

# Setting up & managing Zoom sessions

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A GUIDE TO ZOOM FOR CRAFT BUSINESSES/GROUPS

# What I'll cover:

- What I use Zoom for
- What else Zoom can be used for
- Choosing and setting up an account
- Setting up a meeting
- Letting people know about your Zoom offerings
- Rules of engagement
- Managing the room
- Main functions during a session
- Helpful links

# What I use Zoom for:

- I run monthly virtual craft groups over two days (pm and am) to cover different timezones. These are called Global Hook Ups.
- I have weekly meetings with my accountability buddies.
- I connect with yarn friends and colleagues globally.
- I now run my local craft group over Zoom and our first session was last night.
- I catch up with friends and family.

## What else Zoom could be used for:

- To show off your wares as part of a virtual yarn show.
- To host your regular yarn shop craft sessions.
- To run workshops and training.

Zoom is like Skype, but better for group gatherings. It has different payment options:

## FREE

Host up to 100 participants  
Unlimited 1 to 1 meetings  
40 mins limit on group meetings  
Unlimited number of meetings  
Online support  
Video Conferencing Features  
Video Conferencing Features  
Web Conferencing Features  
Web Conferencing Features  
Group Collaboration Features  
Group Collaboration Features  
SecuritySecurity



Because [www.zoom.us](https://www.zoom.us)  
is amazing, this is now  
your best option  
because they have lifted  
the 40 minute limit!

## £11.99 p/m

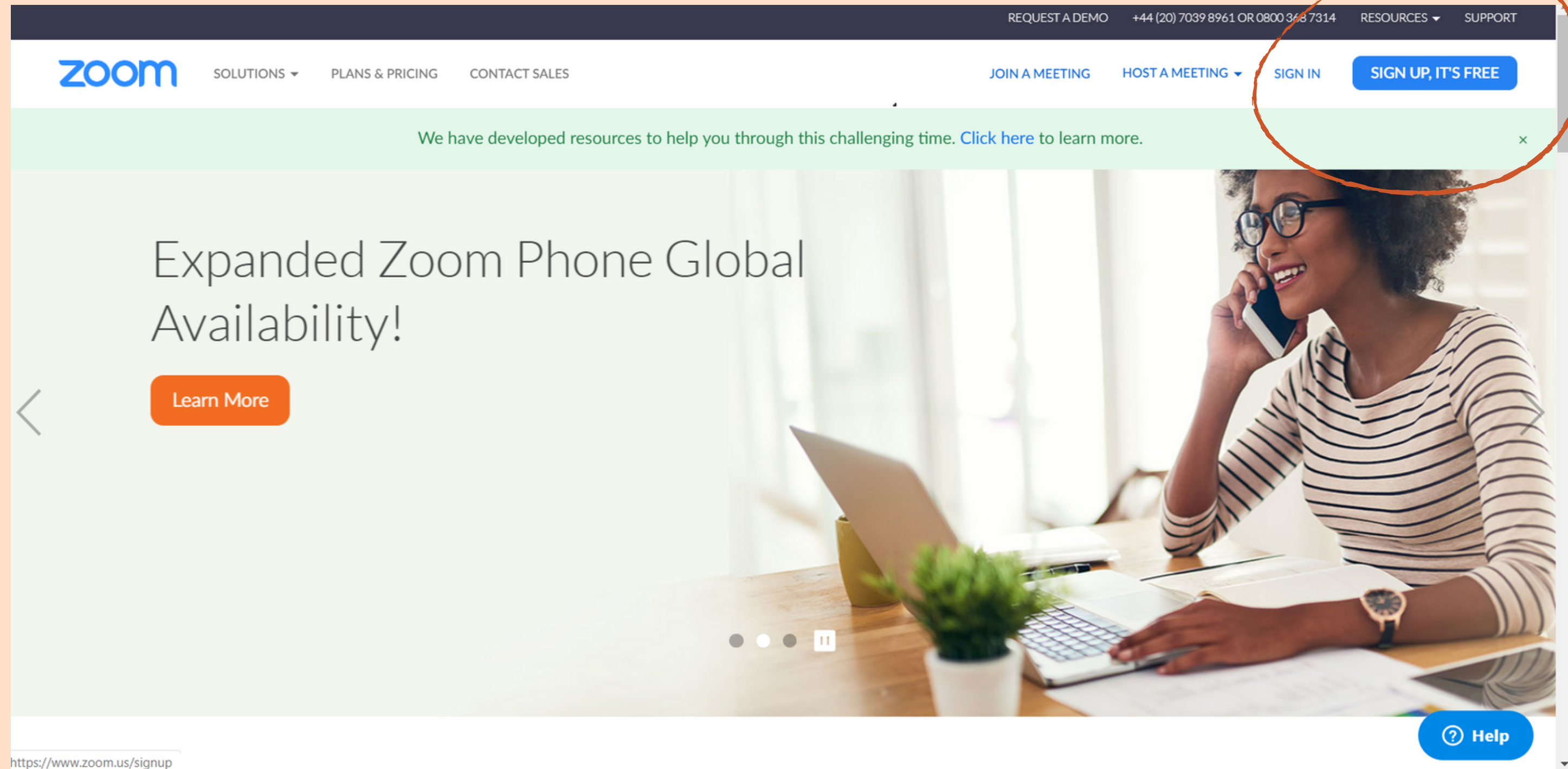
All Basic features +  
Includes 100 participants  
Meeting duration limit is 24 hrs  
User management  
Admin feature controls  
Reporting  
Custom Personal Meeting ID  
Assign scheduler  
1GB of MP4 or M4A cloud recording



