

PANOPTO

12 Tips for Being On-Camera

Agenda

Preparation

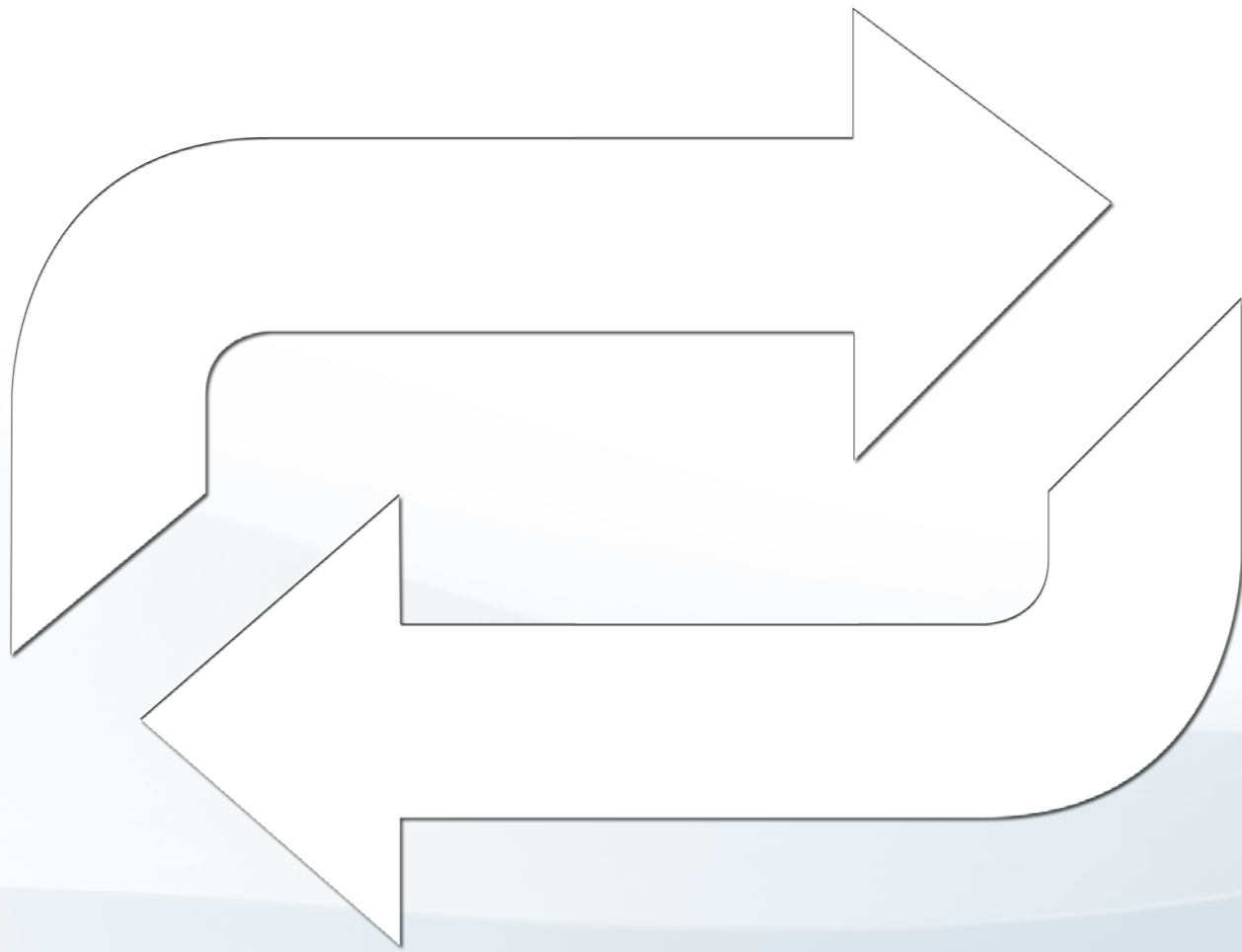
Engaging with the Camera

Speaking

When You Mess Up

Preparation

1. Practice



Write a script and memorize it

Repeat it in front of a mirror

Actually repeat it in front of a mirror

Don't worry about sounding stilted

2. Use a Cheat Sheet

Presentation Outline

1. Challenges with video
 - Too hard to record
 - Too hard to share
 - Impossible to search
2. Overcoming with Panopto
 - Simple recording software
 - Automatic sharing
 - Search inside video
3. Product demo
 - Record video presentation
 - Show built-in sharing
 - Search the video
 - ...

Create an outline of your talking points

Write in big legible text

One line per bullet

Tape the cheat sheet to your desk...

