



zoom



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STRATEGIES

ZOOM 101

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# Women lead Local Company



Celebrating our #10th Anniversary



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# Zoom is a video call platform

## Type of Zoom Accounts :

- Free – 100 participants – 40 minutes max.
- Pro – 100 participants – Can record to the cloud \$14.99 per host (\$40 add Webinars)
- Business – 300 participants - \$19.99 per host, minimum of 10 hosts





# Call vs Webinar

- Video Call – two-way communications. Everyone can see and hear everyone
- Webinar – One-way communication. Limited participation, controlled by the host/speaker. Attendees cannot see or talk to each other.

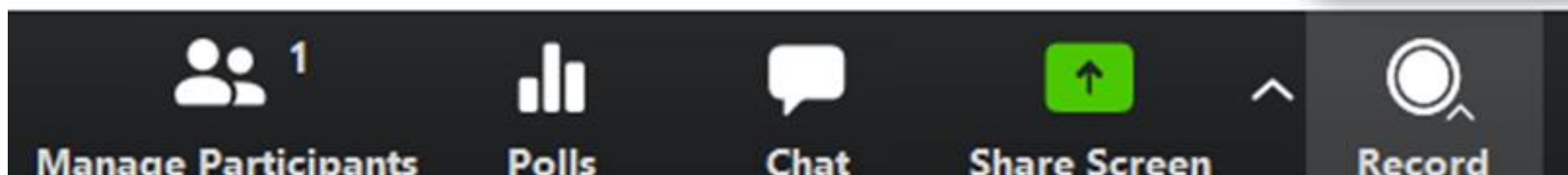
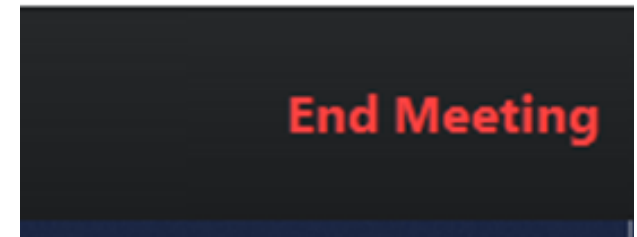
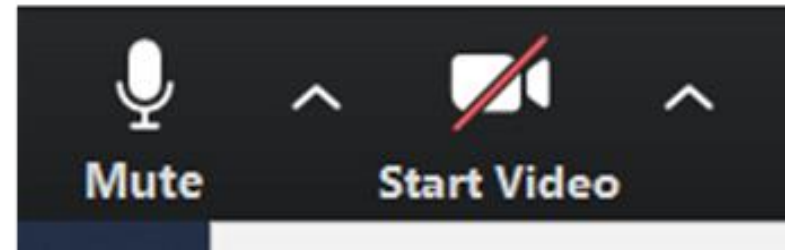




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# Basic Controls

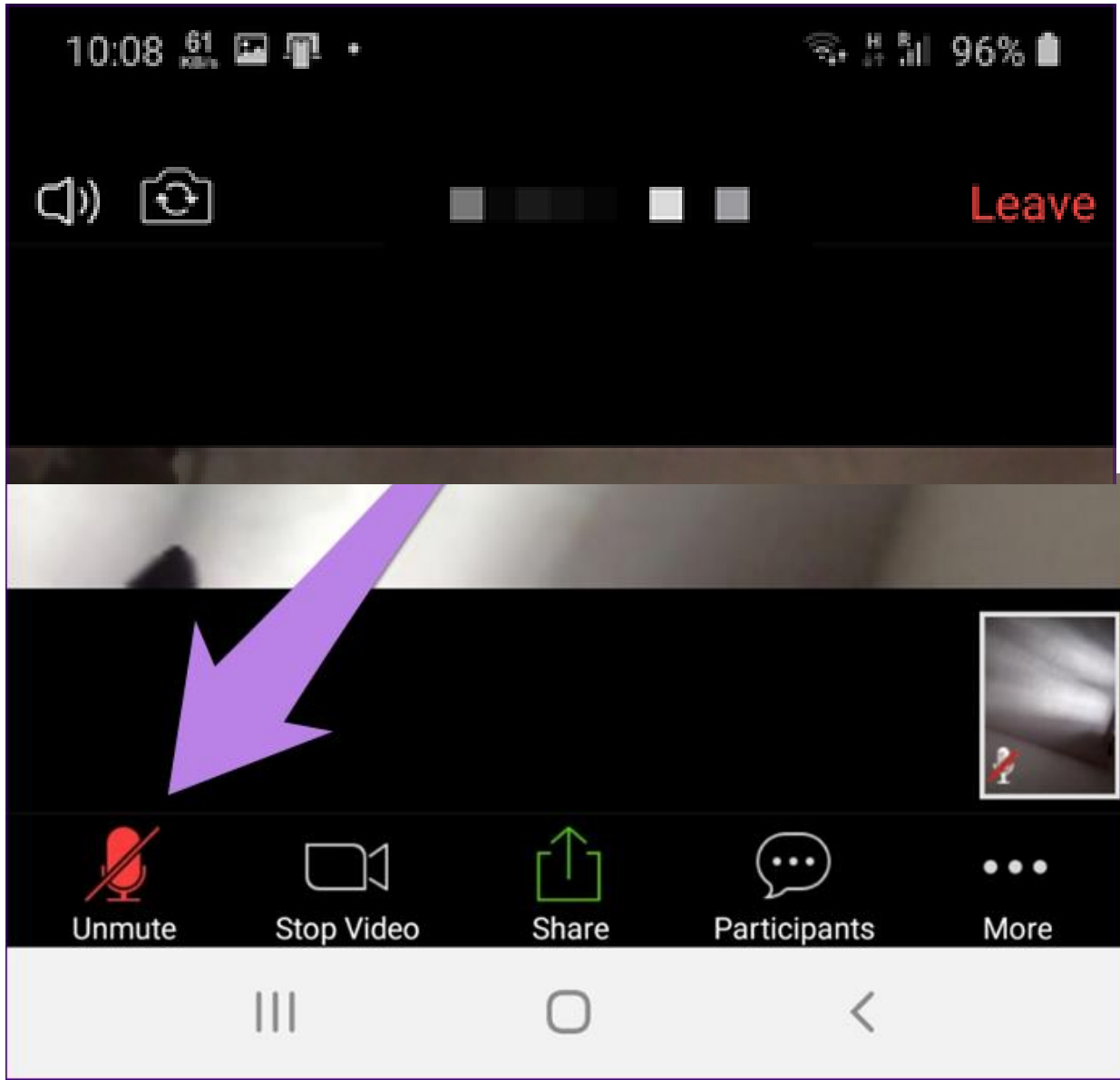
- Your name or ID on screen
- Microphone – Audio Test
- Camera
- Manage Participants
- Chat
- Share Screen
- Leave/End Call