If you have friends/colleagues that are also going to use Zoom, could you share the monthly fee and agree to use the app at different times?

# 8 Easy steps to set up a meeting

1 - Sign up for an account at [www.zoom.us](https://www.zoom.us)



# 8 Easy steps to set up a meeting

2 & 3 - Click on Meetings and then Schedule a New Meeting

The screenshot displays the Zoom web application interface. The top navigation bar includes links for 'REQUEST A DEMO', '+44 (20) 7039 8961 OR 0800 368 7314', 'RESOURCES', and 'SUPPORT'. Below this, the Zoom logo is followed by 'SOLUTIONS', 'PLANS & PRICING', and 'CONTACT SALES'. On the right side of the top bar are links for 'SCHEDULE A MEETING', 'JOIN A MEETING', 'HOST A MEETING', and a 'SIGN OUT' button with a user icon.

The left sidebar is divided into 'PERSONAL' and 'ADMIN' sections. The 'PERSONAL' section contains 'Profile', 'Meetings' (highlighted with a red circle and the number 2), 'Webinars', 'Recordings', and 'Settings'. The 'ADMIN' section contains 'User Management', 'Room Management', 'Account Management', and 'Advanced'. The 'Meetings' link is highlighted with a red circle and the number 2.

The main content area has tabs for 'Upcoming Meetings' (highlighted with a red circle and the number 3), 'Previous Meetings', 'Personal Meeting Room', and 'Meeting Templates'. Below the 'Upcoming Meetings' tab is a blue button labeled 'Schedule a New Meeting' (highlighted with a red circle and the number 3). Below this button is a table with columns for 'Start Time', 'Topic', and 'Meeting ID'. The table is currently empty, and a message states: 'The user does not have any upcoming meetings. To schedule a new meeting click Schedule a Meeting.'

At the bottom of the main content area, there is a section titled 'Save time by scheduling your meetings directly from your calendar.' which includes links to download the 'Microsoft Outlook Plugin' and the 'Chrome Extension'.

The URL at the bottom of the page is 'https://www.zoom.us/meeting/schedule'.



# 8 Easy steps to set up a meeting

4 - Add your meeting details and set parameters like recording, mute on entry, time, date etc.

