Online
Event Hosting
Tips and Tricks

Hosting a Virtual Event

- Think about your audience – what is your goal?
  - People interacting "face-to-face"
  - Bringing a small group together
  - Reaching a large amount of people
  - What do you want the participants to experience?

- Staffing The Event
  - Over 15 people should have a staff person who is trained in the platform
    - Their sole responsibility is to run the technology (visual t'filah, any slides, etc.) and to interact with participants (chat, muting, etc.)
    - This will allow presenter to teach and not worry about running the event

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Hosting a Virtual Event

- Things to Think About-Zoom Meeting
  - A personal zoom ID should NEVER be used for more than a 1-on-1 conversation
  - Never use recurring links for external meetings
  - Registration for zoom events is highly encouraged
  - Turn off "Join Before Host"
  - Waiting room
    - Allows hosts to control when participants join a meeting and WHO is attending
    - Can admit everyone at once or one at a time
  - Etiquette
    - Make sure that you are in a quiet room, if possible, to detract from additional noise
    - To minimize background noise, go to your "Audio Settings" and click "Advanced" and set play around with the audio processing for your needs!

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Admin Settings for Your Zoom

"View More Settings" in app or "Settings" on browser

Settings button key: Grey=Off | **Blue=On**

The following should be adjusted:

- Screen sharing (Who can share): Host Only
- Allow removed participants to rejoin: Turn Off
- File Transfer: Turn Off
- Annotation: Turn Off
- Whiteboard: Turn Off
- Mute participants upon entry: Turn On
- Private Chat: Turn Off
- Remote control: Turn Off
- Play sound when participants join or leave: Host Only
- Allow live stream meetings: Turn On
  - Anyone who is planning on hosting a live event needs th
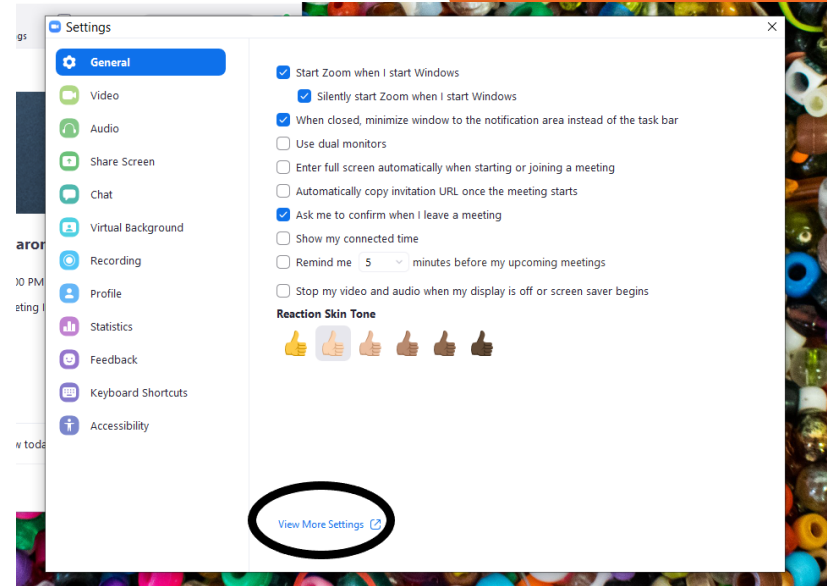
You cannot go live from your phone, but you can manage a meeting safely by utilizing the circled settings.

Zoom Settings on Your Phone

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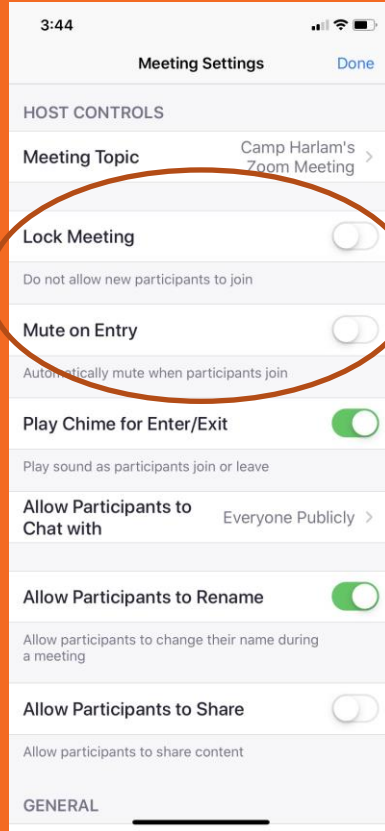
Zoom-bombing!
Webster's dictionary word of the year

