

Practical suggestions in zoom for engaging your audience

These ideas emerged from the UC ANR webinar on “Engaging webinars” May 15, 2020.

Remember: "Be flexible" - Yes, prepare, but it doesn't always go like you practiced!

Tools for Engaging in Zoom

In this document.

- [Annotate](#) (Available in meetings)
- [Breakout rooms](#) (Available in meetings)
- [Chat](#)
- [Evaluation](#)
- [Ice breakers](#)
- [Polling](#)
- [Introducing participants](#)
- [Raised hand](#) (Available in Meetings)
- [Q&A](#) (available in Webinar)
- [Whiteboard](#)



Use these simple zoom options to engage your audience
(Photo MIT Sloan)

Annotate (available in meetings)

Annotate allows participants to add to a shared screen (e.g., marks on a map, words on a page, etc.). Best when you know your audience and that they will be responsible!

Breakout rooms

Available with Zoom Meetings (not Zoom Webinar) – good for small group discussion and interaction

Chat (available in both Meeting & Webinar)

As a tool

Chat is a great tool and good for interaction.
If chat is very active then you can miss some questions.

Saving chat

Manually save the chat or
There is an auto-save function for chat in Meetings and an option to add chat to the recording along with audio transcript.

Evaluation

Can use a QR code on the screen to provide – and people use phones to get to survey.

Ice breakers

Scavenger hunt – Ask people to find and show...

Introductions – Making introductions can be “clunky” especially with a big group.

Verbally:

Not great for big groups.

People can identify the next speaker (pass the torch) or you can advise a few in a row – then they unmute and are ready.

Keep it brief: e.g., "hi this is _____ from (org) in location)".

Through chat. e.g., Name, Title, Where from, Hobby?

Q&A (available in Webinar only)

Q & A is somewhat easier to keep track of questions (versus chat). You can then answer them via typing or orally.

Q & A questions will not be in the post transcript (the chat will), so you'll want to capture those questions and answers if you want before you end the webinar, via cut and paste.

Note: if you have a power issue, Q and A box questions may go away. Having someone capturing the Q and A questions behind the scenes helped in situation recently. The Q and A features are really helpful and in my opinion are far better than the chat box.

Q&A versus Chat – Chat is better for sharing comments or participant responses to the presenter's questions.

Polling

Zoom polls - Options to capture: screen capture – e.g., snip tool ; print screen capture ; or cell phone and take a picture of the poll, or in meetings you can download a poll report (Not sure in Webinar).

How to include polls in recordings: You can screen capture polls and then insert them into recorded webinar when editing

Other options: eXtension used a polling tool called Mentimeter <https://www.mentimeter.com/>

Raised hand (Available in Meetings and Webinars).

Have to enable non-verbal feedback in your settings.

Remember you'll need to lower your hand after you raised your hand. This is not done by the host.

Whiteboard

Do webinars have the white board feature? (May just be meetings – and then if enabled)

I have used it for meetings and you can save the notes like the chat (it's like virtual “flipcharting”

Multiple people can annotate a whiteboard if you enable that setting.

Learn more at [Training – Zoom Help Center](#)