

Tools and Tips for Reaching a Remote Audience

April 2020



Improving the lives of 40 million older adults by 2030

Welcome and Introductions

- This webinar is being recorded and will be available within a few days on our website www.ncoa.org
- We ask that you use the chat function for any questions you would like to ask throughout the presentation. Questions will be answered at the end of the webinar.
- Today's speakers:
 - Susan Stiles, PhD, Senior Director, Product Development and Strategy
 - Matt Shuster, Coordinator, Aging Mastery Program®
 - Emily McDonald, Director, Aging Mastery Program® Community Partnerships

Benefits of Virtual Learning

1

Outcomes match in-person learning

Robust evidence over many years shows that virtual learning works.

2

Engagement levels often higher

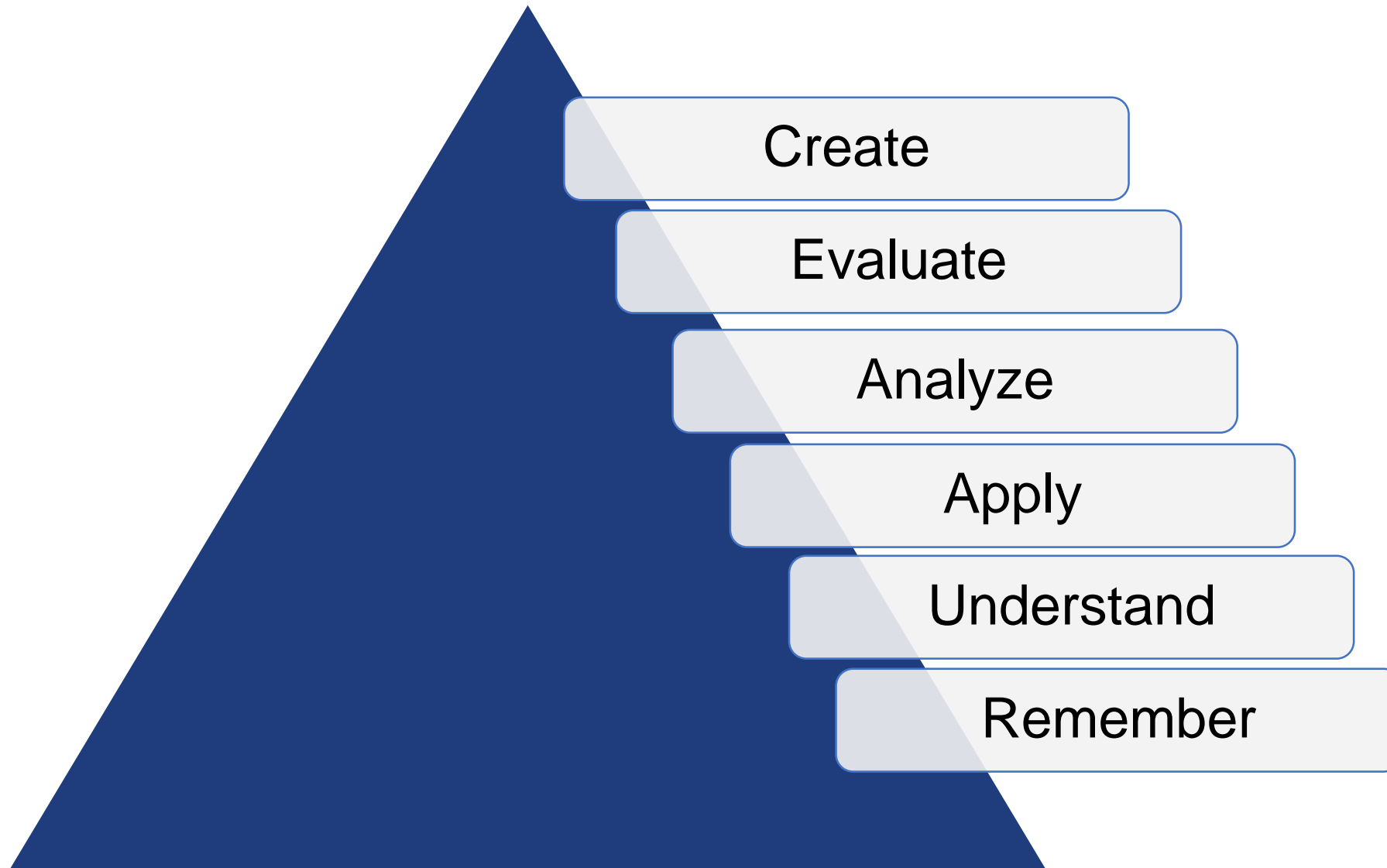
Those who might be reluctant to speak up in class are more at ease online when they have time to reflect on information before answering a questions.

