



Folk Presenters Guide

Folklife programming live and in place!

Meetings



Video features: screen sharing, transcripts, optimized video and audio sharing for all.



Participants: Up to 100 participants



Interactivity: Chat, breakout rooms, and polling for participants



What else?
Mobile apps

Meetings are collaborative, synchronous events

Webinars



Video features: Screensharing and recording. Optimized video sharing for only hosts and panelists.



Participants: Up to 500 participants who are visible to host and panelists, and may be muted.



Interactivity: Moderated Q&A, chat, and polling for viewers



What else? Registration and email reminders, mobile friendly

Webinars are presentation style events

1. Meetings vs. Webinars

Webinars places emphasis on video sharing for only hosts and panelists! Keep in mind that you can have up to 100 Panelists!

Inviting Attendees & Promotion

Slow Food Live: April 28



Topic The Magic of Microgreens with Roberto Meza

Description Learn what microgreens are, why they are important to grow, and how to grow them using soil or jute mats in hydroponics systems with Roberto Meza.

Roberto Meza is a local food advocate, first-generation farmer, and co-founder of Emerald Gardens, a year-round greenhouse farm with a mission to strengthen communities by addressing food access, and working to develop equitable models of aggregation and distribution for other local farms. He is a member of the Denver Sustainable Food Policy Council, board member of the High Plains Food Co-op, and Chair of membership for Mile High Farmers, the local chapter of the Rocky Mountain Farmers Union and the National Young Farmers Coalition.

Materials Needed: Soil or jute mats (available on the Emerald Gardens website), nursery trays or another shallow container, seeds, and water bottle or hose.

Good for Kids?: Yes!

Time Apr 28, 2020 02:00 PM in [Eastern Time \(US and Canada\)](#)



* Required information

First Name *

Last Name *

Email Address *

Confirm Email Address *

Register

2. Create Registration & Build Your Attendees

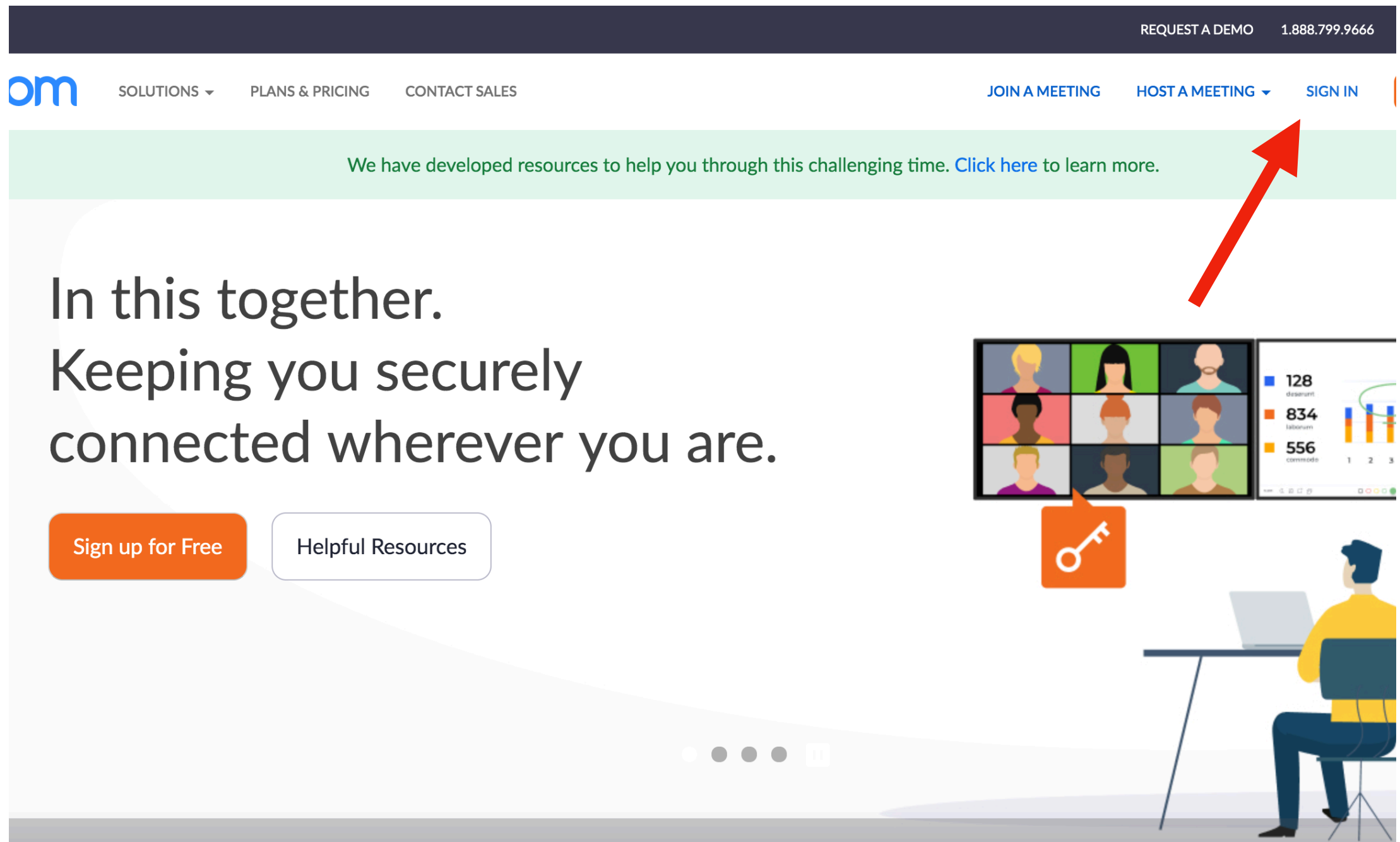
Webinars allow you to create registration for attendees to view your Zoom Webinar within the platform

