



STEP-BY-STEP GUIDE

ZOOM ESSENTIALS

PREPARED BY

Shayla Zamora, Digital
Marketing Manager

zoom
catchers



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WHY ZOOM?

An introduction to Zoom and why we use it for virtual events



LOW START UP COSTS

Using the platform is relatively cheap, with varying pricing plans that are suitable for your event's needs.



EASY-TO-USE

Although Zoom has a learning curve, it is easy to use with the right training.



EXTENSIVE LIST OF FEATURES

Unlike other video communications platforms, Zoom has a wide range of features other than video, audio, and chat.

WHAT IS ZOOM?

Zoom is a video communications platform that uses cloud software for video and audio conferencing. They have multiple plans with a wide range of pricing for individuals, small to medium businesses, and large enterprises.



23.2%

VIRTUAL EVENT INDUSTRY GROWTH

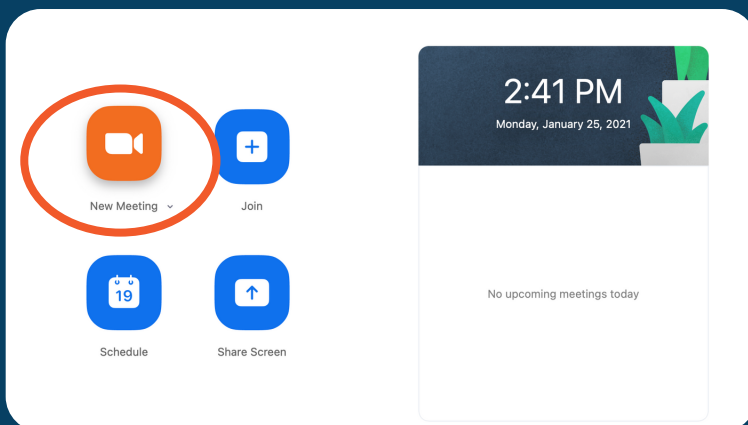
According to Grand View Research, "the global virtual events market size was valued at USD 77.98 billion in 2019 and is expected to grow at a compound annual growth rate (CAGR) of 23.2% from 2020 to 2027" (www.grandviewresearch.com).

Although in-person events will continue to exist and thrive, there is an extremely beneficial market through virtual events. It is crucial not to lose this business opportunity while the market is still young. With the help of Zoomcatchers, you can create engaging virtual events on Zoom with ease!

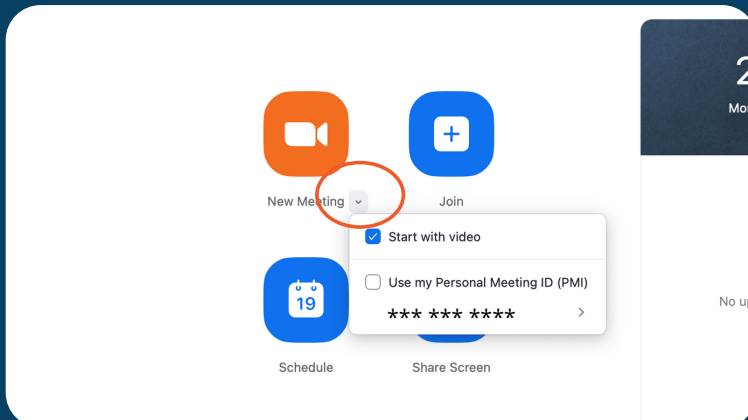
HOW TO CREATE A MEETING

You can create a meeting on Zoom by instantaneously setting one up or scheduling a meeting for the future. This guide will show you how to do both through Zoom's mobile and desktop apps.

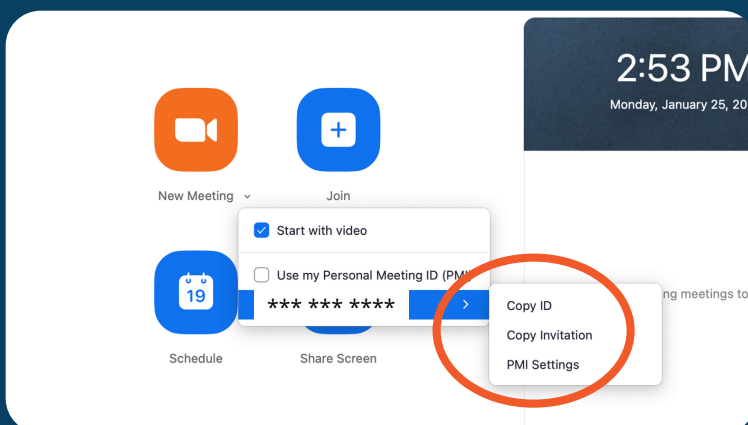
STARTING A MEETING - DESKTOP



Once you have logged into your account on the Zoom app, there should be 4 buttons on the "Home" page. Click on the button that reads "New Meeting" to begin your meeting.

