# GoVirtual Guide



Source: [L'Orchestre national de France joue le "Boléro" de Ravel en confinement](#)

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## Introduction

Virtual interaction, made accessible to everyone, can foster human connection in a time of social distancing!

In this document you will find the best practices, instructions and tools on how to bring your business online in a short time, how to offer your programs and events online to your community, and how to organize your teamwork remotely.

> Please share your specific questions, goals and needs through this form to help us shape this document and offer you further support:
>
> [OmPlanet Intake Form — Online Programs & Community Engagement](#)

## Recommended Practices to Amplify Community Engagement and Social Media Outreach

1. Place access to your online programs on the welcome page of your website.
2. Regularly post on Social Media (FB, IG, Twitter), short daily videos 3-15 minutes.
   a. Facebook    https://www.facebook.com/business/news/SMB-10-Ways
   b. Instagram
      i. https://business.instagram.com/
      ii. https://www.facebook.com/business/learn/lessons/a-beginners-guide-to-instagram-for-business
3. Interactive content including live trainings, special offers for upcoming programs, center and faculty bios with intro videos.
4. Host monthly open Zoom calls with the larger community, a gathering point for collective connection:
   a. Value Offer: offer something specific to your community for free (a guided meditation, a lecture or something that will be valuable).
   b. Lead Generation: at the end of the call invite the community to engage in your upcoming programs.
5. Share short videos on your YouTube channels.
6. Keep the website up-to-date with the opportunities to engage with current content, links to archives, blogs, videos, online trainings. Easy to engage content.

## Recommended Practices for Online Programs

Start simple, start now - the world is looking for a genuine connection (not so much for a polished content). This is an incredible opportunity to gain experiential knowledge of creating online programs that will engage and grow your audience.

- LIVE Online Programs: Meditation, Yoga class and other teachings (with optional Q&A)
- RECORDED Teachings: to offer as a gift or for purchase
- Special pricing (incentives) you offer to your community.
- Referrals you request and rewards you offer for referrals (e.g. send one new student to a yoga class and receive your next class as a gift).
- Request written or video testimonials of your top classes and share on your website and Social Media with class offerings.
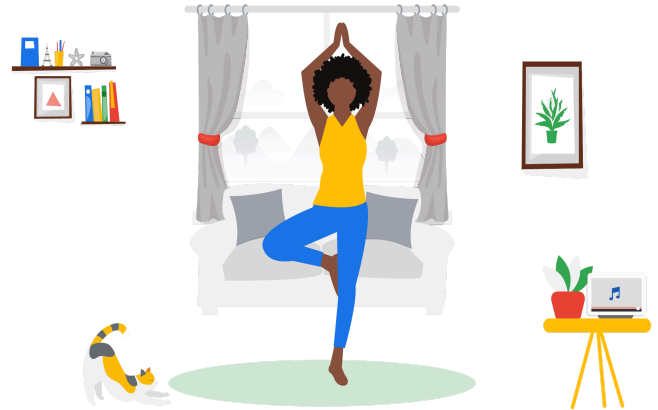
## Online Meeting and Facilitation Practices

- Guidelines for better meetings: https://learningalliances.net/2020/03/a-field-trip-agenda-for-better-meetings/
- Tips for Hosting Online Conversation - https://medium.com/journalismthatmatters/tips-for-hosting-online-conversation-306c0451354d
- Online Community Toolkit - https://fullcirc.com/resources/online-community-toolkit/
- The Definitive Guide To Facilitating Remote Workshops - https://mural.co/ebook
- Leading Groups Online - Jeanne Rewa and Daniel Hunter's free guide
- Beth Kanter's resources for online facilitation
- Facilitation - Energy & Flow
- Facilitation - Time Management
- Facilitation - Engagement vs. Interaction
- Facilitation - On Camera Presence

## Video Conferencing Tools

1. Zoom - [All the Basics You Need to Know About Using Zoom](#)
2. Google Hangouts - [How to set up and use Google Hangouts](#), [Get Started with Google Hangouts](#)
3. Slack and others - [The 10 Best Video Meeting Apps](#)

## Live Streaming and Broadcasting Platforms

Connect with students, upload videos, offer live video and more:

- Zoom Live Streaming - [https://support.zoom.us/hc/en-us/articles/115001777826-Live-Streaming-Meetings-or-Webinars-Using-a-Custom-Service](https://support.zoom.us/hc/en-us/articles/115001777826-Live-Streaming-Meetings-or-Webinars-Using-a-Custom-Service)
- Youtube Live - [https://support.google.com/youtube/answer/2474026?hl=en](https://support.google.com/youtube/answer/2474026?hl=en)
- Facebook Live - [https://www.facebook.com/facebookmedia/solutions/facebook-live](https://www.facebook.com/facebookmedia/solutions/facebook-live)
- Vimeo - [Setting up your stream on Vimeo](#)
- CrowdCast - [https://www.crowdcast.io/features](https://www.crowdcast.io/features)
- IBM Cloud Video (Ustream) - [https://video.ibm.com/](https://video.ibm.com/)

## Platforms to Host Online Events and Conferences (up to 10k participants)

- Zoom Webinar - [https://zoom.us/webinar](https://zoom.us/webinar)
- HeySummit - [https://heysummit.com/](https://heysummit.com/)
- Shindig - [https://www.shindig.com/](https://www.shindig.com/)
- Whova - [https://whova.com/](https://whova.com/)
- Eventdex - [https://www.eventdex.com/](https://www.eventdex.com/)
- Attendify - [https://attendify.com](https://attendify.com)
- Pine - [http://pinetool.ai/](http://pinetool.ai/)