Facebook interface showing the Slow Food USA page. The page features a post from April 26 at 11:00 AM. The post text reads: "Tomorrow on Slow Food Live is Slow Fish 101: an Intro to Knowing, Finding and Buying Slow Seafood with Colles Stowell. Register at the link below. Learn how to think about buying fish the same way you think about buying eggs or produce at the farmers' market. Learn how and why it matters and hear from the fisher harvesters doing it the Slow Food way. We promise there will be no tall tales... Well, not many." A red arrow points to the registration link: https://zoom.us/webinar/register/WN_z41VN8YGSfCfh4-EYpDtvG. The post includes a photo of fish. The page also shows navigation links (Home, About, Join email list, Events, Buy Tickets, Groups, Photos, Videos, Posts, Iconosquare, Fundraisers, Reviews, Community) and a sidebar with team members (Anna Mulé, Giselle Kennedy Lord) and pages liked by this page (Good Food Foundation, YES! Magazine, Acreage).

3. Promote via Post on FB and share registration for attendees

Webinars allow you to create registration for attendees to view your Zoom Webinar within the platform


Start Your Webinar



4. Go to zoom.us > Sign In

This will log you in as the host of the meeting

REQUEST A DEMO1.888.799.9666RESOURCES ▾SUPPORT

SOLUTIONS ▾PLANS & PRICINGCONTACT SALESJOIN A MEETINGHOST A MEETING ▾SIGN INSIGN UP, IT'S FREE

Sign In

Email Address


Password


[Forgot password?](#)


Sign In


☒ Stay signed in New to Zoom? [Sign Up Free](#)

or

 Sign in with SSO

 Sign in with Google

 Sign in with Facebook



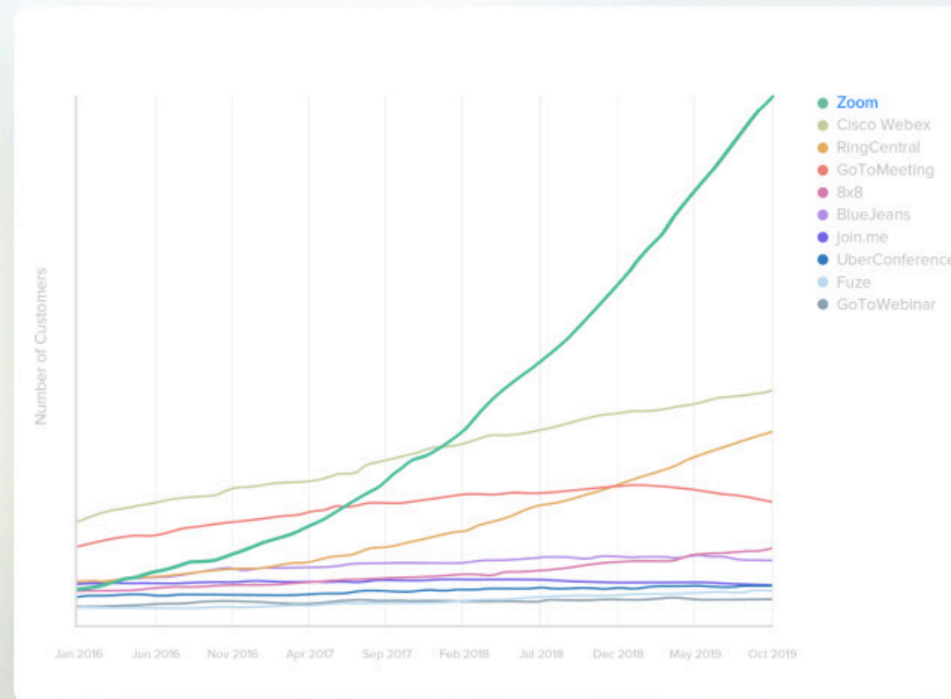
5. Sign in with FB username and password

We have developed resources to help you through this challenging time. [Click here](#) to learn more.