- New word for Webster's dictionary…

- People who are joining Zoom events and yelling/writing racist/anti-Semitic/homophobic things to disrupt and event

- Code between the tech support and presenter when a ZB is in a room

- To Avoid:
  - Lock the meeting once you have started
  - If possible, make chat "host only"
  - If a ZB enters, remove them and ensure setting is on that they cannot reenter
  - Have a co-host for all meetings
  - If you are able, add a password to small group/individual meetings

Building a Meeting

- Things to Think About:
  - You should either ensure that there is a password OR waiting room-never neither.
    - A waiting room is a great option when you want to share a link broadly!
  - Requiring registration
    - HIGHLY recommend for security purposes
      - Can automatically or manually approve attendees
      - Recommend clicking "Allow attendees to join from multiple devices" to avoid participants sharing link
      - Customized Questions
        - Short Answer-Open Ended
        - Single Answer-Multiple Choice
      - Allows you to brand your event and set up specific email settings
  - Breakout Groups: Pre-Assign
    - You can easily upload a document to add breakout groups before the meeting; emails need to match participant login

Breakout Groups

▸ Set up:
  ▹ Pre-load them using CSV. Document with group name and then email
  ▹ Everyone needs to sign in using the same email their registered with for the pre-assigned groups to work
  ▹ If you want to override the groups, sign in using same main account on a separate device, upload the new groups, and sign in. Once in, make the new device a host and click "Recreate Pre-Assigned Groups"

▸ Things to think about:
  ▹ Cannot break into smaller groups
  ▹ Make sure the leaders are made "co-hosts"
  ▹ Someone should always be in the main room

Zoom-to-Facebook Live

- Great way to have more than 1 person on Facebook Live at a time
- When presenting, make sure that you are using "Speaker Mode", unless you want all participants to be seen
- Whatever the presenter is seeing is what the live feed is showing
  - This does not include internal chats
- There is a 20-second delay so you do not want to be in the same room as someone who is watching the feed
- No ability to directly connect with audience

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Zoom-to-Facebook Live: Community Connection

There are several benefits to having your community together during Facebook live events, especially so that your members can interact with each other and see one another. If the person streaming remains on "speaker mode", participants can choose to be in gallery mode to see others. **However**, if the person streaming moves to gallery mode, it can be very distracting to the viewers on Facebook.

Make sure to keep this in mind when planning your goals for the event!

You need to make sure your Zoom settings have been set to allow live streaming.

Click "View more settings" from the desktop app to find these settings

Zoom Live
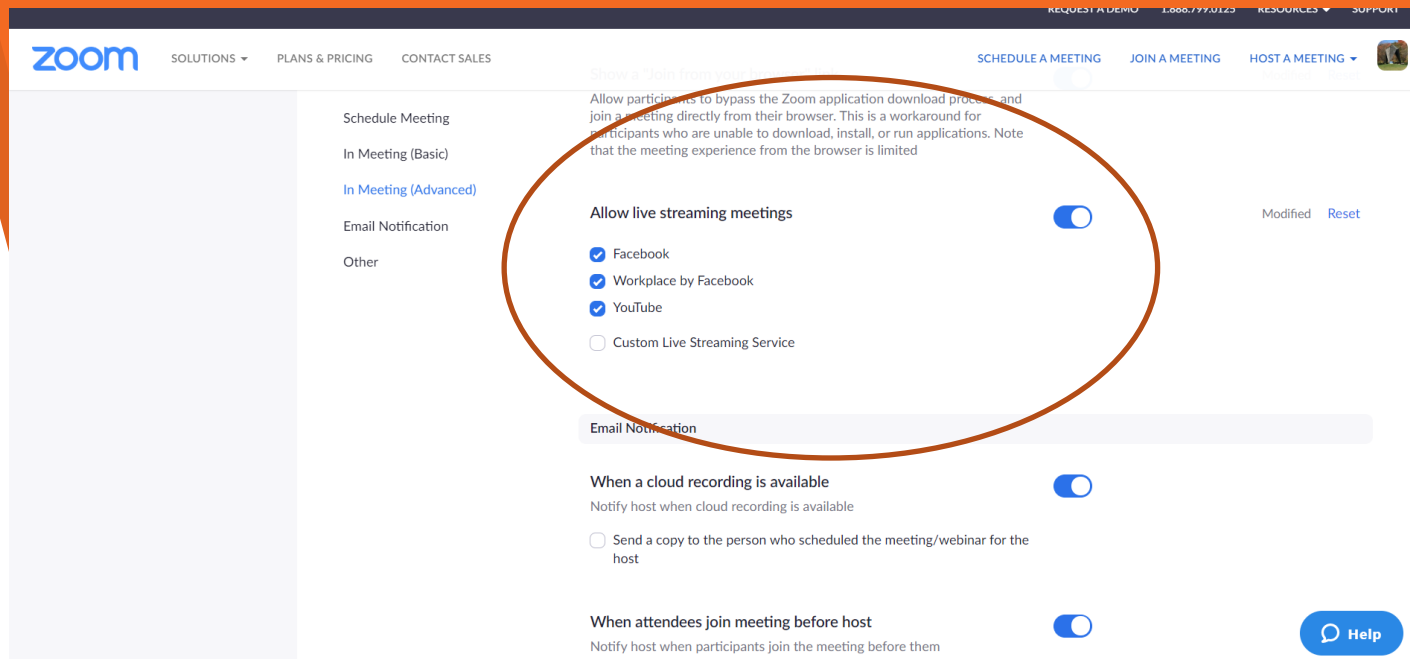
To manage participants and in meeting settings