...or below the camera

3. Have a Drink (of Water)



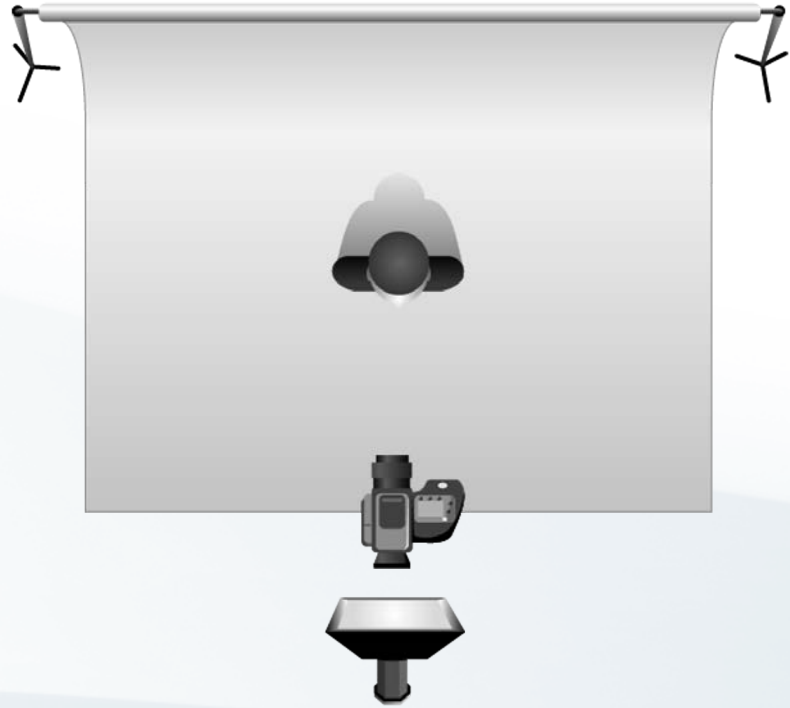
Nervousness causes dry-mouth

Drink a bit of water before recording

Keep a bottle on hand between takes

4. Set Up Your Lighting

Single Light



Place the light behind or just above the camera.

