



Zooming Like a Pro for Jane’s Walk Leaders

MAS hosts virtual public programs and tours on Zoom, an accessible and popular webinar and meeting platform familiar to many. Zoom is also the dedicated platform for virtual Jane’s Walk meetings and webinars. Below is a step-by-step guide for leading a Jane’s Walk activity via Zoom. For help creating a Zoom account, we highly recommend visiting this link ([click here](#)).

NOTE: Something to consider is whether you want to host your Zoom event via a computer or smart phone. Computers may offer more stable connections to power and internet, also allowing access to certain features. However, Zoom for mobile offers more flexibility to take your activity on the go, possibly leading a live walk of a neighborhood. While this guide focuses on the computer interface for Zoom, [click here](#) to learn how to host a Zoom event on mobile. For the best of both worlds, you might consider having a co-host control Zoom on a computer to tend to the technical elements, while another person leads a tour using a mobile device outside.

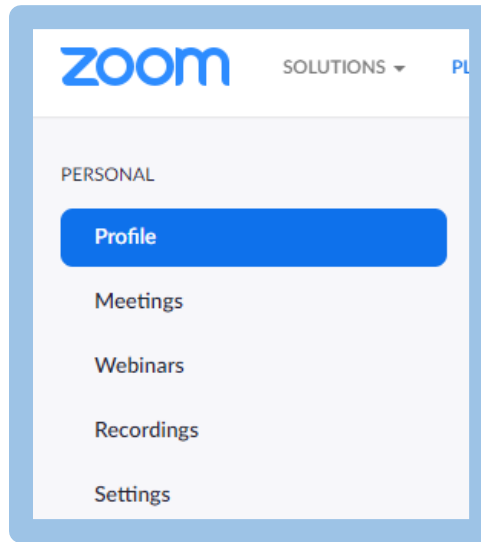
Happy Zooming!

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Setting Up Your Zoom Activity

When you first open your Zoom account to set-up your Jane’s Walk activity, you’re going to see options for “Meetings” and “Webinars” underneath the “Personal” list on the far-left side of your screen.

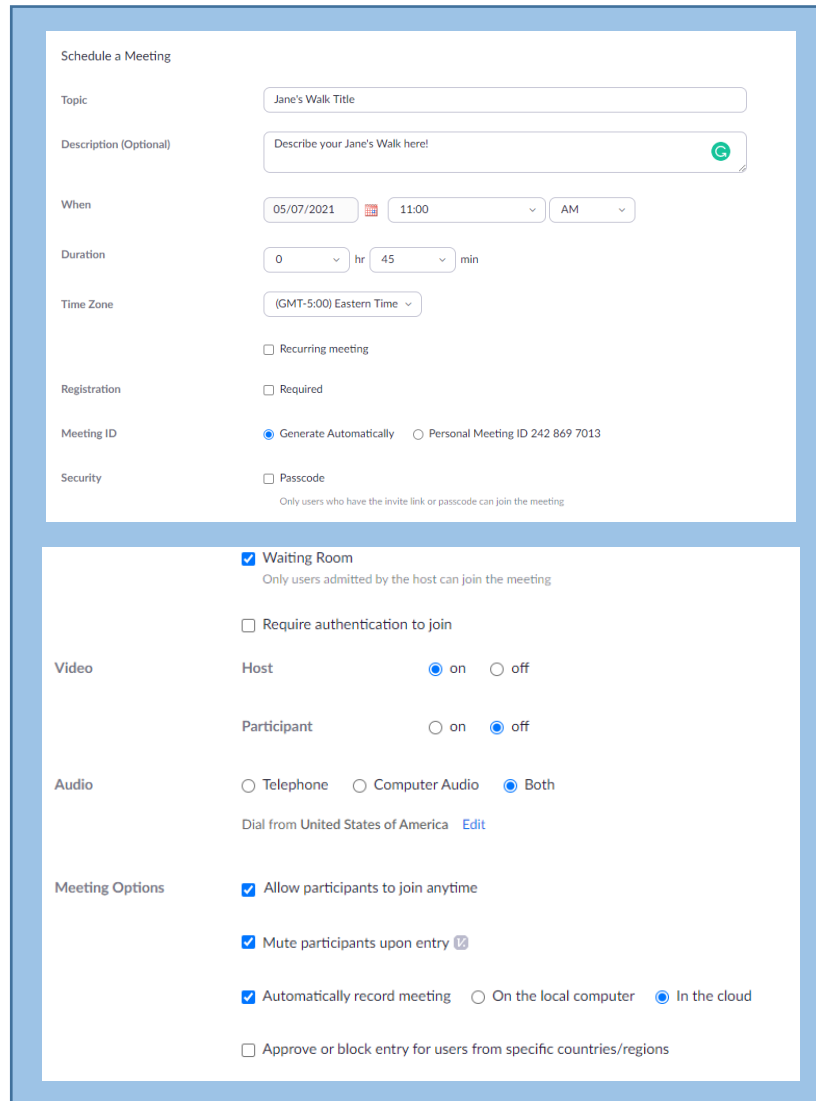


What’s the difference between a Zoom meeting and a Zoom webinar? A **Zoom meeting** allows you to gather a group of people with the ability for everyone to see and talk with each other face to face. A **Zoom webinar** limits the on-screen experience to invited panelists while attendees will join in “view-only mode.”

Once you select a format, it’s time to schedule your Zoom activity by selecting “Schedule a Meeting” or “Schedule a Webinar.” You will then be directed to a form to set your preferences and input details for setting up your event. Below is a step-by-step guide for both setting up a Zoom meeting and a Zoom webinar.

