**Best Practices for Zoom**

**Zoom maintains and updates the information on the pages below as the need arises.**

**Zoom Webinars and Meetings:**

**Are you hosting an online event using Zoom Webinars or Zoom Meetings?**

Download our [Online Event Best Practices Guide](https://assets.zoom.com/docs/user-guides/Zoom-Online-Event-Best-Practices.pdf)for pre-event, live-event, and post-event best practices, ranging from how to manage Q&A, engaging attendees, and following up after the session concludes.

**Have you recently attended a live Zoom Training webinar?**

Zoom hosts daily [training webinars](https://support.zoom.com/hc/en-us/articles/360029527911) to help get you started using Zoom Meetings as well as weekly deep dive sessions. Whether you are learning to use Zoom Meeting or Zoom Webinars, download the supplemental reference guides below for meetings and webinars to get the most from your time with us!

* [Zoom Meetings Training Guide](https://assets.zoom.com/docs/user-guides/Zoom-Meetings-Training-Reference-Guide.pdf)
* [Zoom Webinars Training Guide](https://assets.zoom.com/docs/user-guides/Zoom-Webinars-Training-Reference-Guide.pdf)
* [Admin Deployment Guide](https://assets.zoom.com/docs/user-guides/deployment-guide-for-admins.pdf)

**Please visit the Zoom blog to learn more best practices with the following recommended articles:**

* [Webinar Recording: Improve Your Virtual Presentation Skills](http://blog.zoom.com/wordpress/2017/01/31/webinar-recording-improve-your-virtual-presentation-skills/)
* [Technical Deep Dive: How We Live Streamed Zoomtopia without a Hitch](https://blog.zoom.com/wordpress/2017/10/20/technical-deep-dive-how-we-live-streamed-zoomtopia-without-a-hitch)
* [3 Ways To Use Polls In Meetings](http://blog.zoom.com/wordpress/2016/09/20/3-ways-to-use-polls-in-meetings/)
* [Enhanced Productivity Via Shared Screen Annotation](http://blog.zoom.com/wordpress/2016/07/22/productivity-via-shared-screen-annotation/)

**Video and Audio**

First, let’s talk about your video and audio.

* Unless your appearance or background is very inappropriate or distracting, **turn ON your video**. [Video is crucial in building trust and engagement](https://blog.zoom.com/2018/05/30/mary-meekers-2018-internet-trends-videos-impact-on-productivity/) in virtual communications. Don’t skip this step just because you don’t love the way your hair looks today.
* **Test your video and audio** before your meeting at [zoom.com/test](https://zoom.com/test).
* **Look at the camera.**This takes a bit of getting used to since you want to look at the other participants’ faces (and, let’s be honest, your own face), but try to look at the camera when you’re talking. This tactic will mimic the in-person feeling of eye contact. It’s important to gauge reactions by looking at the screen, but alternating that with looking at the camera makes the audience feel like you’re really talking to them.
* When possible, try to **use a good quality camera and headset** instead of your computer’s built-in ones. Zoom works just fine with the built-ins, but the quality is even sharper with higher quality hardware.
* **Adjust your camera** if it is too low or high. Only your barber wants to stare at the top of your head. Your camera should be at eye level.
* If you can, **hardwire your computer** into the internet. Sure, Zoom works well on wireless all the way down to 3G, but the quality is best on a solid wired internet connection, so wire in when you can. Otherwise, just make sure you have serviceable Wi-Fi.

**Be Polite!**

Miss Manners here. We live in a society, so let’s behave as such. There are some general rules of courtesy for virtual (and in-person) business meetings.

* If you can, **hold off on eating** full meals during your meeting. Imagine how unappealing it would be to watch someone up close slurping a plate of spaghetti on a big screen. If you can, chow down when your meeting is over.
* Even though it’s tempting, **try not to multitask** too much. And if you’re going to, at least **mute yourself**.
* You don’t have to be overly prepared for a meeting you’re not hosting, but try to **be on time, having glanced at the agenda**.
* **Refrain from private behavior** – i.e. scratching your armpits, picking your nose. We can see you!

**Your Environment**

Your surroundings say a lot about you. Let’s make sure that they say the right things.