is the Top Video conferencing App

2020 Businesses at Work report

ort



6. Go to My Account

This will bring you to the list of Webinars that you are hosting

PLANS & PRICINGCONTACT SALES

SCHEDULE A MEETINGJOIN A MEETINGHOST A MEETING

Upcoming MeetingsPrevious MeetingsPersonal Meeting RoomMeeting Templates

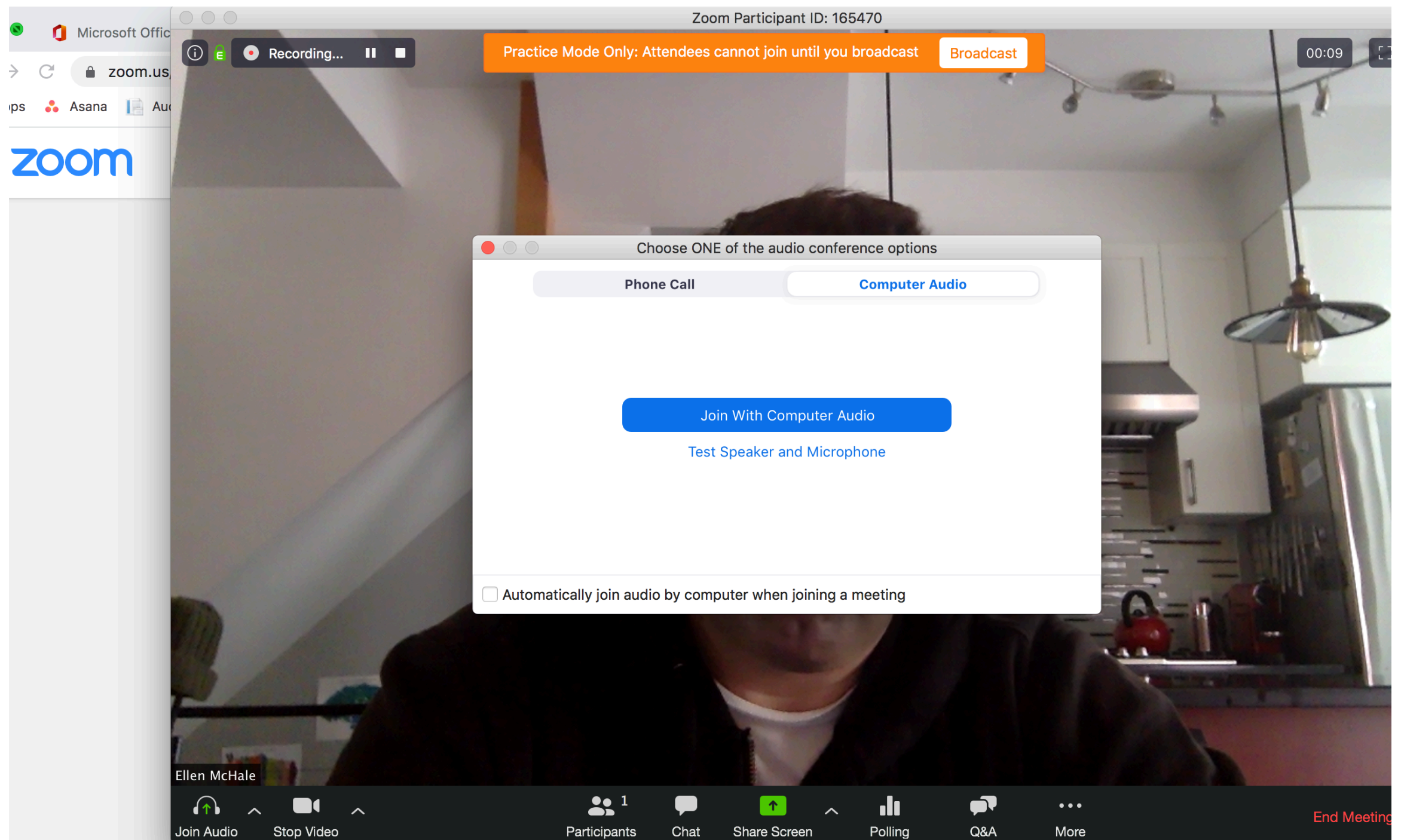
Get Training

Schedule a New Meeting

Start Time	Topic	Meeting ID	
Tomorrow 12:00 PM	Zoom Training for May 2020 initiative	311-668-3520	<div>StartDelete</div>
Fri, May 1 (Recurring) 04:00 PM	Friday afternoon Folk Arts Happy Hour	323-122-701	<div>StartDelete</div>
Sun, May 3 (Recurring) 01:00 PM	Environmental Study Team meeting	935-1473-2651	<div>StartDelete</div>
Sun, May 10 (Recurring) 01:00 PM	Environmental Study Team meeting	935-1473-2651	<div>Delete</div>
Sun, May 17 (Recurring) 01:00 PM	Environmental Study Team meeting	935-1473-2651	<div>Delete</div>
Sun, May 24 (Recurring)	Environmental Study Team meeting	935-1473-2651	<div>Delete</div>