To go live

Zoom Bar
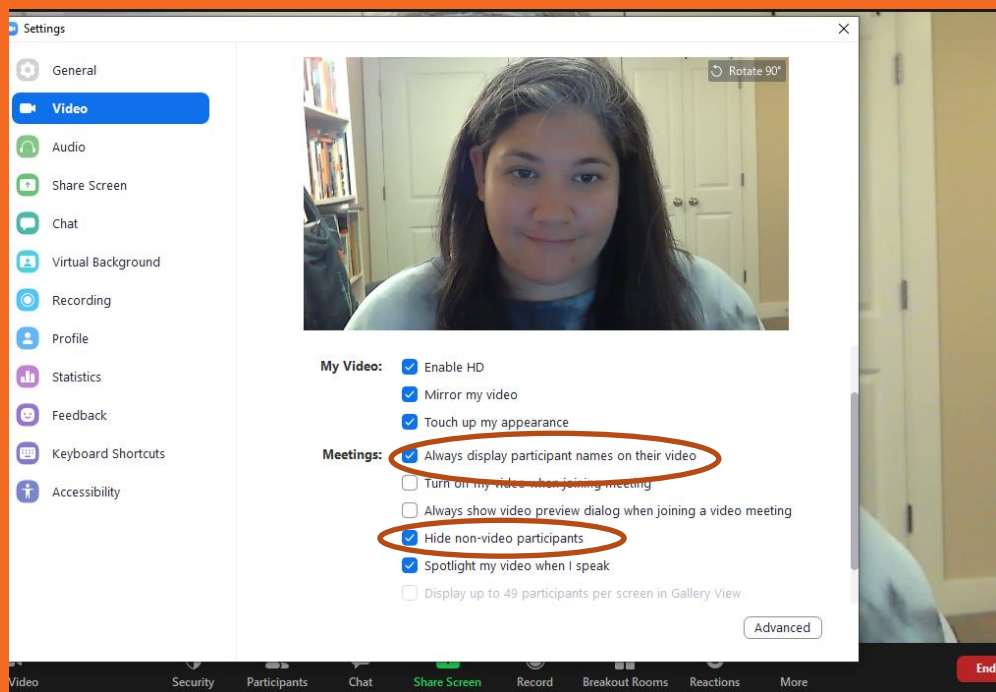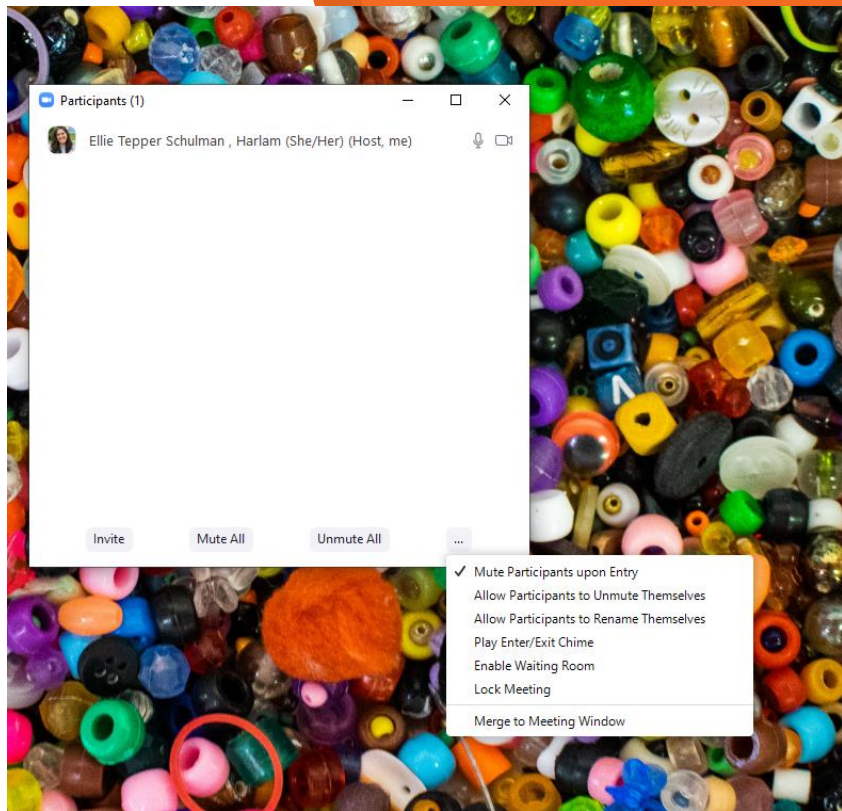
Manage Participants
