ZOOM RESOURCE GUIDE

Your Source: Zooming With Confidence

SBM | PRACTICE MANAGEMENT RESOURCE CENTER
State Bar of Michigan

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INTRODUCTION

Our mission
Make video communications frictionless

Our vision
Video communications empowering people to accomplish more

Our values
We care for our company, customers, community, teammates, and ourselves

Our culture
Delivering happiness

PLAY VIDEO

Zoom is a leader in modern enterprise video communications, with an easy, reliable cloud platform for video and audio conferencing, collaboration, chat, and webinars across mobile devices, desktops, telephones, and room systems.

Founded in 2011, Zoom helps businesses and organizations bring their teams together in a frictionless environment to get more done.

> This **Guide** was designed to assist State Bar of Michigan members and their staff in navigating and engaging in meaningful video communications.
>
> Zoom changes and updates its platform frequently.
>
> **Guide** effective date: May 27, 2020.

GETTING STARTED

Zoom Home Page

The Zoom [home page provides](#) information on how to sign up and general information on why Zoom is considered a top video conferencing application.

Quick Start Guide for New Users

This quick start overview [guide](#) walks you through getting started with your new Zoom account, including essential steps like scheduling your first meeting, downloading the Zoom client, and updating your Zoom profile. Whether you just [signed up](#) for your own Zoom account or you have been invited to an existing account, read this quick start guide for a summary of your next steps and click the embedded links to learn more.

This article covers:

- [Signing up and activating your Zoom account](#)
- [Signing into your Zoom account on the web](#)
- [Updating your profile](#)
- [Scheduling your first meeting](#)
- [Downloading the Zoom client](#)
- [Starting a test meeting](#)
- [Starting your first meeting as the host](#)
- [Inviting others to join your meeting](#)
- [Joining another user's meeting](#)

BASIC TRAINING

Getting Started Video

This excellent 38-minute Getting Started Video provides a broad overview of what Zoom can do for you. A great place to learn its full functionality.

One-Minute Video Introductions

Take a quick tour. Watch these One-Minute Video Introductions to learn task specific features such as:

- Joining & Configuring Audio/Video
- Meeting Controls
- Sharing Your Screen

Training Site

Access the Zoom Training site for:

- Live Training Webinars
- Video Tutorials
- Recorded Training Sessions
- Meeting & Webinar Best Practices Resources

SCHEDULING & HOSTING MEETINGS
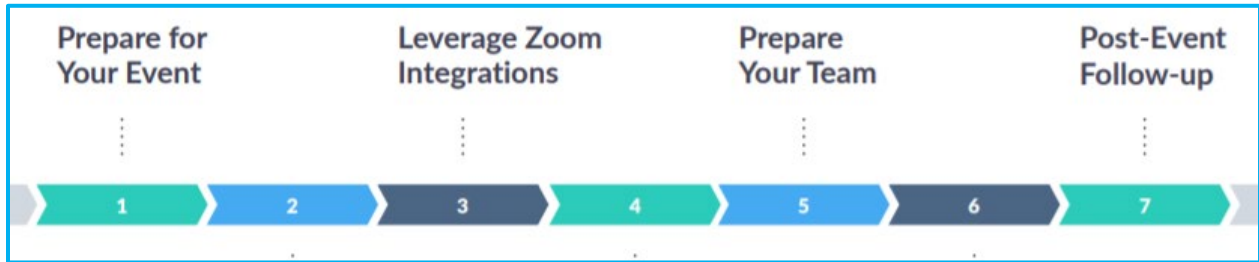
Zoom Meetings Training - Reference Guide

This should be a quick reference guide for scheduling and customizing your meetings and meeting settings and supplemental to one of the daily Zoom Meetings training webinars hosted by Zoom.

CONTENTS
- Schedule Your Meeting
- Customize Your Meeting Options
- Invite Your Attendees
- Other Meeting Scheduling Options
- Customize In-Meeting Features & Functionality
- Integrations
- Live Streaming Your Meeting

Daily Interactive Training Sessions

Zoom hosts daily free & interactive training sessions for Zoom Meetings. Get up to speed quickly by attending one of their daily 30-minutes sessions, Getting Started with Zoom Meetings. Then, become a power user by attending one of their weekly 60-minute deep dive sessions and learn how to get the most from all in-meeting features.

Running Engaging Online Events: Your e-book to success!

