

ZOOM Quick Start Guide

Desktop version

First Edition

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**Best Practices for a DIY Video
Conferencer & Producer**



ZOOM tech today

Zoom unifies cloud video conferencing, simple online meetings and group messaging into one easy-to-use platform. Its solutions offer the best video, audio and wireless screen-sharing experience across multiple platforms.



Step-by-Step Tips

Now, more than ever, people whom have never been online before are challenged with jumping on a Zoom video conference, creating their own meetings and other fun things that they once thought impossible.

WHAT YOU'LL LEARN



CREATE A NEW ACCOUNT

If you don't have an account, click ***Sign Up Free***. If you have a Zoom account but cannot remember your password, click ***Forgot***.

UPDATE YOUR PROFILE

Update your profile by adding a profile picture, set your time zone, update password and more. To access your Zoom profile, sign in to the Zoom web portal and click **Profile**.

JOIN A MEETING

After launching Zoom, click ***Join a Meeting*** to join a meeting without signing in.

SCHEDULE A MEETING

There are many ways to schedule a meeting, including the Zoom web portal, through the Zoom client



BEFORE FIRST MEETING

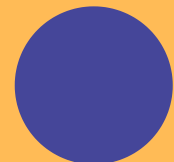
Likely, this is a different platform than you are accustomed to using. Follow these easy tips for quick success.

SUCCESS SET UPS

How others view you on a Zoom video conference is the exact mirror image of how you are positioned. Learn how to be aware of how you appear to others in this virtual environment.

ALL EYES ARE ON YOU

Know where and how to look in front of a camera to appear that you are interested and engaged.



LIGHTS, CAMERA, ACTION

Easy peasey "low tech" ways to present the most professional image before the camera with the proper lighting.



GETTING STARTED

- *create an account*

To join an existing meeting or schedule your own meeting, you must first download the Zoom application and register... this is **free**.

To create a new account, click here: **zoom.us/signup** and enter your email address.

You will receive an email from Zoom (no-reply@zoom.us). In this email, click **Activate Account**.



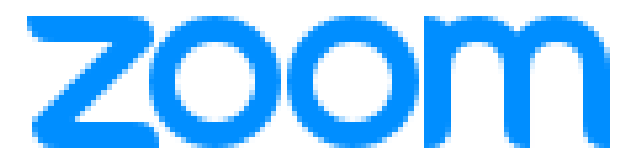
Logging in

Login to your Zoom account on the web at any time, at zoom.us/signin.

Once you're logged in, use the panel on the left side to navigate the Zoom web portal.

JUMP ON ANYTIME



The Zoom logo is displayed in a blue, lowercase, sans-serif font.

PERSONAL

Profile

Meetings

Webinars

Recordings

Settings

ZOOM WEB PORTAL MENU



JOIN AN EXISTING MEETING

After launching Zoom, click **Join a Meeting** to join a meeting without signing in.

Join a Meeting

There are many ways to join a meeting, but the easiest way is to click the join link that the meeting host provided.

You can also click **Join** in your Zoom client and enter the meeting ID and password.



Schedule a Meeting

1. Sign in to your Zoom Desktop portal.
2. Click **Meetings**.
3. Click **Schedule a Meeting**.
4. Choose the date and time.
5. Select your time zone.
6. Enable **Meeting Password** requirement.
7. As host, enable Video for participants.
8. Click **Save**.



Schedule a Meeting

Topic

My Meeting

Description (Optional)

Enter your meeting description

When

04/05/2020



8:00



PM



Duration

1



hr

0



min

Time Zone

(GMT-4:00) Eastern Time (US and Canada)



Recurring meeting

Registration

Required

Meeting ID

Generate Automatically

Personal Meeting ID

Invite Others to Your Meeting

There are several ways to invite participants to a **scheduled meeting**.

- Select the meeting that you want to invite others to.
- Click **Copy Invitation**.
- The meeting invitation will be copied.
- Paste that information into an email or anywhere else you would like to send it out to invitees.