# Basic Controls Phone Zoom



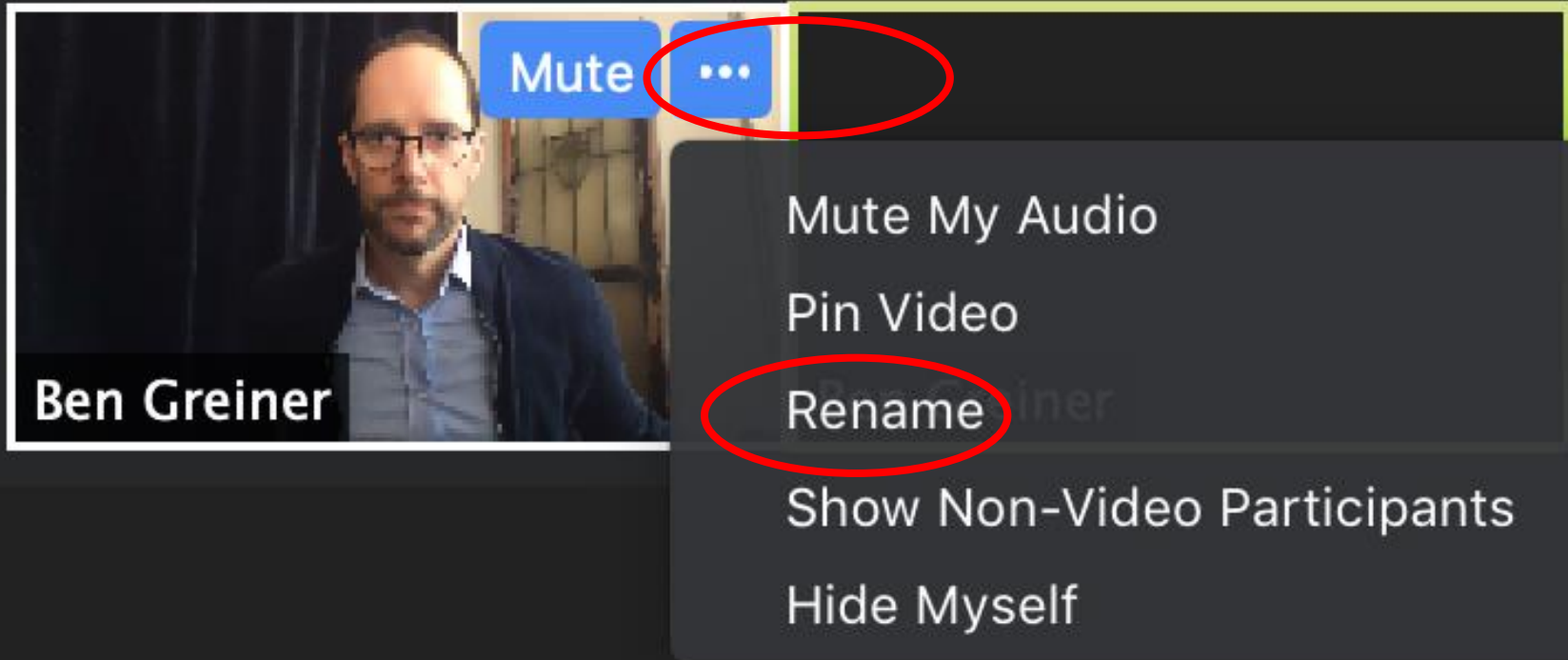
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# How to rename your profile



