Who are we: Shout Out UK

Shout Out UK (SOUK) is a multi-award winning social enterprise and education organisation that advocates for better Political and Media Literacy.

We have been working closely with the British Council to develop the International Community of Practice, using our extensive experience in education and facilitation.

Who am I: Samuel Kashti

I am responsible for the organisation of the International Community of Practice (Int. CoP).

Come to me with questions, suggestions or issues.

This Int. CoP is for you, so please use me!

sam@shoutoutuk.org

Welcome!

Thank you for registering to the first session of the British Council's International Community of Practice (Int. CoP)!

The session will be 1.5 hours long, with a 10 minute breakout room session in the middle.

This session is being recorded!

Today's objectives are to be able to answer the following questions:

- What is the purpose and protocol of the Int. CoP protocol?
- How do I schedule a Zoom meeting, and use key settings?
- How do I manage participants and use key features?
- What are some strategies for delivering engaging online content and troubleshooting common Zoom issues?
- How does AI enhance the Zoom experience?
- What are some legal and political considerations when using Zoom?

Establishing Int. CoP Protocol

Please enable the Interpretation of the language you need.
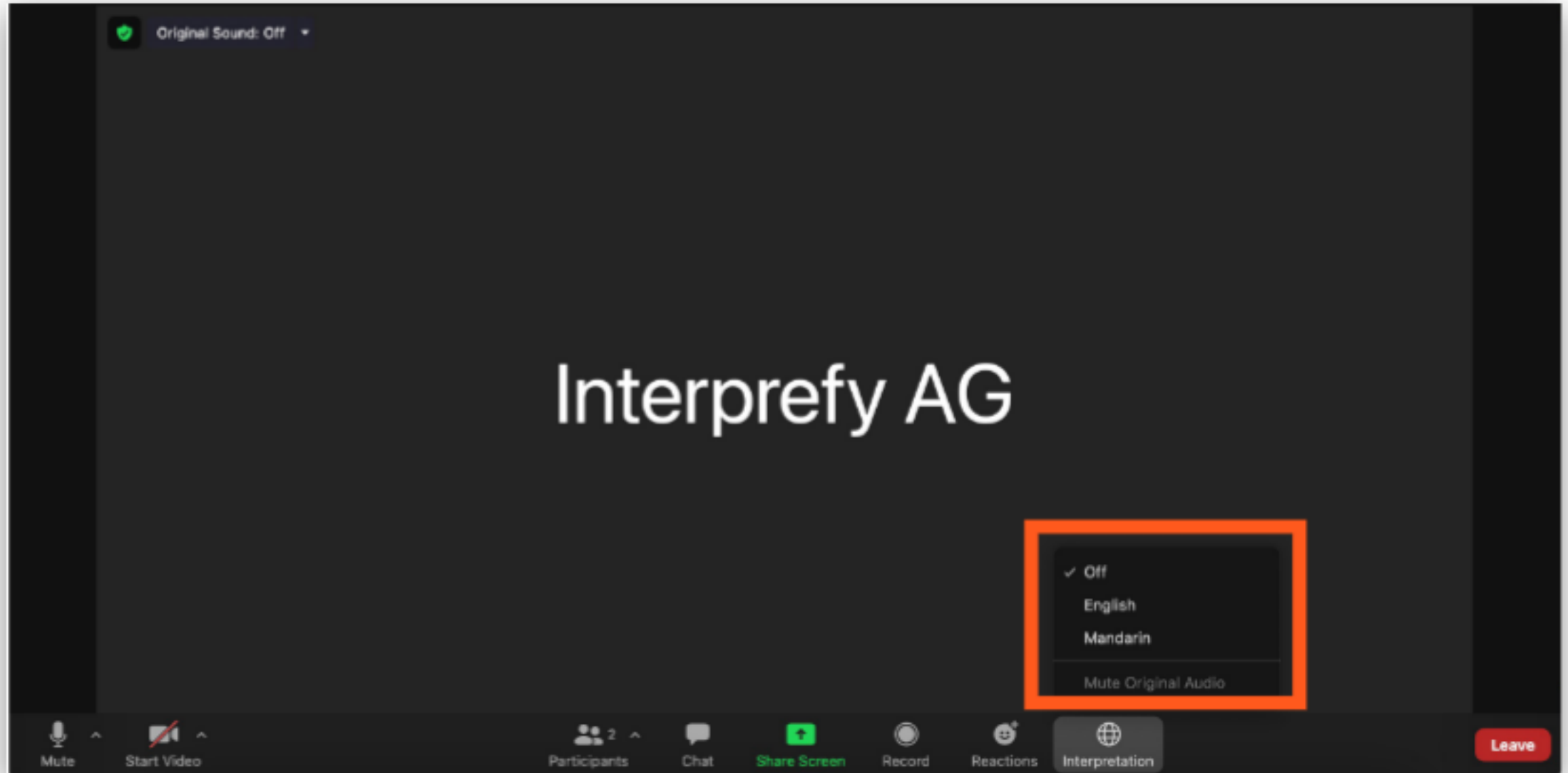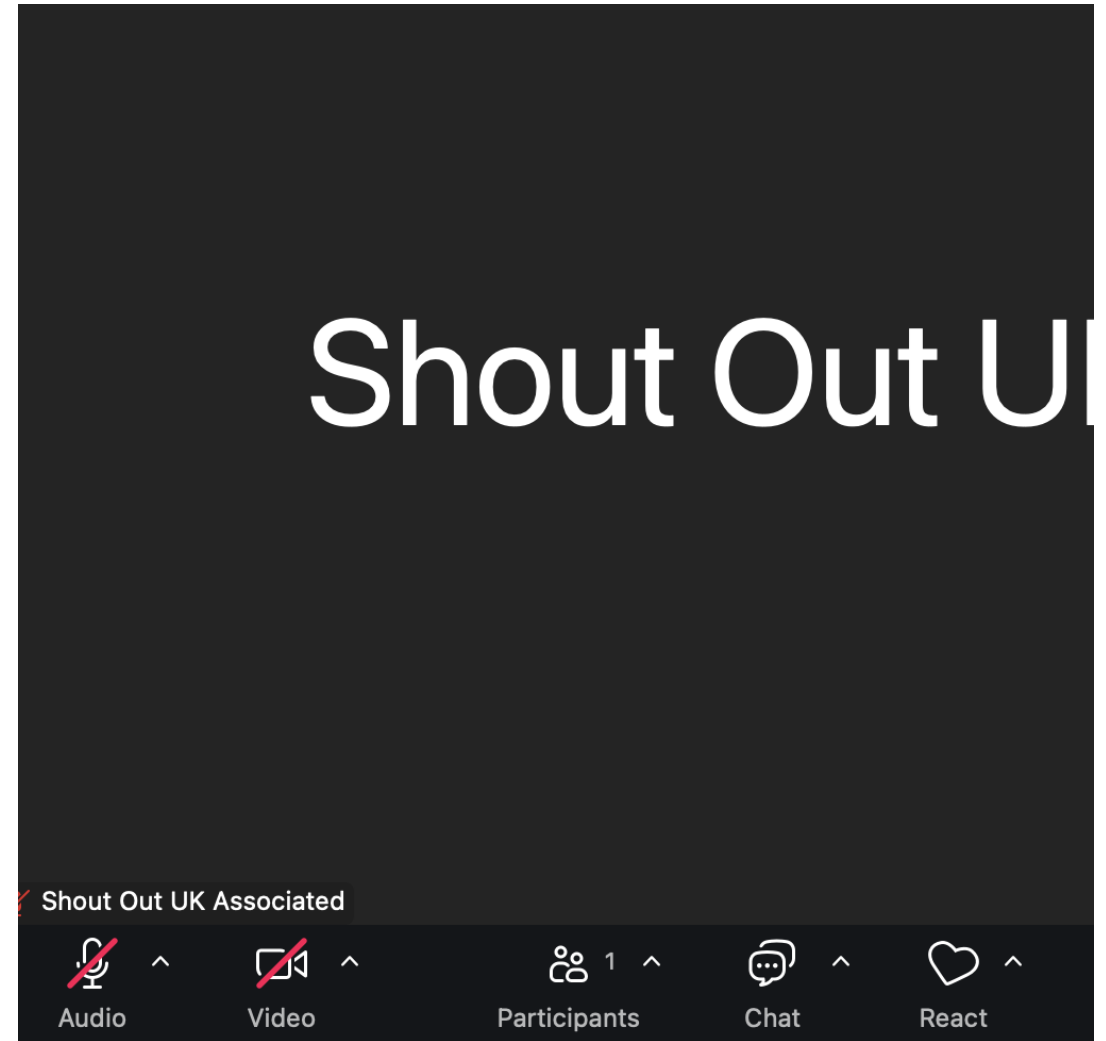
Sign Language Interpretation:

Please can everybody turn their camera off to help the speed of this call and enable effective recording!

BUT:

Sign language interpreters and people that require them, please keep your camera on, so you can effectively communicate.

Shout Out UI

Shout Out UK Associated

Audio   Video   Participants 1   Chat   React

How to change your name on Zoom

On this Zoom call, please add the following initials to the end of your name, to identify which country you come from.

Brazil = BR
Indonesia = ID
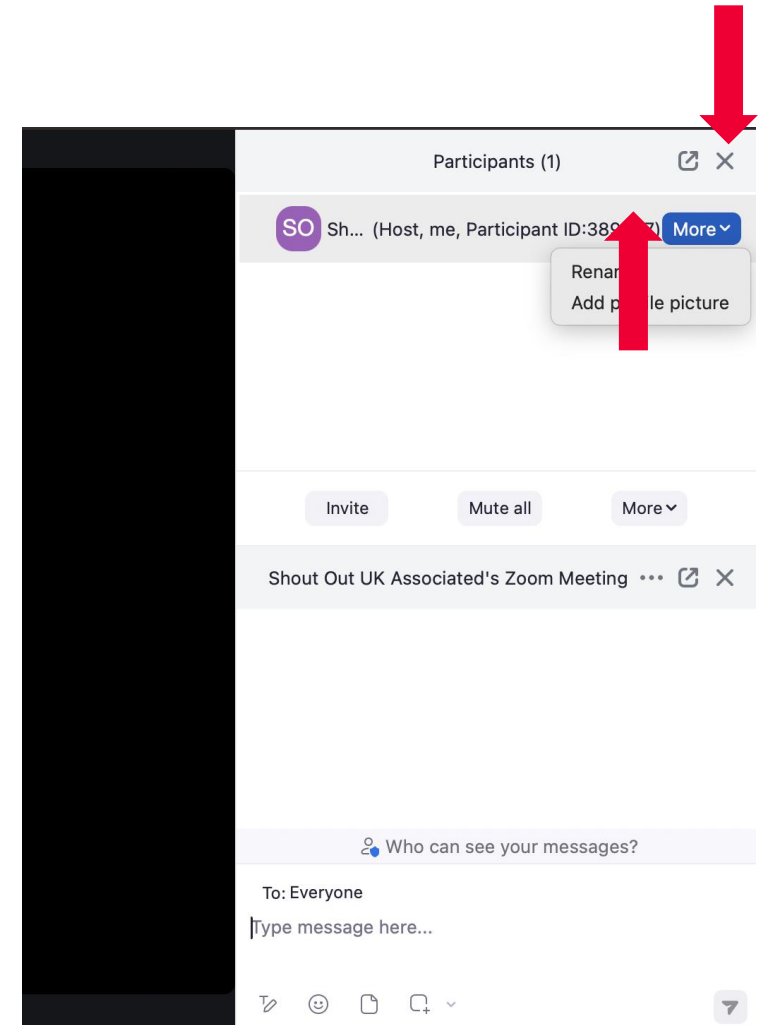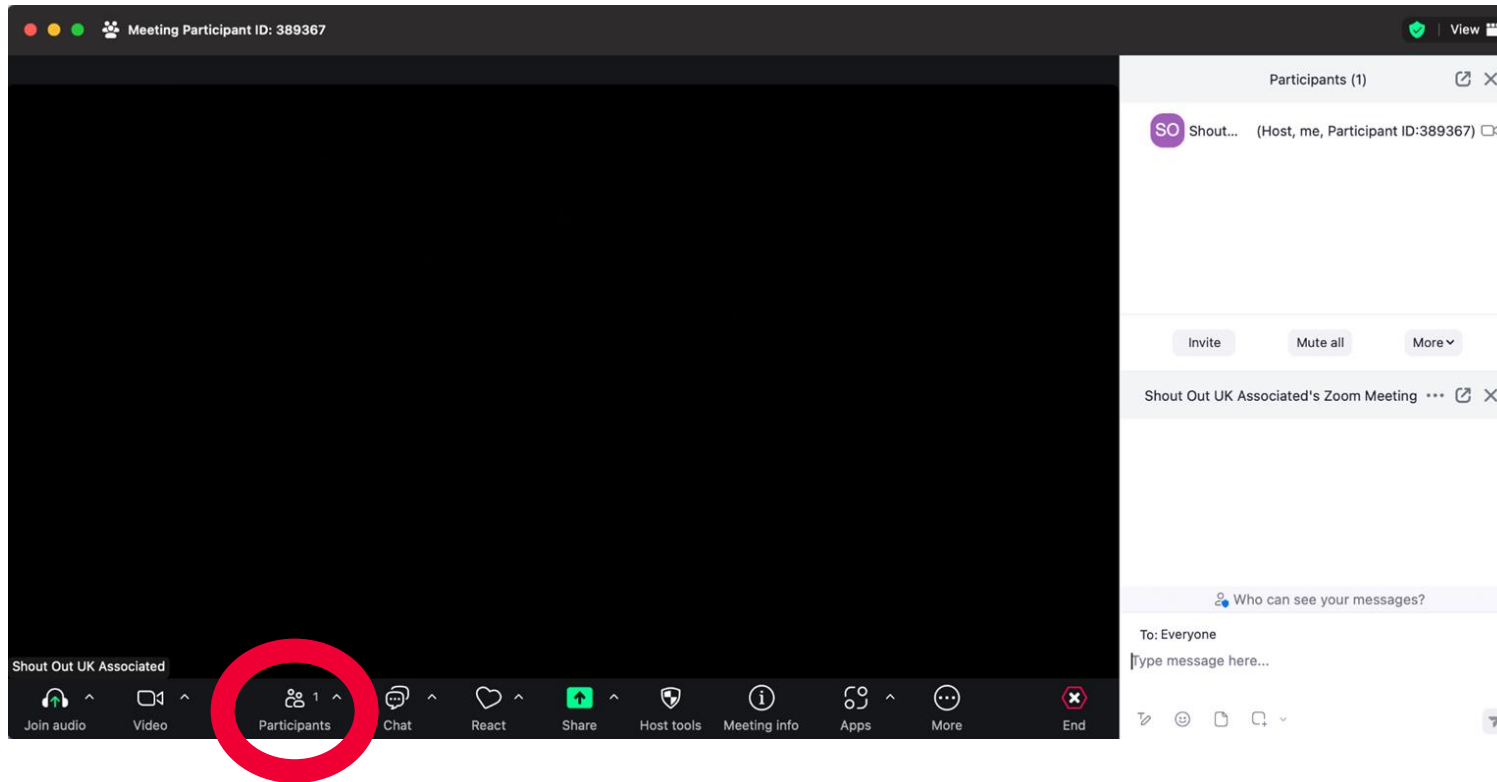Kenya = KE
Nigeria = NG
United Kingdom = UK

E.g. Paul Cook > Paul Cook UK

This is to enable successful group work later in this session.