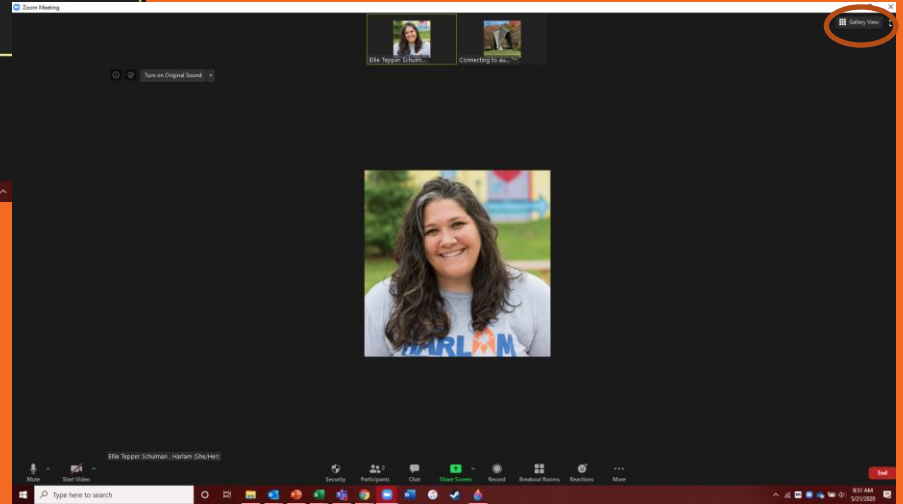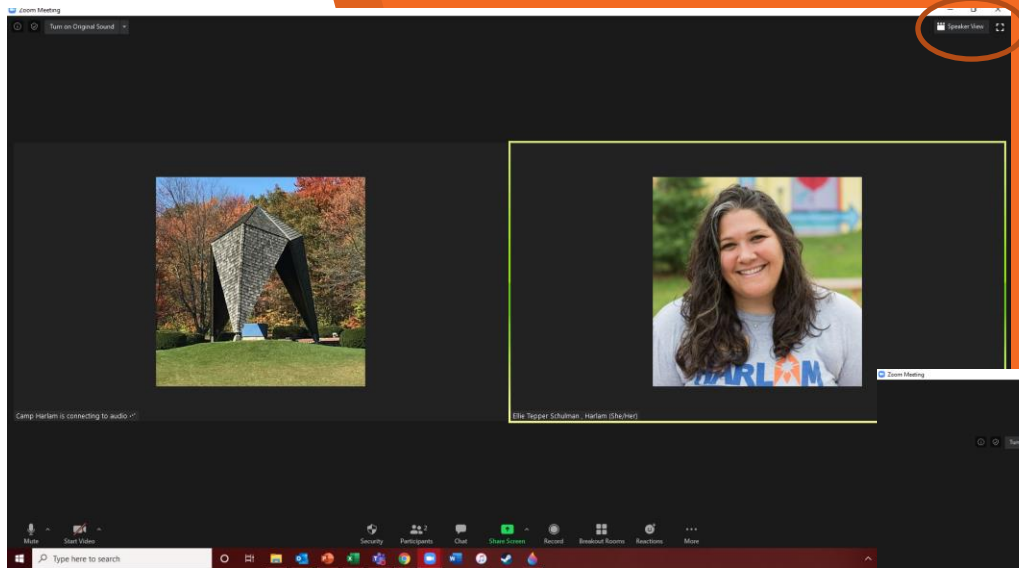
Screen Set Up

Step Two!