Setting Up Zoom Meeting:

This is what the screen will look like when you're setting meeting preferences:



Schedule a Meeting

Topic: Jane's Walk Title

Description (Optional): Describe your Jane's Walk here!

When: 05/07/2021 11:00 AM

Duration: 0 hr 45 min

Time Zone: (GMT-5:00) Eastern Time

Recurring meeting

Registration: Required

Meeting ID: Generate Automatically Personal Meeting ID 242 869 7013

Security: Passcode
Only users who have the invite link or passcode can join the meeting

Waiting Room
Only users admitted by the host can join the meeting

Require authentication to join

Video: Host on off
Participant on off

Audio: Telephone Computer Audio Both
Dial from United States of America [Edit](#)

Meeting Options: Allow participants to join anytime
 Mute participants upon entry [?](#)
 Automatically record meeting On the local computer In the cloud
 Approve or block entry for users from specific countries/regions

Topic: Share the title of your Jane's Walk activity. A catchy title and description can help attract potential attendees. Some examples of fun titles from the past include **"Gay Bars that are Gone"** and **"NYCHA Recovery and Resilience: Public Housing After Superstorm Sandy."**

Description: Give your attendees a sense of what to expect from your Jane's Walk activity.

When: Select the starting time of your activity.

Duration: Select how long your Jane's Walk activity will be. NOTE: Zoom free accounts have a time limit of 40 minutes.

Registration: MAS will be taking registration for live virtual activities, so there is no need to set up registration on Zoom. Walk leaders must share the join link for their Zoom activity in their Jane's Walk submission form, and MAS will share it directly with registrants. The passcode requirement should be disabled so that attendees can easily join you on Zoom. For privacy reasons, MAS cannot provide registration lists to walk leaders, but we can share registration numbers upon request.

Meeting ID: This is a unique code that attendees can enter to access your Zoom activity via the phone or website.

Security: The passcode requirement should be disabled so that attendees can easily join you on Zoom. NOTE: Zoom requires enabling a passcode or a waiting room, so for an activity hosted in Zoom Meeting, you will enable the waiting room feature.

Video: While MAS recommends turning video on for both the host (you!) and the participants (the attendees), Zoom allows you to choose whether video is enabled upon entry to the meeting. During a Zoom meeting, the host or co-host(s) can also request that a participant turn on/off their video through the “Manage Participants” feature.

Audio: We recommend allowing people to tune into your Jane’s Walk activity using both telephone and computer audio. This helps make your activity more accessible for those who may not have a computer or internet access.

Meeting Options: We recommend allowing your attendees to join anytime, muting participants on entry, and automatically recording your meeting in the cloud (if you want to be able to save or later share your activity recording online social media). If you decide to record your activity, make sure to let your audience know!

Alternative Host: An alternative host has the same capabilities as a Zoom primary host, so they can start and stop a Zoom event. You can add someone as an alternative host only if they have their own Zoom account.

Save: Make sure to save your preferences by pressing the blue “Save” button! You’ll then have access to your Zoom event’s join link to share with MAS in the submission form. To start your Jane’s Walk activity, return to this page and press the “Start” button.

Setting Up Zoom Webinar:

Below are some helpful tips if you would rather host your Jane's Walk activity as a Zoom webinar!

Schedule a Webinar

Topic: Jane's Walk Title

Description (Optional): Describe your Jane's Walk here!

Use a Template: Select a template

When: 05/07/2021 11:00 AM

Duration: 0 hr 45 min

Time Zone: (GMT-5:00) Eastern Time

Recurring webinar

Registration: Required

Webinar Passcode: Require webinar passcode

Video: Host On Off
Panelists On Off

Audio: Telephone Computer Audio Both
Dial from United States of America [Edit](#)
 Allow attendees to use toll-free and fee-based toll call numbers
 Allow attendees to use Call Me

Webinar Options: Q&A
 Enable Practice Session
For client versions older than 4.1.20185.0205, the Webinar Practice Session will be included in the recordings. Remember to edit the recording before sharing.
 Require authentication to join
 Make the webinar on-demand
 Automatically record webinar On the local computer In the cloud
 Approve or block entry for users from specific countries/regions

Alternative Hosts: Enter user name or email addresses

[Schedule](#) [Cancel](#)

Note: The title, description, when, duration, registration, passcode, and audio fields are the same for Zoom meeting and Zoom webinar, as described above.

Video: As the host and Jane's Walk leader, you should make sure that your camera is on and that video is enabled for panelists.

However, Zoom webinars have some different features and capabilities, including:

Webinar Options:

Q&A: We recommend enabling the Q&A feature if you would like to allow attendees to ask questions. See page 8 for further details on setting this up, including certain available features that make Q&A more interactive than the chat box.

Enable Practice Session: This feature allows you to join your webinar room privately just before you go live. You can then do any final testing, such as preparing your equipment and presentation materials, checking your lighting, setting up your co-host, etc. before opening up to attendees. We recommend planning for 10-15-minutes of prep time.

Require Authentication to Join: This feature requires all of your attendees to have an authenticated Zoom account to join your Jane's Walk activity. We do not recommend selecting this option because it limits accessibility.

