

Hill-Snowdon and O2O Present:



# Zoom

## *A Review of Features, Best Practices of Active Facilitation, and Addressing Zoom Burn-Out*

Please leave in the chat:

- ◆ Your Name
- ◆ Location
- ◆ Org you Represent
- ◆ And a question about Zoom that you have

# Online To Offline Strategies Group



## Our Mission

The Online 2 Offline Strategy Group (O2O) is first and foremost, a group of organizers dedicated to winning bold, progressive change. We use our digital and organizing expertise to advance the mission of labor unions and social justice organizations by supporting campaigns to achieve the soul, scale and sustainability they need to win big change. We innovate. We connect. We build community with the goal of shifting power back into the hands of working people.

# Quick Intro to Zoom:



## Zoom (Pro Version)

- Unlimited Zoom meetings for up to 100 Participants\*
- Interactive breakout rooms feature
- Directly integrate your call with your calendar, or team communication accounts
- Can record your calls (up to 1GB of cloud recording, and unlimited local storage)
- Easily Share Your Screen

## Meetings (Standard and Pro)

Zoom meetings are ideal for

- Hosting more **interactive sessions** where you'll want to have lots of **audience participation**
- Breaking your session into smaller groups.
- Can live stream your meeting to Youtube and Facebook (Need a **pro account** for this feature and a **licensed host**)

Small to large groups (2+ participants) for:

- Face to Face meetings
- Interactive Training sessions

## Webinars (Pro+ Feature)

Think of webinars like a **virtual lecture hall** or auditorium.

- Ideal for **large audiences** or events that are open to the public.
- Less Interaction with attendees.
- Add on feature to pro accounts (\$40 a month)
- Needs to be **licensed user** to host a webinar.
  - Share accounts with the add-on to save \$\$
- Can live stream

Large events and public broadcasts (100+ attendees) such as:

- Town halls
- Larger organizational updates
- Educational and larger advocacy trainings

# Zoom Features

Quick Note: We will use the following terms today:

**Zoom Backend** = Zoom.us

(This is the web version of Zoom and the most comprehensive place to change Zoom settings)

**Zoom Platform** = The Zoom meeting space and software we are on now.

## Zoom Meeting

Audio only



With video



# Let's Start With Breakout Rooms

Zoom Meeting ID: 243-487-3795

Meeting Topic: **Blanka Nora's Personal Meeting Room**

Host Name: **Blanka Nora**

Invitation URL: [Redacted]

Participant ID: [Redacted]

**Join Audio**  
Computer Audio Connected

**Share Screen**

**Invite Others**

Unmute Start Video Invite Manage Participants (1) Share Screen Chat Record **Breakout Rooms** End Meeting

Breakout Rooms

Assign 0 participants into 1 Rooms:

Automatically  Manually

0 participants per room

**Create Breakout Rooms**

# Break Out Pro-Tips:

- ❖ Check your *options*
- ❖ **Make sure you are the host**
- ❖ Stop recording before entering a break out room or assign a user to record a breakout.
- ❖ Interpretation features turn off during the breakouts.
- ❖ ...So does closed captioning

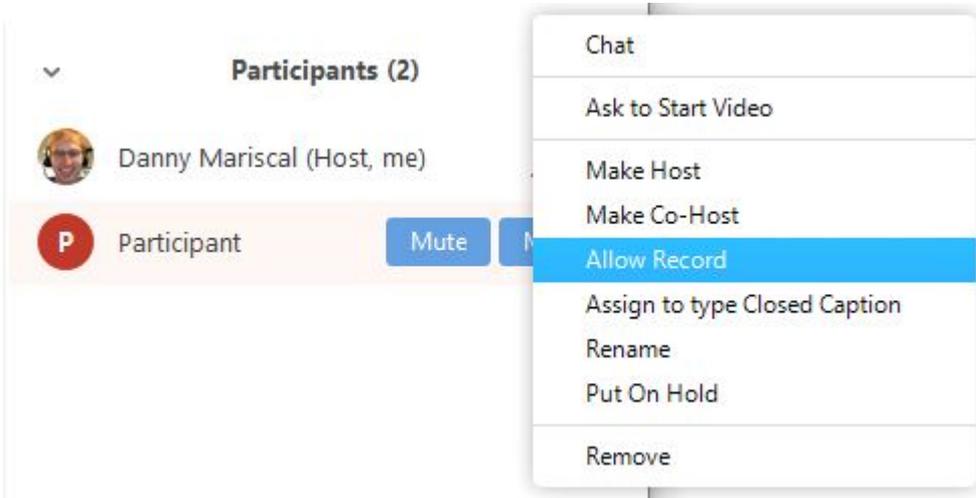
The screenshot shows a Zoom breakout room interface. At the top, it says "Breakout Rooms - Not Started". Below this, there are three expandable sections: "Facilitators Room" with an "Assign" button, "Group 1" with an "Assign" button, and "Group 2" with an "Assign" button. A settings modal is open, displaying the following options:

- Move all participants into breakout rooms automatically
- Allow participants to return to the main session at any time
- Breakout rooms close automatically after: 30 minutes
  - Notify me when the time is up
- Countdown after closing breakout room

Set countdown timer: 30 seconds

At the bottom of the modal, there are buttons for "Options", "Recreate", and "Add". A red arrow points from the "Options" button in the modal to the "Options" button in the main interface at the bottom of the screen. The "Options" button in the main interface is highlighted with a red box.

# Recording a Breakout Session



- ❖ You can record in Breakout Rooms through “Local Recording” (Except on iOS and Android)

- A **local** recording will save on your computer (can save unlimited recordings)
- A **cloud** recording will save on Zooms cloud system (up to 1 GB)

- ❖ A user in each breakout room will need host permission to record a breakout session.

- You will receive separate files for these recordings.

- ❖ Have to click on the “**More**” button

# BUILDING LINGUISTIC BRIDGES:

## How to Provide Interpretation in Virtual Settings

*Provided by: MARB Language Services*



# Equipment Needed for Participants and Interpreters:

## Zoom (*Standard/Free*)

- A computer with reliable internet
- A telephone
- A separate call-in line for interpreters
- Headphones

## Zoom (*Pro*)

- A computer with reliable internet
- Headphones

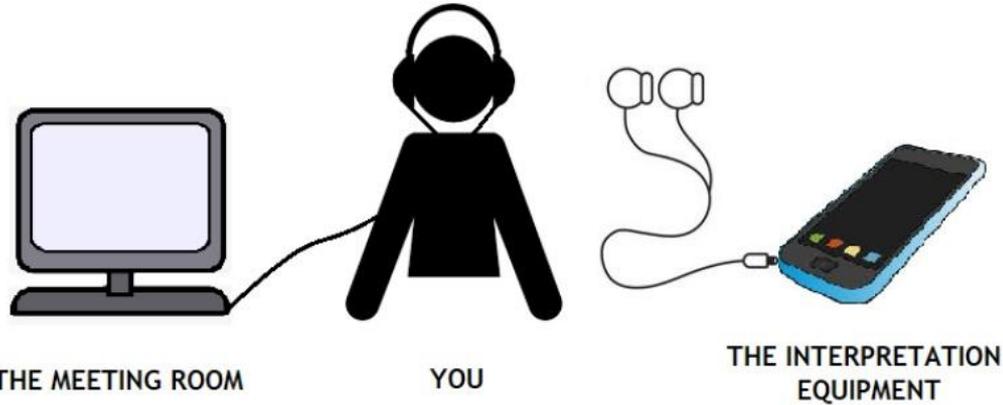


Remember: Not all of us have access to the same tools, and Some participants may need additional tech support

**Quick Tip:** Try not to breakout **ONLY** by language; that is not a language justice practice

# What Virtual Interpretation Looks Like

THE TOOLS:



For **Interpreters:**

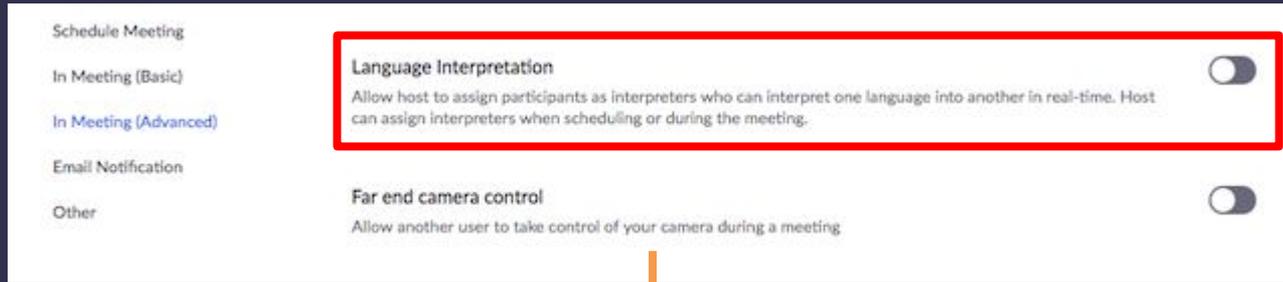
The computer is the 'meeting room' and the phone or headset is the '**interpretation equipment**'.