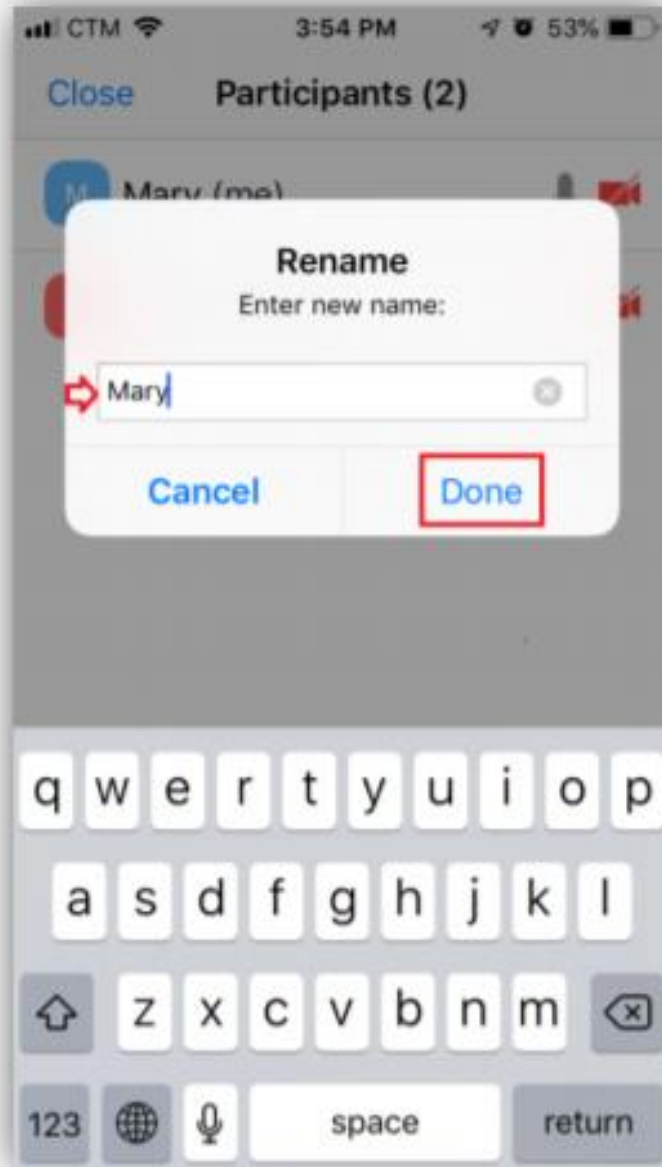
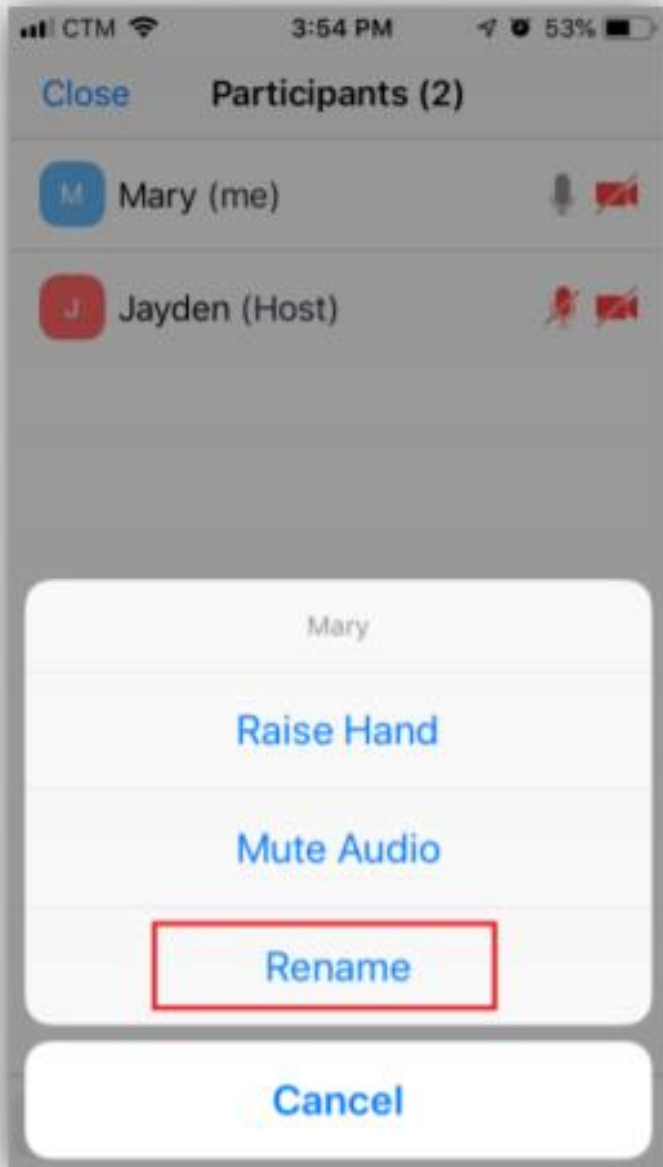
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# How to rename your profile