zoom SOLUTIONS PLANS & PRICING CONTACT SALES SCHEDULE A MEETING JOIN A MEETING HOST A MEETING SIGN OUT

My Meetings Schedule a Meeting

Schedule a Meeting

Meetings

Webinars

Recordings

Settings

ADMIN

- > User Management
- > Room Management
- > Account Management
- > Advanced

Attend Live Training

Video Tutorials

Knowledge Base

Topic Woolgathering Sandbach

Description (Optional) Enter your meeting description

When 03/20/2020 9:00 AM

Duration 1 hr 0 min

Time Zone (GMT+0:00) London

☐ Recurring meeting

Registration ☐ Required

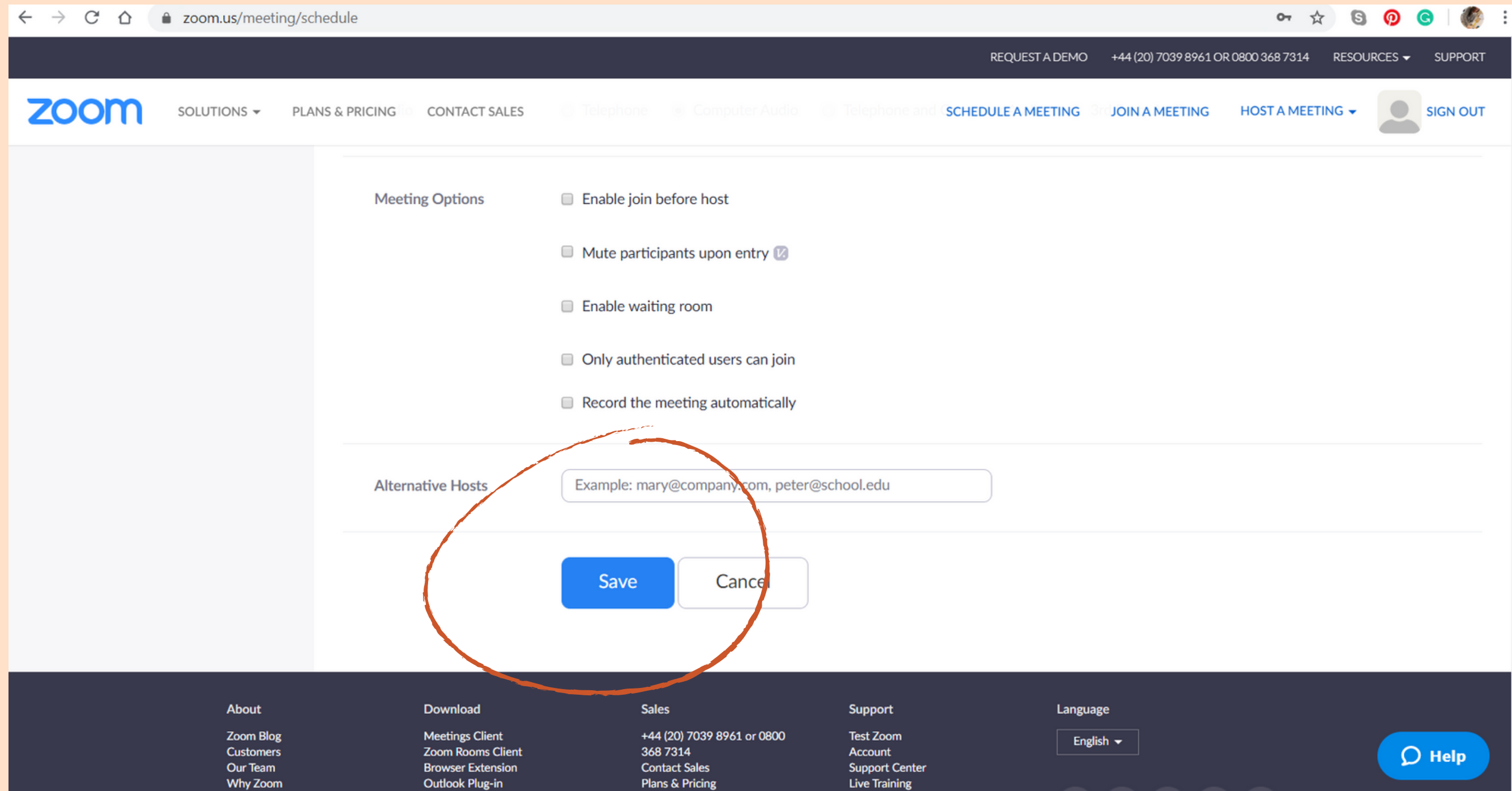
Meeting ID ☐ Generate Automatically ☒ Personal Meeting ID 475-047-5819

Help

TIP - Make sure you tell people what timezone you are in. On 29th March the UK moves from GMT to BST.

# 8 Easy steps to set up a meeting

5 - Click Save at the bottom of the page



The screenshot shows the Zoom meeting scheduling interface. At the top, the Zoom logo is on the left, and navigation links for SOLUTIONS, PLANS & PRICING, CONTACT SALES, and a user profile with a SIGN OUT button are on the right. The main content area is titled 'Meeting Options' and contains five unchecked checkboxes: 'Enable join before host', 'Mute participants upon entry', 'Enable waiting room', 'Only authenticated users can join', and 'Record the meeting automatically'. Below this is an 'Alternative Hosts' section with a text input field containing the example text 'Example: mary@company.com, peter@school.edu'. At the bottom of the form, there are two buttons: a blue 'Save' button and a white 'Cancel' button. A hand-drawn orange circle highlights the 'Save' button. The footer contains links for About, Download, Sales, Support, and Language, along with a 'Help' button.

zoom.us/meeting/schedule

REQUEST A DEMO +44 (20) 7039 8961 OR 0800 368 7314 RESOURCES SUPPORT

zoom SOLUTIONS PLANS & PRICING CONTACT SALES Telephone Computer Audio Telephone and SCHEDULE A MEETING JOIN A MEETING HOST A MEETING SIGN OUT