Moving your in-person event to an online event may seem like uncharted territory. With the right technology and preparation, you can make online events informative, interactive, and engaging. This guide will help you through the process. Get the guide here.

Online Event Best Practices – A Zoom Success Guide

If online events fail to meet expectations it is most likely due to a lack of planning and adherence to best practices. Please use the following guide to help you exceed expectations in

your online events. You'll find best practices all over the Internet if you search, but this guide is not limited to the top 10 or the ones Zoom finds most useful. They've listed them all here for you and you can do your best with what they're sharing.

ADMINISTRATORS

Deployment Guide for Administrators

An administrator's guide to deploying Zoom's modern video-first platform.

Administrator Management

- Configuring account support information
- Selecting data center regions for hosted meetings and webinars
- Pre-configure SSO login domains for Office 365 add-in
- Restricting logins for the Zoom Client
- Information Barriers
- Trusted Domain
- Dashboard Statistics and Graphs
- Account consolidation with associated domains
- Using MDM to Configure Zoom on Android
- Adding Existing Licensed Users to a Business Account
- Assigning a License
- Change a User's Password
- Update audio conference dial-in countries
- Specifying Default Dial-in Countries
- Changing the account owner

COVID-19 RESOURCES

Support During the COVID-19 Pandemic

This site is here to help you use Zoom as we all navigate the coronavirus pandemic.

Zoom Training Resources

Webinars an on-demand content to get you up to speed

Privacy and Security

Resources and features from Zoom to keep your meetings secure

Remote Working

Best practices and resources to help employees work remote effectively

SET UP & APPEARANCE

Camera Placement

The ideal distance between you and the camera is five feet. Using your laptop camera or webcam atop your monitor is too close and will cause your face to look distorted. Placing a separate webcam on a tripod (such as this one for $17) well behind your monitor and slightly above eye level will help you look professional and cause you to make direct eye contact with other meeting attendees.

Adjust the zoom setting of your webcam so your head and shoulders are visible. Your face will look natural and you won't be giving the impression of invading the personal space of others in the video meeting.

Cameras on smartphones and webcams are wide-angle. As with a webcam, if you get too close you will look distorted and appear with what has been called "wide-angle face."

Lighting

A window or main lighting behind you shadows your face. Best practice is to avoid backlit video.

Ideally, your camera should be on a tripod in front of a window or between two soft lights. Your laptop or other technology should be between you and your lighting source.

Also, take the time to explore your camera software color settings. They won't automatically give flattering results and may be worth changing. For example, this Logitech webcam software has a Webcam Controller feature. A user can adjust the zoom in the main window, then press Advanced Settings to adjust the white balance and color intensity. This can help make for a warmer and less washed out appearance.

Background

A cluttered or even beautiful background pulls attention away from you. It's best to go for a plain background; the fewer distractions in the video meeting the better. Comedians use a boring brick wall to ensure the full focus is on them.

A beautiful ocean scene or skyline can cause a distraction too. Attendees may be prone to wander away from what you're saying and reminisce about their last vacation!

It pays to remember, you want people focusing on your face and what you're saying, not on what's behind you.

The **Virtual Background** feature allows you to display an image or video as your background during a Zoom Meeting. This feature works best with a green screen and uniform lighting, which allows Zoom to detect the difference between you and your background.

You can also upload your own images or videos as a virtual background. There are no size restrictions when adding your own background but cropping the image to match the aspect ratio of your camera before uploading the image works best.

Example: If your camera is set to 16:9, an image of 1280 pixels by 720 px or 1920 pixels by 1080 pixels would work well.

HOW-TO/VIRTUAL BACKGROUND VIDEO TOUR

DOWNLOADS: FUN VIRTUAL BACKGROUNDS

The use of Zoom has skyrocketed in recent months and Zoom's default camera resolution has been lowered from HD (high definition) to standard definition. HD is the best setting for optimal appearance.

To change back to HD in a meeting (for those cameras that support HD):

- Move your mouse to the lower left corner to make the Stop Video icon appear.
- Click the Up button to the right of the Stop Video icon.
- Click on Video Settings.
- Check the Enable HD checkbox

Sound

While the microphone on your laptop may suffice, a quality microphone makes a big difference in sound quality, especially when there is ambient noise. One tried and true microphone is the Blue Snowball which typically sells for $50. It has great pickup and plugs into any USB port - a bulletproof choice.