* Dirty clothes in a pile, an unmade bed, and so forth give the impression that you’re not a professional to be trusted with serious work. **Clean up and have a simple background** (a plain wall, a potted plant, or a bookshelf works perfectly). Zoom also provides [**virtual backgrounds**](https://blog.zoom.com/2016/09/23/zoom-virtual-background/) to help you disguise even the most recklessly cluttered environments.
* Lights, camera, action! Note, the first item here is LIGHTS. Sure, you’re not a starlet, but you still need to be lit. **Position yourself so that most of the light is coming from in front of you** (behind your monitor), instead of behind you. If you have a window behind you, shut the blinds. Otherwise, you will be backlit. You can even buy one of these [nifty monitor lights](https://www.amazon.com/Chatlight-Video-Selfie-lighting-silver/dp/B019XICXG8) that will bathe your gorgeous face in light.
* Fun fact: barking dogs and slamming doors are not just annoying in person, they are also annoying via Zoom! **Find a quiet space to meet, shut the door, and mute yourself as necessary**.

**Hone Your Presentation Skills**

We spoke with co-founder and principal of [BoldEcho](http://boldecho.com/) and virtual presentation expert, Matt Abrahams, to learn some top tips for presenting over Zoom. Here’s what he had to say…

* **Use engagement tools!** There is nothing worse than someone droning on for an hour, maybe sharing a dense slide or two. Make full use of everything Zoom has to offer. Screen share, annotate shared content, send out a quick poll, solicit feedback in chat, split your attendees up into video breakout rooms, send attendees to a website and have them fill out a Google Doc. Do whatever it takes to keep your audience actively engaged. By the way, you can tell your audience is engaged during screen sharing by using the [Zoom attendee attention tracking feature](https://support.zoom.com/hc/en-us/articles/115000538083-Attendee-Attention-Tracking).
* If feasible, **stand up**! This keeps you dynamic and energetic. You can do this during your virtual meeting by using a standing desk. If you do stand, try a [slide advancer](https://www.amazon.com/Logitech-Wireless-Presenter-Presentation-Pointer/dp/B002GHBUTK/ref%3Dasc_df_B002GHBUTK/?tag=hyprod-20&linkCode=df0&hvadid=167131062222&hvpos=1o1&hvnetw=g&hvrand=12669363650845094079&hvpone=&hvptwo=&hvqmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=9031974&hvtargid=pla-305968750205&psc=1) instead of clicking next on your keyboard for a more natural experience.
* **Don’t get too close**. Position yourself so the camera is seeing you from the chest or waist up, instead of just seeing your face. This is more natural for the viewer (after all, in an in-person meeting you’re usually seeing more of a person than just their face). This is especially beneficial if you tend to gesture a lot.
* Your best teacher is yourself. **Record yourself and watch the playback** with a critical eye. Did you talk too quickly? Too many ums and ers? Even send the recording to a friend who you know will give you candid feedback.

**Zoom Rooms**:

Zoom Rooms is a software-based room system that provides an integrated experience for audio conferencing, wireless screen sharing, and video conferencing. Zoom Rooms can be used for room-only attendees, or remote attendees joining from another room, from their desktop, or from their mobile device.

Each room requires, at minimum, a macOS or Windows computer that runs the Zoom Rooms software, and an iPad, Android, or Windows 10 tablet that runs the Zoom Rooms app. Additional equipment can include TV displays, speakers, cameras, microphones, and an iPad that runs the Zoom Rooms Scheduling Display. Devices can be enrolled in [Zoom Device Management](https://support.zoom.com/hc/en-us/articles/360032285752) to provide additional remote management from the Zoom web portal.

This article covers:

* [Licensing](https://support.zoom.com/hc/en-us/articles/207483343-Getting-started-with-Zoom-Rooms#h_60837516-ccdd-448c-8874-5e82a4f8c906)
* [How to prepare for your Zoom Room setup](https://support.zoom.com/hc/en-us/articles/207483343-Getting-started-with-Zoom-Rooms#h_fe3e838f-af31-4a63-b4b1-43bcb3b15dfa)
* [How to set up Zoom Rooms](https://support.zoom.com/hc/en-us/articles/207483343-Getting-started-with-Zoom-Rooms#h_01FHXT1641DN056472PP3812S2)
	+ [Set up your hardware in the conference room](https://support.zoom.com/hc/en-us/articles/207483343-Getting-started-with-Zoom-Rooms#h_01FHXT2DWGGMN8D6VZK9CK6TNY)
	+ [Set up your operating system (OS)](https://support.zoom.com/hc/en-us/articles/207483343-Getting-started-with-Zoom-Rooms#h_01FHXT2JD1BB6M8KNNYR5EQV2C)
	+ [Set up your Zoom Rooms software](https://support.zoom.com/hc/en-us/articles/207483343-Getting-started-with-Zoom-Rooms#h_01FHXT2SVXAYSGQVCDGC6GZ6Y8)
* [How to use the Zoom Rooms controller](https://support.zoom.com/hc/en-us/articles/207483343-Getting-started-with-Zoom-Rooms#h_b7a11b7c-cc71-41c8-bee6-0efe27c22c68)
* [Additional resources](https://support.zoom.com/hc/en-us/articles/207483343-Getting-started-with-Zoom-Rooms#resources)

Prerequisites for setting up Zoom Rooms

* Zoom Rooms license
* [Role](https://support.zoom.com/hc/en-us/articles/115001078646) with access to Zoom Rooms on the web portal

Licensing

To deploy a full Zoom Room, your account must include Zoom Room licenses or a free 30-day trial of Zoom Rooms. You can purchase Zoom Rooms licenses at [Zoom Rooms](https://explore.zoom.com/en/products/zoom-rooms/) or by [Contacting Sales](https://zoom.com/contactsales).

For testing purposes, you can deploy a [test Zoom Room setup](https://support.zoom.com/hc/en-us/articles/360000163266) that will allow you to start a test meeting or join a meeting, with limited functionality and without the need to purchase Zoom Rooms licenses.

How to prepare for your Zoom Room setup

1. Design your room with the table layout that best fits your needs:
	* See samples from [Innovant](https://www.innovant.com/form-av/), [Haworth](http://www.haworth.com/products/tables/conference/wood-conference), [Paul Downs](http://www.custom-conference-tables.com/conference-tables/), [Salamander](https://www.salamanderdesigns.com/commercial/content/customizable-cabinets-pre-configured) or [UrbenTech](https://www.urbentech.com/Products/Frame-Series%22%20%5Ct%20%22_blank)
2. Consider if [Zoom Device Management](https://support.zoom.com/hc/en-us/articles/360032285752) is right for your organization.
3. Acquire hardware with the necessary [system requirements](https://support.zoom.com/hc/en-us/articles/204003179-System-Requirements-for-Zoom-Rooms).
4. Prepare your Wired, Wireless network and configure [firewall](https://support.zoom.com/hc/en-us/articles/203680389-Firewall-Configuration-for-Zoom-Rooms):
	* Ensure Wireless subnet can reach Wired subnet; if not, use [iPad ethernet adapter](https://redpark.myshopify.com/products/gigabit-ethernet-poe-adapter-l6-netpoe).
	* Configure your desktop firewall for [Airplay](https://support.zoom.com/hc/en-us/articles/203680359), if necessary.
5. Add or identify users on the [Zoom Rooms portal](https://zoom.com/account/user) who can manage Zoom Rooms. These users must have the Zoom Rooms [privilege](https://support.zoom.com/hc/en-us/articles/115001078646-Role-Based-Access-Control).
6. Add a Zoom Rooms from the [Web Portal](https://support.zoom.com/hc/en-us/articles/202822279) or the [Zoom Rooms Controller](https://support.zoom.com/hc/en-us/articles/360000162383). You can also remotely test your Zoom Room setup using the [web-based controller](https://support.zoom.com/hc/en-us/articles/360052444612).
7. Add your Google or Microsoft calendar system for integration with Zoom Rooms:
	* [Google Calendar](https://support.zoom.com/hc/en-us/articles/206905656), [Office 365](https://support.zoom.com/hc/en-us/articles/203847179-Zoom-Rooms-with-Office-365-Integration), [Exchange 2016/13](https://support.zoom.com/hc/en-us/articles/203847339), [Exchange 2010](https://support.zoom.com/hc/en-us/articles/204598395-Zoom-Rooms-with-Microsoft-Exchange-2010) and [Exchange 2007](https://support.zoom.com/hc/en-us/articles/205107675-Zoom-Rooms-with-Microsoft-Exchange-2007).
8. Prepare a Room Account card with login information in a secured folder.
9. Check room readiness for furniture, power, network, and conduit cabling.