For **Participants:**

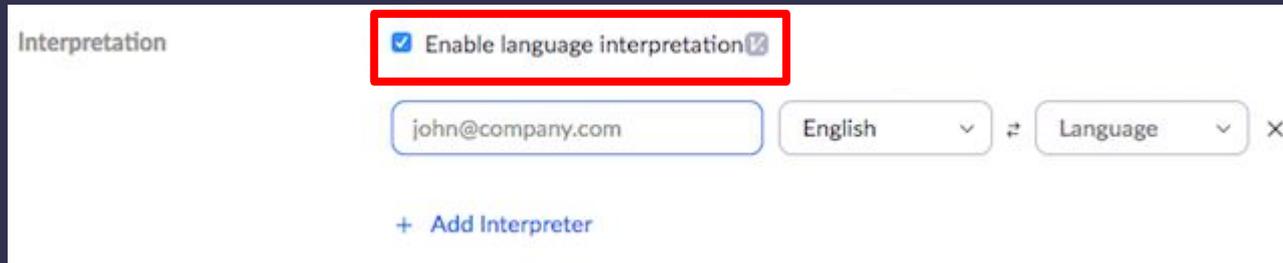
Call into the interpretation line\* OR use the globe feature on Zoom for interpretation of the language of choice.

- Click the channel with the language you need interpretation for (**On Zoom**)
- Use a call in option of the language line of that has been provided (**Without Zoom Feature**)

# — Multilingual Meetings and Interpretation (Zoom Pro Feature)



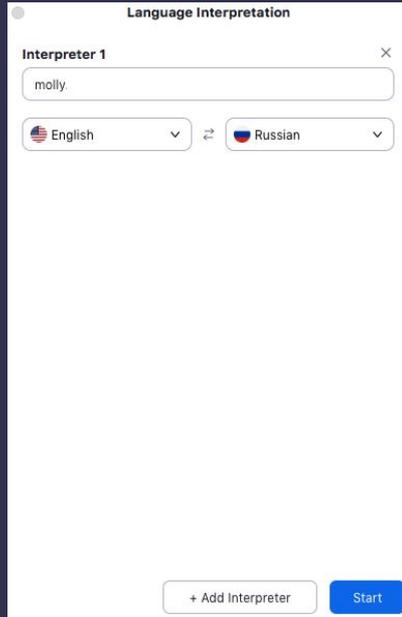
Settings must be added on the backend of Zoom ([www.zoom.us](https://www.zoom.us)) first!



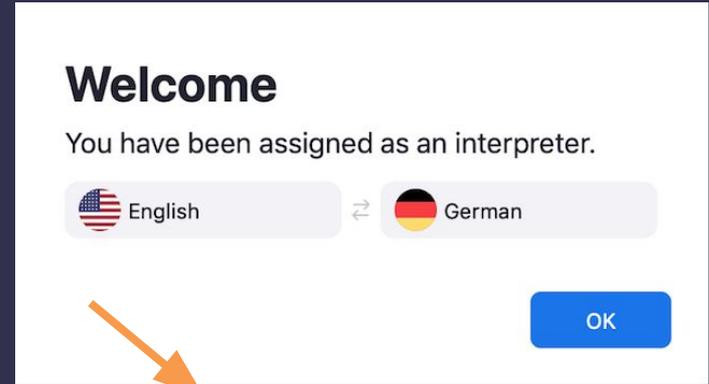
1. Once meeting has started click on “Interpretation”



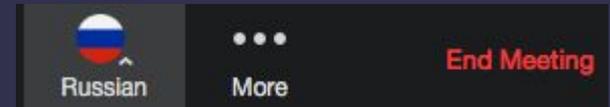
2. You can add or remove Interpreters from this menu, if necessary. Click Start to begin the interpretation sessions.