Step One!

Zoom to Facebook Live

Zoom to Facebook
Live-Older Version

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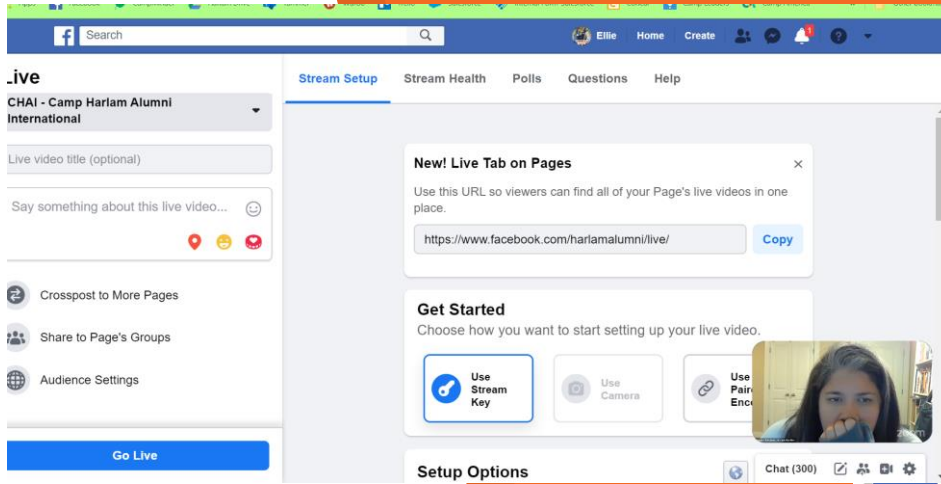
Zoom to Facebook Live-Live Producer

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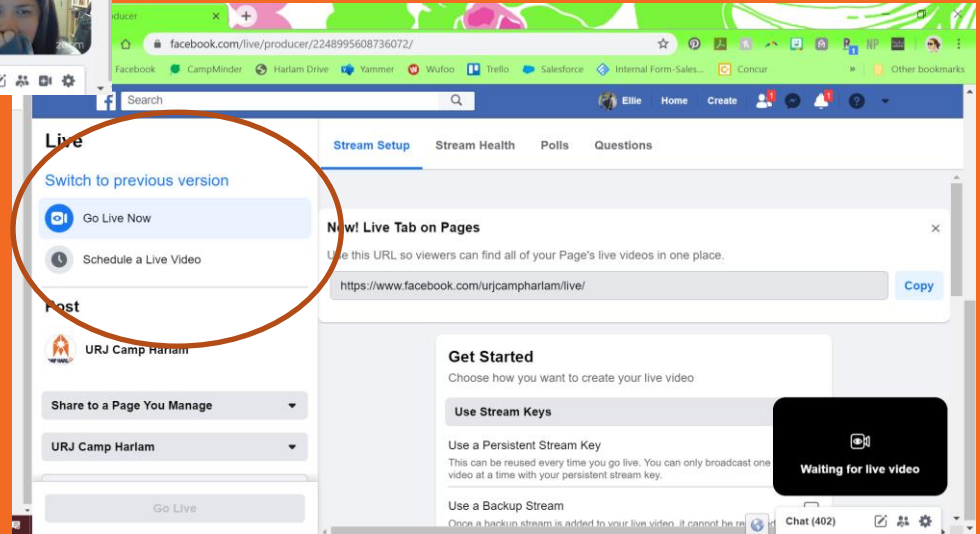
Once you are live, this will say LIVE. To end the broadcast, click the grey button and it will give you an option to end!