3

Class camaraderie maintained

Peer support can be encouraged via chat and e-mail, and by asking peers to answer questions for one another.

Levels of Learning (Bloom's Taxonomy)










Ways to Connect

- Telephone (one-on-one calls, conference calls)
- Text messages and chat groups
- Letters
- Email
- Online interest groups
- Virtual meeting platforms
- Livestreaming platforms

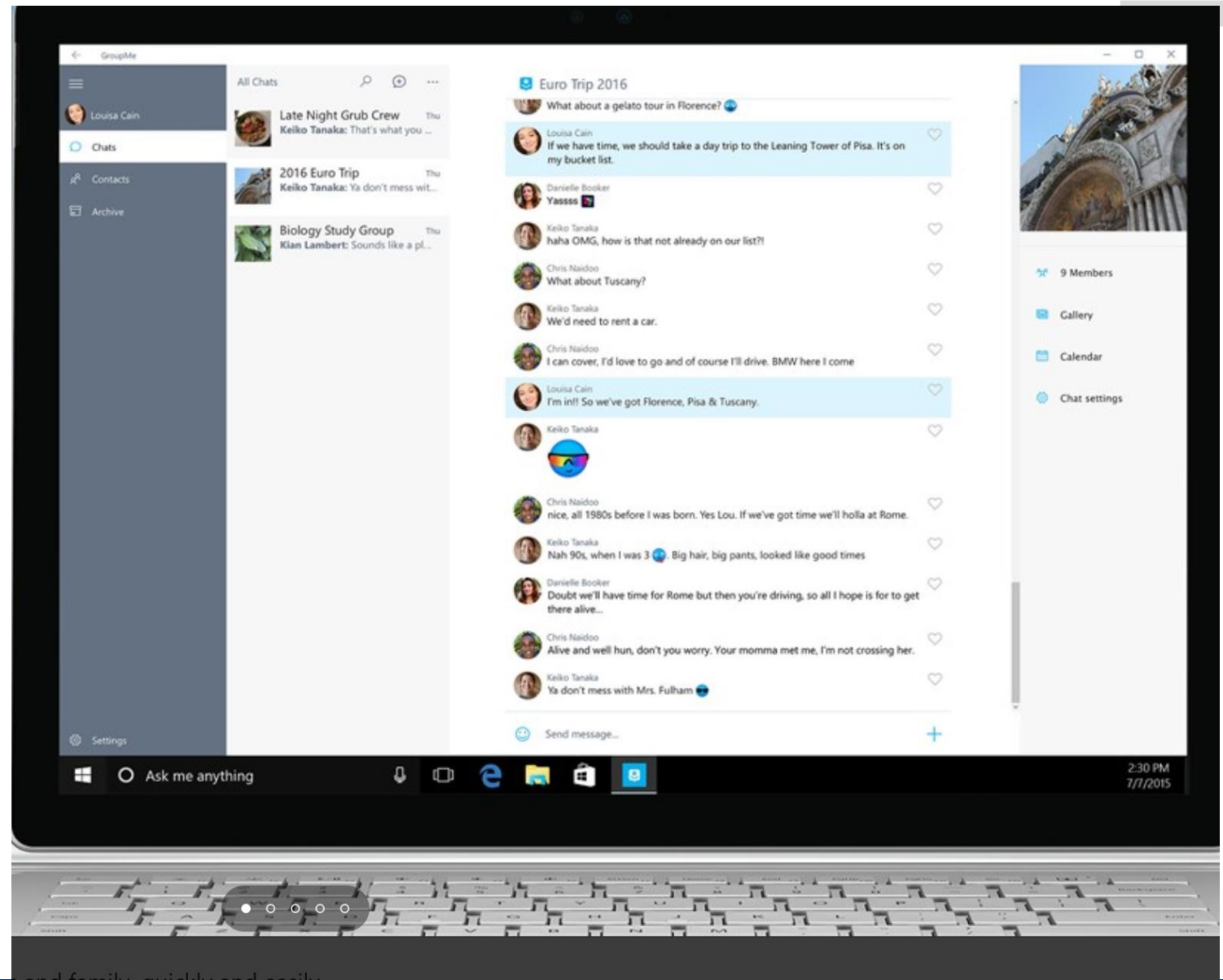
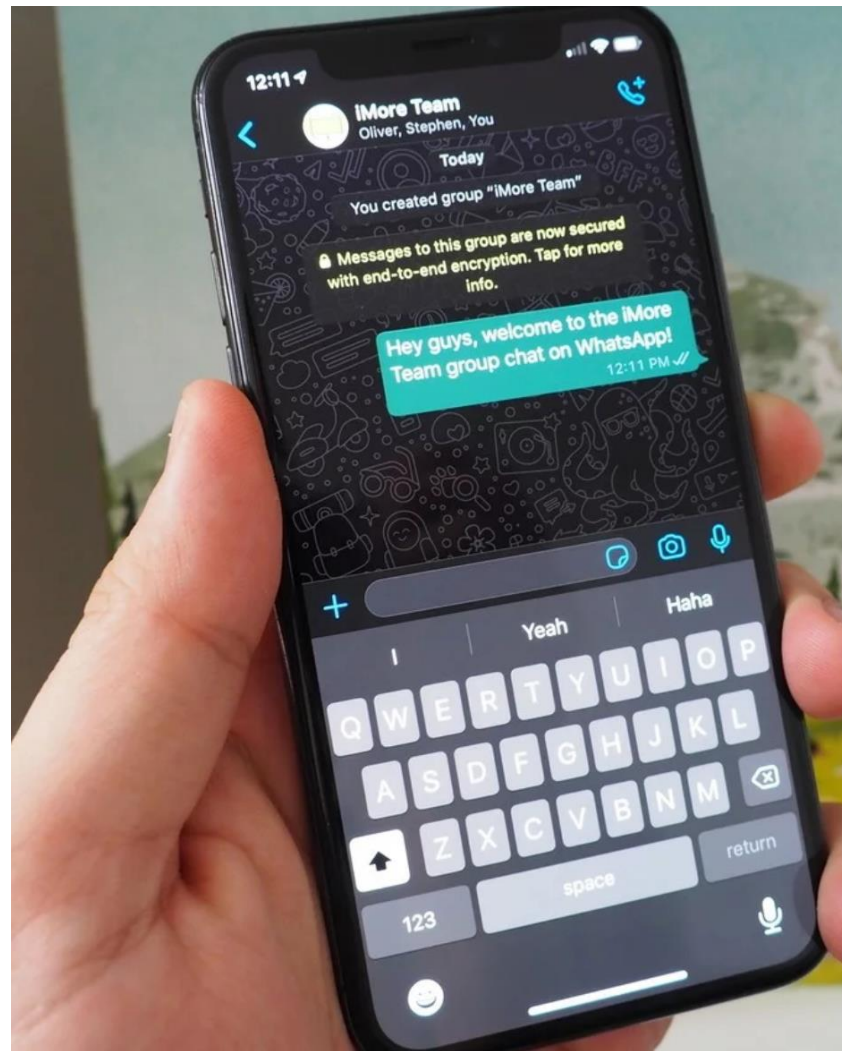
Teleconferencing Services: FreeConferenceCall.com