3. After the host clicks Start, the interpreters will receive a message that they have been assigned.



4. Interpreters and attendees will now be able to click Interpretation in the meeting options and select a language channel.



***A reminder that interpretation needs to be started again AFTER coming back from a breakout room***

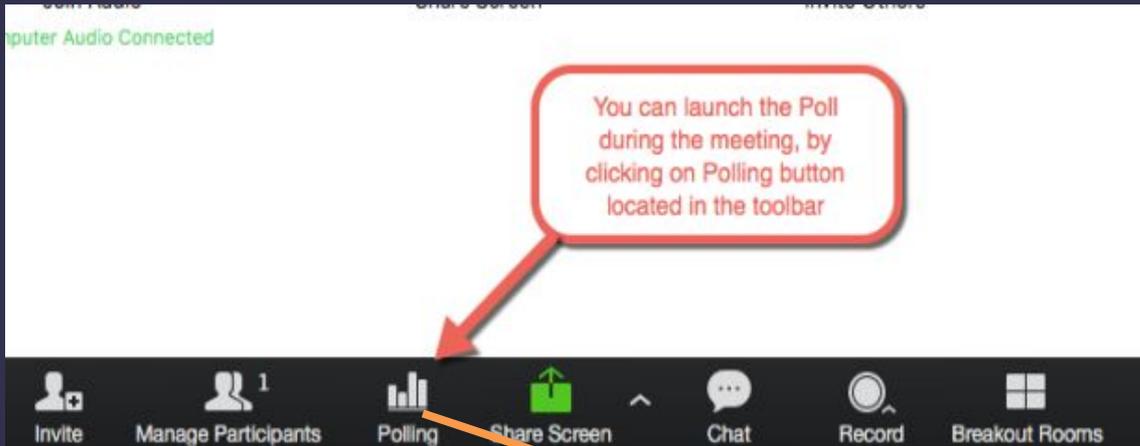
# == Polls

The screenshot shows the 'Add a Poll' dialog box with the following elements and annotations:

- Poll Title:** A text input field containing 'Student Admission Poll'. Annotation: 'Poll Title'.
- Question added in the poll:** A list of questions. The first question is '1. In which semester did you join or going to join ...'. Annotation: 'Question added in the poll'.
- Type your poll question here:** A text input field for the second question, containing '2. What is your Major'. Annotation: 'Type your poll question here'.
- Add answer choices for the question:** A list of answer choices for the second question: 'Software Engineering', 'Computer Engineering', 'Mechanical Engineering', 'Chemical Engineering' (with a count of 235), and four optional answers. Annotation: 'Add answer choices for the question'.
- Edit or Delete a question added to the poll:** 'Edit' and 'Delete' buttons next to the first question. Annotation: 'Edit or Delete a question added to the poll'.
- Add another question by clicking on this button:** A '+ Add a Question' button at the bottom of the question list. Annotation: 'Add another question by clicking on this button'.
- Save:** A blue 'Save' button at the bottom right. Annotation: 'Once all questions are added to the poll click on "Save" button to add the poll in your meeting'.

Background interface elements include: 'SOLUTIONS', 'PLANS & PRICING', 'CONTACT SALES', 'MEETING', 'JOIN A MEETING', 'HOST A MEETING', 'Start this Meeting', 'Language: English', and social media icons for LinkedIn, Twitter, YouTube, and Facebook.

# == Polls



Share data with the meeting room once you close a poll!

