Tools and Tips for Reaching a Remote Audience

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National Council on Aging

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)

- Remember
- Understand
- Apply
- Analyze
- Evaluate
- Create
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
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.
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.
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!
(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 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.