



# ZOOM CALL PROTOCOL

Putting Your **BEST SELF** Forward

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# The Case for Technology

- Create experiences to connect and inspire our members/donors
- Make Zoom a place to remain connected while staying physically distant
- Find ways to support Hadassah
- Each Geographic Area & Region has an account
- Members can attend events anywhere in the country

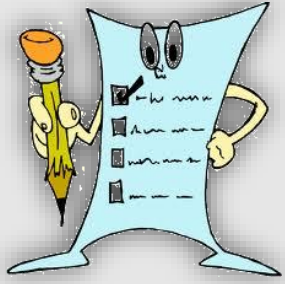


# Type of Zoom Events: April – September 15, 2020

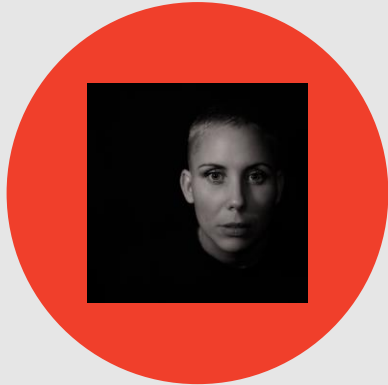
13,874 Participants



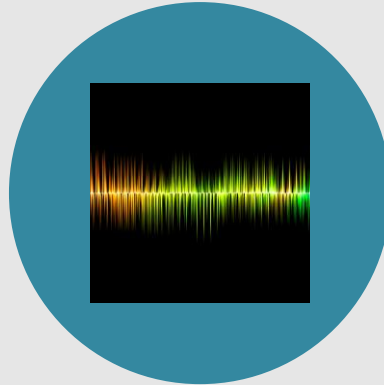
- Board Meeting
- Philanthropy
- Book & Author
- Arts & Lifestyle
- Social
- Committee Meeting/ Event Planning
- Health & Wellness
- Jewish Education
- Entertainment
- Leadership Training
- Zionism
- Young Women
- Advocacy



# You on Zoom



YOUR LOOK



YOUR SOUND



YOUR ACTION



1

We don't want to look up your nostrils!



2



3 & 4



5

# How to Look Professional on Zoom

1. Elevate your device/camera above eye level
2. Control Noise
3. A word about make-up
4. Are you a presenter?  
**Look the part!**
5. Sound like a PRO

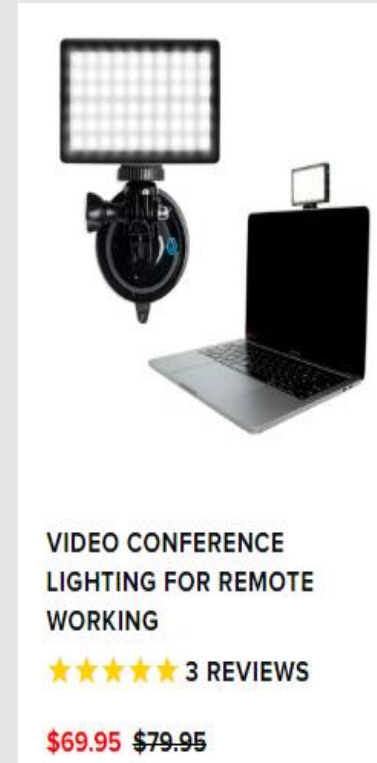


# We want to SEE you!



## Light your Face

- Light source on  $\frac{3}{4}$  of face
- Elevate light source to slightly above nostril line
- Avoid strong reflection in glasses
- Close windows behind and slightly behind or side



<https://lumecube.com/collections/best-sellers>

Lite Source LS-211RED  
Goosy 15-Inch 60-Watt  
Desk Lamp, Red  
\$24.00 on Amazon



- Gooseneck
- Raise lamp base



Sponsored ⓘ

Verilux 12496 - VLX12496 Standard  
Daylight Full Spectrum Light Bulb

★★★★☆ 14

\$12<sup>99</sup>

✓prime FREE One-Day  
Get it Tomorrow, May 22

# Housekeeping



1. What's in your control?
2. What's NOT in your control?

# Virtual Backgrounds: YES? NO?

- Use a Green Screen  
AND
- **Don't move an inch!**



Webaround Portable Webcam Background, Big Shot, 56",  
(Chroma Key Green Screen) (Gen2)



