enter a video call, not after.
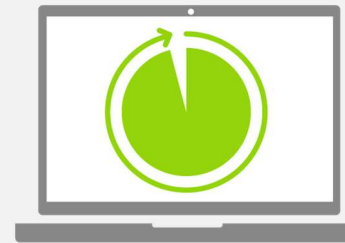
2

Have a plan

As with any kind of meeting, you should have an agenda. No one wants to join a video conference just to find out no one knows what it's about or what it's meant to achieve. So plan ahead!

3

Get there on time

Being fashionable late to a party is one thing, but with video calls you should make sure you arrive with a few minutes to spare. Don't make everyone else on your call wait for you.

4

Go somewhere quiet

Whenever possible, you should take your video calls somewhere quiet. If that's not possible, you should mute your mic when you're not talking. Loud or annoying background noises can make productive meetings difficult.

5 Avoid silly backgrounds

Many video conferencing tools let you change your background. This is handy if you don't want your co-workers to see what's behind you. But that doesn't mean you should set your background to something silly. In fact, unless you're 100% sure your co-workers will appreciate it, stick with something professional instead.

6 Speak clearly

It's important to speak clearly when you're making a video call. If you mumble or speak too quickly, things can get lost or be misunderstood. And although video calls allow you to see who you're talking to, some body language may get lost as well.

7 Get dressed

If you're working from home, you might be tempted to stay in your pyjamas all day. But that won't come across well when you're in a video conference – so dress professionally. Of course, no one can see your bottom half, but we recommend getting dressed fully anyway. If you have to stand up for some reason, it won't look good if you're wearing your swimming shorts.

8 Don't video call unannounced
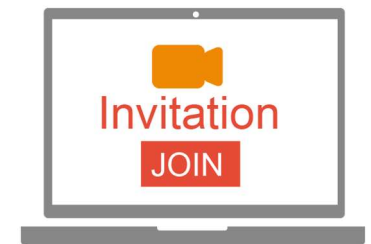
No one wants to take part in a video conference without some advance warning. Maybe their office is messy or they haven't done their hair. Or perhaps they're just not in the mood. Whatever the reason, unannounced video calls are intrusive and unwelcome, so always send an invitation first.

9

Sort your lighting

Make sure your lights are bright enough that you can be seen clearly in your video call. Also, don't sit with a light directly behind you, because this will make your image dark, and it will be unpleasant for other people on the call to look at.

10

Pay attention

Engage with what's going on in video meetings, even when you're not speaking. Avoid the temptation to start looking through other work or browsing the internet while you're on the call. Don't look at your phone or a TV in the background. If you zone out or get distracted, your colleagues will notice.

11

Don't make pointless video calls

Do you actually need to make a video call at all? With modern, unified communications, it's just as easy to send an instant message or an email, or make a regular phone call. Make sure to pick the right communication method for what you want to achieve.

The future is digital

Video calling is just one of several ways modern businesses can communicate. With the old copper-based phone network being switched off in 2027, businesses also need to upgrade to digital phone lines. These integrate seamlessly with video calling solutions, as well as instant messaging and file sharing tools. Want to know more? Contact us at hello@wicomms.co.uk

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