REGISTRATION  
REGIES

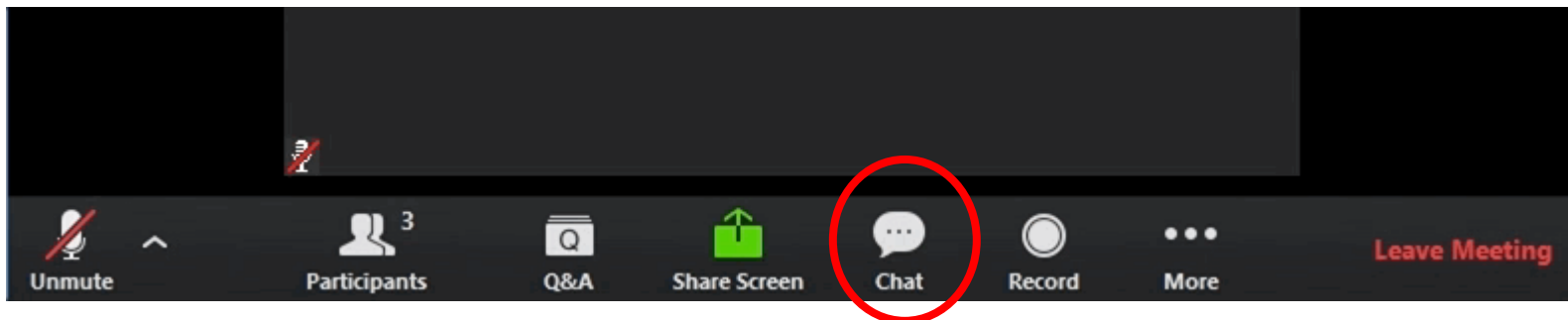
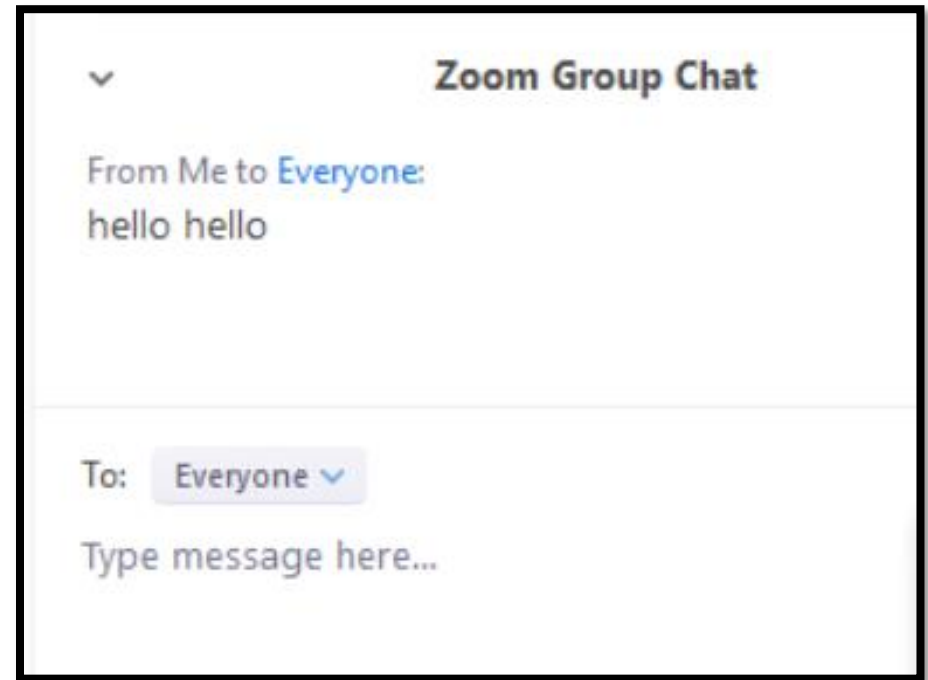
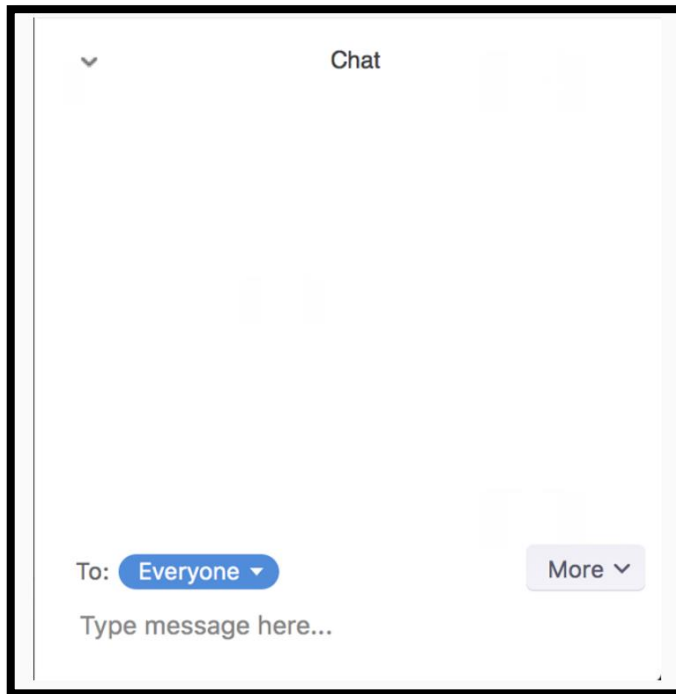






