

Tips for Engaging an Audience Virtually

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1. Decide on the technical parts early.

- a. Will you be conducting a conversation with multiple people or individually delivering information?
 - i. If it is possible to conduct a conversation live via Zoom, this method is preferable. Conversation surrounding a topic can be more compelling and engaging than listening to one person.
 - ii. If you are offering information surrounding unadaptable information (such as what the Book of Discipline advises about a topic), a recorded video is preferable. This eliminates confusion.
- b. If you will be recording a video for production:
 - i. Try to recruit someone (preferably paid) to film and edit who is knowledgeable about lighting, sound, filming, and editing. This way you will be able to concentrate on content, and provide professional quality video.
 - ii. If you must film yourself, at least try to have someone else in the room who can manage the technical aspects (i.e. pressing record, checking the audio, watching video as it is recorded).
 - iii. Tips for using natural light source - https://www.google.com/search?rlz=1C1CHBF_enUS843US843&sxsrf=A_LeKk00FM1oKjnOn7DcfKTAqO_5RXXAvpw%3A1607537570645&ei=ohPRX6XiJoyu5wKuvY64Aw&q=tips+for+using+natural+lighting+in+video&oq=tips+for+using+natural+lighting+in+video&gs_lcp=CgZwc3ktYWIQAzlFCCEQoAEyBQghEKABMgUIIRCraJlFCCEQqwI6BAgAEEc6CAqhEBYQHRAeOgcIIRAKEKABUJkWWP8sYMAuaABwAngBgAGbAogBngjSAQU1LjMuMZgBAKABAaoBB2d3cy13aXrIAQjAAQE&scient=psy-ab&ved=0ahUKEwilu_GOwMHtAhUM11kKHa6eAzcQ4dUDCA0&uact=5#kpvallbx=sBPRX6GbAs2y5gKMorbqBQ19
 - iv. Tips for recording audio on a phone - <https://www.editmate.com/project/how-to-record-audio-for-a-video-with-a-phone/>
 - v. How to trim videos on an iphone or ipad - <https://www.howtogeek.com/509024/how-to-edit-video-on-your-iphone-or-ipad/>
 - vi. Other video editing apps - <https://www.consumerreports.org/mobile-apps/free-video-editing-apps-for-smartphone/>
- c. If using Zoom for group conversation:
 - i. Ask someone who is technically able to act as co-host. Let this person schedule and host the meeting (adding you as a co-host). They will be in charge of admitting people to the meeting, managing the chat, and putting people into breakout rooms if needed.

- ii. Make sure you have a backup who can manage the conversation without you if your internet goes out.
- iii. Build a minute-by-minute script and do a run through with this person ahead of time.
- iv. Tips for looking great in a Zoom meeting - <https://www.usatoday.com/story/tech/2020/04/11/zoom-meetings-go-better-these-6-tips-look-your-best/5125980002/>

2. Provide Engaging Content.

- a. Start with something lighthearted if possible.
- b. If you are using Zoom, ask people to provide an answer to a question in the chat to help them be participative right up front.
- c. Make your presentation as short as possible.
 - i. Provide as much needed content as possible, but instead of explaining extra topics, provide links to more information.
 - ii. Attention spans are shorter these days. Make sure you provide an objective and an outline upfront and stick to it so people know what to expect and can search through your content to find the information they need according to that outline (instead of shutting the video down completely if they get distracted or bored).
- d. Guide people to action - Use a conversational outline if possible, such as [ORID](#) to help others process information. This style is built for conversations (and can be employed if you are using Zoom), but could be implemented in a presentation as well. It takes the participant from **O**bjective observation, through **R**eflection and **I**nterpretation, to a final **D**ecision. Ex. If my subject is Discipleship, I would start with an objective, tangible observation, reflect on that observation, interpret that observation into the current context, and then talk about the next move.

3. Other Helpful Links:

- a. Tips about virtual body language: <https://enterpriseproject.com/article/2020/8/zoom-tips-body-language>
- b. Tips for preparation: <https://www.duarte.com/presentation-skills-resources/10-ways-to-prepare-for-a-ted-format-talk/>
- c. Tips for finding a location: <https://www.productionhub.com/blog/post/8-tips-to-choose-the-best-shooting-location-for-your-corporate-video-636868398074969081>