## Polling 1: Polling Questions

Edit

1. What is your favorite color?

Red

Green

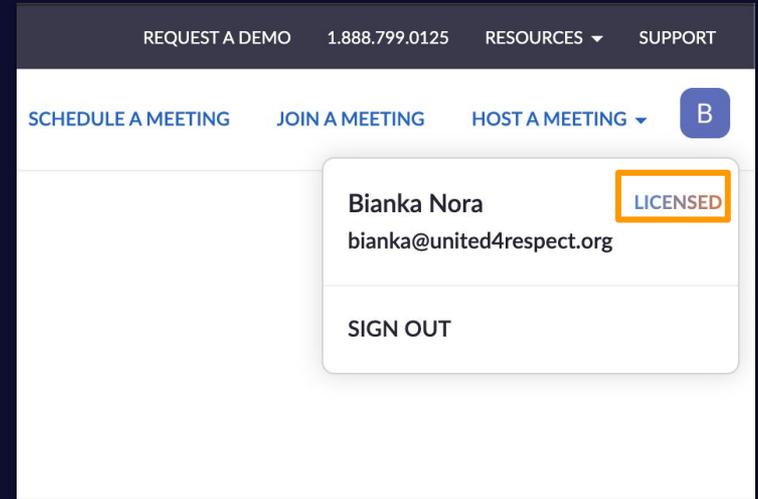
Blue

Launch Poll

This screenshot shows the configuration screen for a poll. The title is 'Polling 1: Polling Questions' with an 'Edit' link. The question is '1. What is your favorite color?'. There are three radio button options: 'Red', 'Green', and 'Blue'. At the bottom, there is a blue button labeled 'Launch Poll' which is highlighted with a red border. An orange arrow from the text 'Share data with the meeting room once you close a poll!' points to this button.

# Zoom Licensing

*(It just means you have a paid account)*



REQUEST A DEMO 1.888.799.0125 RESOURCES ▾ SUPPORT

SCHEDULE A MEETING JOIN A MEETING HOST A MEETING ▾ B

Bianka Nora LICENSED  
bianka@united4respect.org

SIGN OUT

This screenshot shows the Zoom user profile interface. At the top, there are navigation links: 'REQUEST A DEMO', '1.888.799.0125', 'RESOURCES' with a dropdown arrow, and 'SUPPORT'. Below this, there are three main navigation options: 'SCHEDULE A MEETING', 'JOIN A MEETING', and 'HOST A MEETING' with a dropdown arrow, followed by a blue circular profile icon containing the letter 'B'. The profile card for 'Bianka Nora' is displayed, showing her name, email address 'bianka@united4respect.org', and a blue 'LICENSED' badge in the top right corner. A 'SIGN OUT' button is located at the bottom of the profile card.



io

BASIC

SIGN OUT

This screenshot shows a zoomed-in view of a Zoom user profile. The profile name and email are blurred. A blue 'BASIC' badge is visible in the top right corner, highlighted with an orange square. A large red arrow points from the bottom left towards the 'BASIC' badge. A 'SIGN OUT' button is visible at the bottom of the profile card.

# Zoom Licensed Account Features



- ❖ **Customize a Personal Meeting ID**
- ❖ **Record to the Zoom cloud**
- ❖ **Be an alternative host (Co-host!)**
- ❖ **Assign others to schedule, and schedule on behalf of (Through your Zoom Settings)**
- ❖ **Utilize account add-ons such as large meetings (when needing to meet with over 100 participants), Zoom Room, and Webinars**

# Assigning Licenses

Only the **Account Owner** can *initially* create user roles and assign users to those roles, or assign licenses.

There are 3 roles in the accounts:

- **Owner:** Has all privileges including Role Management (*can apply add-on features to licensed accounts like webinars and interpretation*)
- **Admin:** Can add, remove or edit users.
- **Members:** Has no administrative privileges.

Go to **User Management** to assign multiple licenses or watch this: <https://bit.ly/ZoomUsers>

## Account Profile

Basic Information

Account Type

Business (Named Host)

Account Name

United for Respect

Account Alias

United for Respect

Your Role

Member

Account Owner

Account Number

[Unassociate and create your own account](#)

## Edit User

Emails

User Type

Basic  Licensed <sup>?</sup>  On-Prem <sup>?</sup>

Feature

Large Meeting  
 Webinar  500

User Role

Admin

Department

e.g. Product

Job Title

e.g. Product Manager

Location

e.g. San Jose

Save

Cancel

# Passwords and Security

Registration	<input checked="" type="checkbox"/> Required
Meeting ID	<input checked="" type="radio"/> Generated ID 953-8380-1408 <input type="radio"/> Personal Meeting ID 243-487-3795
Meeting Password	<input checked="" type="checkbox"/> Require meeting password <input type="text" value="v158o7hl"/>

- Require registration and meeting passwords
- Enable waiting rooms (advanced)
- Control the chat (turning off the chat feature)
- <https://bit.ly/O2OZoom> (For more ways to secure your meetings)

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# Engagement and Facilitation

*What challenges have you experienced with hosting meetings with the communities your organize with online?*

*Are the challenges different depending on the type of meeting?*

# Lots of things are changing, but you can still organize!

(Just not like this ↓ ↓ ↓)



- Opportunity to increase engagement of membership
- Build more points of connection among membership and remote staff
- Platform that lets leaders lead parts of the agenda (just like in person)



JOIN HEROES 4 HEALTHCARE  
& CENTER FOR POPULAR DEMOCRACY

## 3/23 VIRTUAL RALLY WE DEMAND TESTING & TREATMENT FOR ALL

BE A HERO. BE SAFE. JOIN THE DIGITAL MOVEMENT.

