

THE TOP DO'S & DON'TS OF VIDEO CONFERENCING

A Modern-Day Guide to Looking Good &
Avoiding 7 Video Conference Taboos That
Could Haunt You for Life



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SEEING IS BELIEVING

The advent of online video (spoiler alert) has become one of the 21st century's greatest revelations. It's transformed homebodies into celebrities. It's opened eyes, ears and minds around the world – literally at the speed of light. Heck, it's even turned goats and hedgehogs into viral sensations.

Oh, and this: it's revolutionized the way companies and coworkers meet, share ideas and complete projects irrespective of time zones, business hours and traffic conditions.

76% of working people have participated in a business-related video conference over the past six months (that's worldwide, btw)



96% say that video conferencing adds good or even great value to their meetings



93% first-time video “conferencers” say they’re likely to find new opportunities to incorporate video and participate in future online conferences



And over **50%** plan on having more video conference meetings in the future





Who

are these people video conferencing with?

Yes, it's now a verb.



That, friends, is a broad swath of audiences.

But what does all this mean to you and how you work, meet and collaborate?

It means you should check your inbox for some invites to video conferences soon.

Make that a lot of invites. Why?

Because over 60% of users say that video conferences are more effective than email, phone conferences and even office chats when it comes to focusing employees and getting results.

Bottom line:

Video conferencing is here to stay.

2nd bottom line:

It's time for your close-up, so you'd better be prepared.



HOW EXACTLY DO PEOPLE PREP FOR A VIDEO CONFERENCE?



60% clean up the area around camera

51% fix or alter the lighting in the room

40% pick an area that looks "more professional"

32% put on a business suit

20% people put on makeup

And most notably, **15%** have worn a professional top over pajama bottoms!



So that's all well and good... but what are the, well, not-so-good things that people deal with during video conferences?

- Distracting side conversations** **45%**
- Startling loud background noises** **41%**
- Rude interruptions** **38%**
- Awkward, uncomfortable silences** **33%**

WHAT ARE THE MOST COMMON VIDEO CONFERENCING FAILS?

41%

repeatedly say "Can you see me?" or "Is this working?"

20%

show up completely unprepared

20%

walk away from the camera for a period of time

15%

use the camera as a mirror to check their face

14%

dress inappropriately



12%

let pets walk around freely on camera

10%

emit awkward, inappropriate bodily noises

9%

pick their nose

8%

continually make funny or inappropriate faces

7%

reveal someone in bed or the bathroom

And there you have it. The Good, the Bad and the Ugly - at least as they pertain to video conferencing. So let's all stop and take a moment to consider...

THE TOP 7 VIDEO CONFERENCING TABOOS TO AVOID. AT ALL COSTS.*

*(Based on the data, surveys and responses we've seen.)

1 **NO NUDITY** – Wear clothes. And all of them. Not just a nice shirt and pajama bottoms.

2 **IT'S NOT A MIRROR** – Do not use the video camera as one. You're not just looking at you. We're looking at you, too.

3 **NO CANIS INTERRUPTUS** – Or Feline. Or any other animal for that matter.

4 **DON'T PICK YOUR NOSE** – Don't pick anything. Leave your face and your body alone.

5 **NO HUMAN SOUNDS** – Please do not emit awkward, inappropriate bodily noises

6 **STAY OUT OF BED** – Do not join from your bed. Just don't do it.

7 **STAY OUT OF THE BATHROOM** – Enough said.

It's our hope that this piece - a.k.a. public service announcement - can help you acclimate to this brave new world.

And just as importantly, help you avoid the mistakes, taboos and epic fails that others have so infamously made during video conferences (even if they are entertaining). >;-)



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A public service announcement from join.me.
Encouraging everyone to enjoy simple, instant online meetings
and to video conference responsibly!

This study was conducted by Lab42 in June 2015 using 2,000 respondents ages 22 and up in the United States, the United Kingdom, Canada, Germany, France, Australia and New Zealand.