



PREPARE

1. Choose a spot that:

- Is private.
- Has a background that's not distracting.

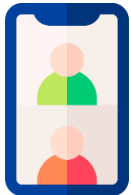


2. Plan, review, and troubleshoot:

- Have a plan in case you're interrupted.
- Review how to use the video platform and any equipment, such as webcam or microphone.
- Check that everything is working and troubleshoot if needed.

3. Framing is how you look on the screen

- Dress professionally.
- Show your face and shoulders.
- Have a wide background, with you in the middle.
- If you don't have space, and need to use a narrow background, move closer to the camera.
- Use front lighting, when possible, and adjust for any glare.



Practice Makes a Difference!

Your *video presence* is how you look and act while video chatting.

Test your framing and practice your *video presence* and skills with a co-worker.

Tip: Adjust your framing each time, since there can be differences between phones and laptops.

4. Create and use your video presence

- 55% of communication is non-verbal, a good view helps remove communication barriers.
- Find a position to create "eye-to-eye" contact (or as close as possible).
- Consider using exaggerated gestures and facial expressions. Practice these until comfortable.

OPEN and GREETING

1. Check your sound with small talk.

- "Hi, how are you today?" vs. "Can you hear me?"



2. Assist the participant for the best experience.

- Offer help with setting up camera and angles.
- If needed, help the participant to find a comfortable position, e.g., "Try propping your phone up and then sitting back to be seen clearly."

3. Explain the video platform and the appointment:

- Explain how to use the platform each time and what to do if something goes wrong.
- Describe the appointment and the estimated time for the session.





THE INTERACTION

1. Start off right.



- Ask if the participant is ready to start.
- Use a phrase that lets the participant know you're both ready, e.g., *"Let's get started."*
- Describe the progress through each step and be careful not to rush.
- Say something if you feel the participant is uncertain about the technology or if something goes wrong.

2. Tips to address differences between video chat and in-person appointments.



- Participants may be less likely to talk on a video chat. Be reassuring and ask specific questions to keep communication going.
- Use your words and your face and hands to express yourself. Since you can't use your body language to communicate, it's important to choose words carefully.
- Some participants may feel like they need to hurry. Reassure them there's no rush.
- It may be hard to see or hear. Watch for changes in angles or views that make it harder to communicate. Help the participant adjust back to the best view.
- Some participants may be distracted. It's good to let them know it's OK to deal with distractions. Bring them back in a positive way and remind them where you were in the appointment.
- Be ready for interruptions. If the participant is interrupted, reassure them you don't mind and remind them where you were in the appointment. If you're interrupted, apologize, mute your microphone if you speak with anyone else. Return to the appointment as soon as possible.

CLOSING

1. Steps for ending the session:



- Indicate when the session is ending, e.g., *"We're almost done."* Or *"Just one more question."*
- Ask for any last questions or concerns.
- Address any technical problems that may have occurred and apologize.
- Ask the participant for feedback to improve the video chat experience.

2. Provide information about WIC benefits, share affirmations towards next steps, and agree on the day/time for the next appointment.

3. Thank the participant for joining the video chat session.



Adapted from California WIC – Creating Your Video Presence
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