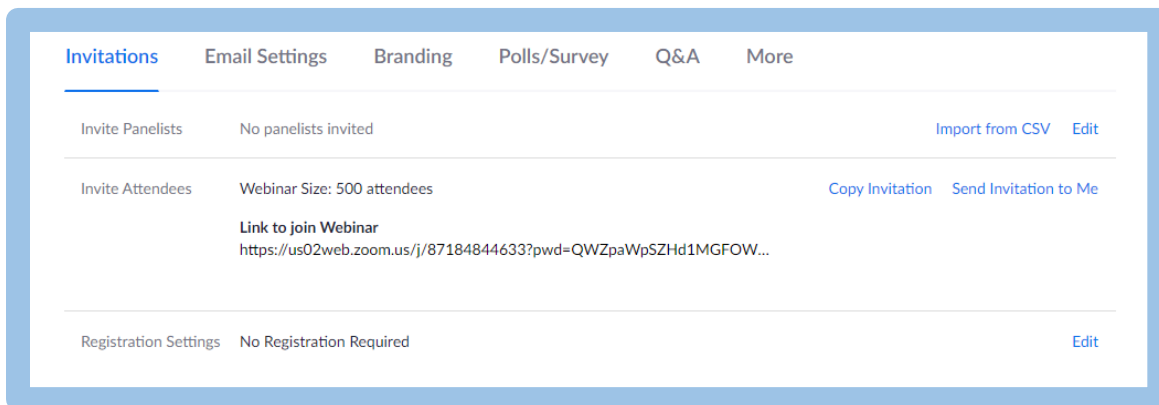
Recording: As mentioned above, you can automatically record your meeting in the cloud or save the recording to your computer but make sure to notify your attendees if you choose to do this. You can also post your video later to your website, YouTube, or other social media. See page 13 for further details on how to do this.

Approve or Block Entry for Users from Specific Countries and Regions: We do not recommend selecting this option because it limits accessibility.

Once you schedule your Zoom webinar, you'll then have access to more setup options, including:

Invitations:

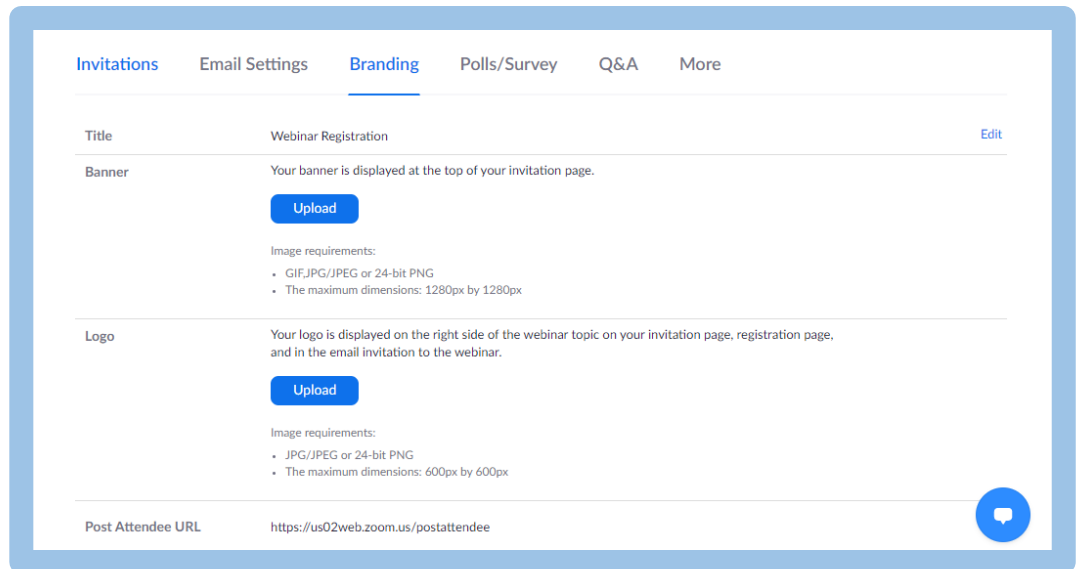
Invite Panelists: As mentioned above, panelists are those who have permission to appear on screen during the webinar. By clicking "Edit," you can add panelists, entering their names and emails. Zoom will then send a unique join link for each panelist. Panelists have access to certain controls including enabled video and audio as well as screen sharing. If you have a co-host for your event, or anyone helping as a silent participant to run the technical elements (such as screen sharing or moderating the chat) they should also be invited as a panelist. Alternatively, you can choose to provide them with co-host permissions once you start your Zoom event.



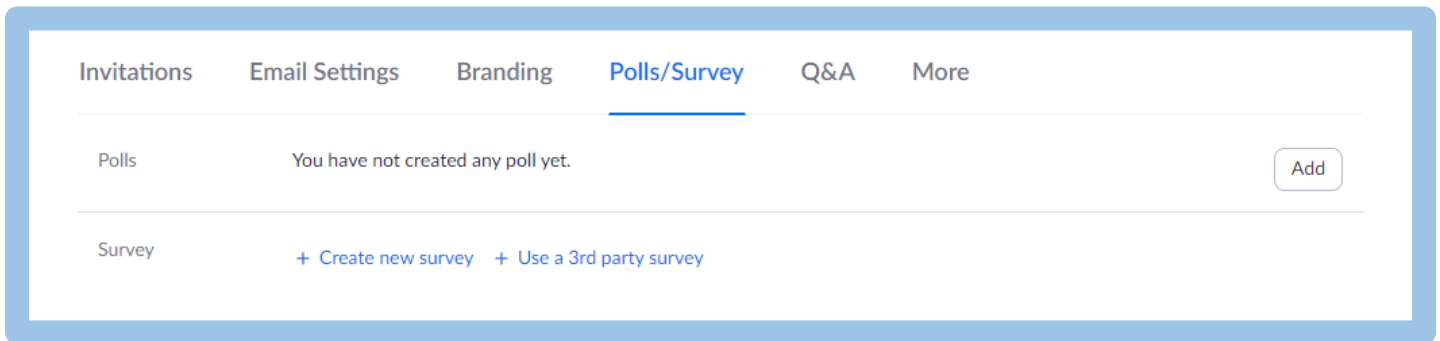
Invite Attendees: You can copy the invitation, which includes the join link and instructions on tuning in, and email it to those who have registered for your event.