How to change your name on Zoom
E.g. Paul Cook UK

International CoP Sessions

	January 28th	February 25th	March 11th	March 25th	April 29th	May 13th	May 27th
Activity							
1. Zoom & Video Conferencing	███						
2. LinkedIn & Networking		███					
3. Peer Learning Session #1			███				
4. Data Protection & Cybersecurity				███			
5. Understanding AI & Its Uses					███		
6. Peer Learning Session #2						███	
7. Understanding & Analysing Data							███

Why are we starting the Int. CoP?

This will bring new perspectives and opportunities to the role of CLT.

It will provide an opportunity for cross border & cultural exchanges for CLTs. It will enable the sharing of:

- **Best practice**
- **New or innovative ideas**
- **Issues & challenges**

Through the CoP, you can help the training of individuals and communities on the other side of the world, by showcasing your skills and experience.

How will we learn?

The course will be a mixture of training methods, encouraging self learning, group work and sharing.

These will be:

1. One webinar/masterclass per month.
2. One task to complete based on the topic of the month.
3. A peer sharing/learning session every few months.

Joining Zoom and setting up meetings

Zoom usage as a guest

You do not need an account to join a Zoom meeting with an invitation.

The requirements for joining a meeting as a guest are as follows:

Each meeting has a unique 9, 10, or 11-digit number called a meeting ID that is required.

The host of the meeting must have Authentication profiles disabled, or authentication exceptions are set up to allow guests to join

The host of the meeting must have Only authenticated users can join meetings from Web client disabled

If you want to join from your desktop browser without downloading Zoom, the host must have Show a "Join from your browser" link enabled

Note: Join from browser only works on desktop web browsers. If you are joining the meeting from a mobile device, you must download and join through the Zoom mobile app.

Join Zoom meeting with an invitation, link or meeting ID

You're all here! So you must know how to
join a Zoom meeting…

Creating a Zoom account: Signing Up!

you can use Google, Facebook, Apple or create an account with your email address.

Free Zoom accounts:

- **Up to 40 minutes in length**
- **Up to 100 participants.**

Select Plan and sign up!

Select the option sign up or 'Sign Up Free'

zoom

Let's Get Started

Email Address

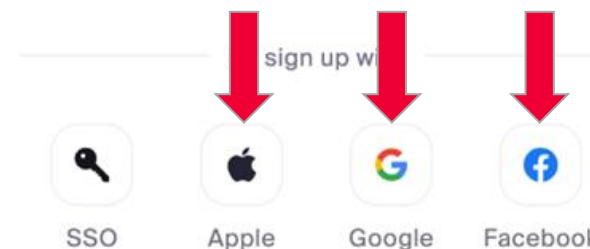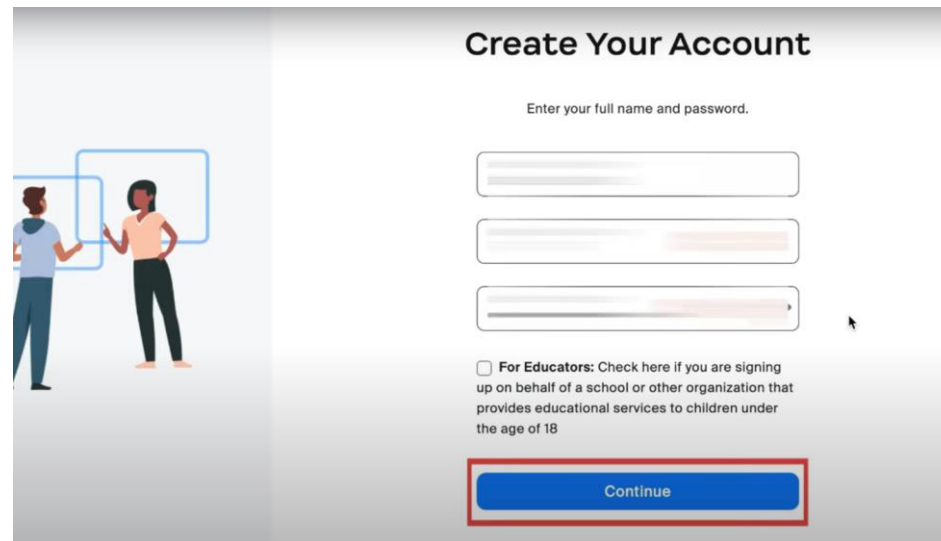Birth Year   ⓘ

Continue

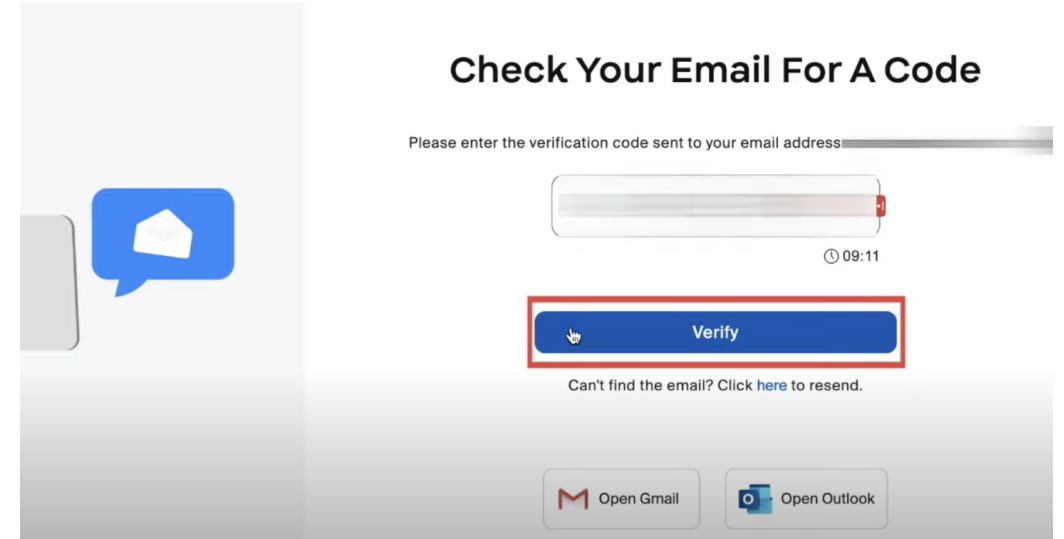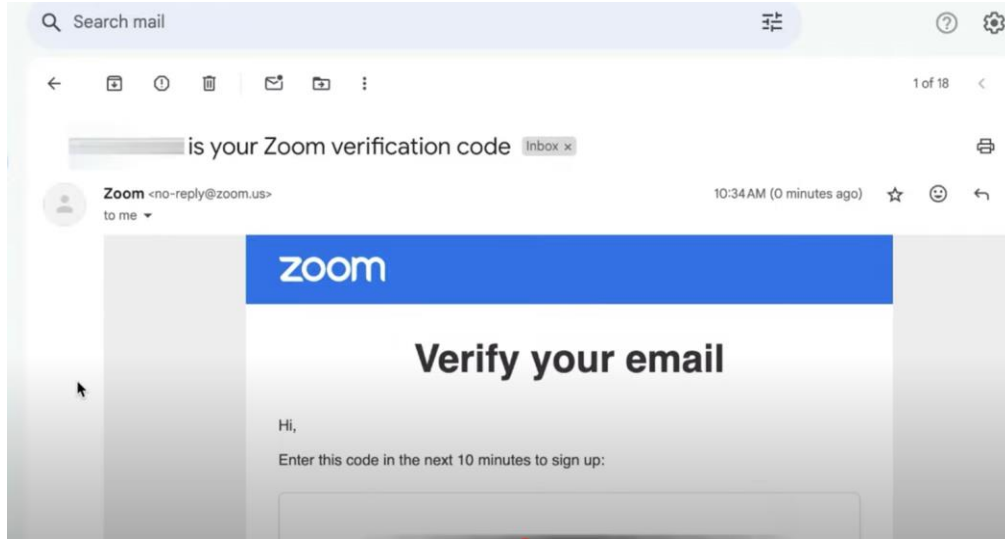By proceeding, I agree to Zoom's Privacy Statement and Terms of Service.