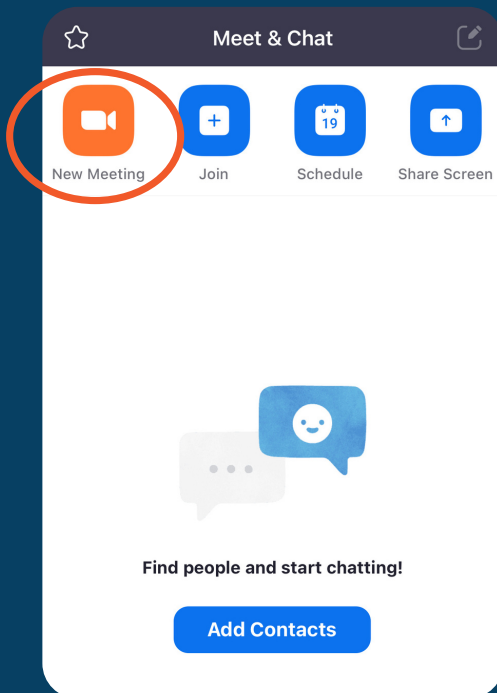


OPTIONAL: By clicking on the down-facing arrow, a pop-up menu appears with advanced options. By clicking the option that reads "Start with video," your camera automatically turns on when you begin the meeting. The Meeting ID is what participants use to join your Zoom meeting. A Personal Meeting ID allows you to have the same Meeting ID for all future meetings hosted by you. By not clicking the option that reads "Use my Personal Meeting ID (PMI)," Zoom will randomly generate a new Meeting ID for your session.

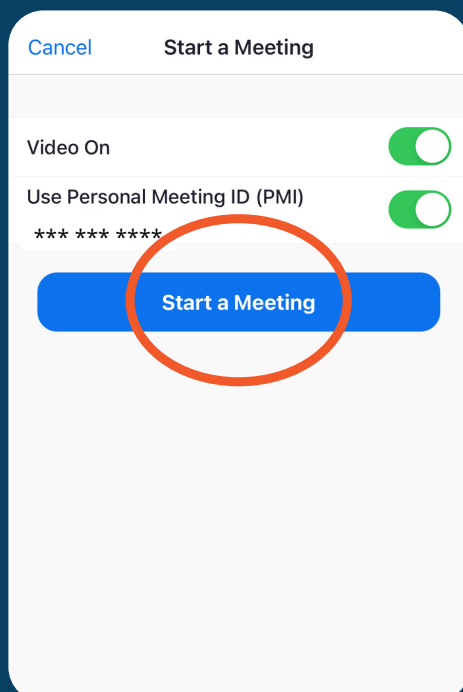


OPTIONAL: If you want to share the meeting ID with your participants, you can also hover over your Personal Meeting ID which would display another drop-down menu. You can copy the Meeting ID or the meeting invitation to your keyboard to share the meeting information with others.

STARTING A MEETING - MOBILE

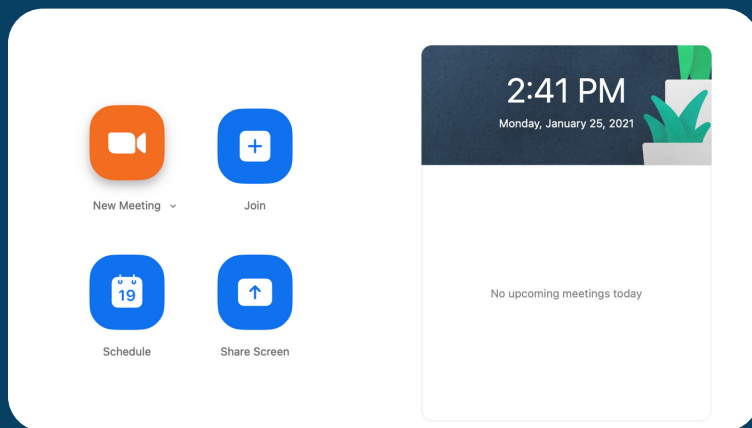


Once you have logged into your account on the Zoom app, there should be 4 buttons on the "Meet & Chat" page. Tap on the button that reads "New Meeting."

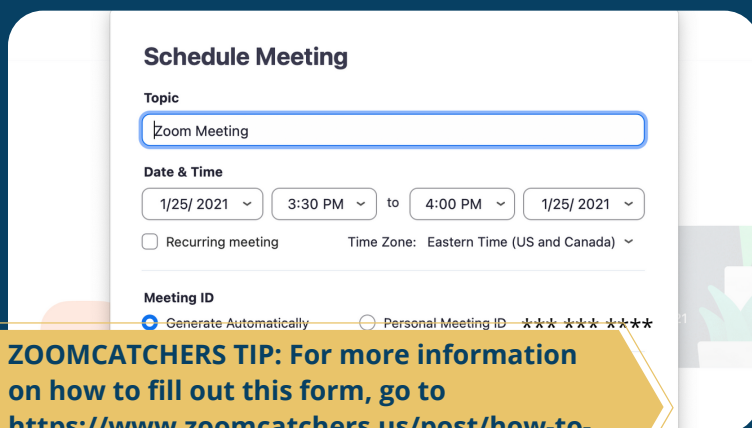


By selecting the option that reads "Video On," your camera automatically turns on when you begin the meeting. The Meeting ID is what participants use to join your Zoom meeting. A Personal Meeting ID allows you to have the same Meeting ID for all future meetings hosted by you. By not selecting the option that reads "Use my Personal Meeting ID (PMI)," Zoom will randomly generate a new Meeting ID for your session. Tap the button that reads "Start a Meeting" to begin your session.