Email Settings: You should not enable this feature as MAS will be taking registration and providing the join link to registrants.

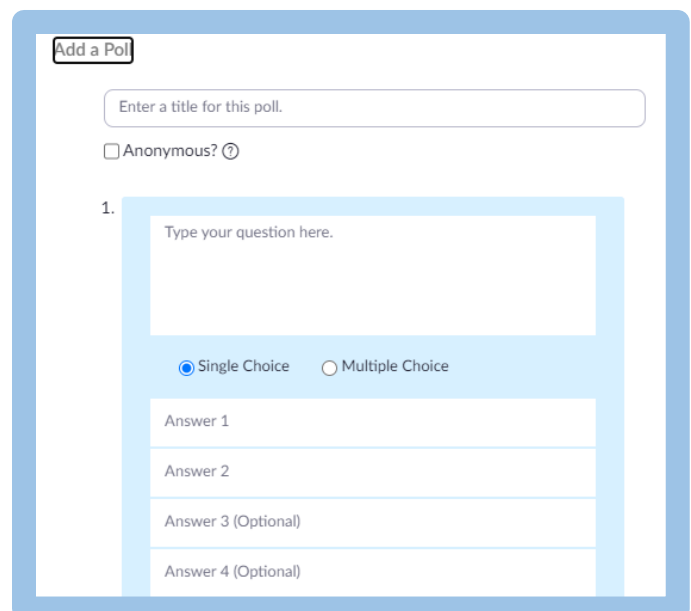
Branding: It may be helpful to set where the attendees are redirected after your Jane’s Walk activity (like a specific website that has more information about the topic of your Jane’s Walk activity, the Jane’s Walk page – [click here](#), or the MAS membership page – [click here](#)).



Polls/Surveys: You can add any polls/surveys before the event. These can help engage your audience and make your Zoom Jane’s Walk more interactive. For example, you can ask your attendees, “Have you ever attended a Jane’s Walk before?” You can then include “Yes” and “No” as answer choices.



Press the “Add” button to create a poll. You’ll then be shown the screen below. Add your poll question and any answer choices you would like. You can choose if people can select only one answer choice or multiple choices. Make sure to save the poll question at the bottom of your screen!



You can also choose to create a survey as shown below. A survey allows you to ask multiple questions across a wider range than a poll. You can also ask for a comment, an email address, a name, an address, etc.

Create New Survey

1. Untitled Question

Untitled Option 1

Untitled Option 2

[+ Add Question](#)

Anonymous

[Save](#) [Cancel](#)

Q&A Functions: The Q&A function allows a dedicated space for your attendees to ask and answer questions, and up vote those from others. You can respond “live,” offer written responses, or invite others to answer questions using the “comment” feature. We recommend selecting the below options for setting up your Jane’s Walk Q&A. Make sure to allow anonymous questions and permit your attendees to view all questions. By allowing attendees to up-vote and comment on questions, you can make your Jane’s Walk activity more participatory!

Invitations Email Settings Branding Polls/Survey **Q&A** More

Settings

The Q&A settings configured is for the default settings when you start this webinar. You can change the settings in this webinar.

Allow anonymous questions

Allow attendees to view

answered questions only

all questions

Attendees can upvote

Attendees can comment

[Save](#) [Cancel](#)

Once you’ve completed these steps, your Jane’s Walk webinar is set-up and you can share your join link in the Jane’s Walk submission form! 😊

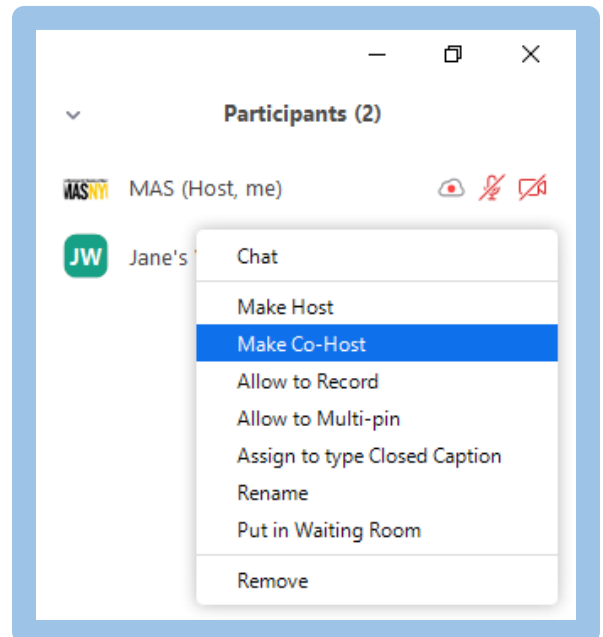
Hosting Your Zoom Activity

We recommend logging onto your Zoom session 10-15 minutes before your Jane’s Walk starts (either as a “Practice Session” or before you admit attendees from the waiting room). It’s also helpful to gather with your co-hosts and any panelists ahead of your Zoom activity to discuss the run of show and review any Zoom features to ensure that everyone is comfortable.