☐ I would like to receive communications about products, offerings, and industry trends from Zoom. I understand that I can unsubscribe at any time.

sign up w

🔑   🍎   G   f
SSO   Apple   Google   Facebook

Zoom is protected by reCAPTCHA and the Privacy

Create your free Basic account

✓ Unlimited meetings for up to 40 minutes and 100 participants each

✓ Automated captions to help make meetings more inclusive

✓ Secure, HD-quality audio and video

✓ 3 editable whiteboards

✓ Team Chat for collaboration, file sharing, and more

✓ Zoom Mail and Calendar in the Zoom app

✓ Notes for creating and sharing editable documents

✓ Screen sharing, virtual backgrounds, breakout

www.britishcouncil.org

You will have to check your email for a code.

Download the Zoom app for your computer or laptop.
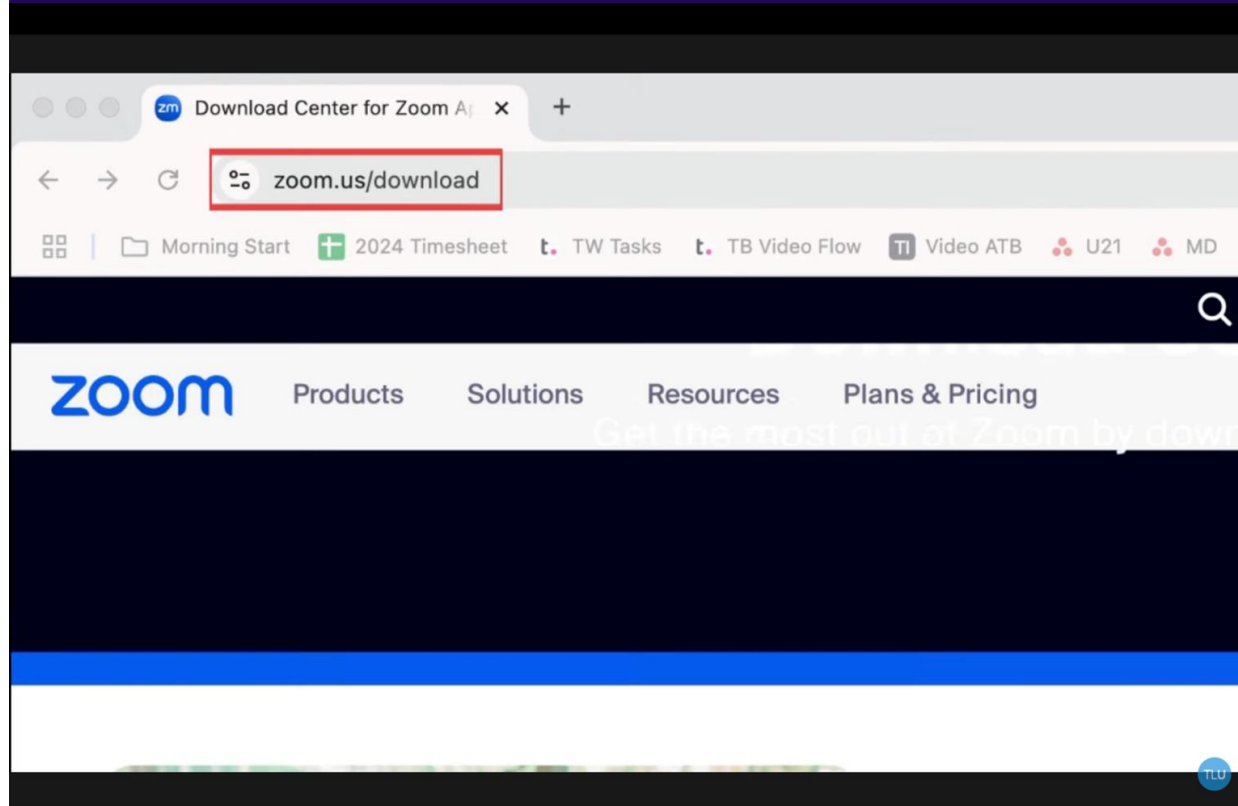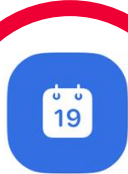

zoom.us/download

This website will give you the option to download on Mac, PC & mobile phone.

Once you have downloaded Zoom, you will be asked to sign in again.

Scheduling your own Zoom meeting

www.britishcouncil.org

Connect your calendar to manage all your events in one place and experience all advanced features! Connect ✕

Shout Out UK Associated's Zoom Meeting

20/01/2025 ⌄   16:00 ⌄   to   16:30 ⌄   20/01/2025 ⌄

🌐 London ⌄

Repeat   Never ⌄

Attendees

Name or email address

🔵 Enable Continuous Meeting Chat ⓘ

Added attendees will have access to the Meeting Group Chat before and after the meeting.

Meeting ID

🔘 Generate Automatically   ⚪ Personal Meeting ID 615 458 0957

Attachments ⓘ

➕ Add attachments

Meeting Security

☑ Passcode   222811   ⓘ
Only users who have the invite link or passcode can join the meeting

☑ Waiting Room
Only users admitted by the host can join the meeting

☐ Only authenticated users can join: Sign in to Zoom

Video

Host: On 🔵   Participant: On 🔵

Audio

⚪ Telephone   ⚪ Computer Audio

🔘 Telephone and Computer Audio

Dial in from United States   Edit

Calendar

⚪ iCal   ⚪ Google Calendar   🔘 Other Calendars

❯ Advanced

Interpretation

☐ Select language Interpretation (audio channels)

☐ Select sign language interpretation (video channels)

More Options   **Save**

www.britishcouncil.org

Zoom on your phone

All of the steps to set up an account on a desktop are possible on your phone.

You can install Zoom from your App store. E.g. Google Play, or Apple App store etc.

However, some of the features of managing Zoom meetings are unavailable on the phone.

This includes, breakout rooms, launching polls, streaming meetings.