- Free teleconferences for up to 1,000 participants.
- Free email reports.
- Calls can be recorded for a small fee.
- Audio quality lags at times due to congestion.
- Free webinars and screen sharing.
- Other free options:
UberConference.com
Free.gotomeeting.com

Account Information

Dial-in number ?	Buy toll-free  (515) 604-9929
Access code ?	469320 
Online meeting ID ?	jebiware9 
Host PIN ?	6768 
International dial-in numbers ?	 View list
Playback number ?	 View list  (515) 604-9885

Group Messaging: WhatsApp and GroupMe



Virtual Meeting Platforms: Microsoft Teams

- An Office 365 communication and collaboration platform that keeps workplace calls, chat, video meetings, and file storage all in one place.
- Free with Office 365 subscriptions.
- Includes features like scheduling assistance, meeting note taking, screen sharing, meeting recording, and instant messaging.
- Offers the ability to hold large meetings, webinars, company-wide events, and presentations live with up to 10,000 attendees inside or outside your organization.


Virtual Meeting Platforms: GoToMeeting

- An online meeting, desktop sharing, and video conferencing software package.
- Offers unlimited cloud recording and storage.
- Over 15 years in business.
- Basic annotation tools for screen sharing; no whiteboarding.
- For anything beyond 40-minute meetings you will need to purchase a license.

☐ All day ☐ Repeat...

Event details Find a time

Where <https://www.gotomeeting.com/join/650677509>

 **GoToMeeting** [Start Meeting](#)

401@unik.no [Sign out](#)

Video call [Add video call](#)

Calendar [Josef Noll](#)

Description

Please join my meeting from your computer, tablet or smartphone.
<https://www.gotomeeting.com/join/650677509>

You can also dial in using your phone:

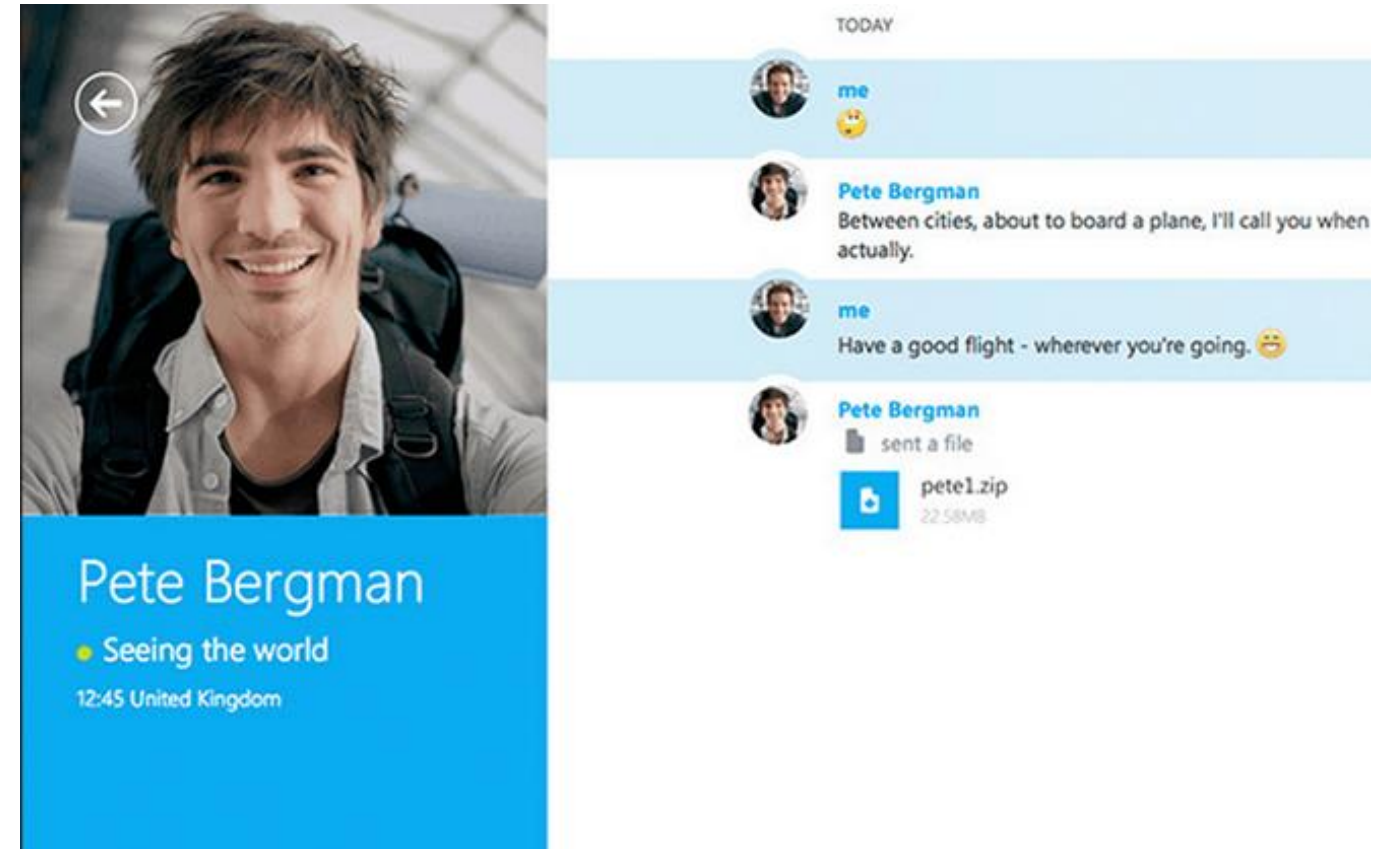
Norway: +47 21 04 30 59

Access Code: 650-677-509

Attachment [Add attachment](#)

Virtual Meeting Platforms: Skype

- Specializes in providing video chat and voice calls (also provides instant messaging services).
- Offers live subtitles for the hard-of-hearing.
- Users can make free international calls (if the person they are calling also uses Skype).
- Skype Translate lets people talk in different languages while still understanding each other.
- Integrates with Alexa.
- You will need to purchase a premium version to take advantage of some of the app's most helpful features.



