Twitter Thread by Robbie Crabtree

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Want to be a better speaker over Zoom?

Here are 10 tactics to help.

-A thread ■-



1. Body positioning

You need to let your audience see most of your torso.

This allows your audience to gauge whether you have an open and inviting presence.

Not only that, but you will be able to use your hands.

2. Body language

Even on zoom, body language matters. Shoulders back and open creates warmth.

Leaning in close to the camera creates intimacy.

Use your body language effectively just in real life.

3. Hands

Use them!

Not only does this make your presentation more engaging but you can also use them to create movement for the audience.

If you have two points, use your left hand on one side and the right on the other to anchor the points.

4. Movement

You can still move your body intentionally.

Want to be more informal? Move side to side & sway a bit. It helps put other people at ease.

Want to demonstrate "this or that"? Move left to right.

Excited? Move quickly to show it.

Tilt your head or nodding works too

5. Facial expressions

These are super important for zoom.

Smile, express displeasure, chuckle, etc. It is absolutely possible to control your facial expressions to create a point.

Will Smith does this so well. He smiles through his message all the time.

6. Pacing

Use dynamic pacing when it comes to zoom.

This means presenting a range from normal to fast to slow. The different pace will keep your audience engaged.

7. Tone

Every person knows tone matters. It's not what you say but how you say it.

Zoom rewards command of your tone.

Sarcasm is an easy one to display.

Trying to build in some humor on zoom? Use sarcasm in your tone, express with your face and use your hands.

8. Numbers

Count with your fingers on the screen.

It's a simple technique but it again gives viewers something to anchor your words to.

Not only that but it also brings some additional life to the video screen.

9. The camera is a person

Your mindset should be that the camera is a real person.

This simple shift will bring more life and personality to the way you speak.

Yes, it's silly.

But it also works.

10. Silence and your eyes

Both of these are powerful but when used together they can create huge impact over zoom.

Silence after a big point helps it stick. Use your eyes to look directly into the camera.

Go silent, look up and away, then come back strong to create emotion.

These are just a taste of some of the best tactics.

If you want to learn more how I use these and think about them, as part of @beondeck and On Deck Performative Speaking, we are running a free webinar @bhalligan!

RT and sign up.

https://t.co/Y6FLVC8Yq8