MONDAY 3/23, 2PM EASTERN (1PM CENTRAL)

REGISTER TO JOIN THE ACTION:  
<https://bit.ly/virtualrallytesting>

If you are an elected official and you do not support Medicare for All and public production of pharmaceuticals, we are putting you on notice. We need a healthcare system that works for all.

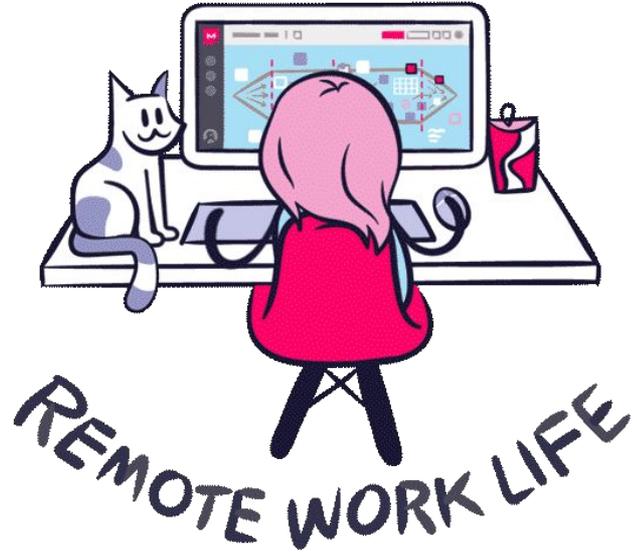
# Don't be afraid to get creative & experiment with new actions coordinated through Zoom!

- Virtual rallies through zoom
- Organize Blitzes Facebook page “blitzes”
- Phone call actions!
- Letter writing campaigns
- Membership Meetings
- Tele-townhalls

**UNITED**for  
**RESPECT**

# Pre-Steps: Holding an Effective Meeting Online

- ❖ Have *at least two facilitators*
  - One to help lead the training
  - One to help **run technical assistance** (*muting participants, help participants enter the meeting, click through slides, and attend to questions in the chat*)
- ❖ Develop your leadership by giving them roles in the meeting including facilitation, recruitment, building the agenda, or note-taking
- ❖ Begin meetings with nice to knows (Mute mics to reduce background noise, start on time, etc)



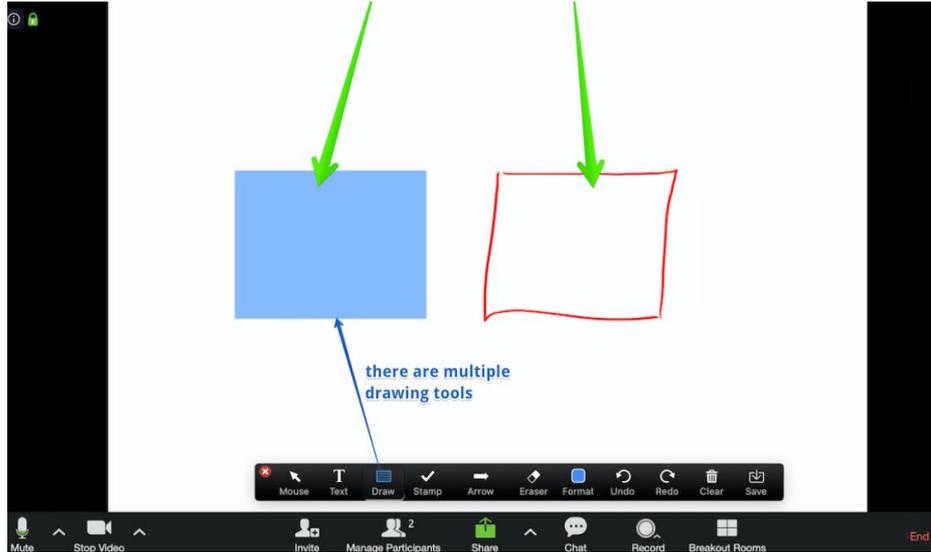
# Have an Agenda Beforehand (We LOVE a P.O.P.)