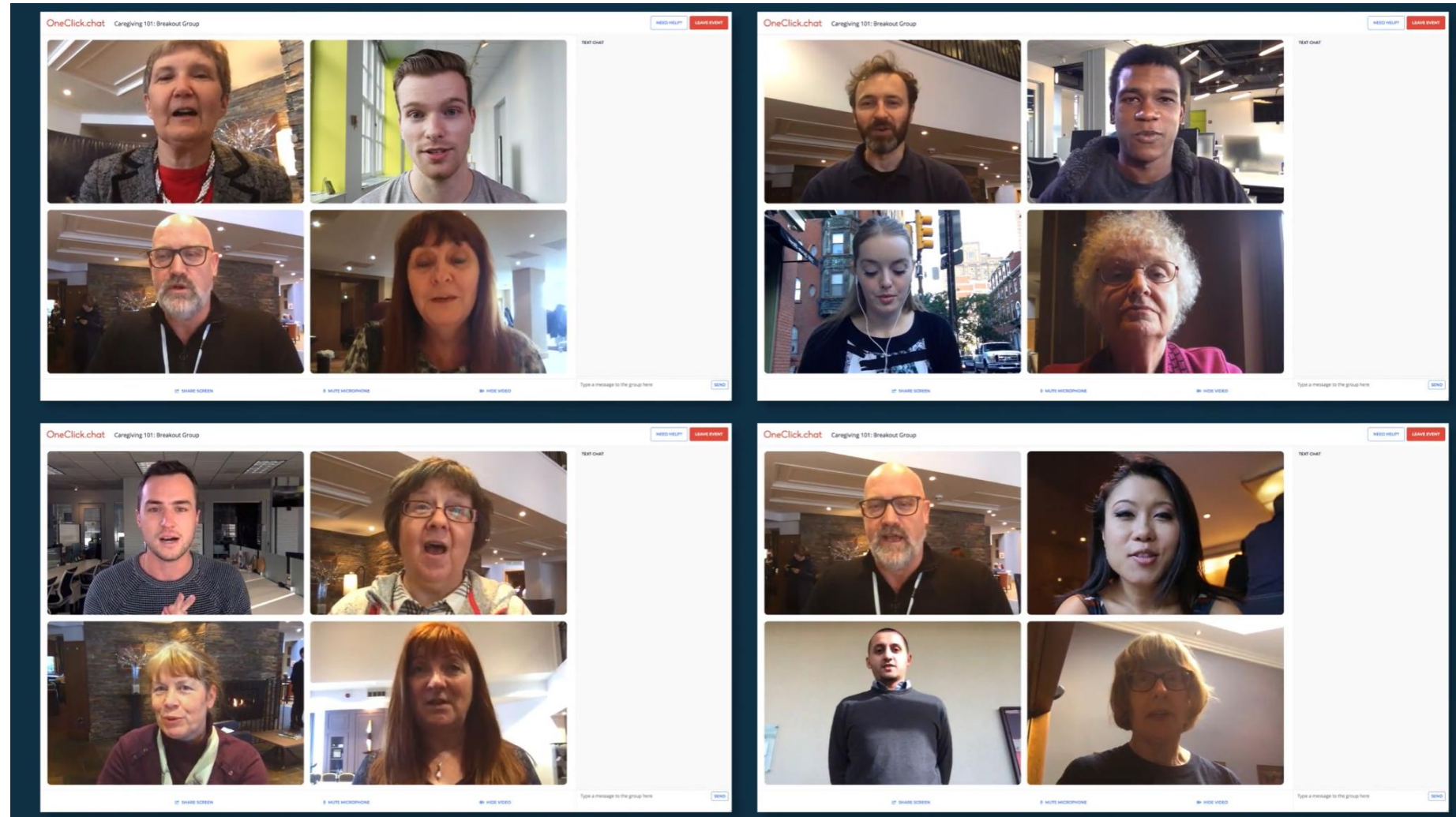
Virtual Meeting Platforms: Google Hangouts

- Free messaging, voice, and video calls.
- The basic platform is free.
- Conversations can include up to 150 people.
- Built into Gmail, YouTube, and Google Voice.
- To have the full Google Hangouts Meet capability you need to purchase G Suite.
- Google Groups can also be used to share emails, documents, and host discussions.



Virtual Meeting Platforms: OneClick.chat

- A web-based video chat platform.
- Ease of use—just one click.
- No downloads or add-ons to log on.
- User receive a custom and permanent link that gives them control of their meeting room.