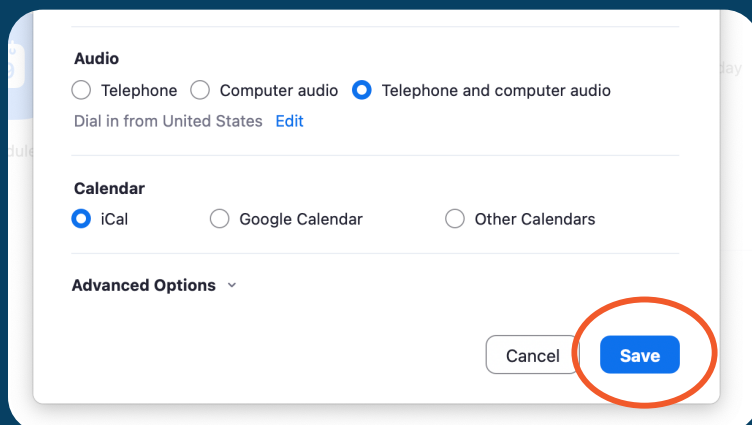
SCHEDULING A MEETING - DESKTOP



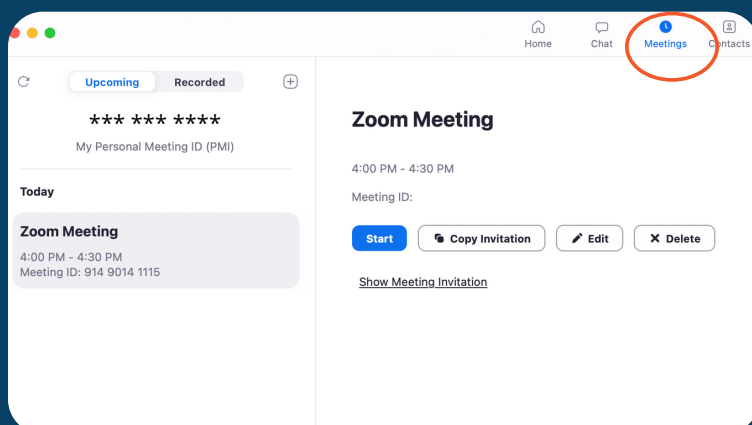
Once you have logged into your account on the Zoom app, there should be 4 buttons on the "Home" page. Click on the button that reads "Schedule" to schedule your meeting.



A menu should appear after you click the "Schedule" button. Fill out the form with all of the information that pertains to your event.

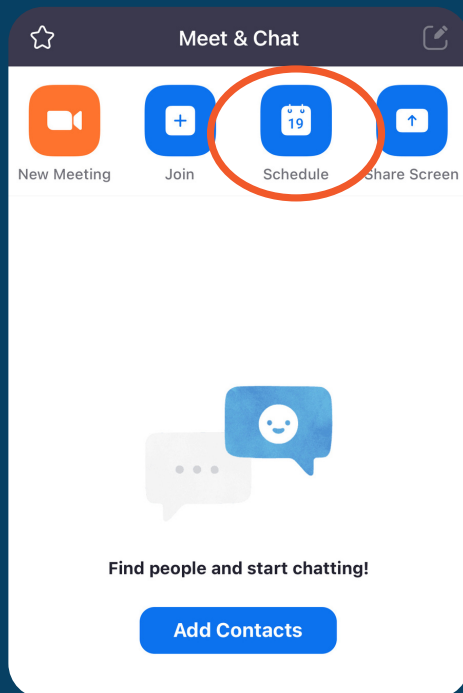


After you finish completing the form, click on the button that reads "Save" to finish scheduling your event.



To view your upcoming scheduled meetings, click on the tab that reads "Meetings." By clicking on one of your scheduled meetings, you can view the details of your meeting, copy the meeting invitation to send to your participants, and start the meeting.

SCHEDULING A MEETING - MOBILE



Once you have logged into your account on the Zoom app, there should be 4 buttons on the "Meet & Chat" page. Tap on the button that reads "Schedule."

Cancel Schedule Meeting Save

Zoom Meeting

Starts Today at 4:00 PM >

Duration 30 mins >

Time Zone Eastern Time (US and Canada) >

Repeat Never >

Calendar iCalendar >

Use Personal Meeting ID ☐

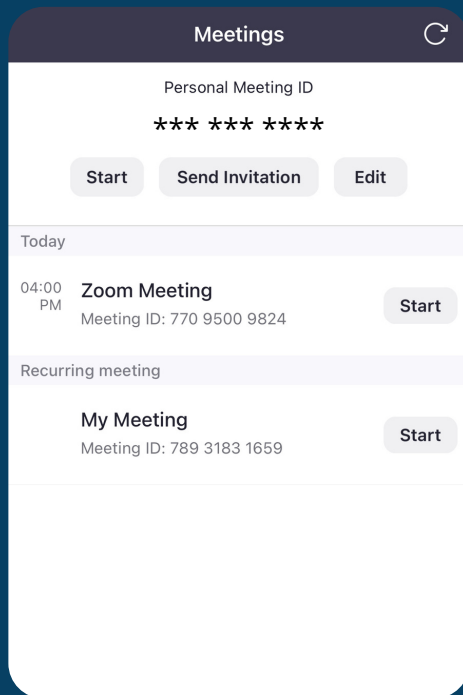
*** ***)

If this option is enabled, any meeting options that you change here will be applied to all meetings that use your personal meeting ID

A menu should appear after you tap the "Schedule" button. Fill out the form with all of the information that pertains to your event. After you finish completing the form, tap on the text that reads "Save" to finish scheduling your event.