Managing participants and using key features

Participant Management
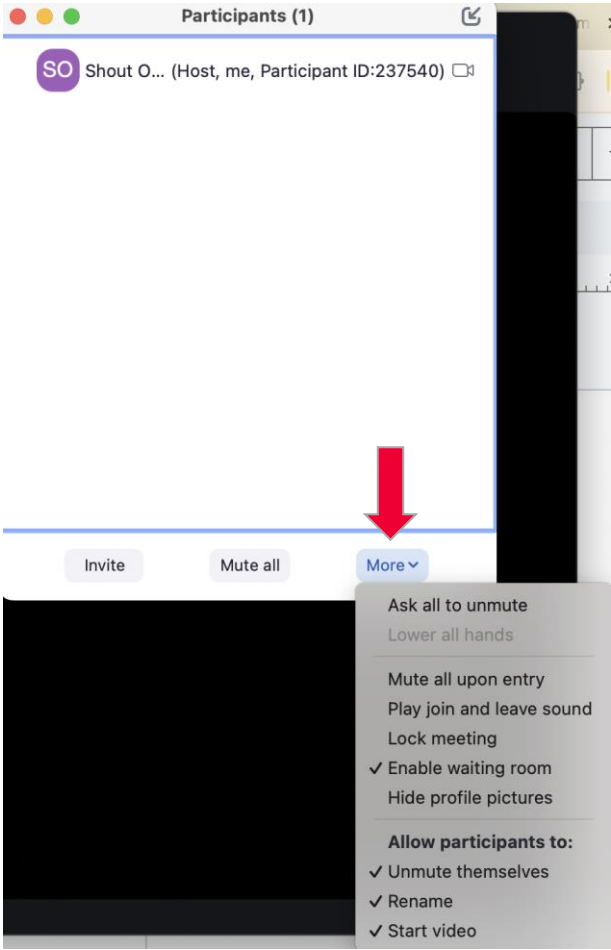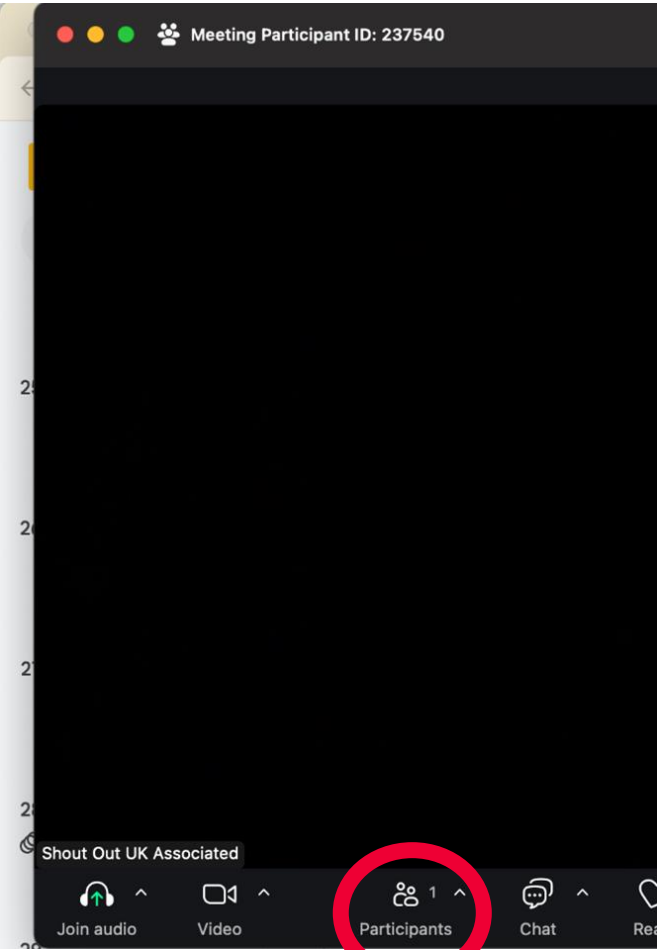
Host Tools & Screenshare

www.britishcouncil.org
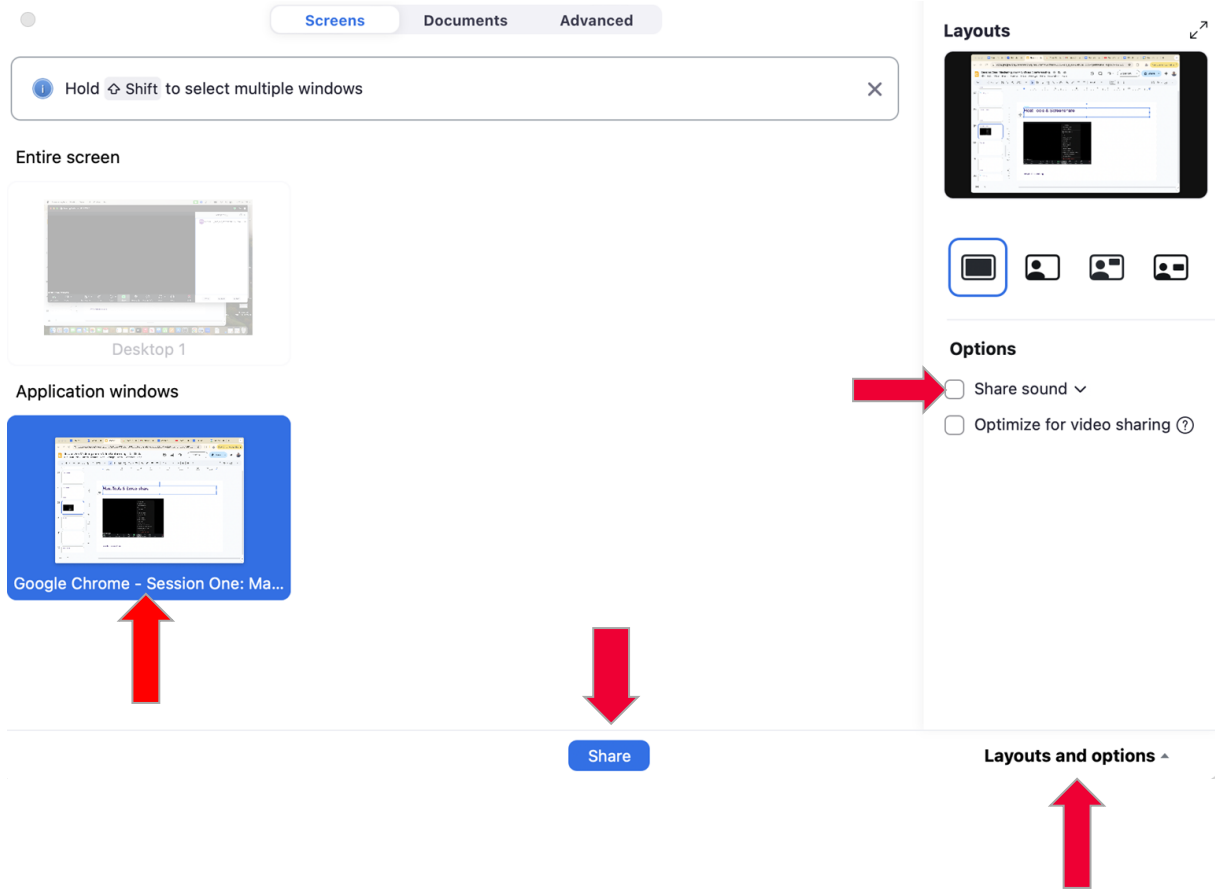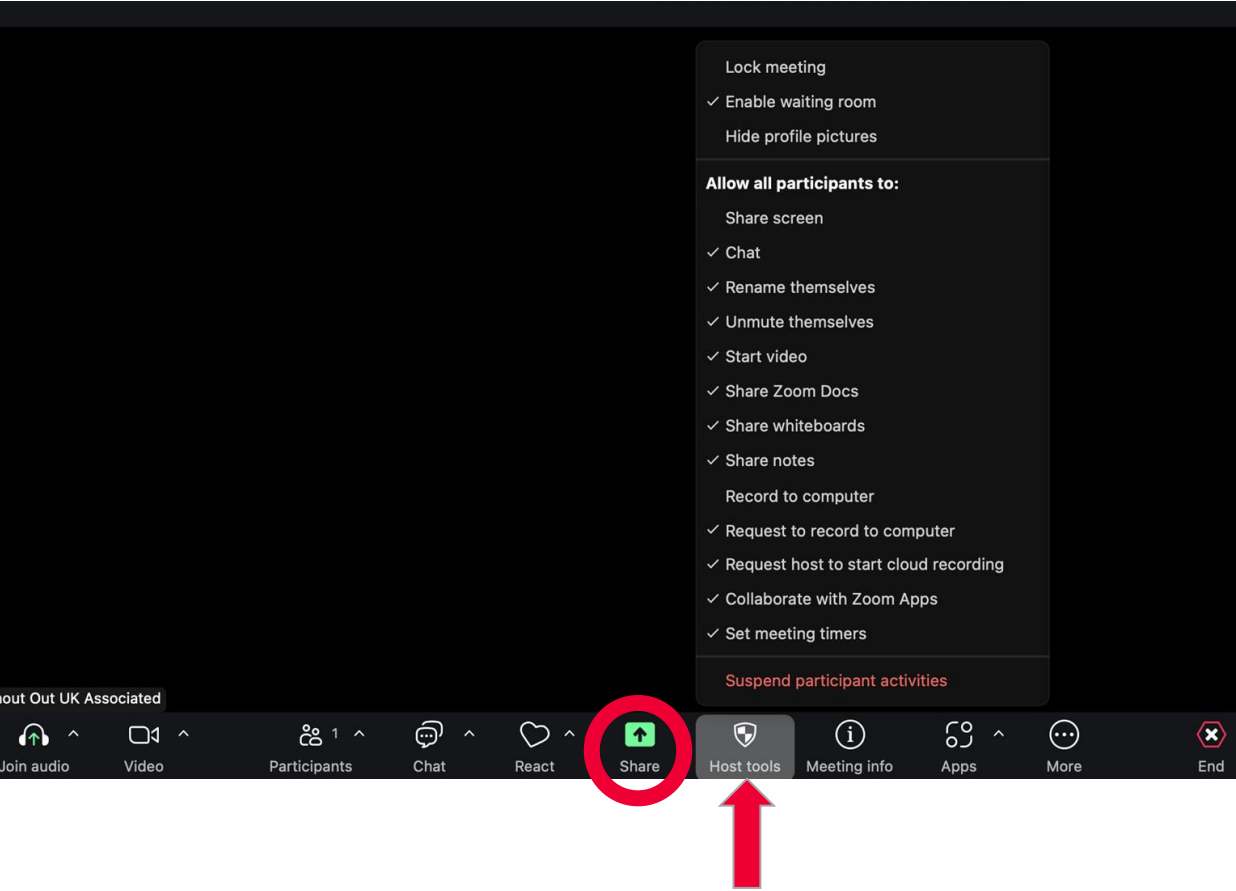
Apps