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# How to use the Chat





# How to see everyone in the screen

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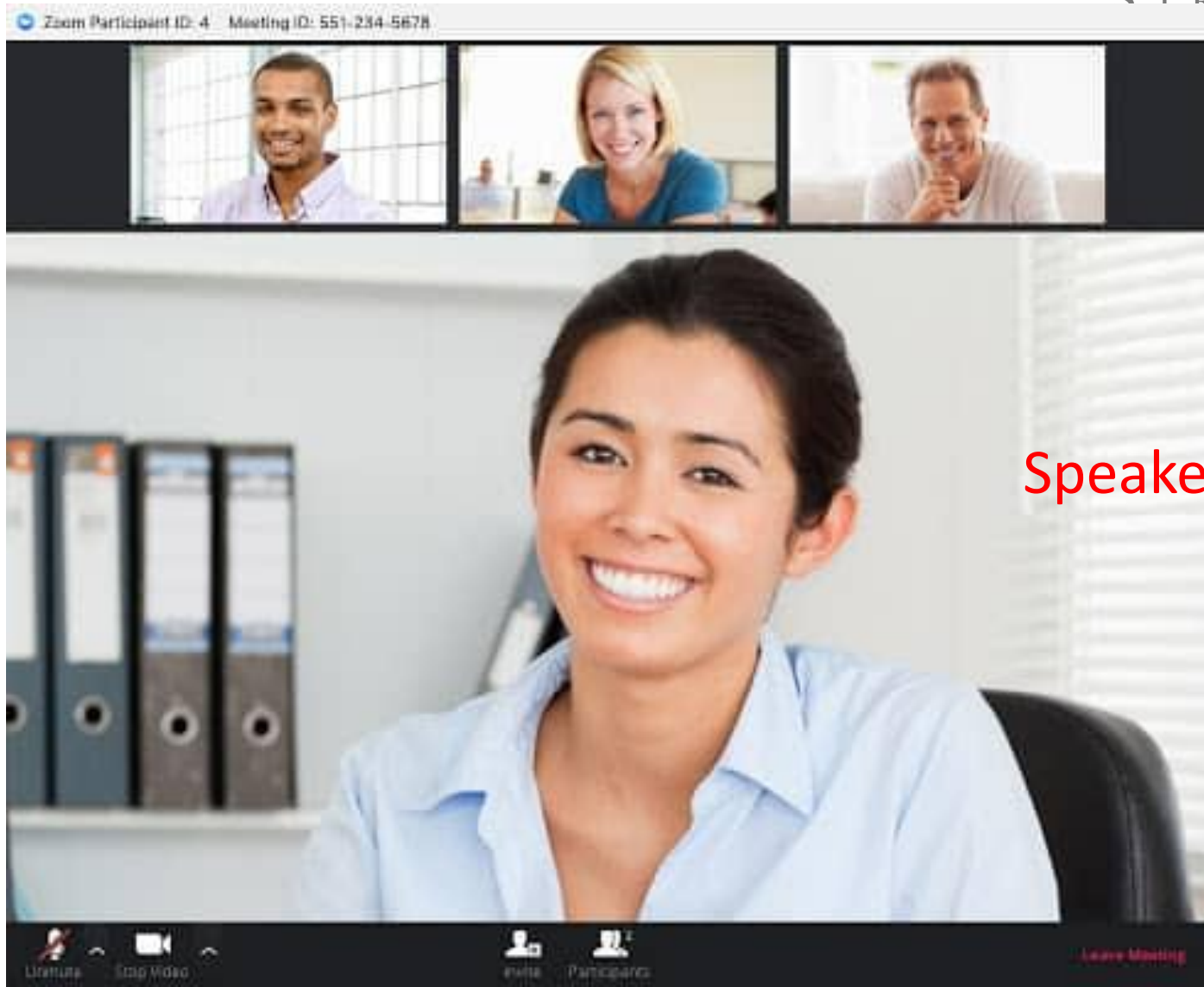