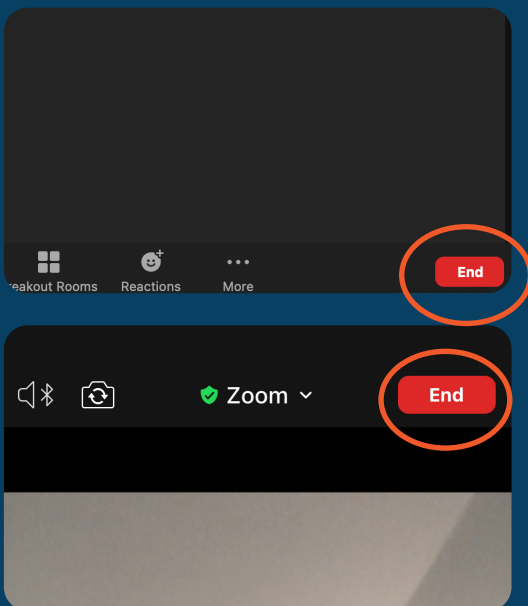
ZOOMCATCHERS TIP: For more information on how to fill out this form, go to <https://www.zoomcatchers.us/post/how-to-use-zoom-guide-for-beginners>

SCHEDULING A MEETING - MOBILE CONT.



To view your upcoming scheduled meetings, tap on the tab that reads "Meetings." By tapping on one of your scheduled meetings, you can view the details of your meeting, copy the meeting invitation to send to your participants, and start the meeting.

BONUS: HOW TO END A MEETING



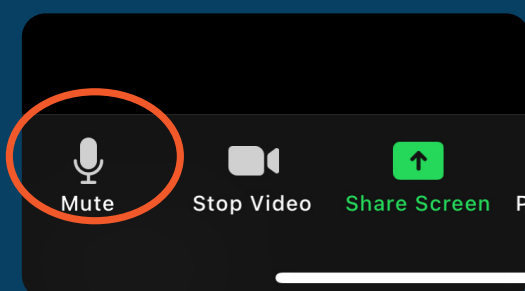
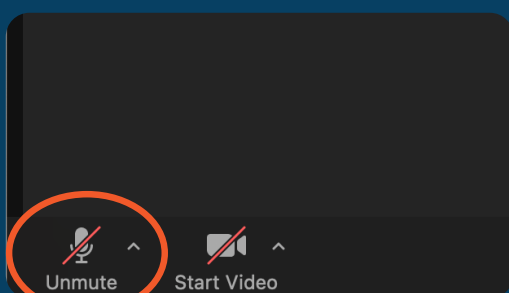
To end the session on both the mobile and desktop editions, simply click on the red button that reads "End." A pop-up menu will appear with two options: "End Meeting for All" and "Leave Meeting." By selecting "End Meeting for All," the Zoom meeting ends for all participants and hosts. If you select "Leave Meeting," only you leave the session and an existing host takes over as owner of the meeting.

ZOOM'S BASIC FEATURES



One of the reasons why Zoom is great for video conferencing is because of its wide arrange of features. In this section, we will show you the basic features you need to know to successfully host a virtual event.

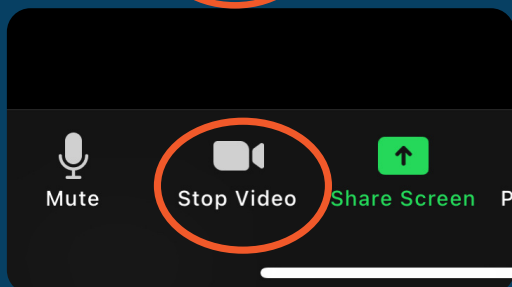
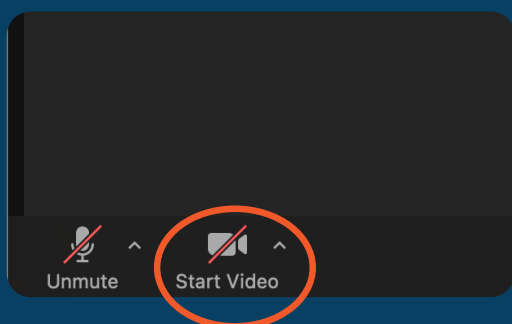
MUTE/UNMUTE



Once you are in a Zoom meeting, you may automatically have your microphone turned on. If you wish to mute your mic, simply tap the button on the bottom of the screen that reads "Mute." If you are muted, as if your microphone is not on and other participants cannot hear you, tap the button that reads "Unmute."