- **Purpose** → **Why**: Why are we holding this meeting? Broader purpose.
  - *Example: Engage organizational membership around an upcoming School Board meeting for a teacher compensation fight.*
- **Outcomes** → **What**: What needs to accomplish by the end of this meeting?
  - These are your meeting outcomes. Should be specific.
  - *Example: 1. Clearly defined roles for participation at the School board meeting 2. Assign roles to new members and leaders 3. Create and agree list of demands 4. Determine recruitment goal for the meeting*
- **Process** → **How**: How will meeting outcomes be achieved?
  - This is the process of building the agenda. These are the items that will be facilitated based on your outcomes.
  - Build in **facilitation roles** into your meeting, **time for discussion**, and **interaction**

# Making your Video Calls More Interactive

- ❖ **Practice participatory facilitation!** (Checking for agreement through active consent)
  - Polls & Temperature Checks
    - “Send a gif”, “Thumbs up” *“Put your favorite cereal in the chat if you have ever used Zoom before”*
  - Do something on camera like a short check in routine
  - Utilize the chatbox for immediate feedback
  - Call on users directly
  
- ❖ **Use group breakouts for large group discussion and report backs**
  
- ❖ **Always incorporate an interactive element when setting your meeting goals and outcomes**

# Making your Video Calls More Interactive



- ❖ **Use shared documents and visuals**  
*(Google docs for example)*
- ❖ **Use spectagrams or “post it’s” to increase participation** (Where do people fall on a spectrum)
- ❖ **Always have a call in option**
- ❖ **Use Zoom annotations or other whiteboard extensions** (But be careful!)
- ❖ **We love Icebreaker.Video!**

Let's Try It Out

[https://bit.ly/Zoom\\_020](https://bit.ly/Zoom_020)

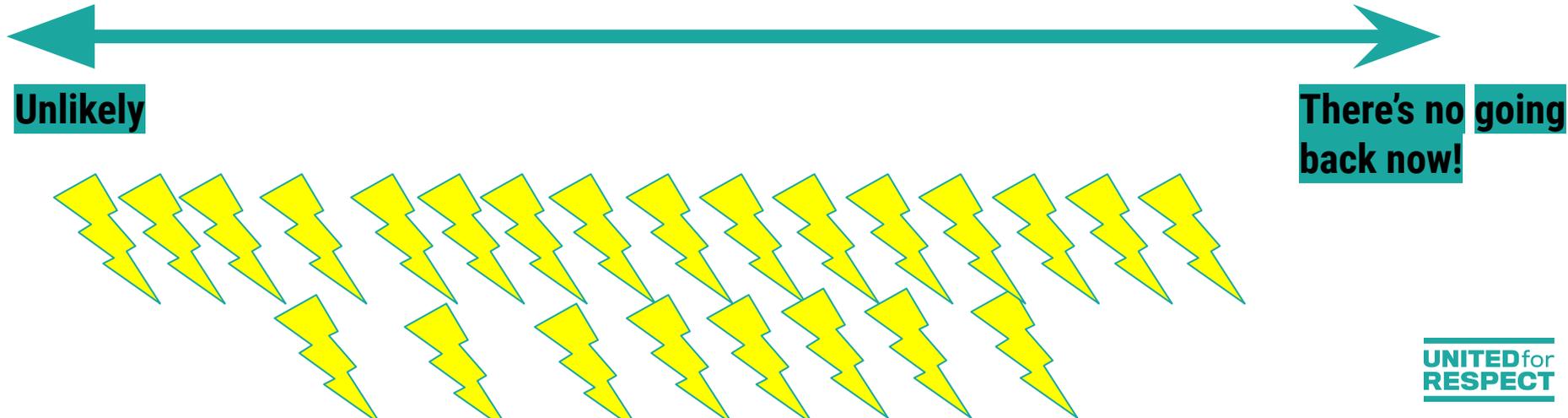
What is the culture that you want to create in your online meeting facilitation?


What is 1 Zoom feature that you use a lot, or want to start using in your meetings?