How to set up Zoom Rooms

Set up your hardware in the conference room

* Mount the TV, camera, PC/Mac.
* Connect the cable TV, camera, audio components, and network.
* Turn on the PC/Mac and controller, connect to the network.
* Upgrade the TV, camera, and audio components firmware (if required).

Set up your operating system (OS)

1. Configure your Windows or macOS for [kiosk mode](https://support.zoom.com/hc/en-us/articles/203689369-).
2. Configure your controller's [kiosk mode](https://support.zoom.com/hc/en-us/articles/204971099-Kiosk-Settings-For-Zoom-Rooms-iPad).

Set up your Zoom Rooms software

* [Download Zoom Rooms for Conference Room](https://zoom.com/download) and install on your macOS or Windows computer.
* [Download Controllers for Zoom Rooms](https://zoom.com/download) and install on your iOS Controller and Scheduling Display, or Android Controller, or Windows Controller.
* For Zoom Rooms, use [Pairing Code](https://support.zoom.com/hc/en-us/articles/360000163266) for quick setup, and an[Activation Code](https://support.zoom.com/hc/en-us/articles/115003659546) to complete setup.
* Choose the default Camera, Microphone, Speaker, and Volume levels.
* Setup [alerts](https://support.zoom.com/hc/en-us/articles/205394099-Zoom-Room-Alerts) and monitor in your [dashboard](https://support.zoom.com/hc/en-us/articles/204654719-Dashboard).

How to use the Zoom Rooms controller

After setup, use the buttons on the left-side panel of the controller user interface. Some [features](https://support.zoom.com/hc/en-us/articles/115000542566) may not be available on all platforms.

Home:  [Start scheduled meetings as the host](https://support.zoom.com/hc/en-us/articles/360021967252), [start an instant meeting](https://support.zoom.com/hc/en-us/articles/360021967252), join a meeting using the [meeting ID](https://support.zoom.com/hc/en-us/articles/201362373) or [personal link name](https://support.zoom.com/hc/en-us/articles/201362843), [call a H.323/SIP device](https://support.zoom.com/hc/en-us/articles/205369065), or display on-screen instructions to [start screen sharing](https://support.zoom.com/hc/en-us/articles/203727929).

Phone: Call a phone number using Zoom Phone. To use this feature, you must [assign a Zoom Phone license to the room](https://support.zoom.com/hc/en-us/articles/360025153711).

Contacts: View contacts and [start an instant meeting](https://support.zoom.com/hc/en-us/articles/360021967252).

* Only internal contacts ([users](https://support.zoom.com/hc/en-us/articles/201363183) and [rooms](https://support.zoom.com/hc/en-us/articles/202822279)) are shown in the room controller.
* By default, your Zoom contacts directory contains internal users in the same organization, who are either on the same account or who's email address uses the same domain as yours. You can [manage contacts](https://support.zoom.com/hc/en-us/articles/115004055706) to change this.
* You can restrict a user from appearing in the room's contacts list by [creating a restricted or private IM group](https://support.zoom.com/hc/en-us/articles/203749815), and adding all contacts except for the Zoom Room you do not wish to appear.

Settings: View settings for the room, such as changing audio/video devices.

Additional resources

* Consult with Zoom Rooms Professional Services.
* Learn about additional [Zoom Rooms features](https://support.zoom.com/hc/en-us/categories/200108436-Zoom-Rooms).

***Text and links sourced from Zoom documentation found at these links:***

Meetings and Webinar best practices: <https://support.zoom.com/hc/en-us/articles/209743263-Zoom-Webinars-and-Zoom-Meetings-best-practices>

Video Communications Best Practice: [https://blog.zoom.com/video-communications-best-practice-guide/](https://blog.zoom.us/video-communications-best-practice-guide/)

Audio Best Practices (Video): <https://www.youtube.com/watch?v=ipT0fAeOYxQ>

Zoom Learning Center (recorded trainings) <https://learning.zoom.com/learn/external-ecommerce;view=none;redirectURL=>

There is no Best Practice article for Zoom Rooms, so here is the Getting Started with Zoom Rooms article: [https://support.zoom.com/hc/en-us/articles/207483343-Getting-started-with-Zoom-Rooms](https://support.zoom.com/en-us/articles/207483343-Getting-started-with-Zoom-Rooms)

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