Zoom to Facebook Live
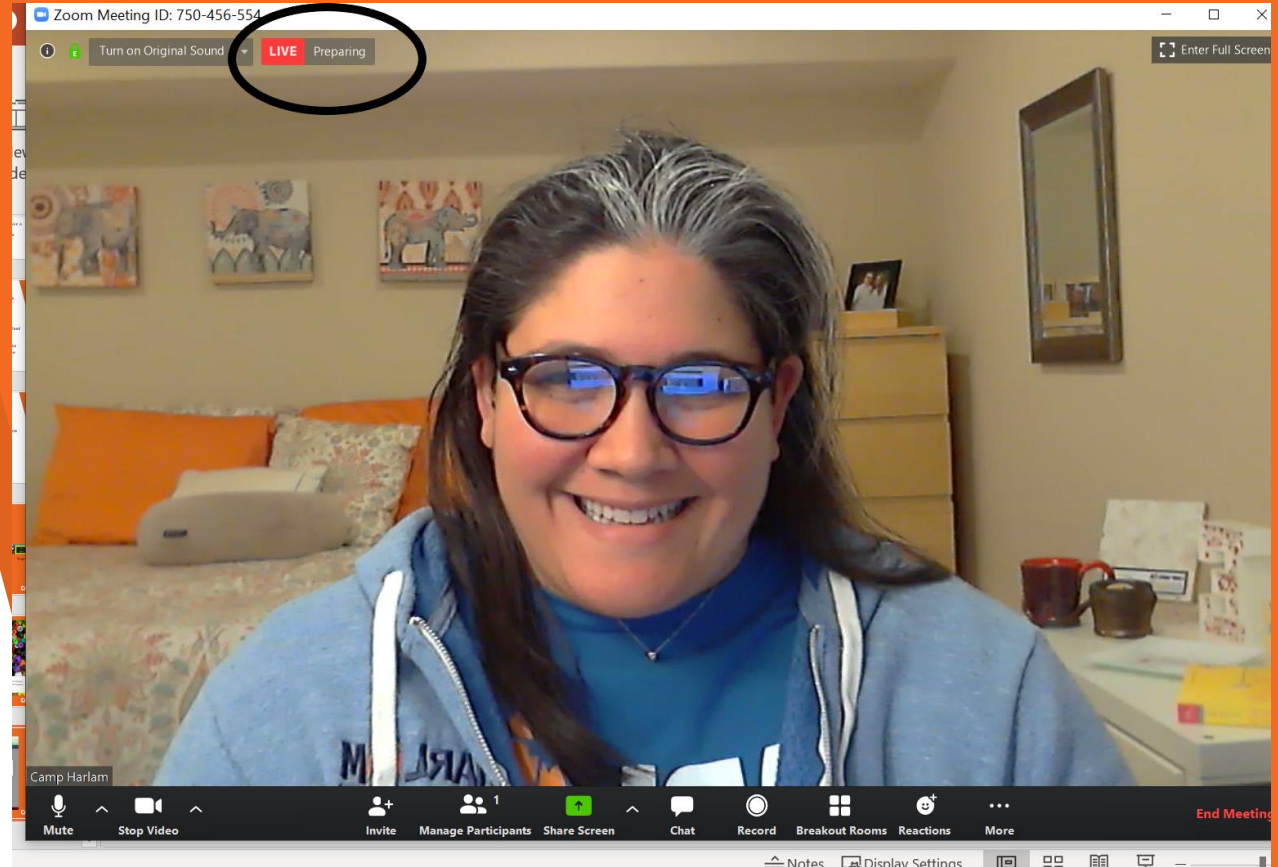
Direct Facebook Live

- Great option for one person who is presenting
- Opportunity to engage directly with participants
- Presenter must be an admin on the platform
- Someone should still be "on tech" to help moderate the chat box
  - Tech should set up a separate text/Facebook message with the presenter

In order to have capacity to do this, you need to be an admin/editor on your program's Facebook page.