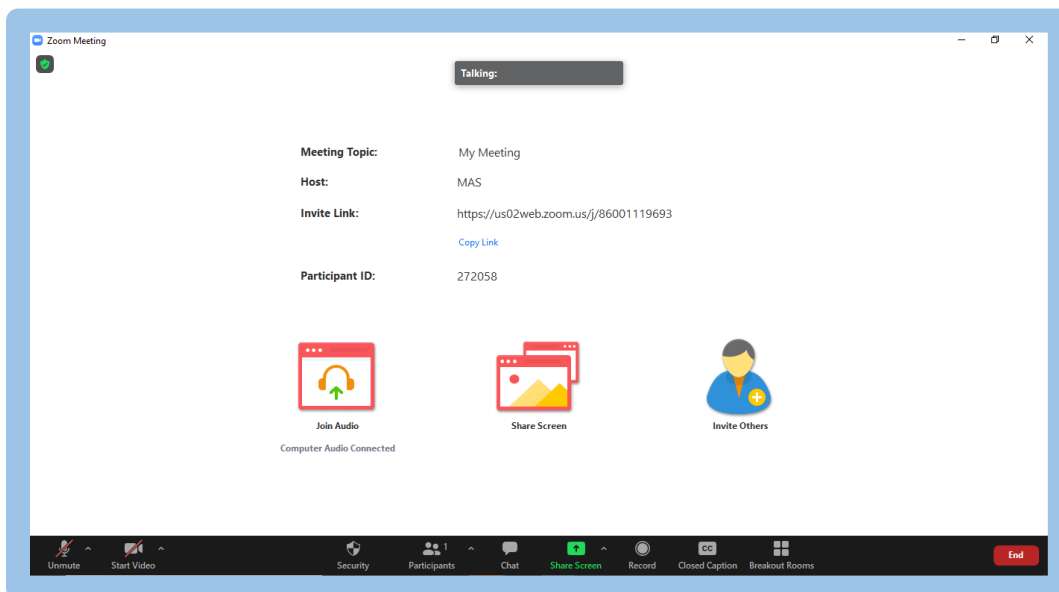
Hosting on Zoom Meeting:

Start Your Zoom Meeting: As described above, return to the meeting set-up page on your Zoom account and press “Start this Meeting.”

Co-Host: To make someone a co-host, click on “Participants.” Hover over the person’s name until you see a “More” option and click it. You’ll then be able to select “Make Co-Host.” As you can see below, there are also other permissions you can set by doing this (allowing to record, assigning to type Closed Caption, etc.).



Toolbar: The toolbar, at the bottom of the meeting window (described further below), is how you will manage your meeting.

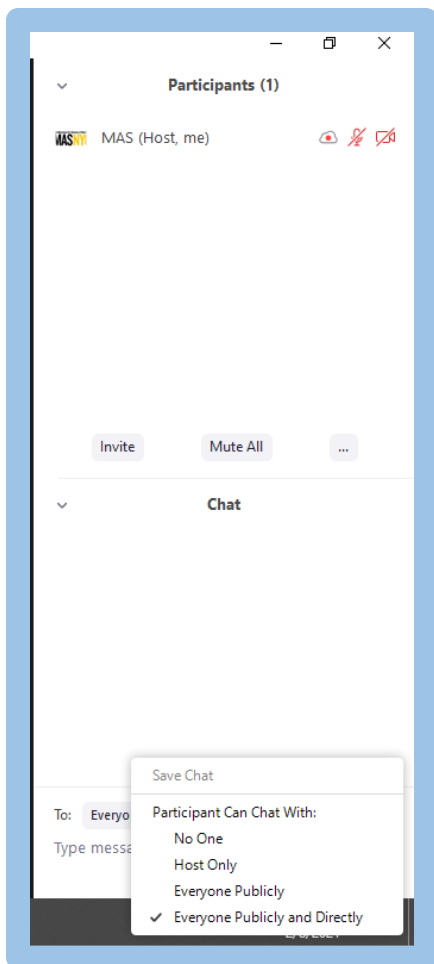


Here's how to use some of these tools:

Mute/Unmute: As the host or co-host in a meeting, you can manage participant audio by muting and unmuting them to limit background noise and distractions. Participants have the ability to mute or unmute themselves unless the host has prevented them from doing so.

Start/Stop Video: You can start or stop your video camera by clicking the “Start Video” icon.

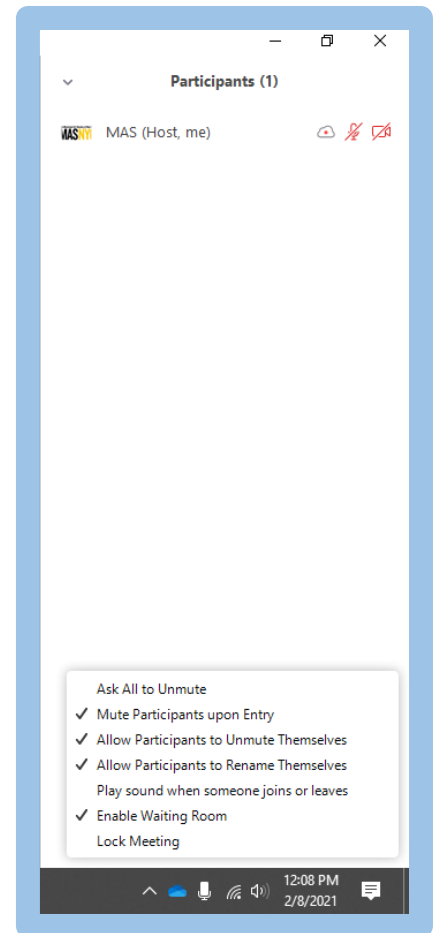
Participants: By clicking on this feature, you can mute participant audio and video, request that a participant starts their video, prevent participants from screen sharing, rename participants, and admit/remove participants from the waiting room. You can also choose to remove people from your Jane’s Walk activity if they are behaving inappropriately.