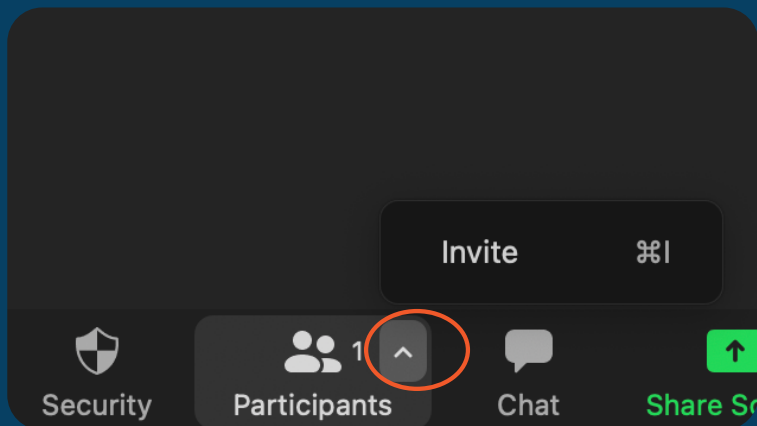
ZOOMCATCHERS TIP: It is courteous to mute yourself when another participant is speaking. Muting your audio also helps to decrease audio static and reduce

STOP/START VIDEO

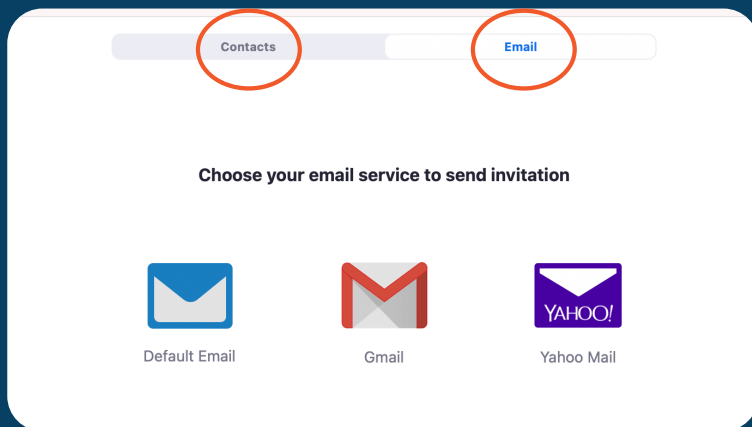


Once you are in a Zoom meeting, you may automatically have your device's camera on. If you wish to stop your camera from displaying, simply tap the button on the bottom of the screen that reads "Stop Video." If your video is off as if your device's camera is not on and other participants cannot see you, tap the button that reads "Start Video."

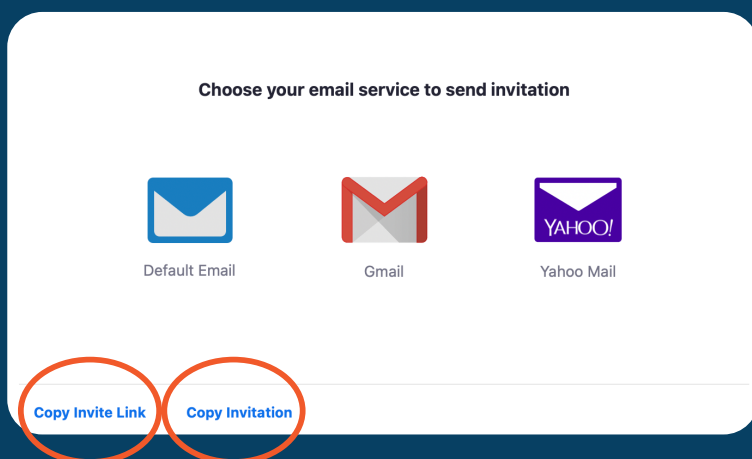
ADDING PARTICIPANTS - DESKTOP



Once you are in the Zoom meeting session, click on the arrow pointing up on the button that reads "Participants." Click on the text that reads "Invite" to invite participants.



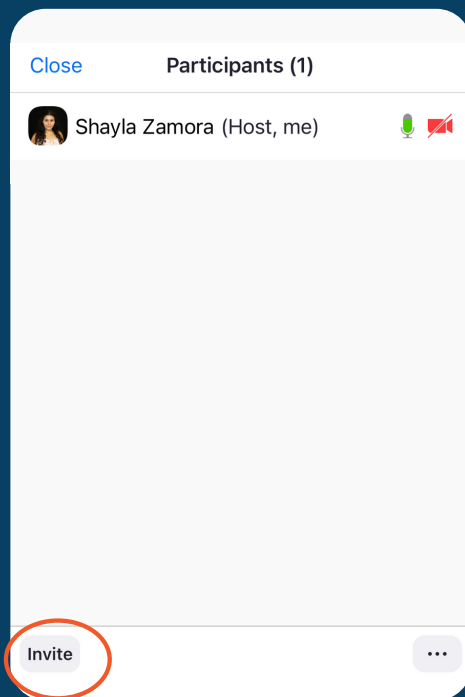
A pop-up menu will appear that allows you to send the meeting invitation by email. You can also invite your contacts from your company or device.