Manage Your Meetings


My Meetings > Manage "My Meeting"

Start this Meeting


Topic My Meeting

Time Apr 5, 2020 08:00 PM Eastern Time (US and Canada)

Add to

 Google Calendar

 Outlook Calendar (.ics)

 Yahoo Calendar

Meeting ID

Meeting Password Require meeting password

Invite Attendees Join URL: <https://zoom.us/j/157127730?pwd=RytWbXdRN2NMMjZrROISMVl1Y3F1Zz09>

 Copy the invitation

Video Host On

Participant On

Audio Telephone and Computer Audio



Position the camera

- If you are the only one participating at one location, position your camera so that it is just above eye level (look up a bit).
- Elevate the laptop (or monitor) to position the camera to look straight on as if you were physically in the room with the other participants.
- *Tech hack - stack your laptop on top of some books to the right elevation.*

Video and Appearance

- Do not look at the images of other participants (if they appear on the screen)



Position the background

- Station yourself in front of your computer camera so that your background is as uncluttered as possible. (Again, be aware that you are at eye level to the camera lens).
- There should be no doorways in the frame of the camera (through which passersby might be visible).
- Optionally, use Zoom's virtual background feature.



Focus the camera

Zoom offers a **Touch Up My Appearance** function in Settings > Video, which will soften your camera's focus so that you and your expressions are visible, but any imperfections are minimized.

VIDEO ON OR VIDEO OFF?

1. Whether or not to have your video function on when participating in a meeting depends predominately upon the purpose of the meeting. Generally, the host appreciates participants' "conscious engagement".
2. There are also options for showing all participants in a meeting as a gallery or having the host designate which participants should appear.
3. Having the video options set to Active Speaker can be problematic as the view can change when a participant makes any kind of noise.



AUDIO CONSIDERATIONS



Accessorize!

- Participants who use microphones and headsets produces the best sound quality
- Participants should mute their phone when not actively speaking. Too often, typing sounds and traffic noises are distracting.



Cut down the feedback

If feedback occurs, it may be because a participant has both computer and telephone audio active or there are multiple computers with active audio in the same room.

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If echoing occurs, it may be because of a bad microphone or speakers that are too loud.

Proper preparation

- Virtual meetings are no different from in-person meetings in that they profit from having an agenda and other materials in advance, when possible, and when they stick to the agreed-upon time contract.
- Meeting etiquette is similar as well.
- Pay attention and wait for your turn.
- One of the greatest gifts you can gift to your fellow virtual participants is the gift of 'conscious engagement. Be engaged with your and resist engaging with your smart devices.





Kimberly Rice

Account No.

Change

Delete

Personal Meeting ID

<https://zoom.us/j/>

× Use this ID for instant meeti

Sign-In Email

kimberly@klamarketing.net

Linked accounts:

User Type

Licensed

Capacity

Meeting

Language

English

Date and Time

Time Zone

(GMT

Update your profile

You can update your profile by adding a profile picture, set your time zone, update your password and more.

To access your Zoom profile, sign in to the Zoom web portal and click **Profile**.

Resources

- **Rode VideoMicro Compact On-Camera Microphone** - <https://amzn.to/3dWoWUn>
- **Ring Light with Tripod Stand & Cell Phone Holder** - <https://amzn.to/2ULJqYs>



HOW MAY WE HELP?

KLA Marketing Associates provides a full range of business development and marketing services with one goal in mind: to help our clients attract new, high quality clients, strengthen relationships with existing clients, improve marketplace reputation and to generate greater profits. ***Your success is our success.***

In providing the highest, most experienced strategy, we excel in the tactics as well:

- Social media/digital marketing
- Web development
- Content marketing and original writing services
- Speaker and publishing placements
- *and so much more.*

Reach out to Kimberly Rice (kimberly@klamarketing.net) if we can be of service.