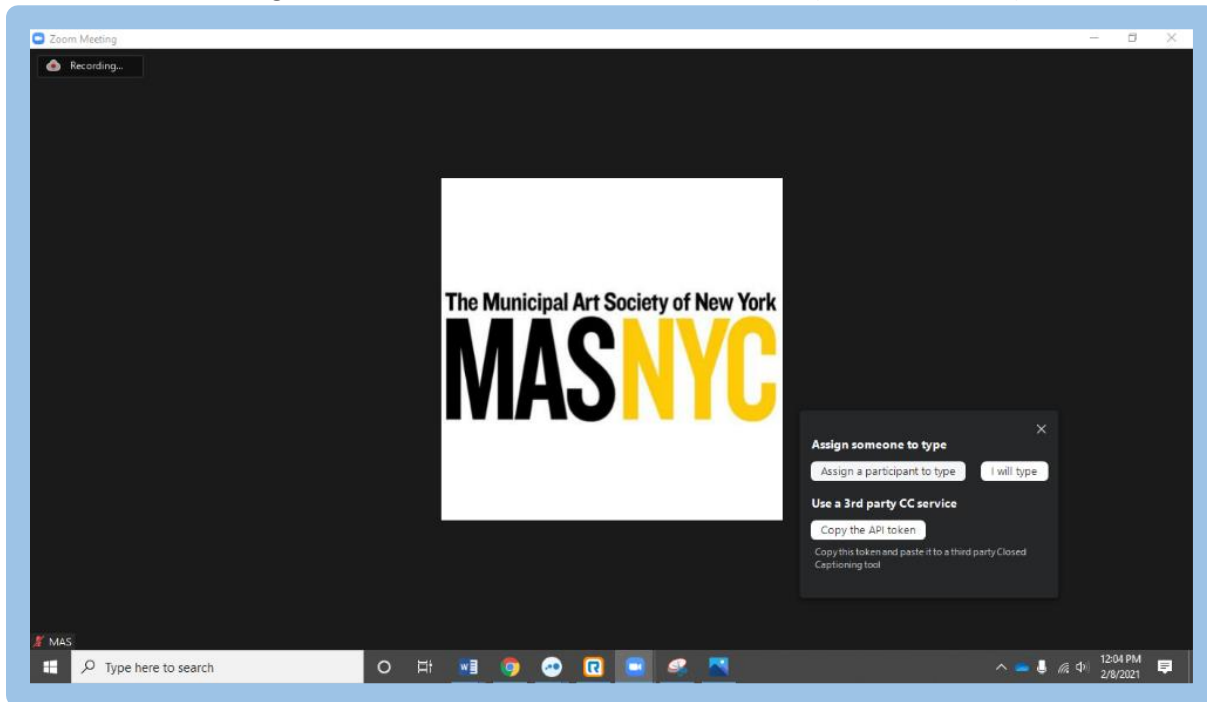
Chat Box: You can choose who attendees can chat with during a meeting by clicking the ellipsis icon (see screenshot below) in the chat. You or your co-host can use Zoom’s chat feature to communicate with attendees throughout your activity and privately with each other. You can also enable attendees to chat with one another to promote an interactive experience. The chat is a helpful place to share any additional links and resources. After your Jane’s Walk activity, you can also save the conversation manually or automatically. To automatically save your chat, click “Chat,” then “Details” at the bottom of the chat window, and finally click “Save chat.”

Share Screen: Screen sharing is essential for showing a PowerPoint presentation, video, or any other media. To do so, click on the “Share Screen icon” on the bottom of your screen, select the media, application, or window you want to show, and then “Share.” By clicking the “Share computer sound” option on the bottom left, you can even share audio files. We recommend closing unnecessary tabs and turning off any email or social media notifications that may pop-up on your screen, as these can be distracting and affect your bandwidth. [Click here](#) to learn more!

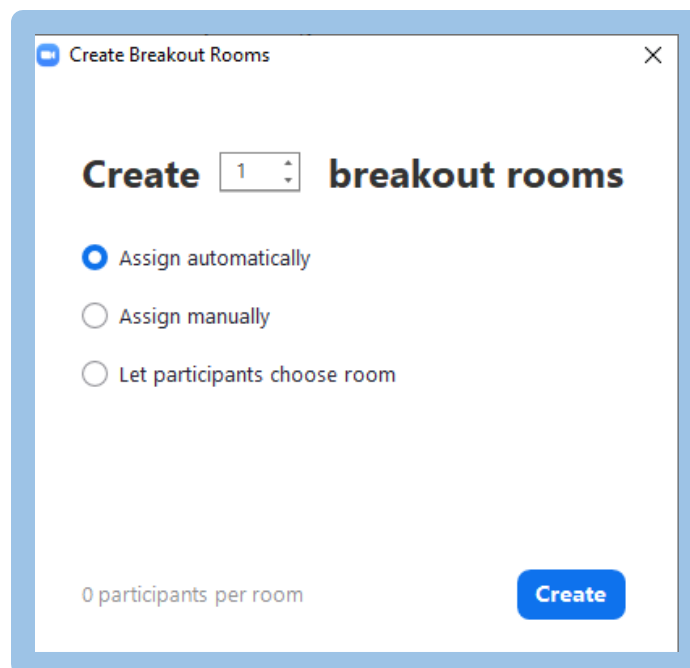
Recording: If you want to document your activity, click on the “Record” button, which also allows you to pause or stop your recording. See page 13 for instructions on how to retrieve your recording.



Closed Caption: Closed-captioning makes your Jane’s Walk activity more accessible to attendees who may have difficulty hearing. MAS uses an automated service called Rev ([learn more here](#)).