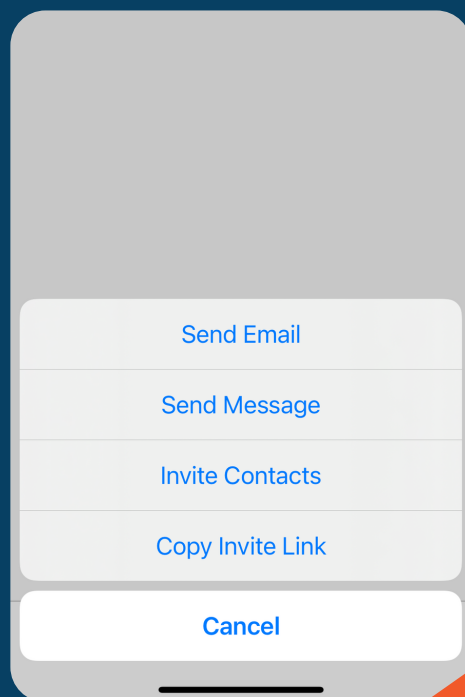
You may also copy the invite link and distribute the link through any platform, device, or software.

ZOOMCATCHERS TIP: If you already have your invite list, send out the invitation link so that the attendees can add the event to their calendars - building up the

ADDING PARTICIPANTS - MOBILE

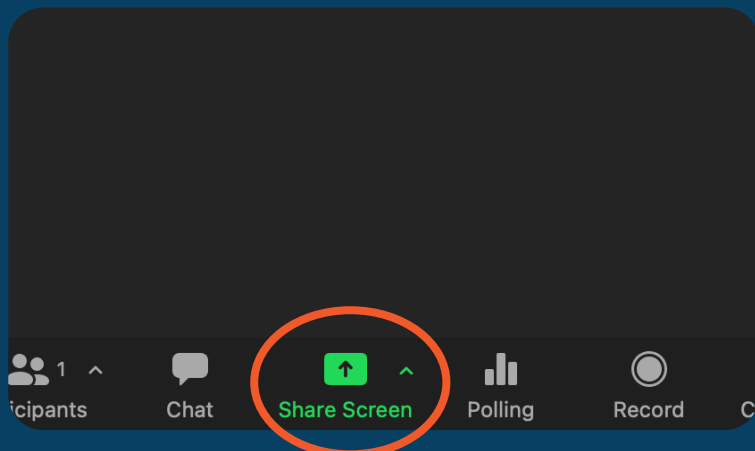


Once you are in the Zoom meeting session, tap the button that reads "Participants." A pop-up screen will appear. Tap the button that reads "Invite" to invite participants.

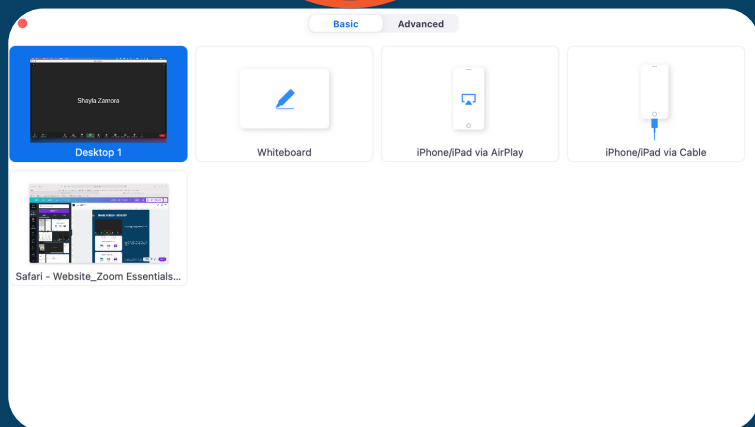


A pop-up menu will appear that allows you to send the meeting invitation by email. You can also invite your contacts from your company or device. You may also copy the invite link and distribute the link through any platform, device, or software.

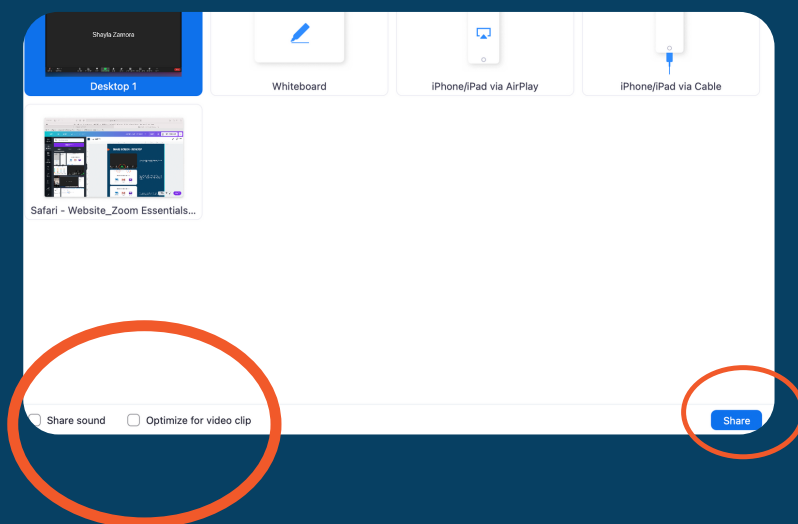
SHARE SCREEN - DESKTOP



Once you are in the Zoom meeting session, click on the button that reads "Share Screen."