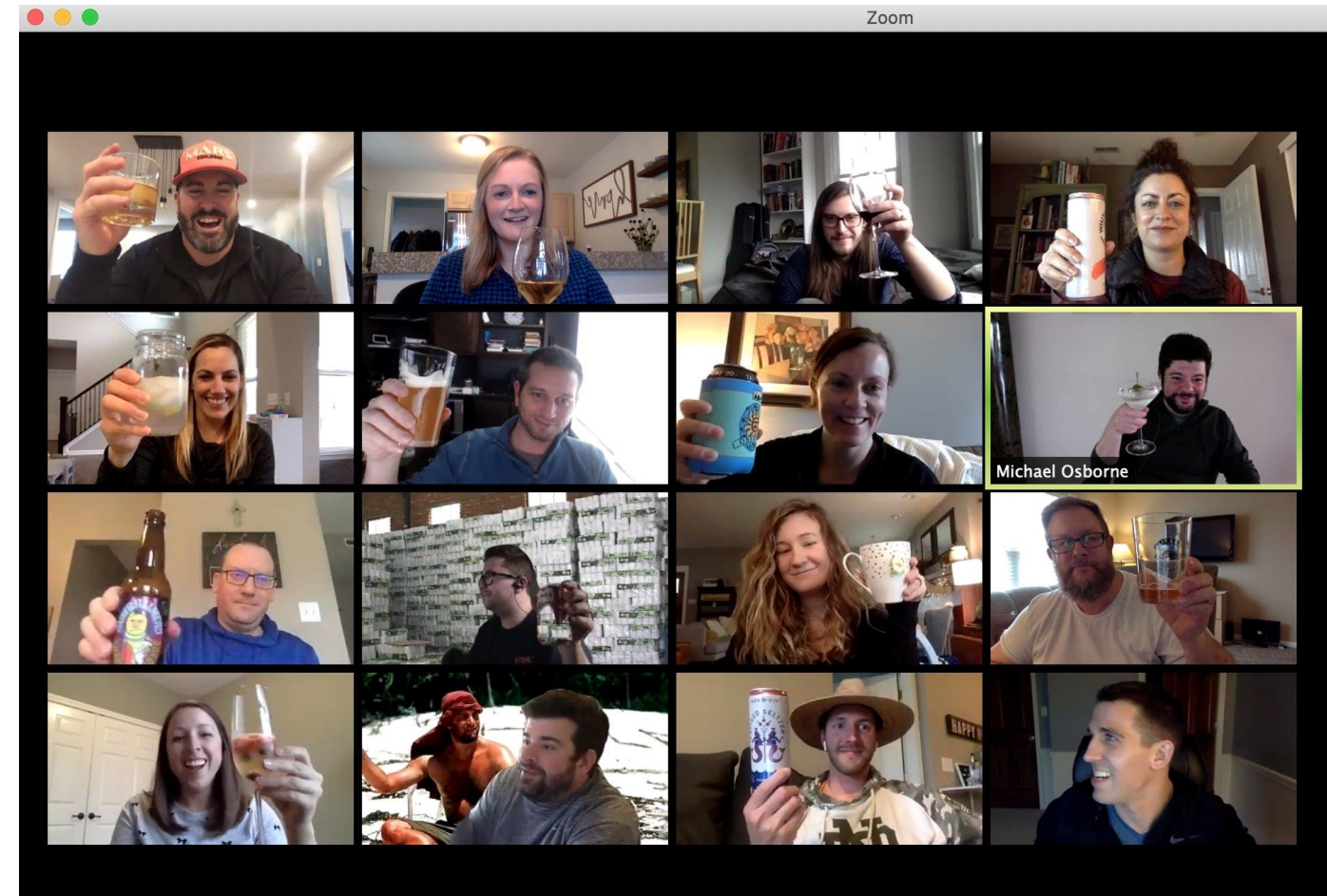
Virtual Meeting Platforms: OneClick.chat

- Research based.
- Starts at \$15 per month for meeting rooms and \$100 a month for a live events.
- The meeting room is capped at twelve participants.
- The platform cannot support devices 5+ years old.



Virtual Meeting Platforms: Zoom

- Meetings feature whiteboarding, screen sharing, and remote screen control features.
- Breakout rooms available.
- Easy to record and share meetings.
- Forty-minute limit on free account calls (accounts start at \$14.99 per user per month).
- Zoom requires participants to download an app and/or a browser extension to join.



Virtual Meeting Platforms: Zoom

- The Intercept reported that Zoom video calls are not end-to-end encrypted, despite the company's claims that they are.
- You also need to watch out for “party crashers” by avoiding using your personal ID for public meetings and not allowing participants to share their screens.



Virtual Meeting Platforms: Zoom

- Learn more!
- SeniorPlanet.org offers regular lunch and learns on using Zoom.
- Share with your participants.

EVENT | FREE

Lunch & Learn: All Things Zoom



Date & Time

April 2 | 12:00pm–1:00pm EDT

Streaming Services: YouTube Live

- Live streaming via webcam.
- Live streams can be public, unlisted, or private.
- Analytics from your live stream are available to you after your event.
- You cannot stream on a mobile device unless you have at least 1,000 subscribers.
- You cannot see participants.



