



**University of Dundee**

## **Preparing for virtual communication**

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# Preparing for virtual communication

Created for the EAFS2022  
Workshop on communicating  
forensic science.

# investigate



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## Connecting with virtual audiences

To connect with an audience you cannot see, it is important for you to vary your communication approaches, so you are offering a little something for everyone.

Changing your approach according to who your audience is also keeps your audience engaged and on their toes – you don't want them to get too settled in because that is when they will fail to be able to connect with you.

You need that connection to communicate.

1. Vary your examples according to your audience
2. Use visual aids that complement your talking points
3. Use your voice and body to emphasize main points, but speak as though you are having a conversation not giving a lecture.
4. Balance your focus between looking at your audience and looking at the camera (maybe even Hide Self View!) You may have to sacrifice your own sense of connection by looking at the audience to improve theirs by looking at the computer camera.
5. Find ways to get your audience engaged – ask them to imagine something; pose a question that they must ponder; have them write something down; encourage them to respond to questions in the chat if appropriate.

Remember that communication is reciprocal, and we need to model the type of online presence we want our audiences to have for us.

# Tips for a virtual set-up

1. Set up your camera so that it is at eye height. You don't always need a stand, using books or board games can work just as well to raise up your laptop or computer.
2. Test your lighting – make sure your face is illuminated and using a lamp can help this. Be careful if your room has a bright window because you can end up in a shadow.
3. Check your background to make sure it isn't distracting or use a blur / virtual background.
4. Don't forget to mute yourself if you aren't speaking
5. If you are using virtual communication a lot then it might be worth investing in
  - a specialist microphone to enhance the sound quality
  - specialist lighting so that your face is illuminated well
  - in ear headphones so they aren't visible on the call



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