Meeting Options

- ☐ Enable join before host
- ☐ Mute participants upon entry
- ☐ Enable waiting room
- ☐ Only authenticated users can join
- ☐ Record the meeting automatically

Alternative Hosts

Example: mary@company.com, peter@school.edu

Save Cancel

About  
Zoom Blog  
Customers  
Our Team  
Why Zoom

Download  
Meetings Client  
Zoom Rooms Client  
Browser Extension  
Outlook Plug-in

Sales  
+44 (20) 7039 8961 or 0800 368 7314  
Contact Sales  
Plans & Pricing

Support  
Test Zoom  
Account  
Support Center  
Live Training

Language  
English

Help



# 8 Easy steps to set up a meeting

6 - If you are ready to start your meeting, click Start this Meeting

The screenshot shows the Zoom web interface. At the top, there's a dark blue header with links like 'REQUEST A DEMO', '+44 (20) 7039 8961 OR 0800 368 7314', 'RESOURCES', and 'SUPPORT'. Below this is a white navigation bar with the Zoom logo, 'SOLUTIONS', 'PLANS & PRICING', 'CONTACT SALES', 'SCHEDULE A MEETING', 'JOIN A MEETING', 'HOST A MEETING', and a 'SIGN OUT' button next to a user profile icon. The left sidebar contains a 'PERSONAL' section with 'Profile', 'Meetings' (highlighted), 'Webinars', 'Recordings', and 'Settings'. Below that is an 'ADMIN' section with 'User Management', 'Room Management', 'Account Management', and 'Advanced'. The main content area shows 'My Meetings > Manage "Woolgathering Sandbach"'. It displays meeting details: Topic 'Woolgathering Sandbach', Time 'Mar 20, 2020 09:00 AM London', and 'Add to' buttons for Google Calendar, Outlook Calendar (.ics), and Yahoo Calendar. The Meeting ID is '475-047-5819'. The Meeting Password section shows 'Require meeting password' with a close icon. The Join URL is 'https://zoom.us/j/4750475819' with a 'Copy the invitation' link. The Video section shows 'Host' and 'Participant' both set to 'On'. The Audio section shows 'Computer Audio'. A blue button labeled 'Start this Meeting' is circled in orange in the top right corner of the main content area.

zoom SOLUTIONS ▾ PLANS & PRICING CONTACT SALES SCHEDULE A MEETING JOIN A MEETING HOST A MEETING ▾ SIGN OUT

PERSONAL

- Profile
- Meetings
- Webinars
- Recordings
- Settings

ADMIN

- > User Management
- > Room Management
- > Account Management
- > Advanced

Attend Live Training

My Meetings > Manage "Woolgathering Sandbach"

Topic Woolgathering Sandbach

Time Mar 20, 2020 09:00 AM London

Add to Google Calendar Outlook Calendar (.ics) Yahoo Calendar

Meeting ID 475-047-5819

Meeting Password × Require meeting password

Join URL: <https://zoom.us/j/4750475819> [Copy the invitation](#)