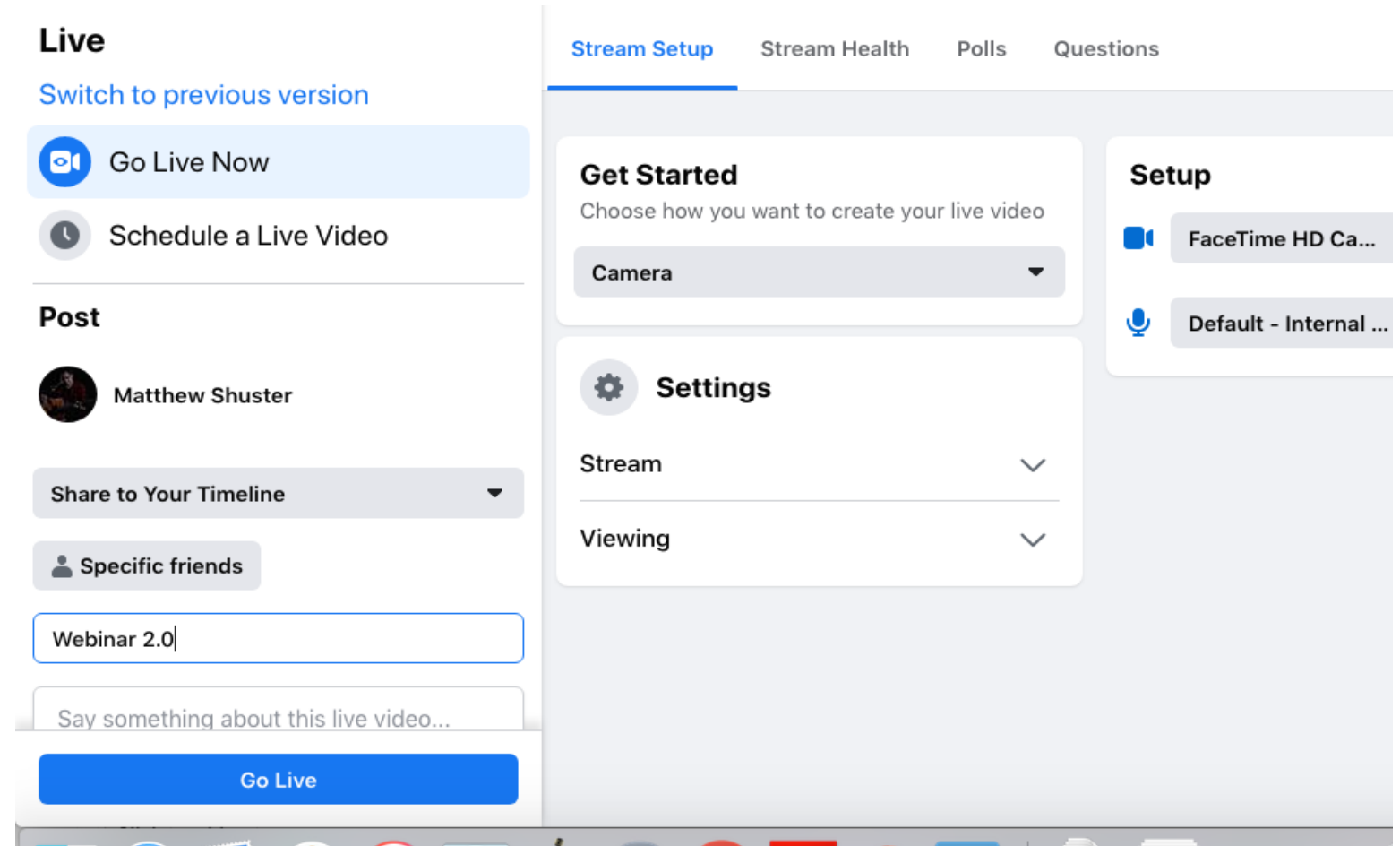
Streaming Services: Facebook Live

Why use Facebook Live?

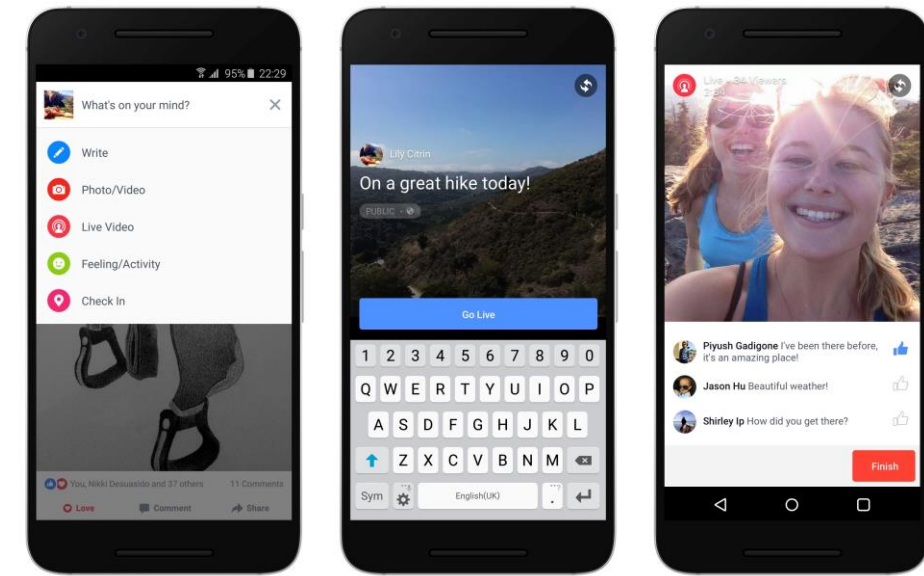
- Facebook Live lets you livestream events, performances and gatherings on Facebook. Viewers can watch from a phone, computer or connected TV. Reactions, shares, comments, and other interactive features enable you to engage with your audience.
- Live is a great way to connect with viewers in real time on their phones, computers, and in their living rooms through the [Facebook Watch TV app](#). You don't need to have an account to view Facebook Live!
- Your friends and colleagues can receive notifications when you go live and it is possible to schedule Facebook Live broadcasts ahead of time.