Gallery  
View

# How to see the speaker in the main screen



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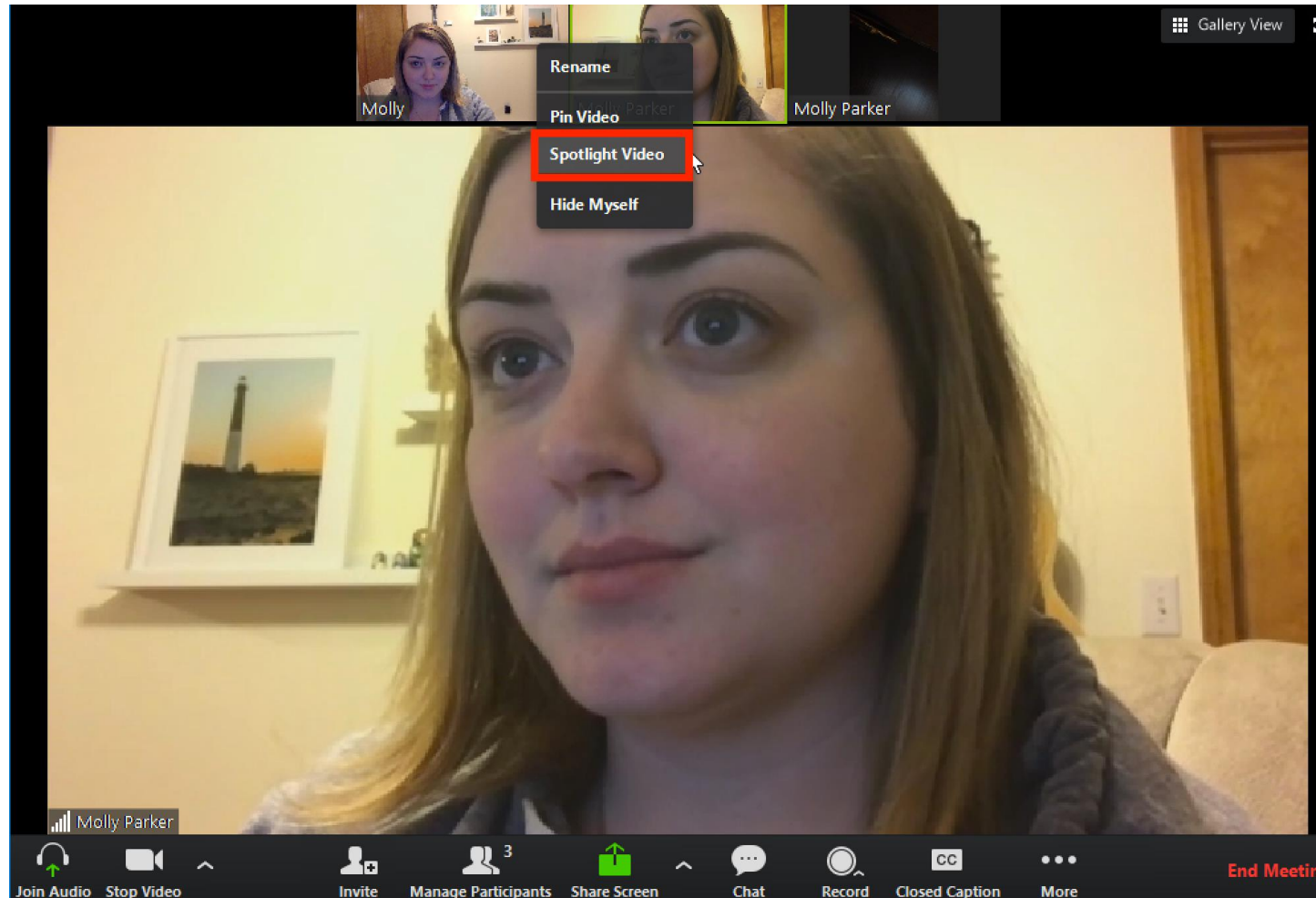


Speaker View

# How to make someone the main speaker



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# Virtual Background



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Settings

- General
- Video
- Audio
- Share Screen
- Virtual Background**
- Recording
- Statistics
- Feedback
- Keyboard Shortcuts
- Accessibility