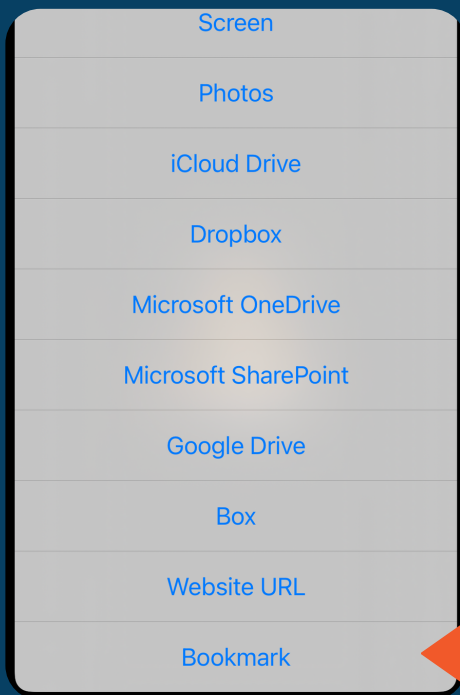
Select what window to display to your participants.



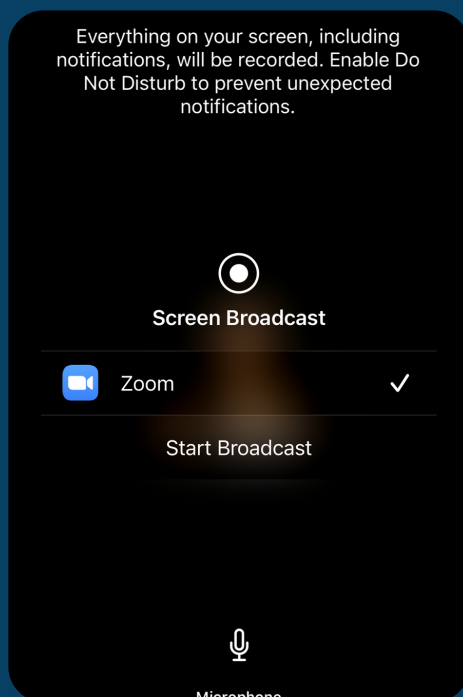
If you want to share your device's sound, select the option that reads "Share Sound." By doing so, the participants can hear the audio directly from their device rather than your device. If you are displaying video, select the option that reads "Optimize for video clip" so that the video buffers smoothly for the participants. Click on the button that reads "Share" to share your screen.

ZOOMCATCHERS TIP: There are many ways you can share your screen to increase attendee engagement. Visit our blog at www.zoomcatchers.us/blog-1 to learn more.

SHARE SCREEN - MOBILE

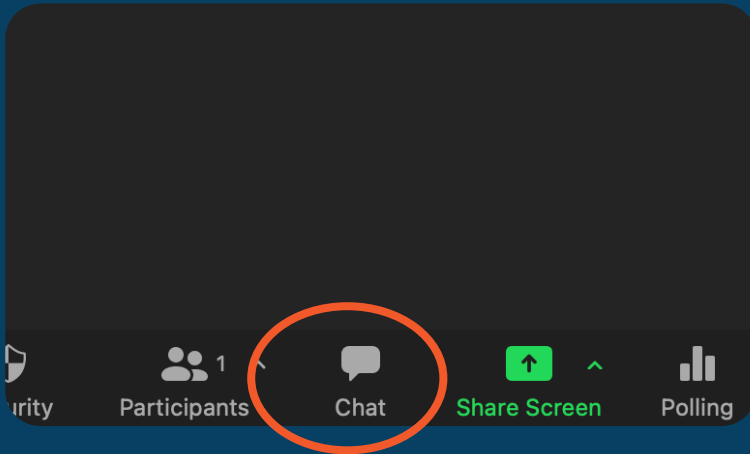


Once you are in the Zoom meeting session, tap the button that reads "Share Screen." A pop-up screen will appear. Select the option that you wish to share.

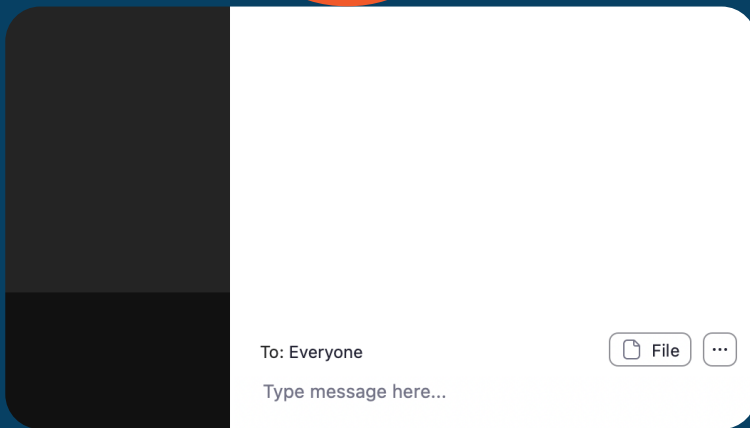


A screen will then display. Tap the text that reads "Start Broadcast" to share your screen.