Appearance

Dress to impress. Remote workers often mistakenly appear too casual, projecting an unintended image. Think strategically about your clothing. Wearing busy, patterned clothing will make a viewer's eyes go numb. Instead, choose a plain, solid color. However, steer clear of bright white or black clothing which can cause a blob appearance on camera.

Zoom has a **Touch Up My Appearance** option which retouches your video display with a soft focus. This can help smooth out the skin tone on your face and help you present a more polished looking appearance.

HOW-TO/TOUCH UP MY APPEARANCE

Pre-Meeting Checks

Just before launch, check your lighting and appearance by logging into a new meeting before going live. This will allow you to adjust your space, lighting, background and more before you enter your Zoom meeting.

PARTICIPANT MANAGEMENT

Limit Meetings to Signed-In Users

If someone tries to join the meeting who isn't signed into a Zoom account, they receive a notice indicating the meeting is open only to authorized attendees. They will then have the option to sign in with an authorized email address.

Lock the Meeting

Locking a Zoom meeting in progress prevents new participants from joining, even with a meeting ID and password. In the meeting, click **Participants** at the bottom of the window, then click the **Lock Meeting** button in the pop-up window.

Set a Meeting Password

This option requires attendees to enter a password before they can join the meeting.

Remove Participants

Navigate to the **Participants** menu, mouse over a participant's name, and click **Remove**. They cannot rejoin unless you allow them to do so.

Allow Participants to Rejoin

If you remove a person from a meeting, you can allow them to rejoin. Sign into your Zoom settings. On the Meetings tab, ensure **Allow removed participants to rejoin** is toggled on.

Place Participants on Hold

You can put attendees on hold and their video and audio connections will be disabled momentarily. Click on someone's video thumbnail and select **Start Attendee on Hold** to activate this feature. Click **Take Off Hold** in the **Participants** list when you're ready to resume the meeting.

Disable Video

As a host, you can turn off someone's video. This allows unwanted, distracting, or inappropriate video sharing.

Mute Participants

You can mute/unmute individual participants or all participants at once. This allows blockage of unwanted, distracting, or inappropriate noise. To mute everyone, click **Manage**

Participants and select **Mute All**. You can also enable **Mute Upon Entry** in your settings to keep noise at a minimum during large classes or meetings.

[Turn Off File Transfer](#)

In-meeting file transfer allows people to share files through the in-meeting chat. Toggle this off to keep the chat from getting bombarded with unsolicited content.

[Turn Off Annotation](#)

You and your attendees can markup content together using annotations during screen share. You can disable the annotation feature in Zoom to prevent people from entering unwanted content.

[Disable Private Chat](#)

Zoom has in-meeting chat for everyone, or participants can message each other privately. To cut back on distractions, you can restrict participants' ability to chat among one another. This also helps prevent anyone from receiving unwanted messages during the meeting.

MEETING ETIQUETTE AND TIPS

Be Your Own Tech Support

Do a test meeting and know your audio and video settings before you start. Zoom has a feature that lets you test your settings before your meetings begin. Go to zoom.us/test.

Get the Outlook Add-In

Many people send a Zoom meeting request and tell participants the login information will be sent later. Instead, use the Microsoft Outlook Zoom add-in which inserts the login information directly into the meeting request. There is also a Chrome extension to add Zoom links and dial-in information into a Google Calendar meeting, and a Firefox extension.

Add Your Headshot

Add a headshot or image to your Zoom profile so people can see your likeness when your video camera is turned off. In your Zoom account, go to add a profile image in account settings.

Turn Off Self-View

Many people find staring at their own image is distracting. If this is true for you, there is a Zoom setting to turn off self-view. Simply right-click on your video square and choose hide myself. You can toggle back to "show myself" at your discretion. Another benefit of hiding your likeness is that it enables you to see more of the other attendees on your screen.

Mute Your Microphone

To keep background noise to a minimum, mute your microphone when you're not speaking.

Be Mindful of Background Noise

When your microphone is not muted, avoid activities that could create additional noise, such as shuffling papers.

Limit Distractions

Make it easier to focus on the meeting by turning off notifications, closing or minimizing running apps, and muting your smartphone.

Avoid Multi-Tasking

You'll retain the discussion better if you do not reply to emails or text messages during the meeting. Wait to work on other pressing assignments until after the meeting ends.