Rotate 90°

Choose Virtual Background

None

sunset

☐ I have a green screen ? ☐ Mirror my video

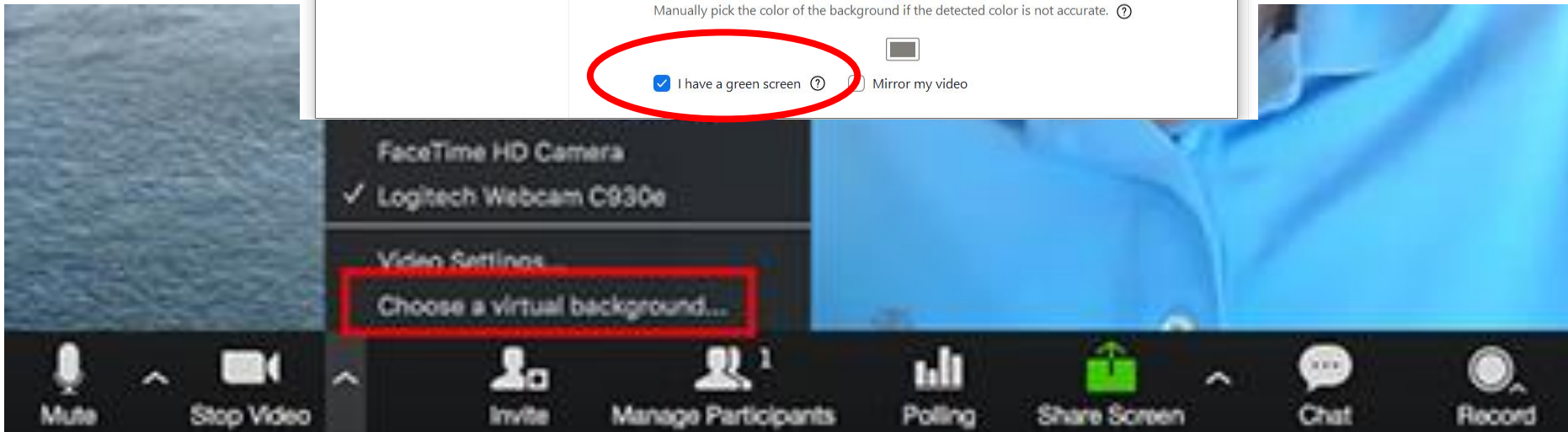
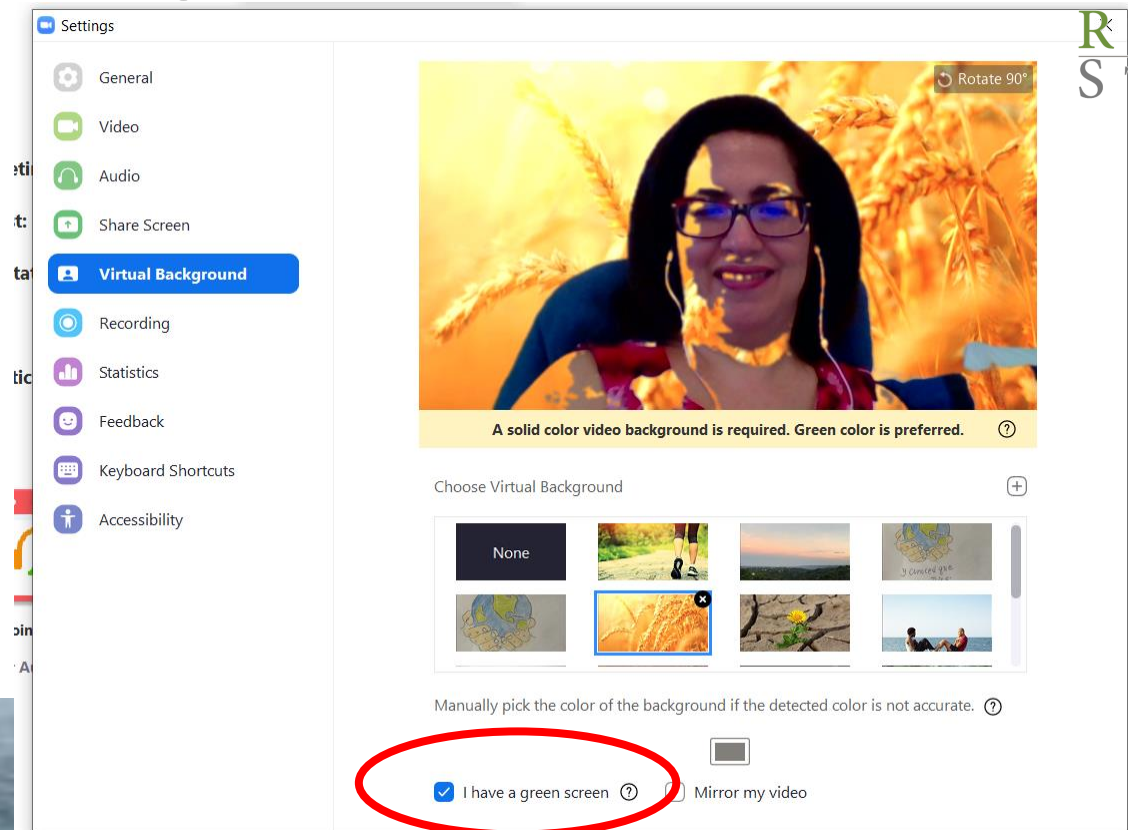
Choose a virtual background...



# Virtual Background



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# Sharing your Screen



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The screenshot shows the bottom toolbar of the Retention Strategies application. The 'Share Screen' button, represented by a green square with a white upward arrow, is circled in red. To its right, a dark grey tooltip is visible, containing the following text:

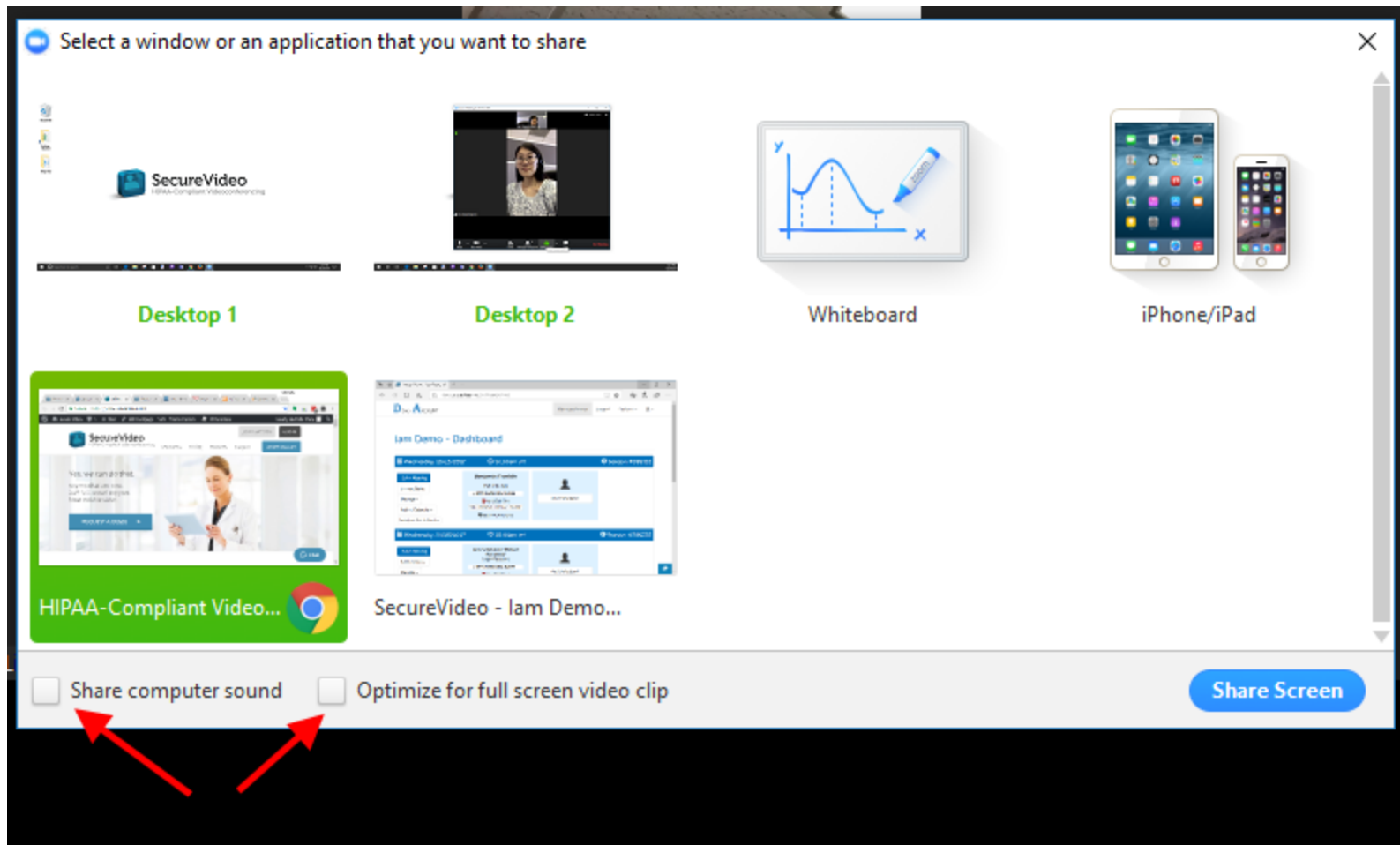
- One participant can share at a time
- ✓ Multiple participants can share simultaneously
- Advanced Sharing Options...

The toolbar also includes other buttons: 'Invite' (person icon with a plus), 'Manage Participants' (two people icon with a '1'), 'Chat' (speech bubble icon), 'Record' (magnifying glass icon), and 'Breakout Rooms' (grid icon).

# Sharing your Screen



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# How to Create a Free Zoom Account



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The screenshot displays the Zoom website's homepage. The navigation bar includes links for SOLUTIONS, PLANS & PRICING, CONTACT SALES, JOIN A MEETING, HOST A MEETING, and SIGN IN. The 'SIGN UP, IT'S FREE' button is highlighted with a red circle. Below the navigation bar, the 'PRODUCTS' section lists Meetings and Chat, Rooms and Workspaces, Phone System, Video Webinars, and App Marketplace. The 'INDUSTRIES' section lists Education, Financial Services, and Government. The 'ZOOM BLOG' section features a post about the latest insights and updates. An inset image shows an email from Zoom with the subject 'Welcome to Zoom!' and a link to activate the account. The email text reads: 'Hello ventas.inglescorporativo@gmail.com, Congrats on signing up for Zoom! In order to activate your account please click the button below to verify your email address: [Activate Account] If the button above doesn't work, paste this into your browser: https://zoom.us/activate?code=AU1uLL5\_Satj-PEVFZeYjwL\_JEFcXdnNm-SUPre k.SQUAAAF2EEecGAAnjQAdmYueGFclmkuZ2bc2NvenBvcmFDeXZvQGdYfWwL rNv6GEAZAAAFnjdUUVS3VLUWPPRC1yMBNReUVPR1E&tr=signup For additional help, visit our Support Center . Happy Zooming!'



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Looking better on Zoom

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# Lighting and camera angles



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Angle- Never  
from below

Light - Never from  
behind





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# Lighting and camera angles



Find a steady  
holder



Raise your  
camera

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**R E T E N T I O N**  
**S T R A T E G I E S**

# Questions?



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