Video

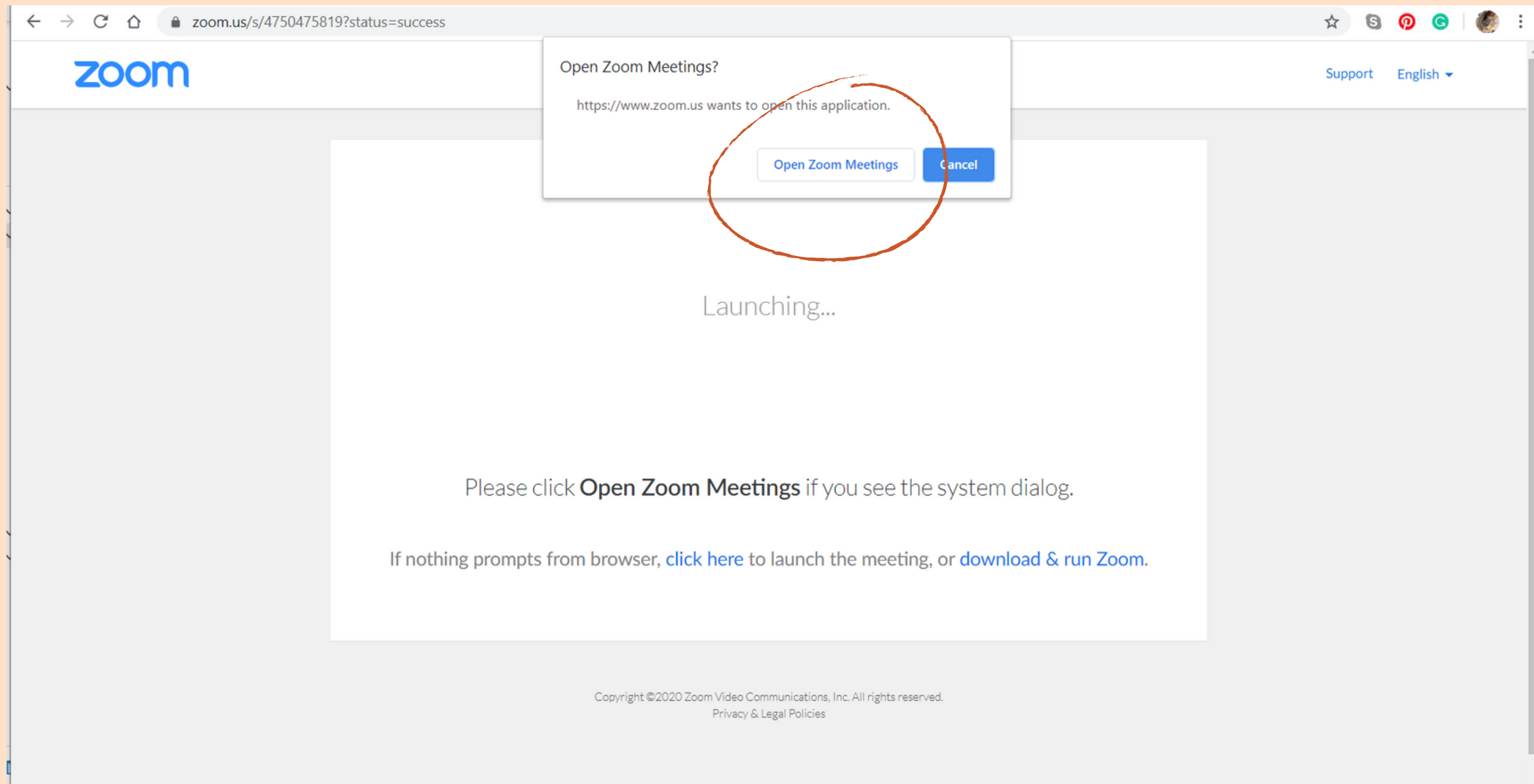
Host	On
Participant	On

Audio Computer Audio

<https://www.zoom.us/j/4750475819>

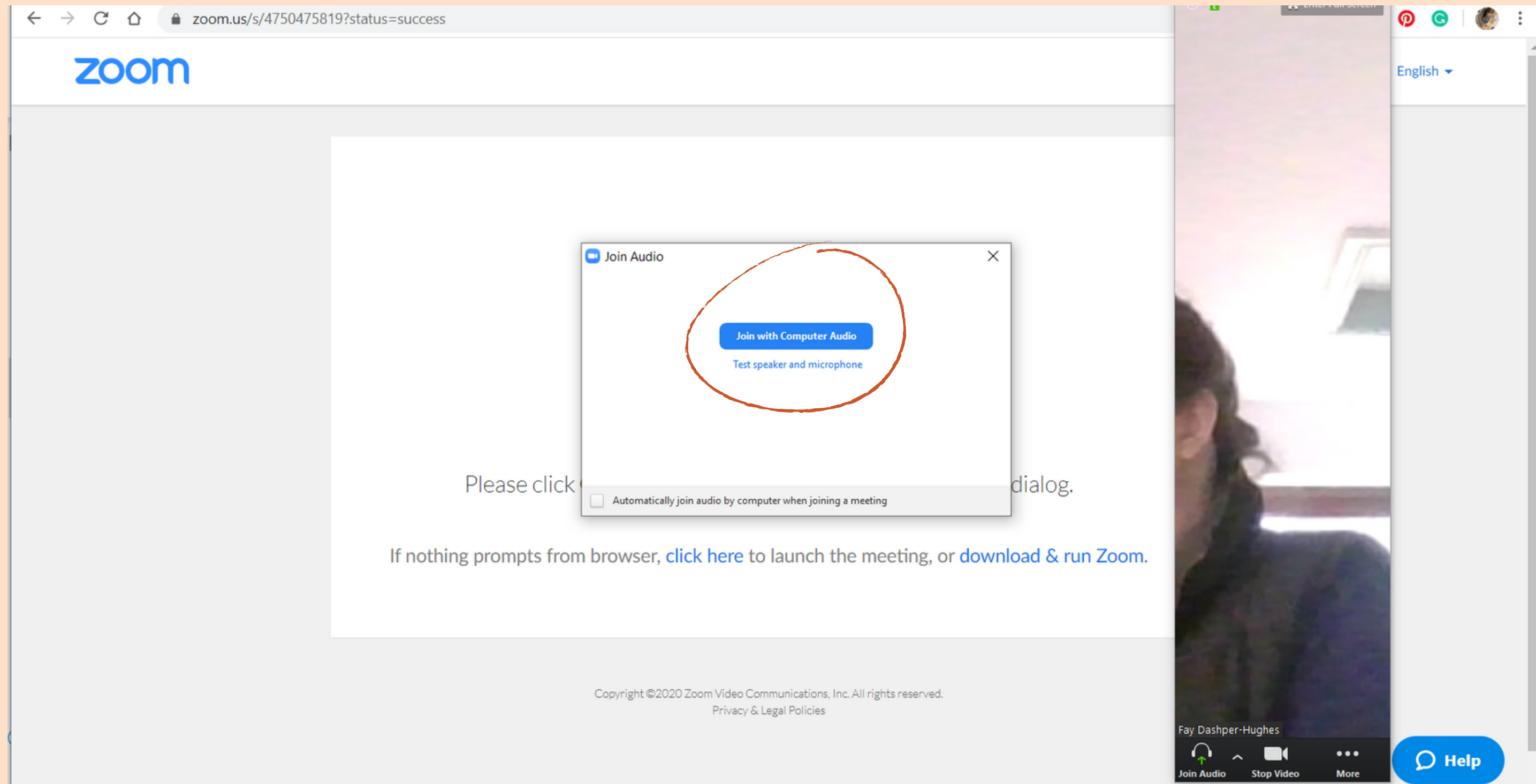
# 8 Easy steps to set up a meeting

7 - Click Open Zoom Meetings when the pop-up appears