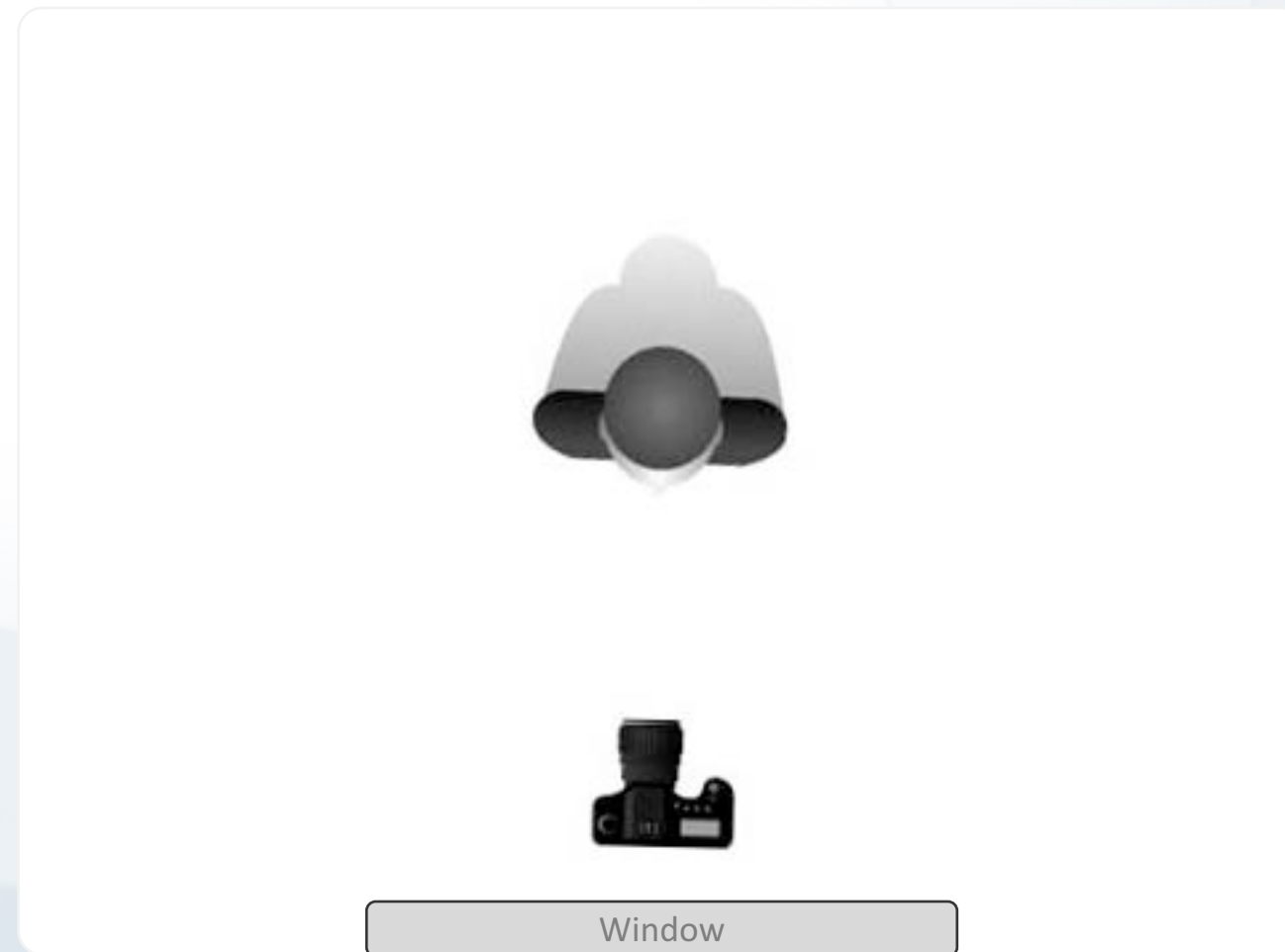
Two-Light



Place each light to the side of the camera, angled in.

