

# ZOOM Quick Start Guide

Desktop version

**First Edition**

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**Best Practices for a DIY Video  
Conferencer & Producer**



# ZOOM tech today

Zoom unifies cloud video conferencing, simple online meetings and group messaging into one easy-to-use platform. Its solutions offer the best video, audio and wireless screen-sharing experience across multiple platforms.



## Step-by-Step Tips

Now, more than ever, people whom have never been online before are challenged with jumping on a Zoom video conference, creating their own meetings and other fun things that they once thought impossible.

# WHAT YOU'LL LEARN



## CREATE A NEW ACCOUNT

If you don't have an account, click ***Sign Up Free***. If you have a Zoom account but cannot remember your password, click ***Forgot***.

## UPDATE YOUR PROFILE

Update your profile by adding a profile picture, set your time zone, update password and more. To access your Zoom profile, sign in to the Zoom web portal and click **Profile**.

## JOIN A MEETING

After launching Zoom, click ***Join a Meeting*** to join a meeting without signing in.

## SCHEDULE A MEETING

There are many ways to schedule a meeting, including the Zoom web portal, through the Zoom client



## **BEFORE FIRST MEETING**

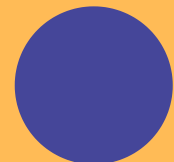
Likely, this is a different platform than you are accustomed to using. Follow these easy tips for quick success.

## **SUCCESS SET UPS**

How others view you on a Zoom video conference is the exact mirror image of how you are positioned. Learn how to be aware of how you appear to others in this virtual environment.

## **ALL EYES ARE ON YOU**

Know where and how to look in front of a camera to appear that you are interested and engaged.



## **LIGHTS, CAMERA, ACTION**

Easy peasey "low tech" ways to present the most professional image before the camera with the proper lighting.



# GETTING STARTED

- *create an account*

To join an existing meeting or schedule your own meeting, you must first download the Zoom application and register... this is **free**.

To create a new account, click here: **zoom.us/signup** and enter your email address.

You will receive an email from Zoom (no-reply@zoom.us). In this email, click **Activate Account**.



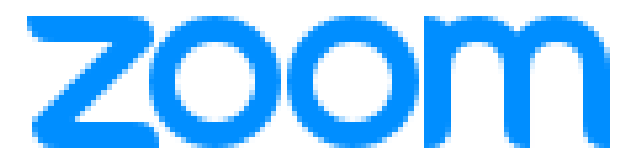
## Logging in

Login to your Zoom account on the web at any time, at [zoom.us/signin](https://zoom.us/signin).

Once you're logged in, use the panel on the left side to navigate the Zoom web portal.

# JUMP ON ANYTIME



The Zoom logo is displayed in a blue, lowercase, sans-serif font.

PERSONAL

Profile

Meetings

Webinars

Recordings

Settings

# ZOOM WEB PORTAL MENU





# JOIN AN EXISTING MEETING

After launching Zoom, click **Join a Meeting** to join a meeting without signing in.

**Join a Meeting**

There are many ways to join a meeting, but the easiest way is to click the join link that the meeting host provided.

You can also click **Join** in your Zoom client and enter the meeting ID and password.



# Schedule a Meeting

1. Sign in to your Zoom Desktop portal.
2. Click **Meetings**.
3. Click **Schedule a Meeting**.
4. Choose the date and time.
5. Select your time zone.
6. Enable **Meeting Password** requirement.
7. As host, enable Video for participants.
8. Click **Save**.



## Schedule a Meeting

Topic

My Meeting

Description (Optional)

Enter your meeting description

When

04/05/2020



8:00



PM



Duration

1



hr

0



min

Time Zone

(GMT-4:00) Eastern Time (US and Canada)



Recurring meeting

Registration

Required

Meeting ID

Generate Automatically

Personal Meeting ID

# Invite Others to Your Meeting

There are several ways to invite participants to a **scheduled meeting**.

- Select the meeting that you want to invite others to.
- Click **Copy Invitation**.
- The meeting invitation will be copied.
- Paste that information into an email or anywhere else you would like to send it out to invitees.