Click the live button

Facebook Live Details
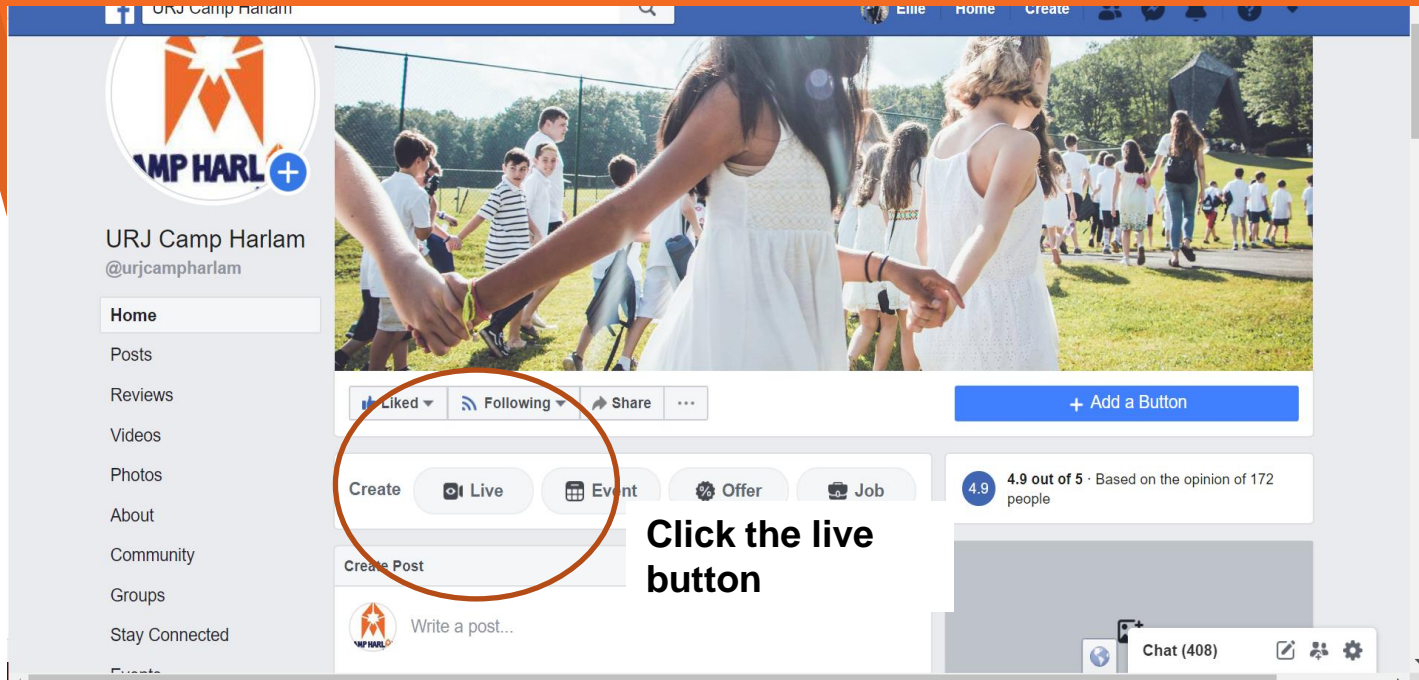
*Note: This is when you choose "Previous Version" or do not choose "Try Live Producer"

Facebook Live Details

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If Zoom to Facebook live does not automatically work…

In settings, enable "Custom Live Streaming Service" but leave text box empty (it is just free text to give instructions)

Start your meeting in Zoom and click on "More," then select Custom Live Streaming. Zoom will open a new page.