4. Set Up Your Lighting (continued)

Only natural light



Face the window, placing the camera between you and the window

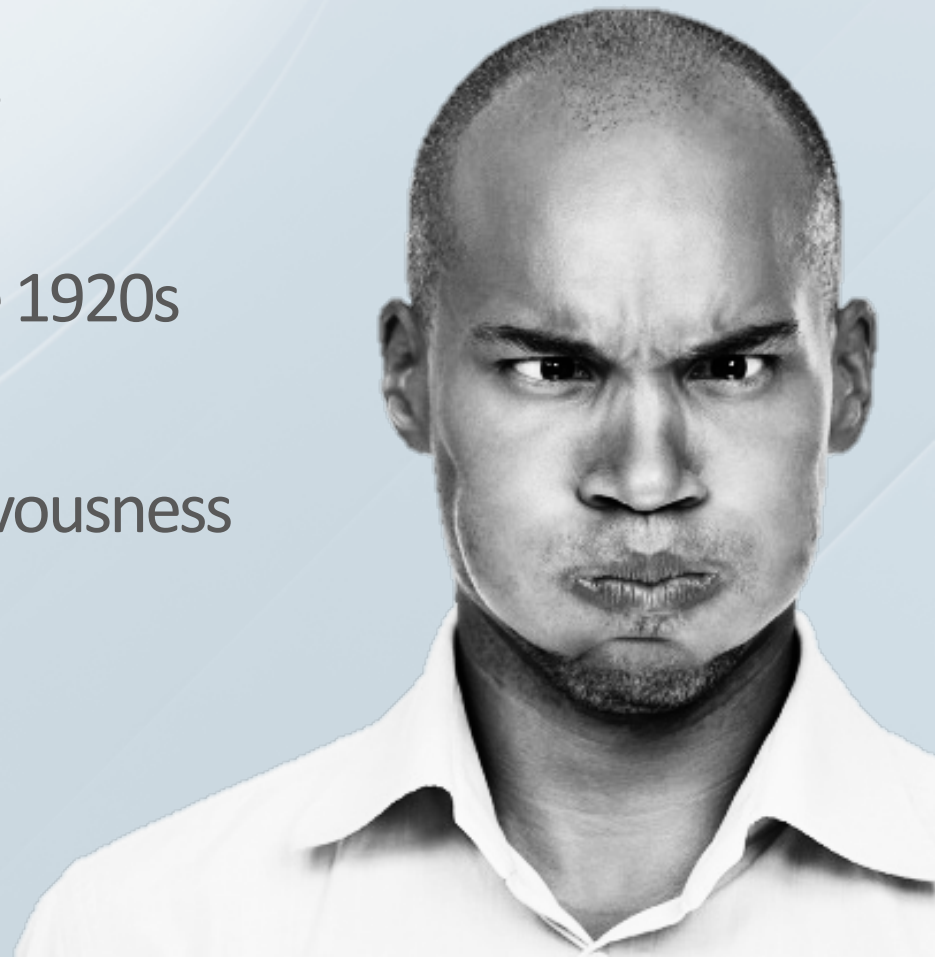
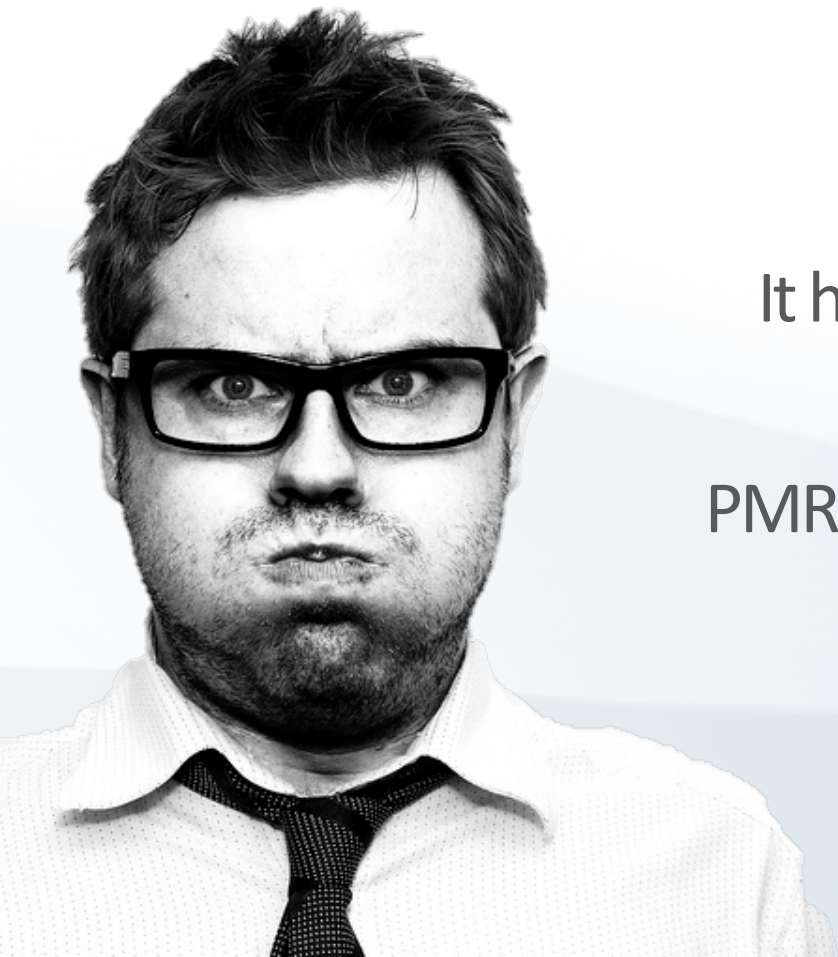
5. Progressive Muscle Relaxation

(Really...Try It)

PMR involves tensing, then relaxing, muscles

It has been used as a relaxation technique since the 1920s

PMR just prior to recording can ease tension and nervousness



Engaging with the Camera (or not)