Here you can find and add different apps.

A perfect one may exist for the purpose of your meeting!
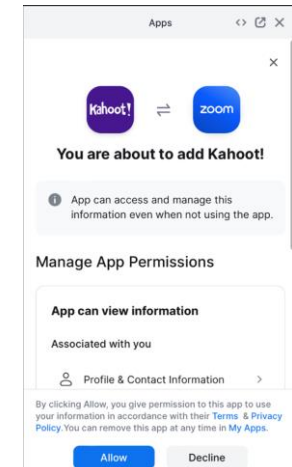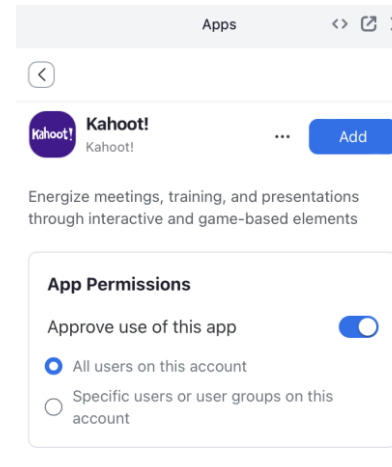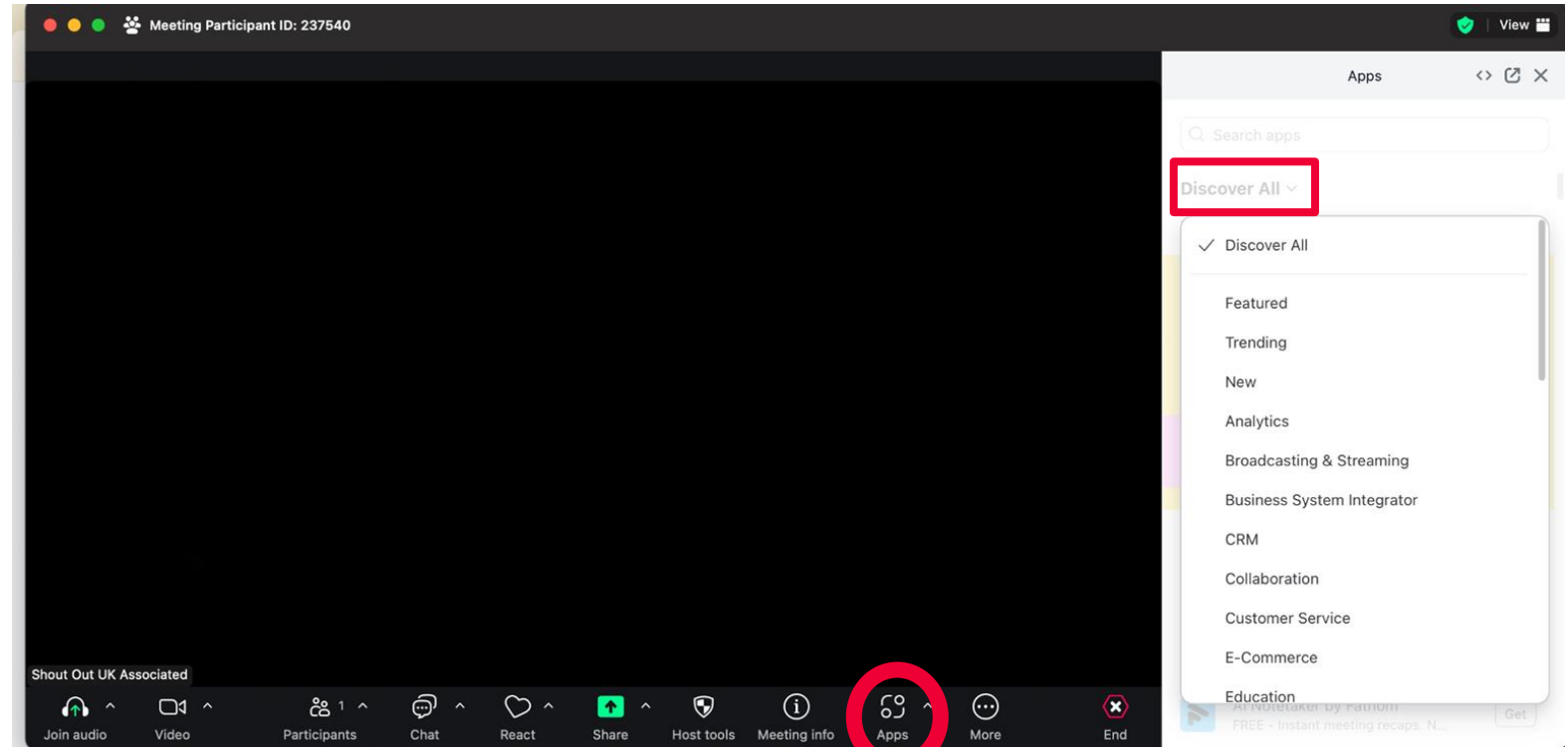
Recording & Captions
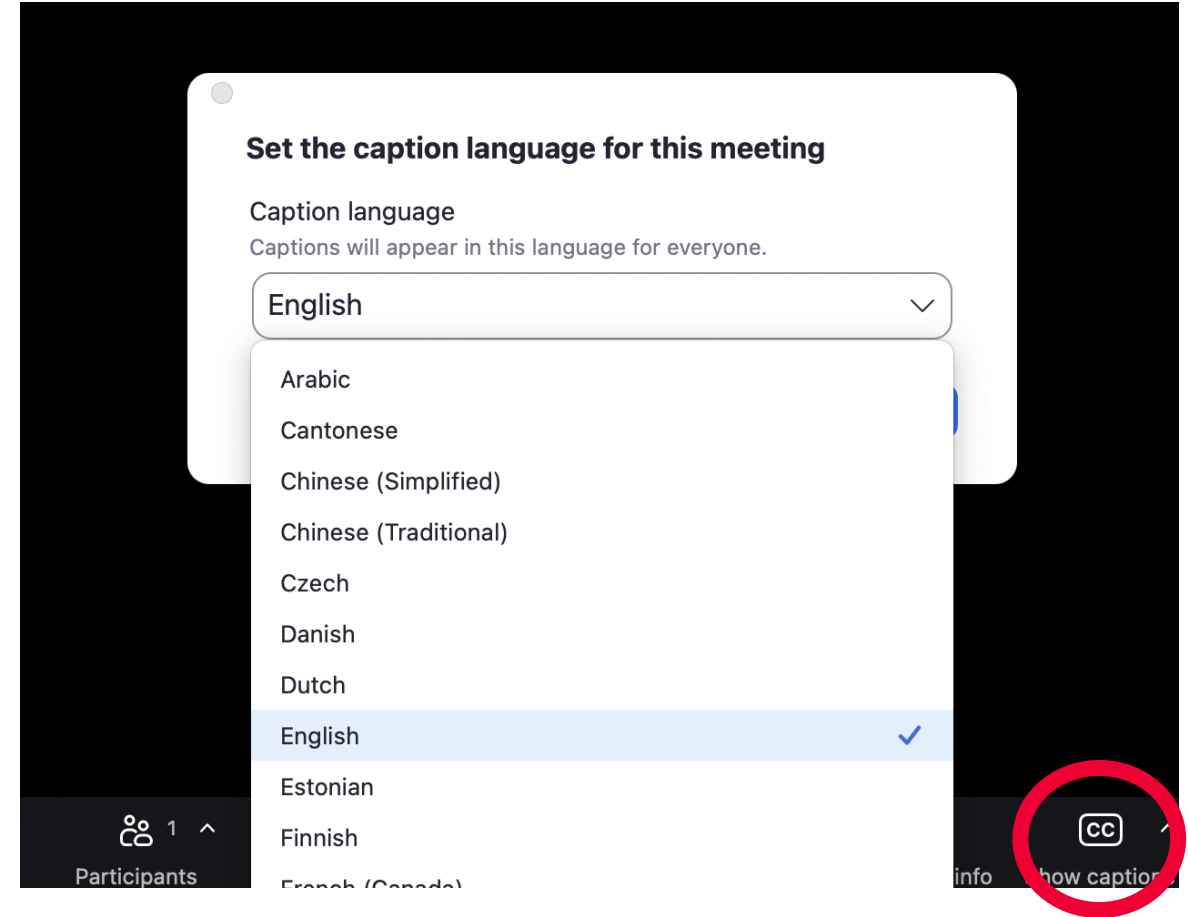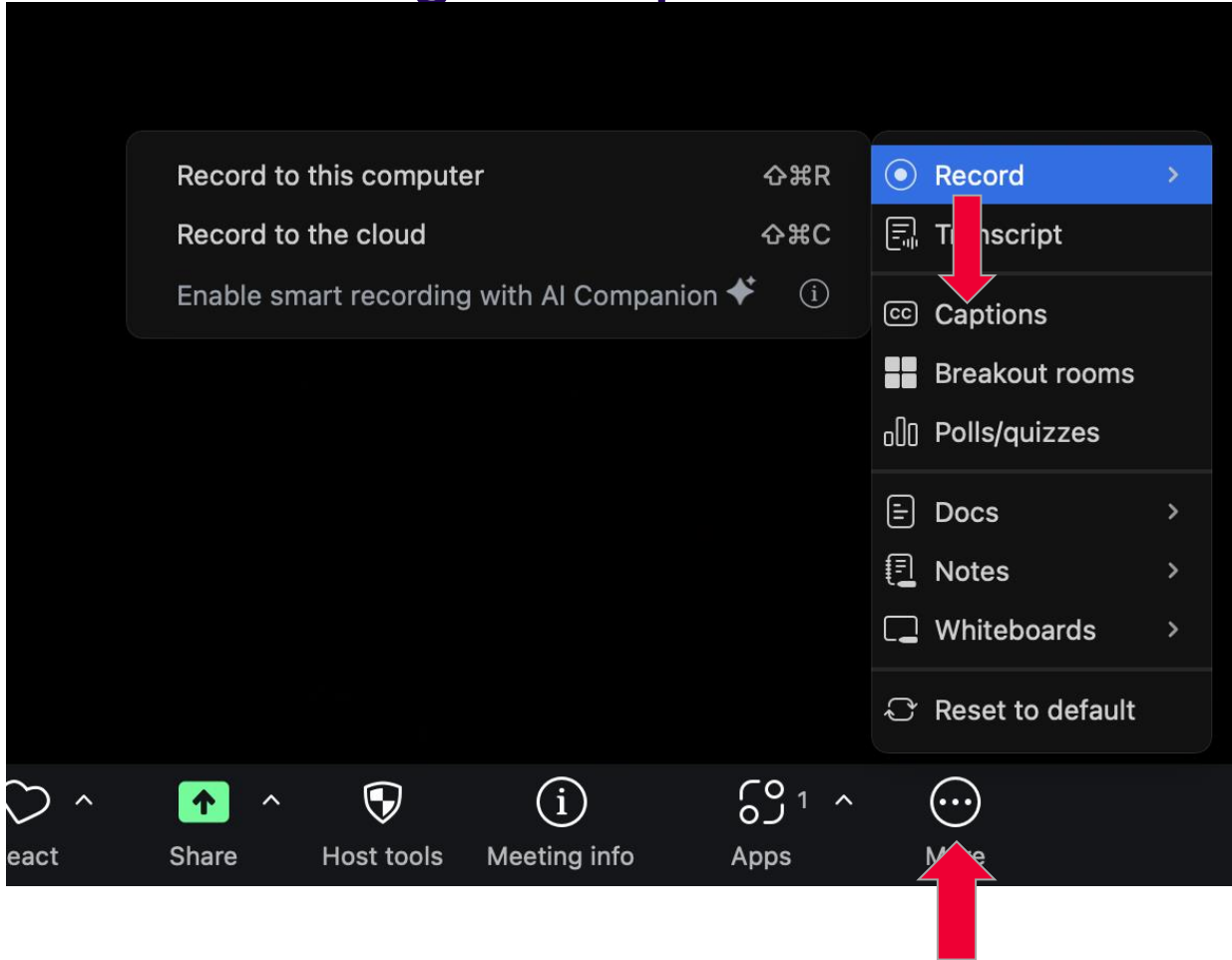
Poll/Quizzes & Whiteboard