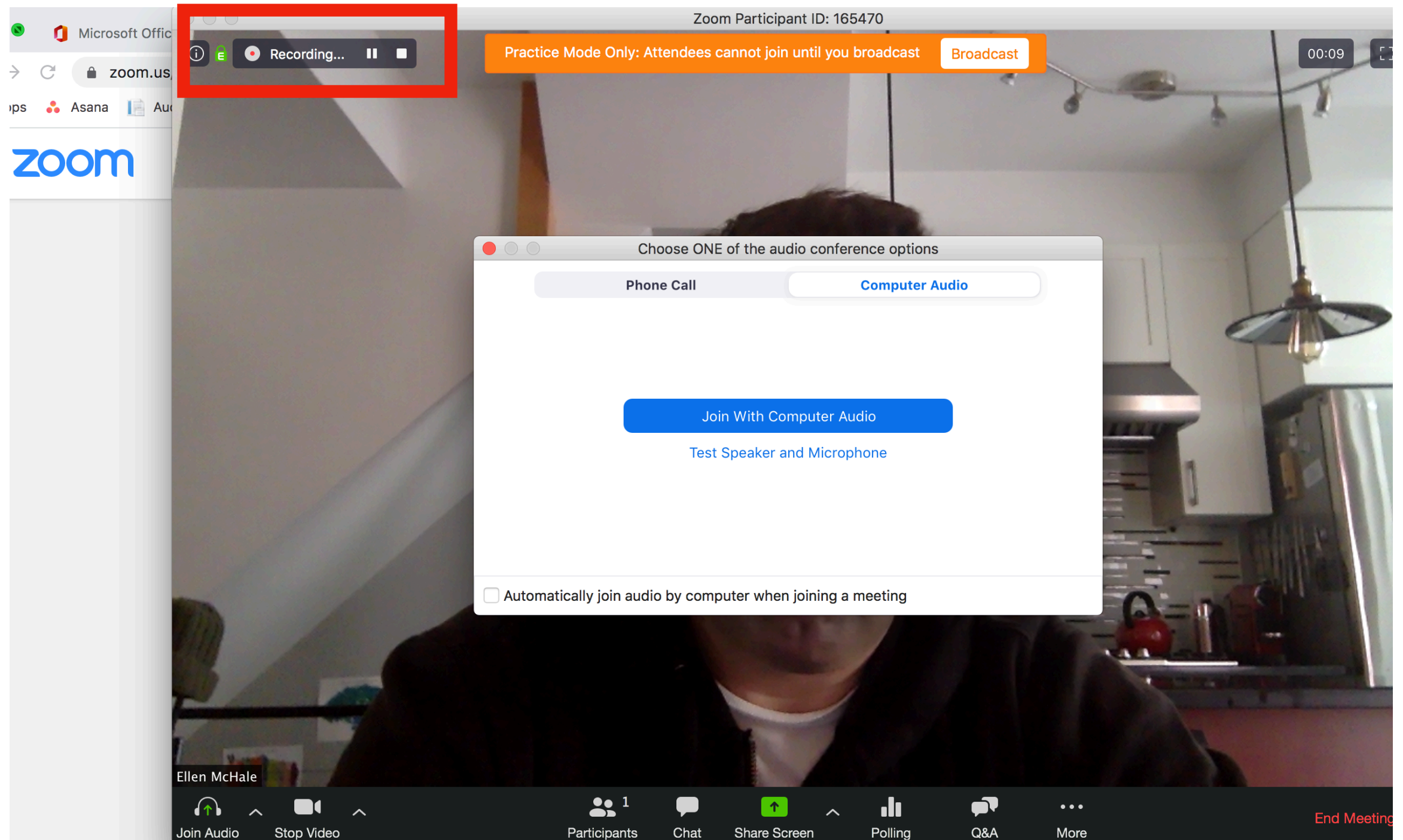
7. Click “Start” on your webinar

Now you are the host so start your meeting!



8. Connect Your Computer Audio

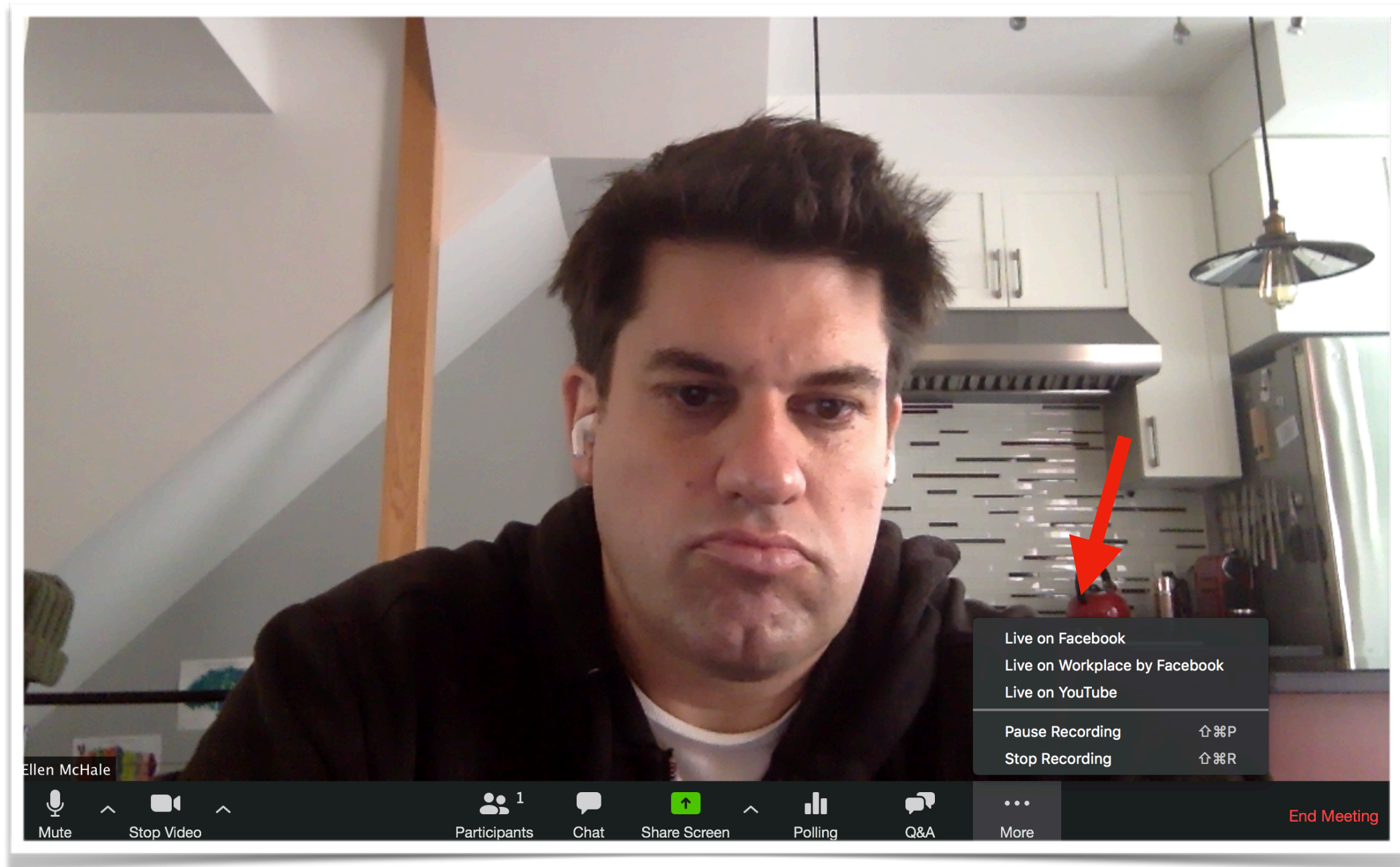
Please “Test Speaker and Microphone” to make sure you are being heard