# 8 Easy steps to set up a meeting

8 - Join using computer audio (you can use other set-ups, but this is what I use)



# Let people know when your meeting is

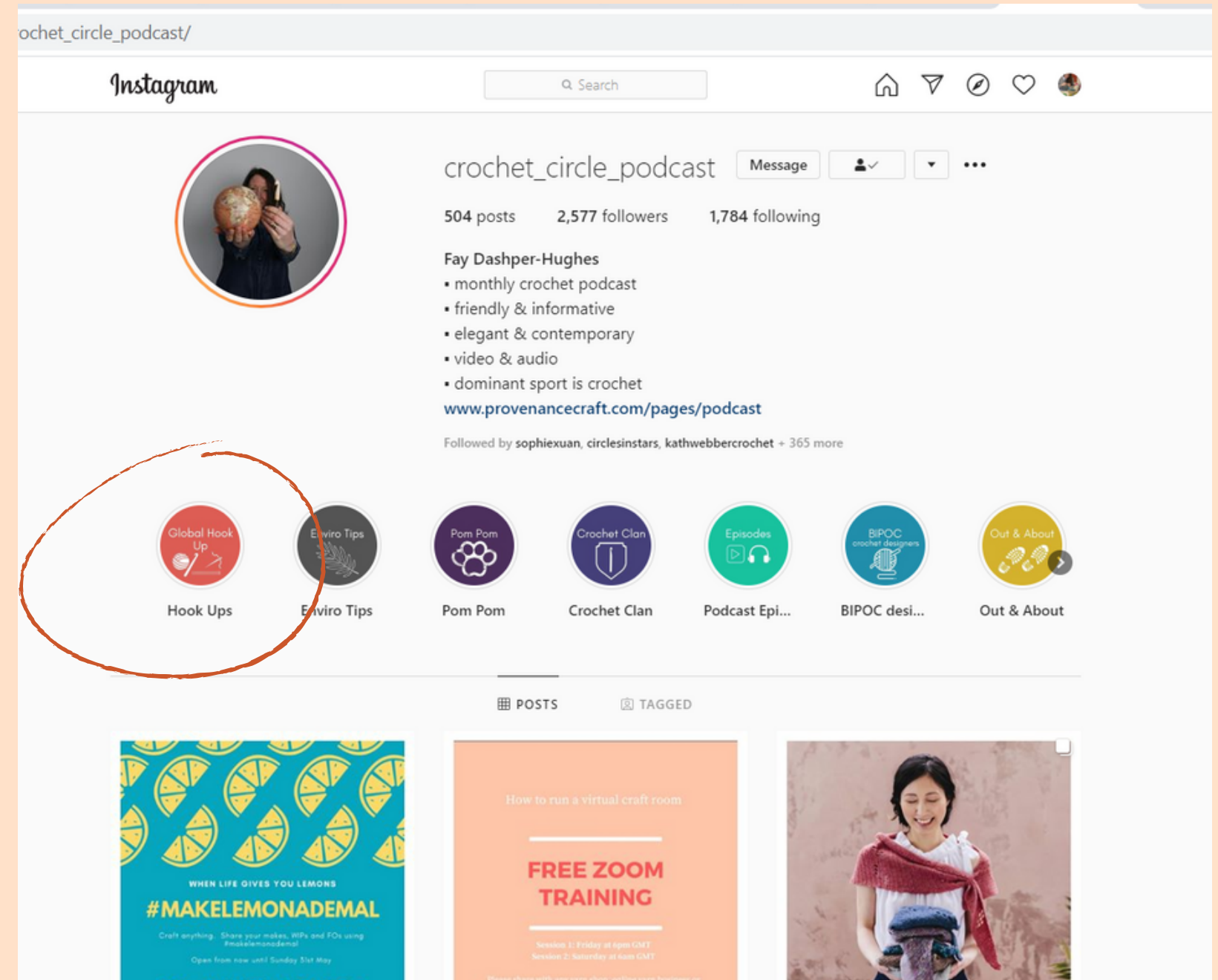
I use Instagram Stories and save to Highlights