Streaming Services: Facebook Live

- There are two ways to go live on Facebook. You can use a phone with the Facebook app installed or connect a camera with streaming software to Facebook.
- Just make sure in your settings that you “Allow Access” to your computer’s camera and microphone!



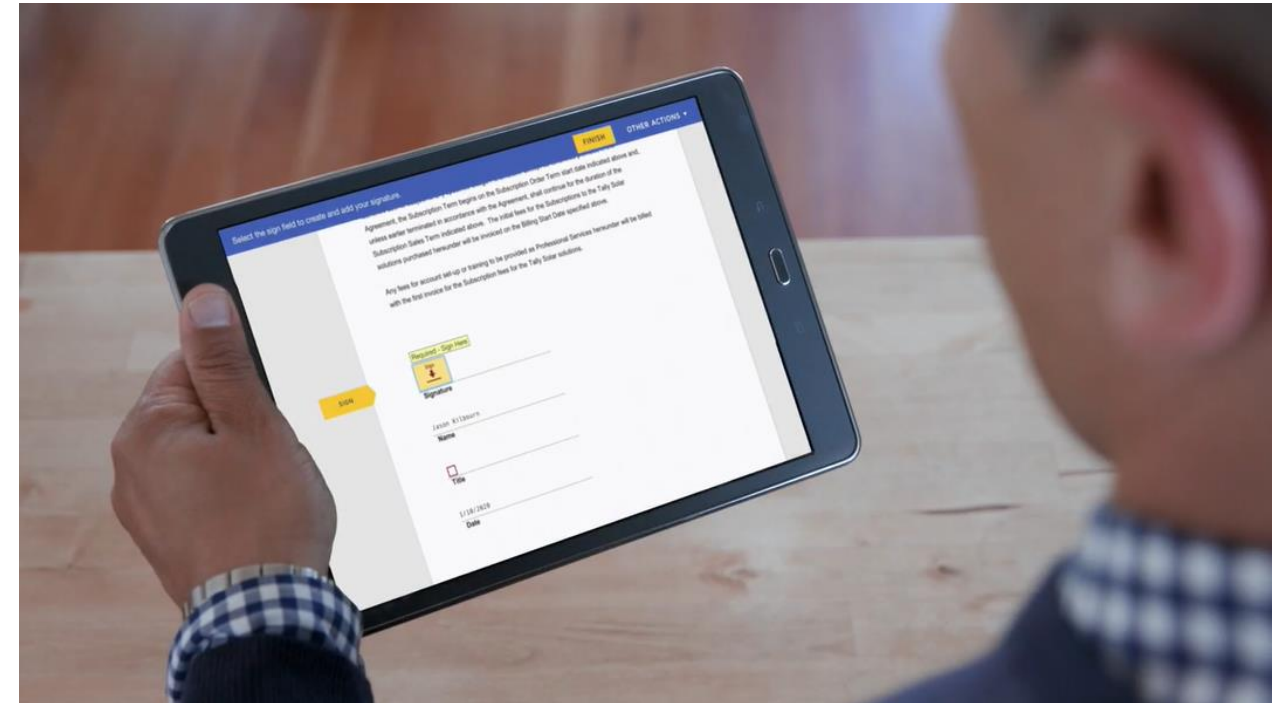
Final Notes



([TechCrunch](#)) Facebook now has over 1.7 billion (with a 'b') monthly active users. In November 2015, Facebook hit 8 billion video views daily.

Other tools: DocuSign

- Provides eSignature.
- Integrates with Dropbox, Google Drive, and more.
- Allows you to automate workflows and processes (including generation, review, and approvals).
- After a free trial the service starts at \$10 per user per month.
- Other options: free apps like Scanner, PDF Expert, and services like Adobe Fill & Sign.



Questions and Next Steps

- Visit [NCOA.org](https://ncoa.org) to find our COVID-19 Resource Center and to sign up for Enews.
- Look out for invitations to future webinars and additional resources.
- Email our team at AMP@ncoa.org with any additional questions.

