

13 Best Practices for Video Calls: (internal and external calls)

The 7-38-55 Rule tells us that only 7% of ALL communication is achieved through spoken word (verbal) communication and 93% from nonverbal communication. The nonverbal component of our communication comes from tonality of voice (38%) and speaker's body language and facial expressions (55%). (A. Mehrabian, UCLA)

1. Turn on your camera for most effective communication.
2. Show up on time and end on time.
3. Accept or decline new calendar invites within 24 hours.
4. Accept or decline standing meetings 48 hours prior.
5. Don't cancel meetings abruptly; if you do, apologize.
6. Sit-up straight or stand-up straight.
7. Have a realistic agenda and be prepared.
8. Resist touching your face and fidget less.
9. Engage in eye contact, be present.
10. Try not to interrupt or talk over others; be respectful.
11. Have a good internet connection and minimize distractions.
12. Be a composed professional; resist raising your voice.
13. Dress professionally and have a professional background.

Hint: most of these best practices also work well for in-person meetings.

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