9. Make sure it is Recording

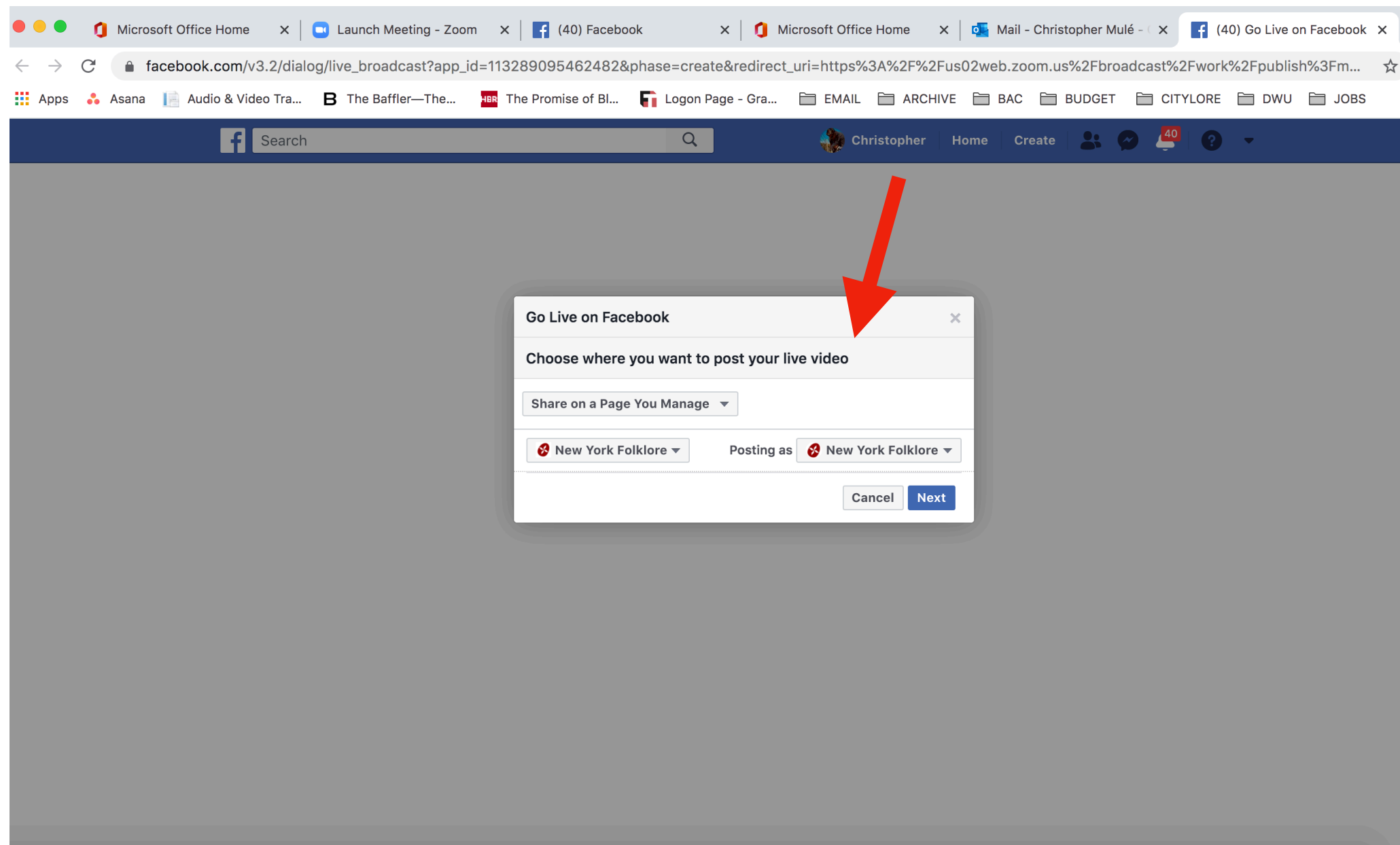
Facebook Live stream is choppy and unreliable so let's record on Zoom for archive.