**Note:**

- 1. Virtual Backgrounds do not work on android, chromebook, older pc's
- 2. Virtual backgrounds use bandwidth
- 3. Sometimes they don't work on NEW computers

General

**Video**

Audio

Share Screen

Chat

Virtual Background

Recording


Profile

Statistics

Keyboard Shortcuts

Accessibility

Rotate 90°



**My Video:**

☒ Enable HD

☒ Mirror my video

☒ Touch up my appearance

**Meetings:**

☒ Always display participant names on their video

☐ Turn off my video when joining meeting

☒ Always show video preview dialog when joining a video meeting

☐ Hide non-video participants

☒ Spotlight my video when I speak

☒ Display up to 49 participants per screen in Gallery View

Advanced

Select a Camera

✓ Integrated Webcam

Choose Virtual Background

Video Settings...

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Mute

Stop Video

Security

Participants 1

Chat

Share Screen

Record

Reactions



# Video Filters: AKA Stable Gimmicks

Zoom Meeting

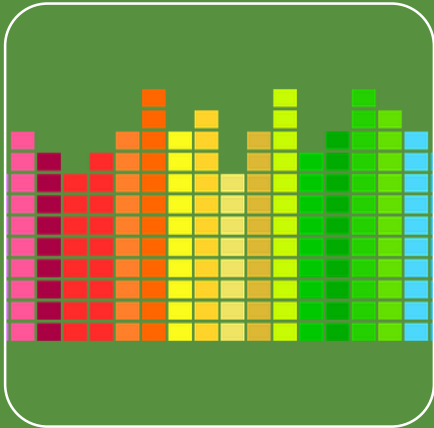
Enter Full Screen

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Unmute Stop Video Security Participants Chat Share Screen Record Breakout Rooms Reactions

End

# You on Zoom



## Your Sound—**Best Bet = USB Connected Headset**

- Some NO NO's
  - Laptop audio w/o headset
  - Telephone Speaker feature



## Your ACTION

- I talk with my hands. Do you?
- Watch out for distractions
- Virtual background
  - Don't disappear in it
  - Stay perfectly still

# The Foundation is Everything!

## Settings: Enabling & Using Functionalities

- Meeting vs Webinar
- Pin or Spotlight Speakers: **update!**
- Participants entry
- Backgrounds
- Screenshare
  - Audio
  - Video
- Increasing Interactions
  - Polls, CHAT, breakout rooms, reactions
- File Share
- Reports



	Meeting	Webinar
Description	Zoom meetings are ideal for hosting more interactive sessions where you'll want to have lots of audience participation or break your session into smaller groups.	Think of webinars like a virtual lecture hall or auditorium. Webinars are ideal for large audiences or events that are open to the public. Typically, webinar attendees do not interact with one another. Though Zoom provides options for you to get more social with your attendees, your average webinar has one or a few people speaking to an audience.
Best used for	<p>Small to large groups (2+ participants) for:</p> <ul style="list-style-type: none"> <li>• Customer-facing meetings</li> <li>• Sales meetings</li> <li>• Training sessions</li> </ul>	<p>Large events and public broadcasts (50+ attendees) such as:</p> <ul style="list-style-type: none"> <li>• Town halls</li> <li>• Quarterly updates</li> <li>• Educational lectures</li> </ul>
Typically used by	<ul style="list-style-type: none"> <li>• General employees</li> <li>• Training groups</li> </ul>	<ul style="list-style-type: none"> <li>• Event hosts</li> <li>• SVPs and C-Suite</li> </ul>



### Example 1: Meeting vs Webinar

<https://support.zoom.us/hc/en-us/articles/115005474943-Meeting-and-webinar-comparison>

### Example 2: Simultaneous Spotlights UPDATE!

You can [pin up to 9 participants' videos](#), which will make them the primary speaker on your device only.

# תודה רבה

*Todah Rabah ~ Thank You Very Much*



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