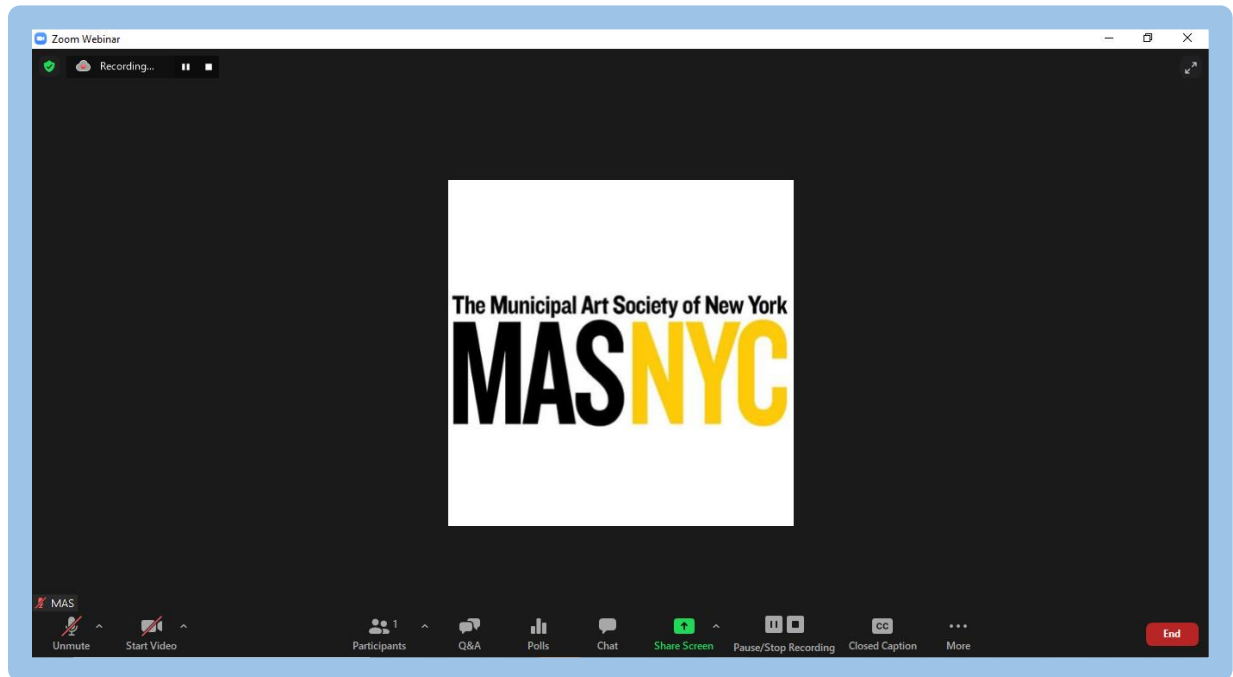


Breakout Rooms: Breakout rooms allow you to split your meeting into smaller group discussions. Only those with hosting permissions can create them. To create breakout rooms, select the Breakout Room icon on your Zoom toolbar. (If you cannot see it, you can also find it under “More” on the far right side of your Zoom toolbar at the bottom of your screen.) You can then choose how many breakout sessions you would like to create and if you would like to automatically assign, manually assign, or let participants choose their rooms.



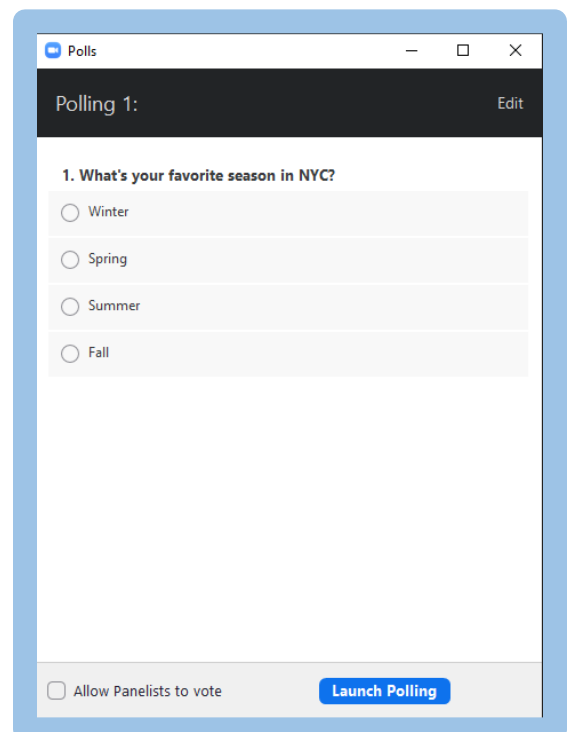
Hosting on Zoom Webinar:

Similar to Zoom meetings, you need to start the session on your Zoom webinar's set-up page. Some features remain the same: mute/unmute, start/stop video, participants, chat box, share screen, record, and closed captioning. While you'll have access to some additional features, Zoom webinar does not have Breakout room capability. Below is an image of what your toolbar will look like and some descriptions of how to use its features.



Audience Q&A: Q&A is a great way for attendees to chime into the conversation and makes moderating questions easier! Attendees can raise their hand using a virtual icon, or ask questions in the Q&A feature. You or your co-host can mark questions as answered or type responses directly. Attendees can also up-vote and comment on questions (if this feature is enabled during set-up).