Prepare Materials in Advance

Be prepared. If you will be sharing content during the meeting, make sure you have the files and/or links ready to go before the meeting begins.

Zoom YouTube

Tune in to the Zoom [YouTube channel](#) for additional information on Zoom etiquette, tips, and much more.

SECURITY TIPS

Protect Your Account

Use a strong and unique password, and protect your account with two-factor authentication, making your account harder to hack and better protected.

When you register with Zoom, besides your login and password, you get a Personal Meeting ID. This ID should not be shared. Zoom offers an option to create public meetings with your Personal Meeting ID, therefore, anyone who knows your ID can join any meeting you host.

Beware of Fake Zoom Apps

During the Spring of 2020, the number of malicious files incorporating the names of popular video conference services (Webex, GoToMeeting, Zoom, and more) in their file names roughly tripled compared to the months prior. This most likely means malefactors are elevating their abuse based on the popularity of Zoom and other similar apps by trying to disguise malware as video conferencing clients.

Don't become a statistic. Use Zoom's official website to download Zoom safely or go to the App Store or Google Play for your mobile devices.

Don't Share Conference Links in Social Media

Even if your event is open to everyone, avoid sharing the link on social media.

Zoom bombing is a term coined to describe trolls disrupting Zoom meetings with offensive content. Chats on Discord and threads on 4Chan (both popular with trolls) reveal discussions about targets for their next raids. Trolls get their information about upcoming events on social media. If you find it necessary to post a link, don't enable the Use Personal Meeting ID option.

If you do decide to publicly post, don't enable the *Use Personal Meeting ID* option.

Password Protect Your Meetings

Setting up a password for your meeting is the best mode of ensuring only the people you want in your meeting can attend. Zoom has now turned password protection on by default. However, don't confuse the meeting password with your Zoom account password and never share a meeting password in public channels.

Enable Waiting Rooms

Waiting Room, another feature enabled by default, makes participants wait in a "waiting room" until the host approves entry into the meeting. This gives you the ability to control who joins your meeting. It also allows you to remove an unwanted person from the meeting and place them into the waiting room.

Lock the Meeting

Once all your attendees have arrived, you can easily lock your meeting from the security menu, preventing any additional attendees from joining.

Pay Attention to Screen-Sharing Features

Zoom offers screen-sharing, enabling participants to show their screen to other meeting participants. If you don't need meeting attendees to show their screens disable this feature for the meeting. This will help alleviate the inadvertent sharing of unwelcomed content and cripple any Zoom bombers.

Be Cautious with Content Sharing

Before entering a meeting consider what people will see or hear when you join. The same applies to your screen if you plan on screen sharing. Close any windows you'd rather others not see. Apply the "less is better" principal with open apps or windows.

<div align="center">

Zoom's Commitment to Secure Meetings

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Zoom shares it provides a safe and secure communications platform that allows users and administrators to customize their security and experience via easy-to-use settings. They have engaged top security professionals and clients to advise them as they continue to develop their products and services.

Zoom has engaged advisor [Alex Stamos](#), a respected expert on cybersecurity, and formed the Zoom client CISO Council and Advisory Board to engage with them in an ongoing dialogue around privacy and security.
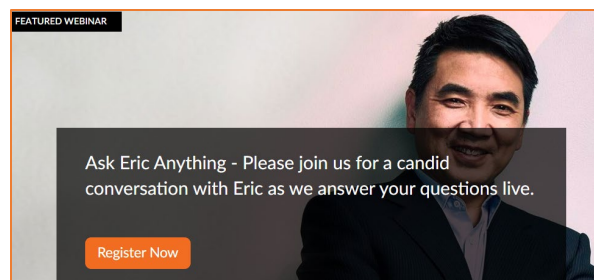
Some of their shared features include:

● Encryption of data in transit and at rest is AES 256 ECB migrating to AES 256 GCM.

● Controlled data routing that allows paying customers to opt-in or opt-out of any of our data centers (excluding their home region) and, for enterprise clients, the ability to customize and manage geographic regions for specific meetings.

● Transparency on data routing via the account administration dashboard.