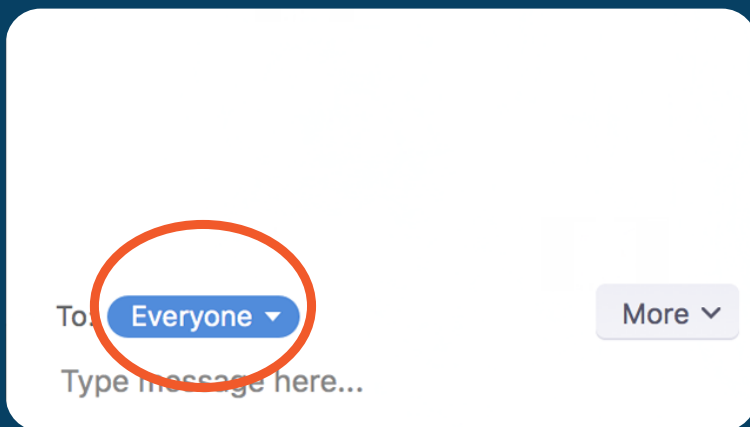
CHAT - DESKTOP



Once you are in the Zoom meeting session, click on the button that reads "Share Screen."

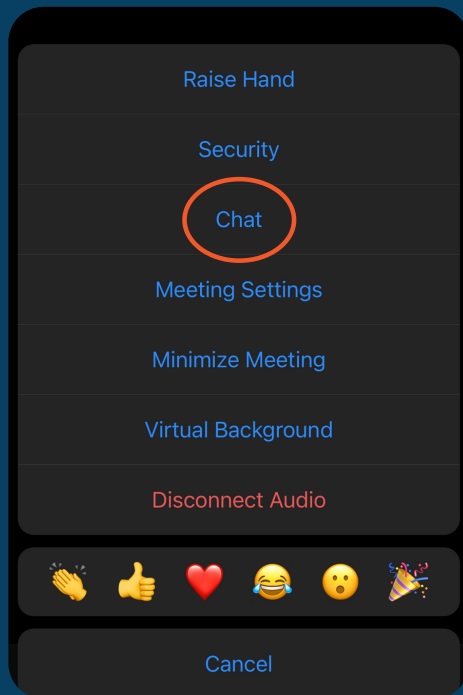


A chat window will appear. You can type your message in the section that reads "Type message here..." Click the "Return" or "Enter" key on your keyboard to send the message.

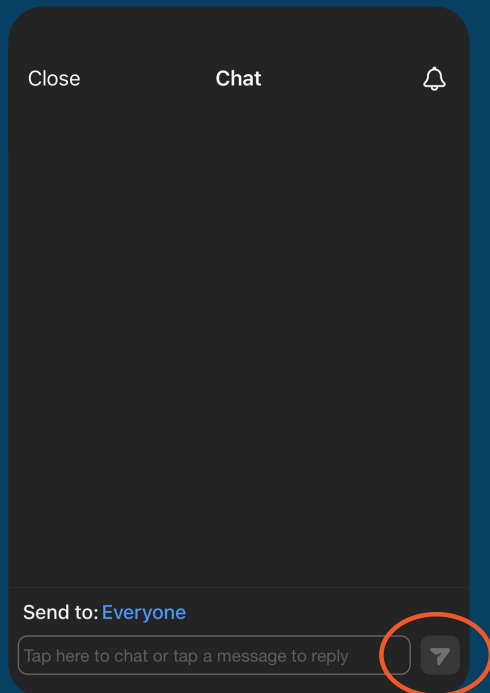


If you want to send a private message to a participant, simply click on the button that reads "Everyone." Select the user you want to privately message.

CHAT - MOBILE



Once you are in the Zoom meeting session, tap the three dots on the bottom of the screen. A pop-up screen will appear. Select the button that reads "Chat."



A chat window will appear. You can type your message in the section that reads "Type message here..." Tap the arrow to send the message.

BEYOND THE BASICS



Zoom has many features that we haven't touched on. This section will provide a brief description of Zoom's more advanced features. Make sure to subscribe to our mailing list to learn more about these features, in addition to tips on hosting and managing virtual events!

POLLING

Hosts can create a poll for participants to complete. Polls can be anonymous or the host can view the users' information. The host can choose to allow users to only pick one answer from a list of answers, or pick multiple answers.

RECORD

Hosts can record Zoom sessions onto their computer or onto the cloud. The files that are saved are both video and audio files. These files are downloadable and can be shared with the participants.

CLOSED CAPTIONS

Hosts can choose to live caption a Zoom meeting. Hosts can personally transcribe the meeting, they can assign someone else to transcribe the meeting, or they can use a third-party service.

BREAKOUT ROOMS

Hosts can create multiple breakout "rooms." These rooms are smaller groups of participants within their Zoom meeting. Hosts can choose to assign rooms randomly, manually, or allow participants to choose their own room.

REACTIONS

Participants and hosts can select different emojis, raise their hand, say yes or no, and ask the speaker to go faster or slower all with the click of a button. Other participants can see others' reactions.



WHO WE ARE

Our mission is to achieve quality virtual events through video conferencing platforms. We relieve hosting and planning responsibilities from businesses and individuals to give them the power to focus on forming meaningful connections with their communities.

CONTACT US



zoomcatchers.us
831-521-1895
info@zoomcatchers.us
Oakland, CA 94605

WHAT WE DO

Zoomcatchers is a support system. Ranging from teaching you how to use the software, troubleshooting, or managing your meetings and webinars, we are here to help you navigate Zoom during this time. Our services include:

- Event planning
- Pre-Production management
- Production management
- Post-Production management