

Engaging with a Virtual Audience

Owning Your Online Presence

Plan



Before you even begin, you need to know two things:

What is your purpose?

- Share knowledge?
- Ignite action?
- Lead change?
- Inspire or motivate?

Who is your audience?

- Team members?
- Faculty?
- Staff?
- Students?

Prepare



Learn the Tech

The more comfortable you are with the tech, the more flexible and adaptable you can be in the moment

Learn the Material

Know what you're going to say

Know your goals

Create an outline or, if necessary, a script

Prepare for Engagement

1. Keep it short, simple, and to the point
2. Segment or "chunk" the information into digestible pieces
3. Mix it up
4. Focus on the people, not the platform
5. Consider a tech buddy or co-presenter

Practice



Humanize the Camera

- Speak and smile to the camera, not the screen
- Cut out pictures of people you like and put them behind the camera
- Place googly eyes on the camera

Seek and Use Feedback

Ask others:

- How's my setting?
- Is my camera in focus?
- Is my dog distracting?
- Any ideas for increasing engagement?

Present



Set the Scene

- Check your appearance before you enter the virtual space
- Communicate your expectations
- Engage with the audience as they enter

Check for Understanding

- Chats
- Reactions
- Polls
- Gestures
- Verbal cues

Above all else, remember:

BE YOURSELF

Authenticity drives connection