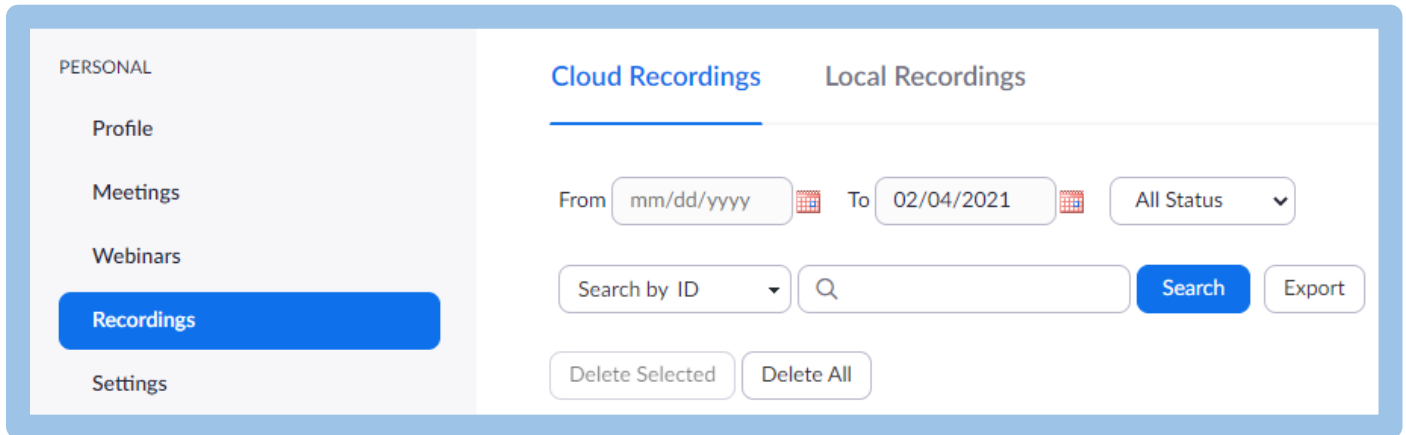
Polls: By polling your attendees, you can pose a prompt that may further discussion or give you a better sense of your audience! The primary host can set-up polls in advance (as detailed above on pages 7-8). Both the primary host and any co-hosts can launch the polls. To launch a poll, click "Polls" on the bottom of your screen, choose from available polls, and then click "Launch Polling." Here's an example of what a poll could look like.



After Your Zoom Event

After your activity on Zoom, you may want to save your session or further engage with those who tuned in. Below are some tips on how to do that!

Recording: To access your recording in the Zoom cloud, click the “Recordings” button under the “Personal” column (see below). Your recording should be under “Cloud Recordings.” An easy way to find your recording is to search for the exact date and time of your Jane’s Walk activity. Once you’ve downloaded your recording, you can share your Jane’s Walk activity on YouTube or another social media outlet like Facebook. Be sure to share highlights from the conversation using #JanesWalkNYC on social!



Your meeting should automatically record on the cloud if you followed the set-up instructions above. If you recorded your meeting locally to your computer, they will be saved in the following ways by default:

Windows: C:\Users\[Username]\Documents\Zoom

Mac: /Users/[Username]/Documents/Zoom

Linux: home/[Username]/Documents/Zoom

Stay Connected: Consider closing with a thank you to your attendees and sharing a way for people to stay in touch after the conversation ends (such as sharing your email or website, a way to take action or get more involved with a specific cause). Customizing a post-Zoom redirect link during set-up is another great way to do this too.

Additional Tips and Things to Keep in Mind!

Co-Hosts/Technical Support: We highly recommend that you recruit a volunteer to help you with your walk activity. A co-host can help manage the chat, Q&A, polls, and other elements of your session on Zoom. This will help your Jane's Walk activity run more smoothly and allow you to concentrate on content.

Internet Connection: Make sure you have a strong internet connection before you start your Jane's Walk, either through your Wi-Fi or a hardwire connection. You can also check your internet speed by [clicking here](#).

Free vs. Paid Accounts: Free accounts only allow you to have a 40-minute Zoom meeting or webinar. [Click here](#) to learn more about Zoom paid accounts.

Live Broadcasting Your Jane's Walk Activity: Are you looking to simultaneously engage a live audience on social media? Zoom allows live broadcasting on Facebook and YouTube. [Click here](#) to learn how to enable live streaming on Facebook or [here](#) for YouTube.

Accessibility: Everyone experiences virtual platforms differently, so think broadly and empathetically about how others might feel when participating in your activity. Here are some things to consider:

- [Click here](#) for some tips on how to make your virtual Jane's Walk activity more accessible for people with disabilities from the NYC Mayor's Office for People with Disabilities.
- For pre-recorded videos, there are free and DIY tools available for captioning, including the Amara Support Center ([click here](#)), dotsub ([click here](#)), and subtitle horse ([click here](#)).
- MAS uses a platform called Rev to provide live closed-captioning. Check out Rev by [clicking here](#) (note this is a paid service).
- YouTube Caption Editor: YouTube can automatically generate captions using speech recognition technology. For more information about Translate Videos & Captions in the YouTube Help Center, [click here](#).

If you're leading a non-English activity, consider asking someone to help as an interpreter. Consider also asking someone to join who can provide ASL interpretation for those unable to hear.

Zoom Support: You can always find more Zoom support by [clicking here](#). Zoom offers several live and pre-recorded trainings on the various functions of the platform, along with many other support topics:

- Pre-recorded: <https://support.zoom.us/hc/en-us/articles/217214286-Watch-Recorded-Training-Sessions>
- Live training schedule: <https://support.zoom.us/hc/en-us/articles/360029527911-Live-training-webinars>
- General support topics: <https://support.zoom.us/hc/en-us>

Support from Jane's Walk NYC: Check out our full Jane's Walk NYC Training Guide for Live and Virtual Activities ([click here](#)) for further tips and examples of successful Zoom events!

Note: Although this guide focuses on how to lead a Zoom meeting or webinar, you might be interested in learning about other social media options for live video as well. [Click here](#) to learn how to offer a Jane's Walk video activity on Instagram. [Click here](#) for more guidance on how to use Facebook Live. [Click here](#) to learn how to offer a video activity on TikTok.