# Manage Your Meetings


My Meetings > Manage "My Meeting"

Start this Meeting


Topic My Meeting

Time Apr 5, 2020 08:00 PM Eastern Time (US and Canada)

Add to

 Google Calendar

 Outlook Calendar (.ics)

 Yahoo Calendar

Meeting ID

Meeting Password  Require meeting password

Invite Attendees Join URL: <https://zoom.us/j/157127730?pwd=RytWbXdRN2NMMjZrROISMVl1Y3F1Zz09>

 Copy the invitation

Video Host On

Participant On

Audio Telephone and Computer Audio



## *Position the camera*

- If you are the only one participating at one location, position your camera so that it is just above eye level (look up a bit).
- Elevate the laptop (or monitor) to position the camera to look straight on as if you were physically in the room with the other participants.
- *Tech hack - stack your laptop on top of some books to the right elevation.*

# Video and Appearance

- Do not look at the images of other participants (if they appear on the screen)



# Position the background

- Station yourself in front of your computer camera so that your background is as uncluttered as possible. (Again, be aware that you are at eye level to the camera lens).
- There should be no doorways in the frame of the camera (through which passersby might be visible).
- Optionally, use Zoom's virtual background feature.



# Focus the camera

Zoom offers a **Touch Up My Appearance** function in Settings > Video, which will soften your camera's focus so that you and your expressions are visible, but any imperfections are minimized.



# VIDEO ON OR VIDEO OFF?

1. Whether or not to have your video function on when participating in a meeting depends predominately upon the purpose of the meeting. Generally, the host appreciates participants' "conscious engagement".
2. There are also options for showing all participants in a meeting as a gallery or having the host designate which participants should appear.
3. Having the video options set to Active Speaker can be problematic as the view can change when a participant makes any kind of noise.



# AUDIO CONSIDERATIONS



## Accessorize!

- Participants who use microphones and headsets produces the best sound quality
- Participants should mute their phone when not actively speaking. Too often, typing sounds and traffic noises are distracting.



# Cut down the feedback

If feedback occurs, it may be because a participant has both computer and telephone audio active or there are multiple computers with active audio in the same room.

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If echoing occurs, it may be because of a bad microphone or speakers that are too loud.

# Proper preparation

- Virtual meetings are no different from in-person meetings in that they profit from having an agenda and other materials in advance, when possible, and when they stick to the agreed-upon time contract.
- Meeting etiquette is similar as well.
- Pay attention and wait for your turn.
- One of the greatest gifts you can gift to your fellow virtual participants is the gift of 'conscious engagement. Be engaged with your and resist engaging with your smart devices.





**Kimberly Rice**

Account No.

[Change](#)

[Delete](#)

Personal Meeting ID

<https://zoom.us/j/>

× Use this ID for instant meeti

Sign-In Email

kimberly@klamarketing.net

Linked accounts:

User Type

Licensed

Capacity

Meeting

Language

English

Date and Time

Time Zone

(GMT

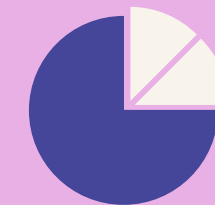
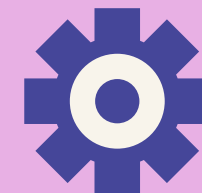
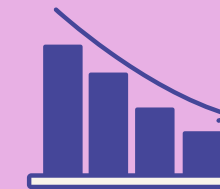
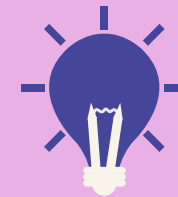
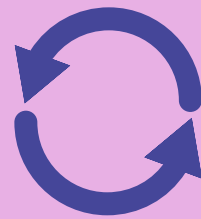
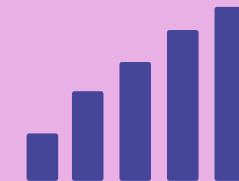
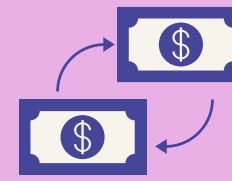
# Update your profile

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# Resources

- **Rode VideoMicro Compact On-Camera Microphone** - <https://amzn.to/3dWoWUn>
- **Ring Light with Tripod Stand & Cell Phone Holder** - <https://amzn.to/2ULJqYs>



# HOW MAY WE HELP?

**KLA Marketing Associates** provides a full range of business development and marketing services with one goal in mind: to help our clients attract new, high quality clients, strengthen relationships with existing clients, improve marketplace reputation and to generate greater profits. ***Your success is our success.***

In providing the highest, most experienced strategy, we excel in the tactics as well:

- Social media/digital marketing
- Web development
- Content marketing and original writing services
- Speaker and publishing placements
- *and so much more.*

Reach out to Kimberly Rice ([kimberly@klamarketing.net](mailto:kimberly@klamarketing.net)) if we can be of service.