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I have a specific thread on Ravelry for Global Hook Ups

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For my local craft group, I communicate via group email and Whatsapp



I use Canva to create graphics for  
Instagram Stories and also save  
them to Highlights

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Continuity  
helps build  
an audience





# Rules of engagement

You may not know everyone you are inviting in, and it's your job as the meeting manager to protect people.

1 - The Global Hook Ups and The Crochet Circle audio and video podcast are for those that love fibre crafts, particularly crochet. It's a community for people that like to support their fellow humans regardless of race, gender, sexuality, ability, size or age. I hope you feel the welcome embrace and love of the Crochet Clan. Needless to say, if you attend a Global Hook Up and cannot treat your fellow humans with respect, I will remove you from the session.

2 - You are all muted until I unmute you at the beginning of the session.

3 - If you are in a really noisy environment and it impacts on the audio for the session then I am afraid I will have to mute you throughout the session.

4 - You are very welcome to join the session and keep yourself muted (it is not a requirement that you talk).

5 - You are very welcome to join the session and pop a post-it note on your camera (it is not a requirement that you appear on screen).

## GLOBAL HOOK UP RULES OF ENGAGEMENT

ALSO AVAILABLE IN THE HOOK UPS THREAD  
OVER ON RAVELRY

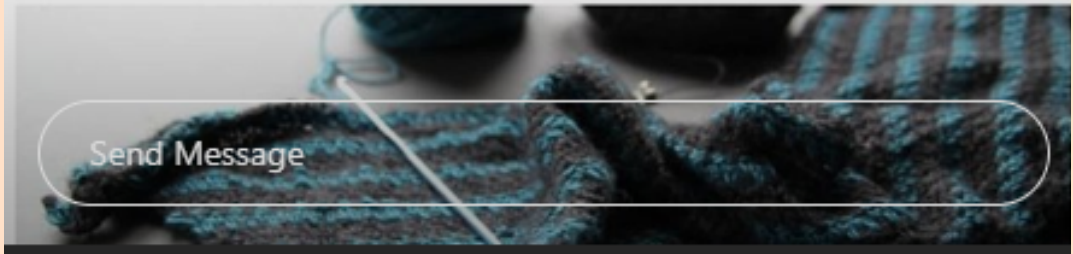
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Send Message



# Managing the room:

- Encourage people to join on a Mac, PC or laptop rather than on a phone or tablet because:
  - This allows them to use Gallery View, so they can see more than one person at a time, read body language and you get fewer people talking over each other - it makes your life easier.
  - People fidget with phones and tablets and that creates a lot of extra noise and movement that can be distracting for attendees.
- I don't mute people because I find it a bigger pain when they try talking and then we go through the motions of them having to unmute themselves or you having to do it.
  - Instead, I keep everyone live and only mute the noisy people and tell them they are being muted - you have to control the room.
- Control numbers - more than 15 can be really difficult to manage.
- Some people may join and keep video off and mute on. I encourage this for people that are shy but still want to be part of a group. I find that the shy ones will say hello using the chat function.
- If you are using Zoom as a virtual craft group, prepare some questions that you can ask people. It's not the same as sitting in front of people face to face. To save awkward silences, be prepared. People will look to you as the meeting organiser to keep the chat flowing.