# Spectrogram: Testing for Agreement

*How likely are you to use the Zoom features and best practices discussed in this training so far?*



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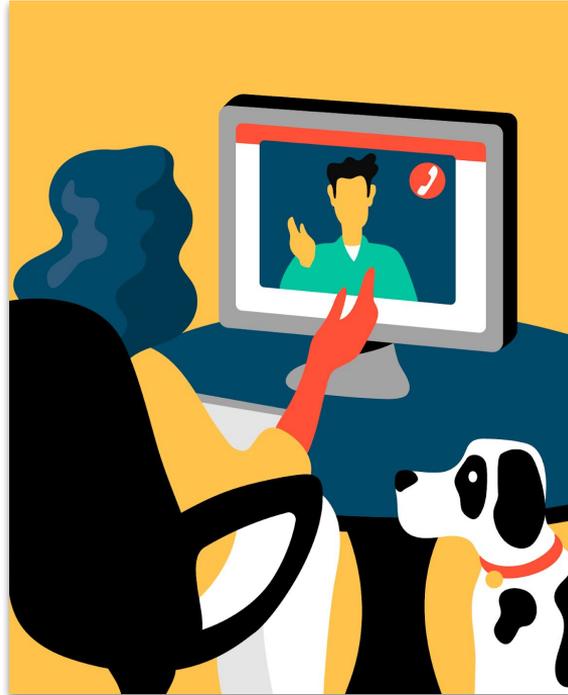
# Managing Zoom Burn-Out and Fatigue



# Quick Tips: Video Conferencing from Home

## We encourage you to:

- ❖ Avoid Isolation and Loneliness
- ❖ Get a Virtual Background
- ❖ Minimize Background Noise (**Krisp** is a great tool that can help)
- ❖ Use Nature to Nurture Productivity



## Think About Tech Accessibility

- Not Everyone will have a web camera/have the ability to be on camera
- Always have a phone-in option available
- Low internet connection and bandwidth issues? Turn off your video!
- Think about the Tech Learning Curve

Keep in mind: We're tired because we're working harder to process non-verbal cues over video chat.

# Zoom Fatigue And Burnout

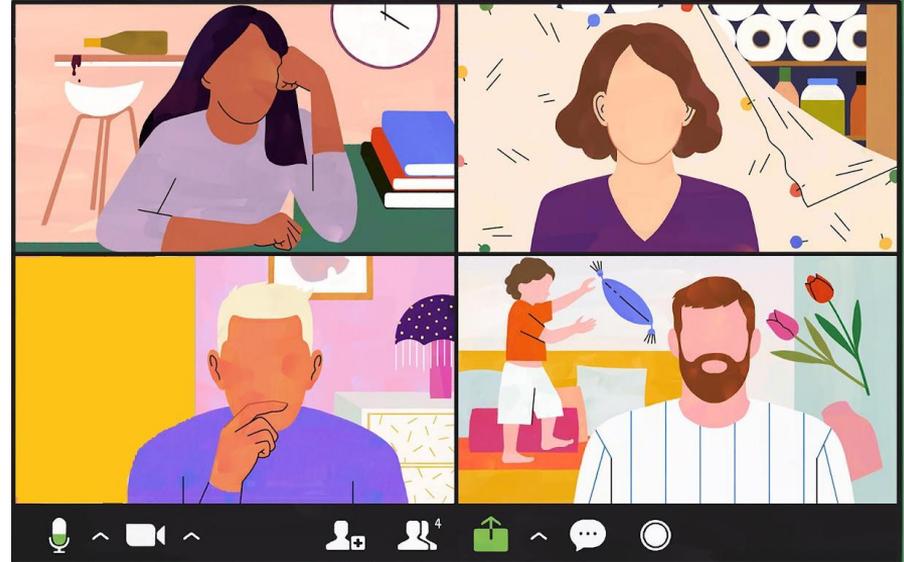


***Something to Consider: More data is suggesting that turning on your video should be optional.***

- ❖ Take 5 Minutes Regularly (Away from screens)
- ❖ Allow space to connect about something happening in life outside of work.
- ❖ Plan a morning zoom coffee and / or happy hour.
- ❖ Cowork with each other and your team.
- ❖ Block the self-view feature; *we're not used to looking at ourselves speak for hours a day.*

# Zoom Fatigue and Burnout

- ❖ End meetings 10-15 minutes before the hour
- ❖ Schedule “Work-blocks” into your calendars to prevent back to back meetings
- ❖ Answer age-old question before sending a Zoom invite...“*Could this meeting have been an email??*”
- ❖ Switch it up and go back to basics with a conference line or phone call



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Questions  
Or  
*Reflections?*



Contact Us:

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[www.o2ostrategy.org](http://www.o2ostrategy.org)