**Go Live to Facebook
Live**



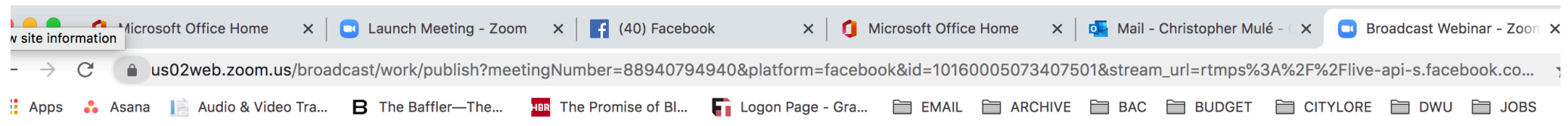
10. Click “Live on Facebook”

This can be found on the “... More” menu



11. Share on Corresponding Facebook Page

Add the pages you would like to stream to



Preparing live streaming preview


12. Wait for the connection

Microsoft Office Home | Post Attendee - Zoom | (40) Facebook | Microsoft Office Home | Mail - Christopher Mulé - | Go Live on Facebook

facebook.com/v3.2/dialog/live_broadcast?app_id=113289095462482&phase=publish&broadcast_data=%7B%22secure_stream_url%3A%22rtmps%3A%2F%2F%3A%22%22%7D

Apps | Asana | Audio & Video Tra... | The Baffler—The... | The Promise of Bl... | Logon Page - Gra... | EMAIL | ARCHIVE | BAC | BUDGET | CITYLORE | DWU | JOBS

PREVIEW



Zoom

Ellen McHale


Stream 0 | Broadcast Stream




Event Logs (1)

Max Supported Resolution 720p
Max Broadcast Length 8 hours

Video Resolution	Video Bitrate	Video Framerate
1280x720	1.45 Mbps	29 fps
Audio Bitrate	Audio Format	
126 Kbps	AAC	

Post | Settings | Interactive

 something about this live video...

Title

Add a title for your live video

Tags

Add tags (ex: comedy, animals, make-up etc.)

Share to Your Groups

Choose Groups

</> | Go Live

Add a call-to-action button to promote a Group that you manage.

13. Add details and hit GO LIVE

Equipment

The screenshot displays the Speedtest.net interface. At the top, navigation links include Apps, Insights, Network, Developers, Enterprise, About, and Log In. The main content area shows a speed test result for download speed at 178.15 Mbps. Above the speedometer, the ping is 3 ms. The speedometer itself has a scale from 0 to 100 Mbps, with the needle pointing to 178.15. Surrounding the speed test are four advertisements for 1800contacts.com, each offering a 10% discount on contact lenses. The ads feature the 1800contacts logo, a cartoon character, and a 'Shop Now' or 'Order now' button.

1800contacts®

10% off

all contact lenses.

Order now

1800contacts®

10% off

all contact lenses

Order now

1800contacts®

Save 10% on your first order!

Shop Now

1800contacts®

Order now

PING ms

3

DOWNLOAD Mbps

178.15

Mbps

UPLOAD Mbps

14. Check Internet Connection

It is recommended that you have up/down speeds of 10 - 25 mbps. Check on the [speedtest.net](https://www.speedtest.net)



How Skyroam Hotspots Work

WiFi that goes wherever you go.

15. Create a Hotspot

If you do not have a wifi or ethernet connection, and your phone has a slow speed, get a Global Hotspot Connection to create a mobile connection and turn it into a Wifi connection that will connect to multiple gadgets.



16. Digital Microphones for Computers

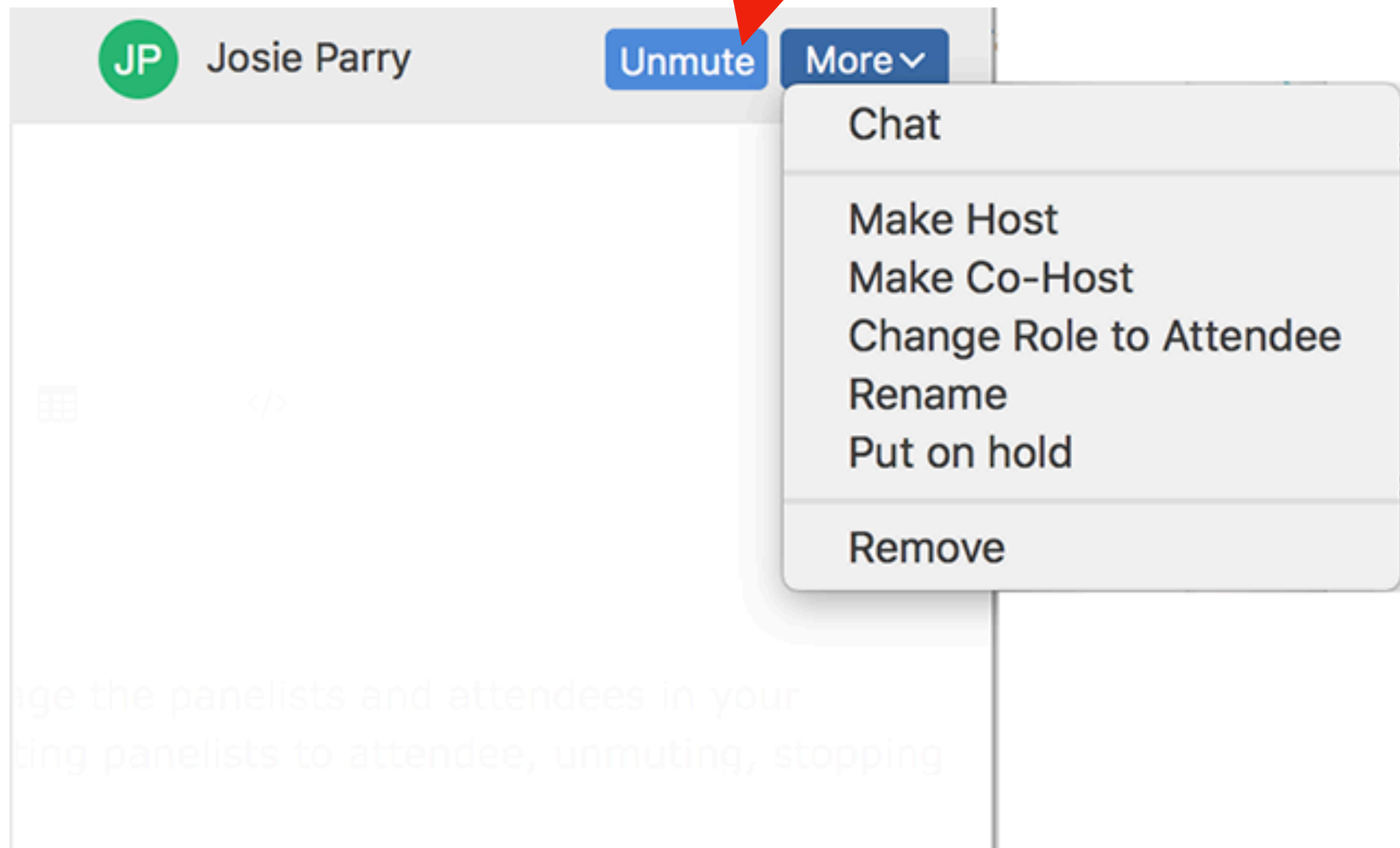
If you are working with artists, try upgrading their microphone to a USB digital microphone