Open a second browser window tab and go to your organizations Facebook page in this second browser window and look underneath the cover photo for the option to **CREATE LIVE**. A new window will open.
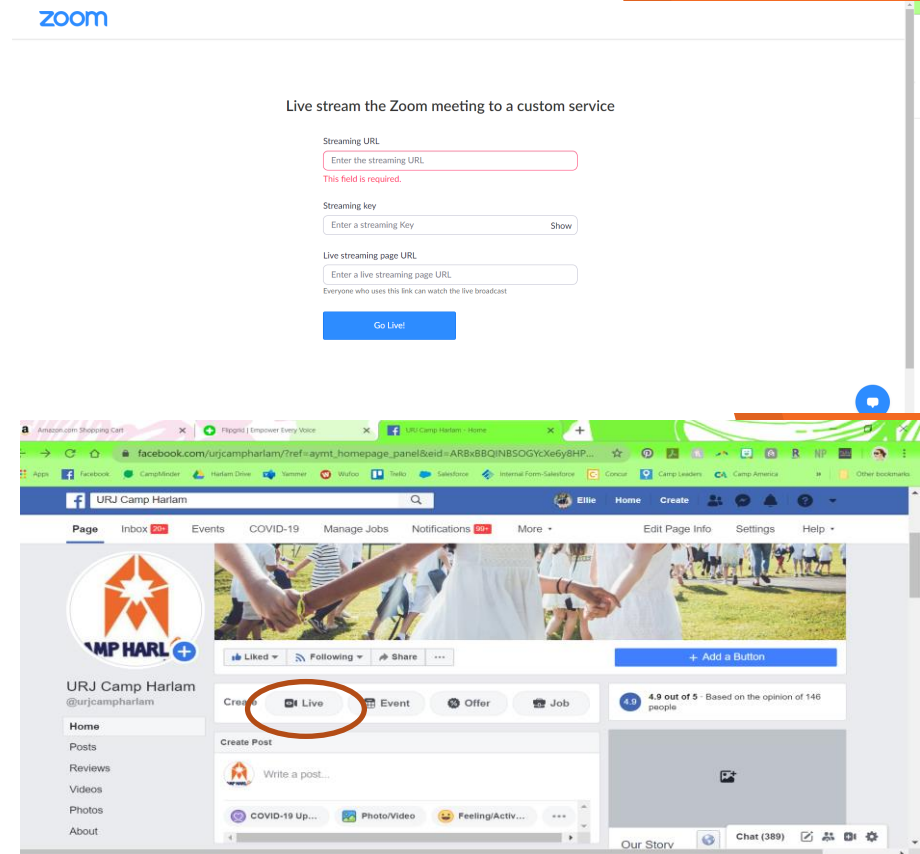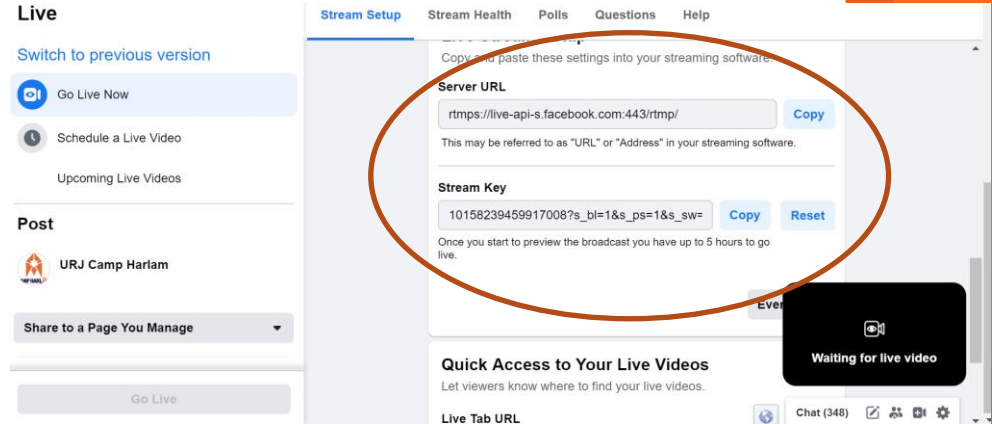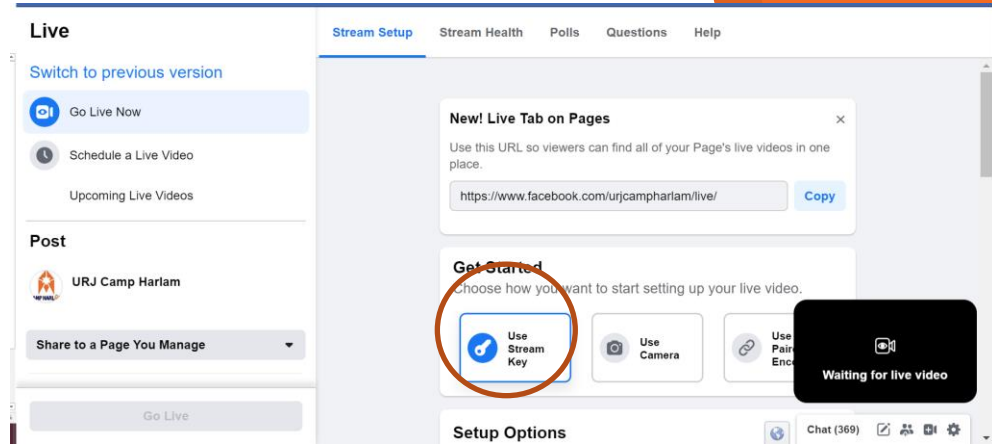
You are looking for the three following things:

If you are in "Live Production Mode", you will see a black box in the lower right-hand corner that says "Waiting for live video." Make sure the **Use Stream Key** box is highlighted in blue in the section titled Get Started.

Scroll down until you see the server URL and Stream Key.

Make sure you put a title and a description.

If you are in "Previous/Regular Version", you will see a navy box that says "Choose where you want to post." Scroll down and use the **Use Stream Key** listed

One by one, copy the **Server URL (API)**, **stream key** and the **actual webpage URL** (way at the top of your Facebook window – what you would copy to give someone the address of the page) and paste them into the corresponding textboxes on the Zoom page. And then press "Go Live".

Questions?

Do not hesitate to reach out:

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