- Safeguards and controls to prohibit unauthorized participants such as:

    - Eleven (11) digit unique meeting IDs
    - Complex passwords
    - Waiting Room with the ability to automatically admit participants from your domain
    - Meeting lock feature that can prevent anyone from joining the meeting, and ability to remove participants
    - Authentication profiles that only allow entry to registered users, or restrict to specific email domains

- Meeting host controls can enable/disable participants to:

    - Content share
    - Chat
    - Rename themselves

- Security controls at the fingertips of the host/co-host with a dedicated Security icon on the main interface.

- All cloud recordings are encrypted with complex passwords on by default.

- Prevent robocalling with rate limiting and reCAPTCHA (requires human intervention) enabled across all platforms.

- Audio recordings with a user's electronic fingerprint embedded into the audio as an inaudible watermark so if the recording is shared without permission, we can help identify the source.

- Content watermarking superimposes the image of a meeting participant's email address onto shared content they screenshot.

Additional Resources

As part of Zoom's plan to improve the security and privacy of their platform, Zoom's founder and CEO Eric S. Yuan hosts a weekly webinar series to provide updates to the Zoom community. Join Eric and a panel of Zoom executives as they discuss the progress they've made, share upcoming enhancements, and answer your questions live. This is your time to ask Eric burning questions you have about Zoom. Subscribe to Zoom's weekly "**Ask Eric**" webinar here.

FEATURED WEBINAR

Ask Eric Anything - Please join us for a candid conversation with Eric as we answer your questions live.

Register Now

SECURITY GUIDE: Best Practices for Securing Your Zoom Meetings

In this guide, learn how to secure your virtual meetings. Content is separated into three sections. The first focuses on the steps you can take to secure your meeting before it starts. The second highlights the controls a Zoom Meeting host has at their disposal. The third highlights a list of additional resources available to continue learning and become a Zoom Meeting expert. Get the guide here.

Privacy & Security for Zoom Video Communications

Find more details on Privacy & Security for Zoom here.

STAYING UP TO DATE

To ensure you are using the latest version of Zoom, open the Zoom desktop client, click your initials in the upper right-hand corner, and select **Check for Updates**.
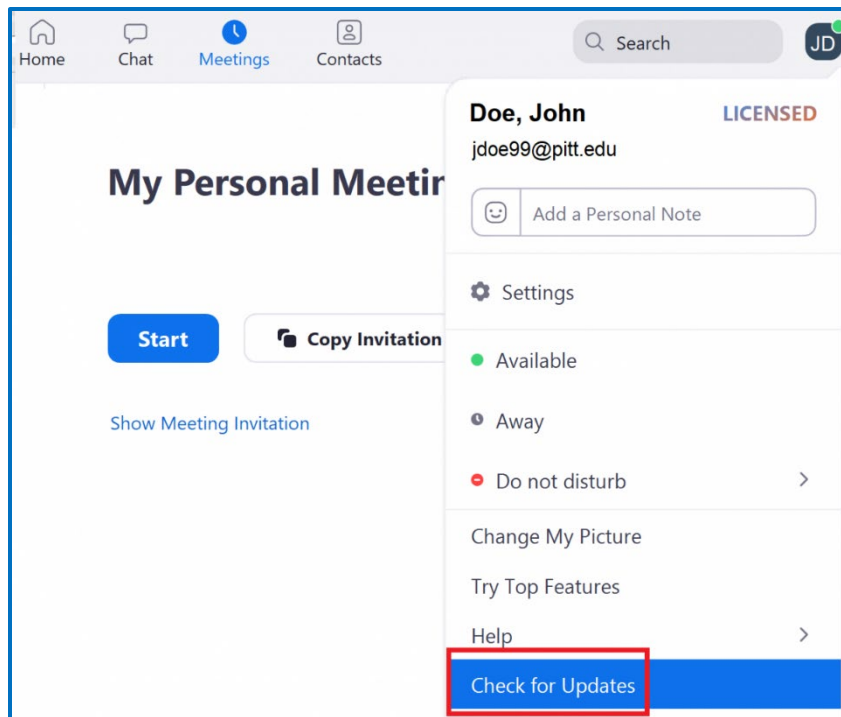
Zoom Blog

Want to stay up to date on everything happening in the Zoom community? The Zoom blog offers daily stories on what's new at Zoom, exciting updates, and innovative customer stories and use cases to keep you inspired and on the cutting edge.

Zoom Service Status

Want to know what's working in Zoom, what's not, and what's being worked on? Visit the Zoom Service Status site for detailed information or, better yet, subscribe to updates delivered directly to your email inbox.