## Platforms to Host Online Meetings and Conferences in Virtual Rooms

- Topia - [https://topia.io/](https://topia.io/)
- Nowhere - [https://urnowhere.com/](https://urnowhere.com/)
- Gather - [https://gather.town/](https://gather.town/)

## Advanced Platforms to Market and Sale Online Programs and Courses

- New Kajabi - [https://kajabi.com/](https://kajabi.com/)
- Thinkific - [https://www.thinkific.com/](https://www.thinkific.com/)

- Teachable - https://teachable.com/
- Memberium - https://memberium.com/
- LearnDASH - https://www.learndash.com/
- Kartra - https://kartra.com/
- Ruzuku - https://www.ruzuku.com/
- Ontraport - https://ontraport.com/
- Click Funnels - https://www.clickfunnels.com/

## Team Collaboration and Workflow Management Platforms

- Slack - https://slack.com/
- Trello - https://trello.com/
- AirTable - https://airtable.com/
- Asana - https://asana.com/
- Microsoft Teams - microsoft-teams
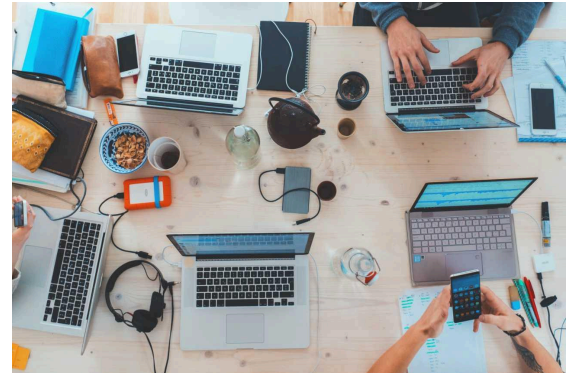
## Cloud Services, File Sharing, Productivity and Security

Consider using Software as a Service (SaaS) allowing access to email and other cloud services from anywhere:

- G-Suite (Gmail, Docs, Drive, Calendar, Meet and much more for business) - https://gsuite.google.com/
- Google Drive - How to use Google Drive for collaboration
- Microsoft OneDrive - https://products.office.com/en-us/onedrive/online-cloud-storage
- Dropbox - https://www.dropbox.com/

For security reasons use a VPN to connect remotely to the organization's internal network. This prevents man-in-the-middle attacks from remote locations. Since you're now working remotely, the traffic is now flowing over public networks and your sensitive data might be at risk:

- Work from home: How to set up a VPN - https://www.welivesecurity.com/2020/03/18/work-home-how-set-up-vpn/
- Understanding VLAN and VPN - https://www.purevpn.com/blog/vlan-and-vpn/
- Top VPN:
  - Proton VPN (free trial) - https://protonvpn.com/free-vpn
- Free highly secure blockchain based VPN (beta/experimental):

- ○ Tachyon VPN - https://tachyon.eco/

## Advanced Zoom Features

- Zoom Webinars (max 100 panelists and 10 000 view-only participants with registration) - https://support.zoom.us/hc/en-us/sections/200324965-Video-Webinar
- Streaming a Zoom Meeting or Webinar on Facebook, YouTube, Workplace by Facebook, Custom Streaming Service
- How to share music in Zoom - https://support.zoom.us/hc/en-us/articles/201362643-Sharing-Computer-Sound-During-Screen-Sharing
- Zoom Breakout Rooms - https://support.zoom.us/hc/en-us/articles/206476093-Getting-Started-with-Breakout-Rooms
- Self-scheduled meetings for shared Zoom Pro Accounts - https://docs.google.com/document/d/1Ox2RF3MGgvfWWc2MTw_755zG8tebAxR7c4TxXUtq5LU/edit#heading=h.1fceirckh6h8
- Otter Voice Notes for Zoom https://marketplace.zoom.us/apps/MmQJIMXUTYiCdPX5anvKVw
- Zoom integration with GSuite - https://gsuite.google.com/marketplace/app/zoom_for_gsuite/364750910244
- Zoom tips and tutorials - https://www.youtube.com/playlist?list=PLSP0Y3k1d8RlQFaBD8s8bkIt7QFmsng4Q
- New to Working from Home? Here Are Some Tips to Help You Meet Like a Pro - https://blog.zoom.us/wordpress/2020/03/09/working-from-home-tips-to-meet-like-a-pro/?utm_source=website&utm_medium=postattendee&utm_campaign=WFHQ1FY21&zcid=3710

## Video Editing Software

- Camtasia (for PCs) - https://www.techsmith.com/video-editor.html
- Screenflow (for Macs) - http://www.telestream.net/screenflow/overview.htm
- Adobe Premiere Video - https://www.adobe.com/products/premiere

## Microphones

- Rode smartLav+ Lavalier Microphone for Smartphones:
  http://www.rode.com/microphones/smartlav-plus
- (Mobile) http://www.rode.com/microphones/mobile

## Other Useful Tools

- Krisp app (removes background noise during calls) - https://krisp.ai/
- Microsoft Flow - Automate emails and much more while not at the office -
  https://us.flow.microsoft.com/en-us/
- Zapier integrations - How to Work Faster in a Remote Team
- Google Calendar for Slack (sends reminders, shows "busy" in a meeting, zoom) -
  https://slack.com/intl/en-fr/help/articles/206329808-Google-Calendar-for-Slack
- RingCentral - now is the best time to get a VoIP phone system set up. You can
  answer your retreat centers calls from anywhere and any device and also allow all
  your employees to do the same. - https://www.ringcentral.com/