17. Digital Microphones for Mobile Devices

If artists are not connecting via desktop, try using microphones with a 1/8" / 3.5 mm TRRS Output Connector

Managing Your Session



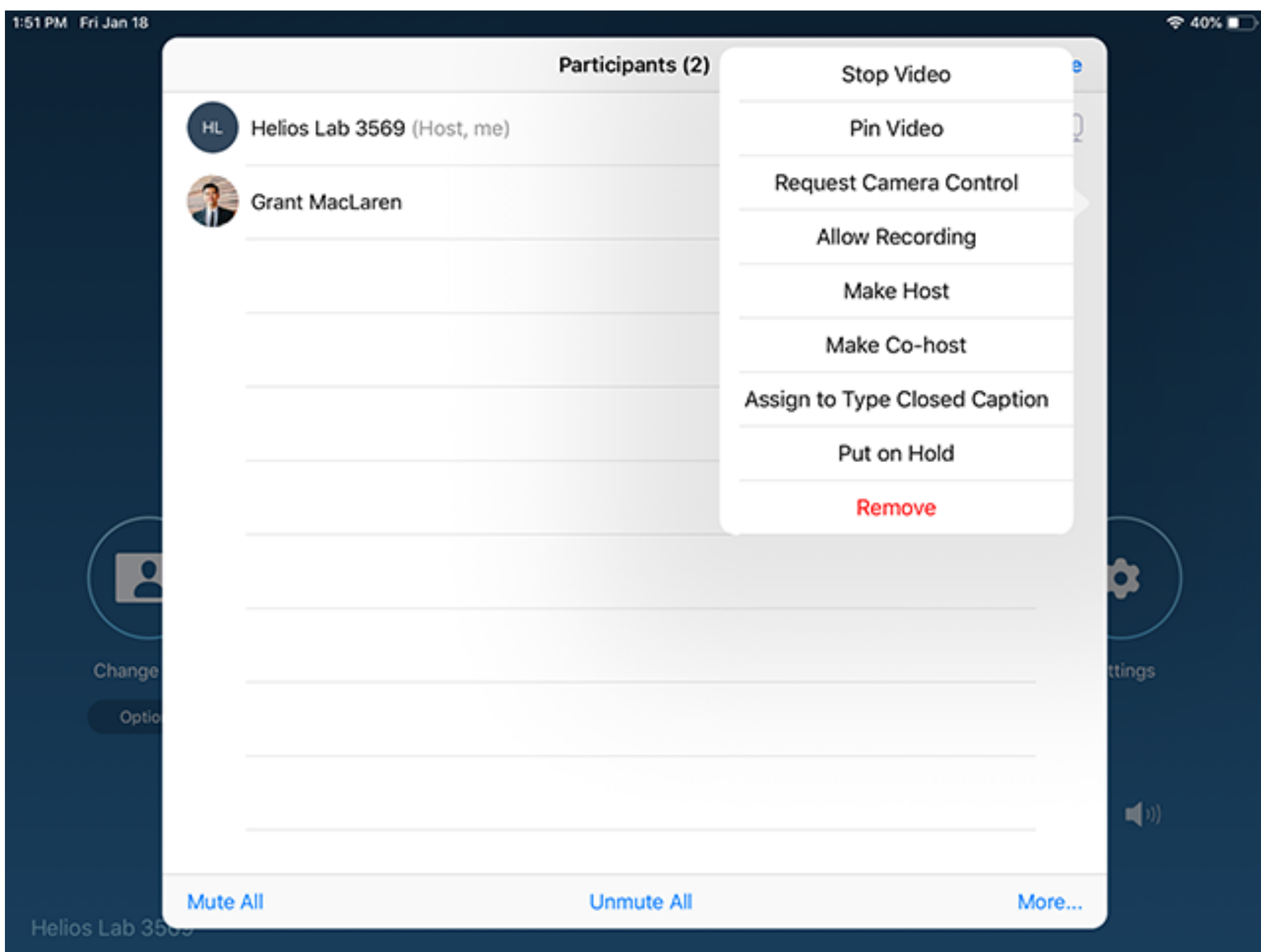
18. Managing Your Panelists

Mute panelists that are not speaking, including yourself



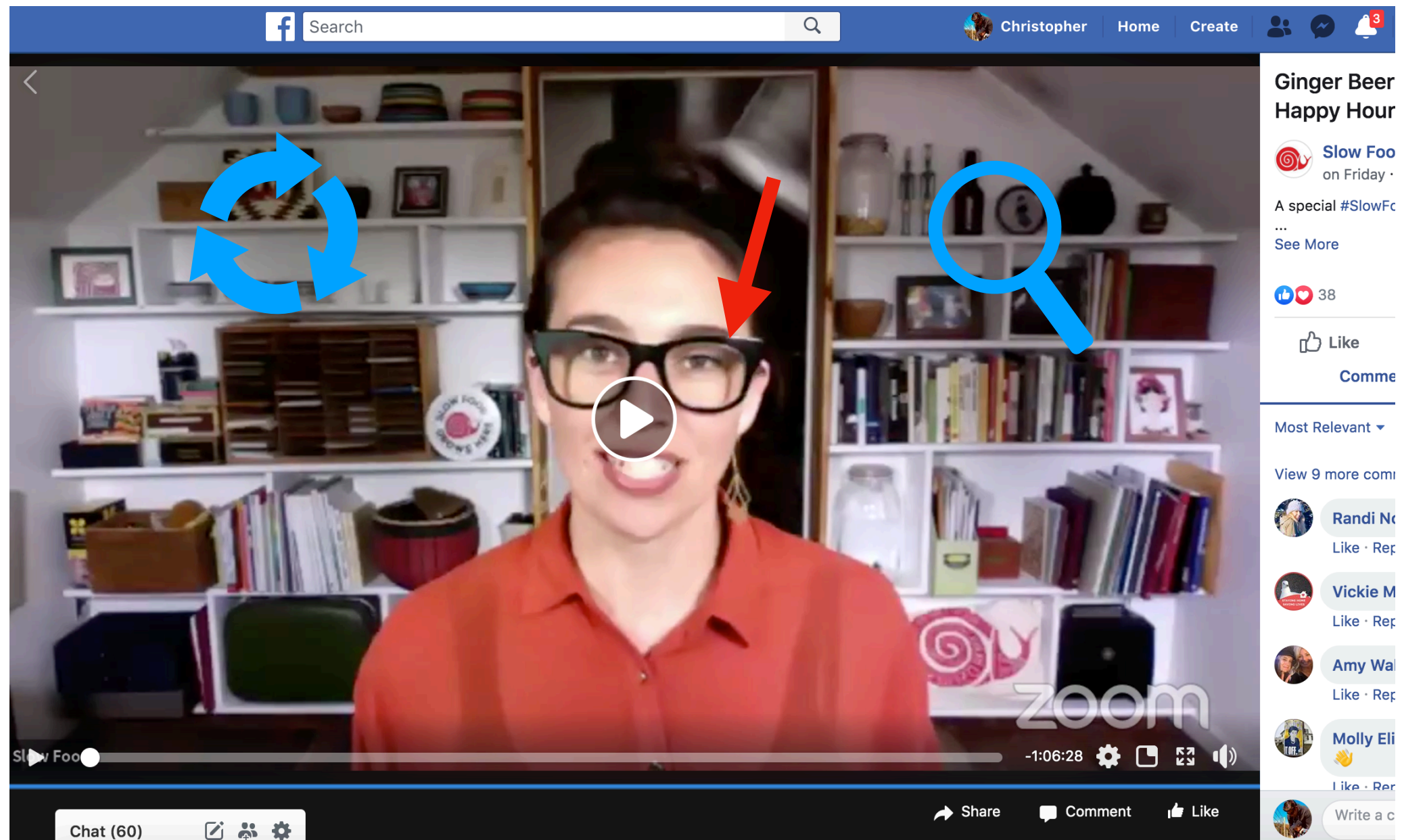
19. Active Speaker View for Attendees

This is what attendees see during the webinar. By default, they see active speaker view that will switch between the host or panelist who is speaking.



20. Pin Video & Split Screen

If you want to focus on one speaker, mute all others. If you want to spotlight particular panelists, choose “pin video” to have multiple screens at once



21. Framing, Focus and Background

Frame yourself, check your backdrop, look at the camera when speaking to your audience



22. Microphone Placement

Presenters should be mindful of the placement of the microphone on their device

The image is a screenshot of a Zoom meeting interface. The main video feed shows three men in a virtual studio setting. On the left, a sidebar lists participants: Panelists (5) and Attendees (172). Below this are controls for Mute All, Unmute All, and a More menu. At the bottom, a toolbar includes Unmute, Start Video, Participants (178), Q&A (21), Share, Chat, and More. A Q&A window is open on the right, titled 'Q&A' with tabs for Open(22), Answered(3), and Dismissed. It displays three questions from participants: Abigail Elizabet, Emily Jeffs, and Mia Rich. A red arrow points from the chat area to the Q&A window.

23. Questions and Answers

Hosts should prompt audience to ask questions and monitor throughout

24. Resources

- Slow Food USA: Making Elderberry Soup
- Best practices for Hosting