6. Pretend to Talk to a Friend

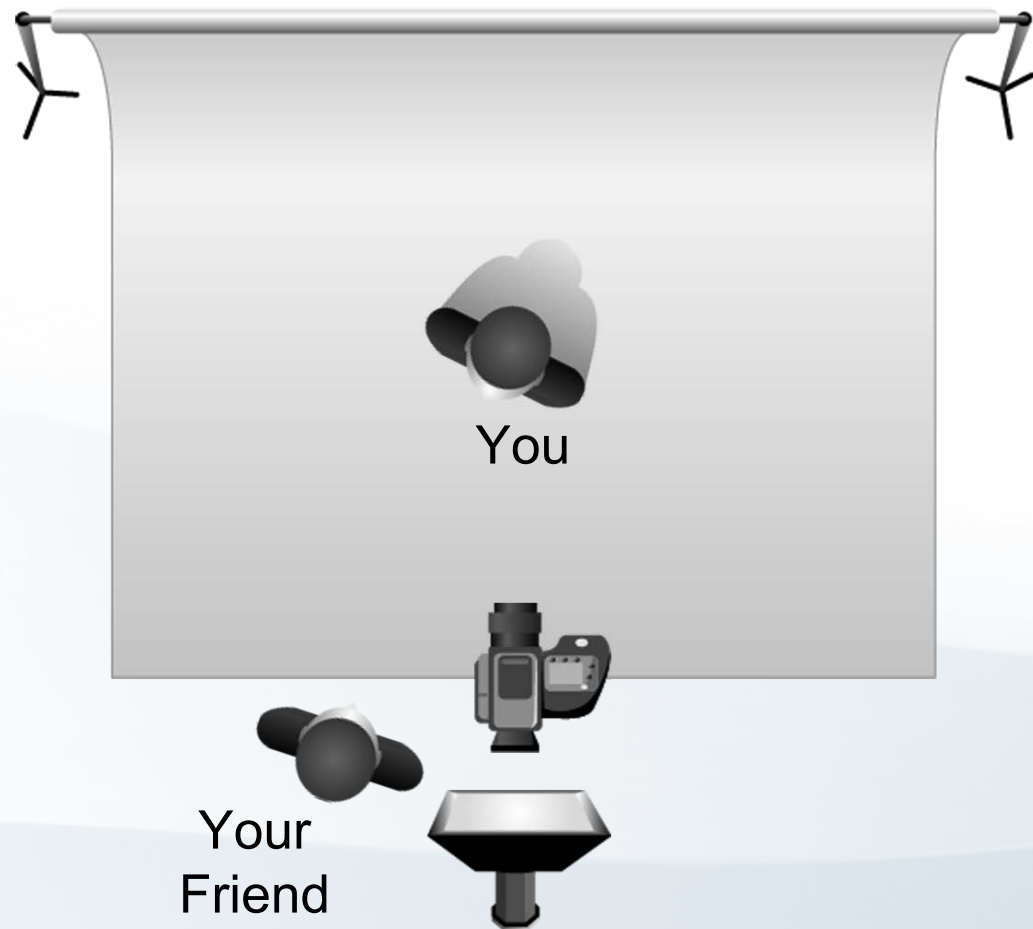
Staring down the barrel of the camera feels unnatural and can make us nervous.

One technique for overcoming “barrel terror” is to imagine the camera isn’t a camera.

Instead, imagine the camera is a close friend, family member, or even a pet.



7. Actually Talk to a Friend



You don't actually need to look into the camera

Instead, grab a friend or co-worker

Position them as close to the camera as possible

Present to them as though you were having a chat

8. Reference Your Notes

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Remember that cheat sheet?

It's okay to look at it during your recording.

Really.

Speaking

9. Just Be Yourself

People will tell you to be “energetic”, “engaging”, “upbeat...”

Ignore them.

The most important thing is to be genuine.

10. Stop Between Sentences.

Pause.

Breathe.

Now move on.

When You Mess Up

11. Just Keep Talking

Remember that you're your own worst critic.

Most people won't notice the little mistakes.

If they do, they'll empathize because they've probably been there.

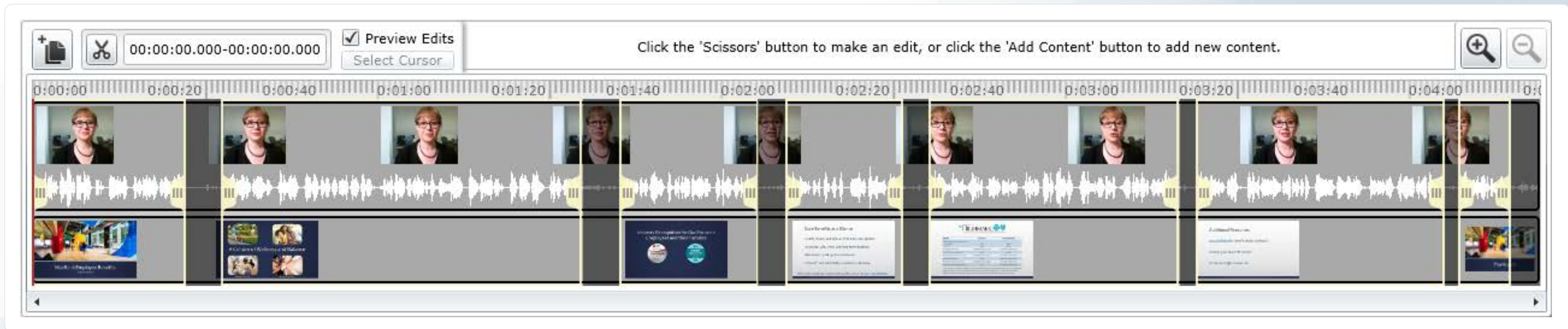
We're all nervous on camera and are more prone to little mistakes.

So if you make one, smile, pause, and then just keep talking.

12. Record a Single Take

Then just trim out the parts you don't like with Panopto's editor

Record in bite-sized chunks if you'd like



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