# Key functions:

## Attendee view:

- Gallery view shows multiple participants
- In Gallery view the person with lead vocal will have a yellow box around them.
- Speaker view will only show the person with lead vocals

## Audio:

- Quick button to mute yourself
- Up arrow to check different audio options

## Video functions:

- Quick button to stop your video function
- Up arrow to change video settings

## Manage participants:

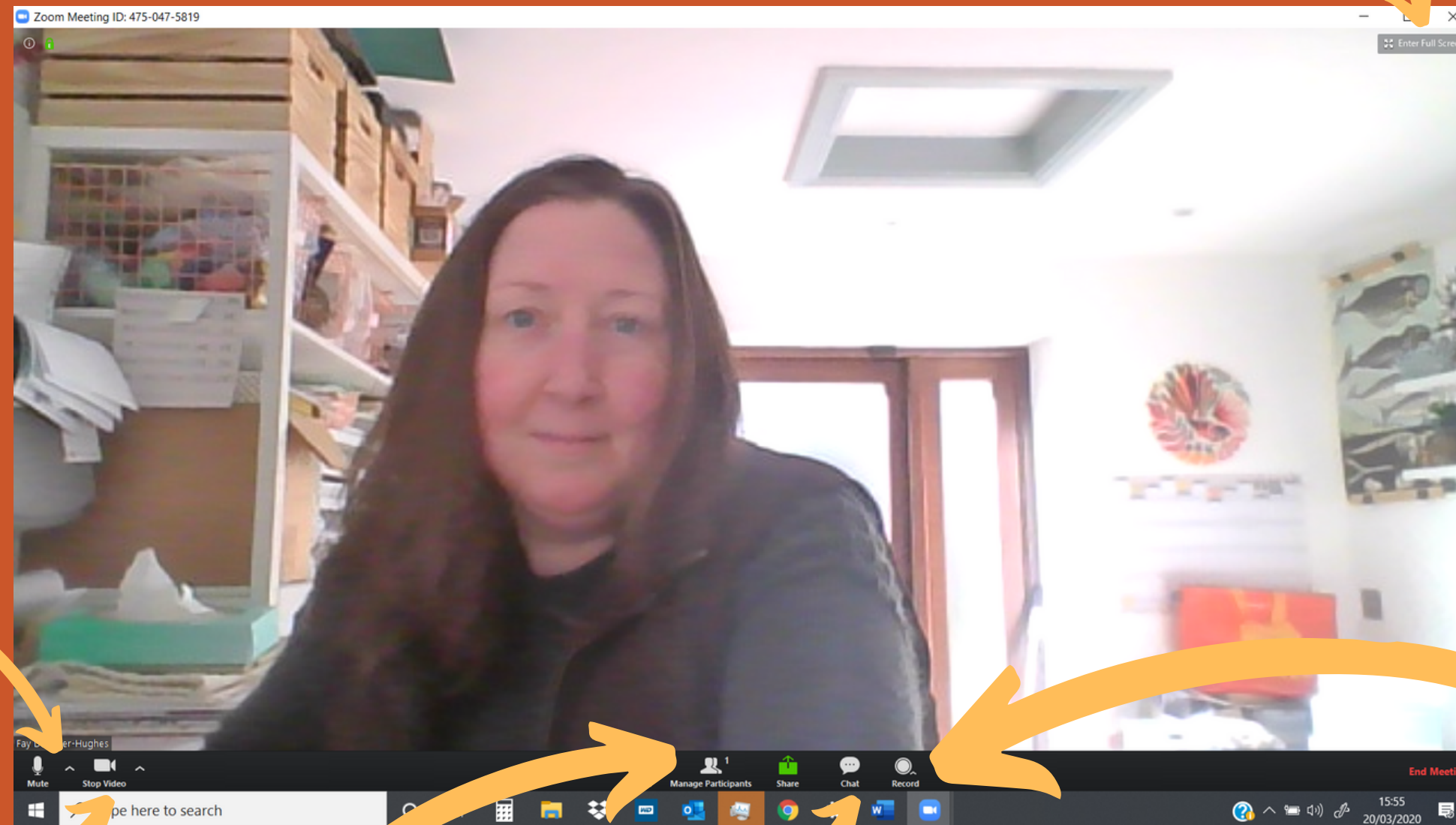
- Mute attendees
- Take attendees on/off video

## Chat:

- Can be used to share links, yarn names, pattern names, purchase links, discount codes etc.
- You can type info for everyone or send a message to an individual.
- It's a great way for shy people to interact with the group

## Record:

- Quick record button
- 'Record on this computer' allows instant access to the recording.



# Helpful links

[Zoom homepage](#)



[Zoom support during pandemic](#)



[Zoom video tutorials](#)



[Canva for creating nice infographics](#)