We will now run a poll!
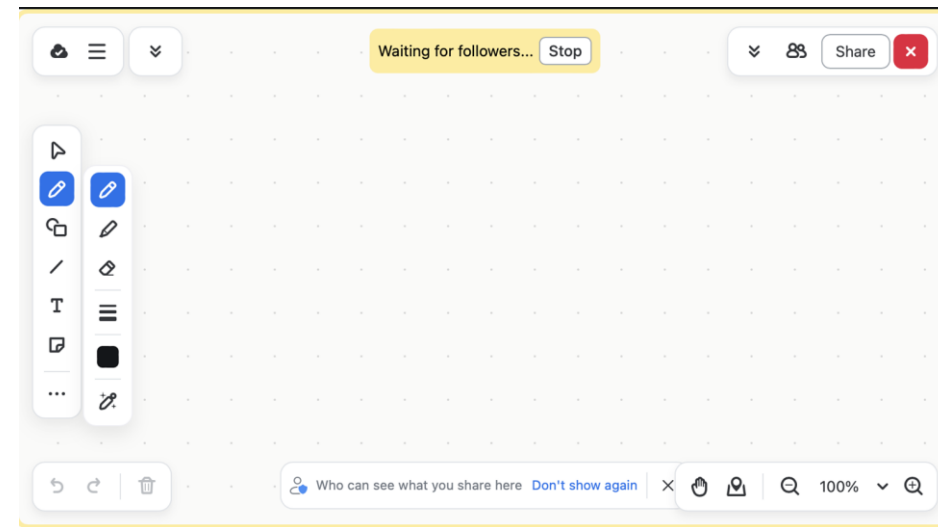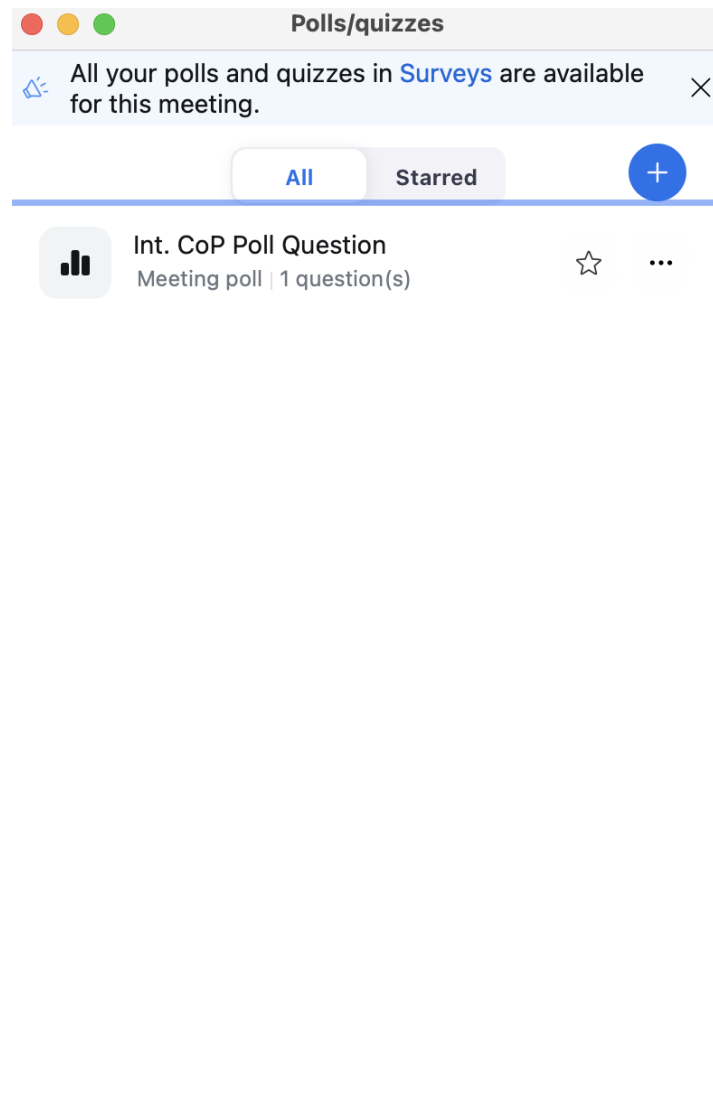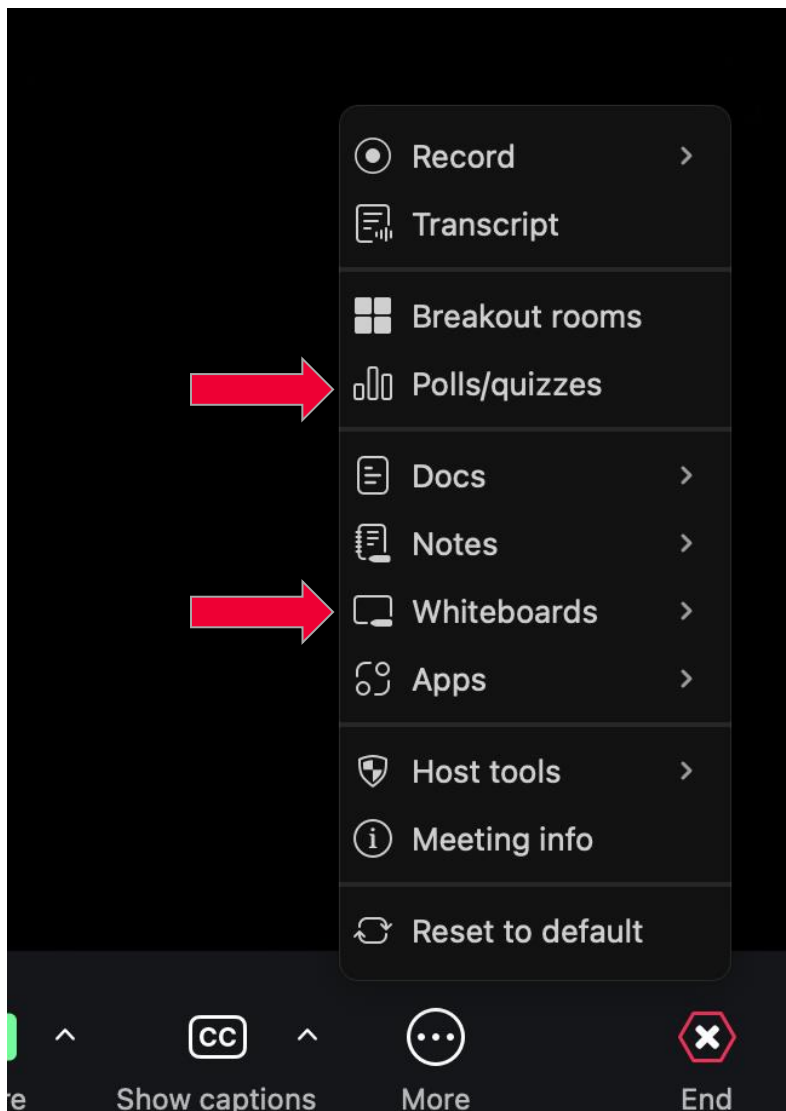
Breakout Rooms
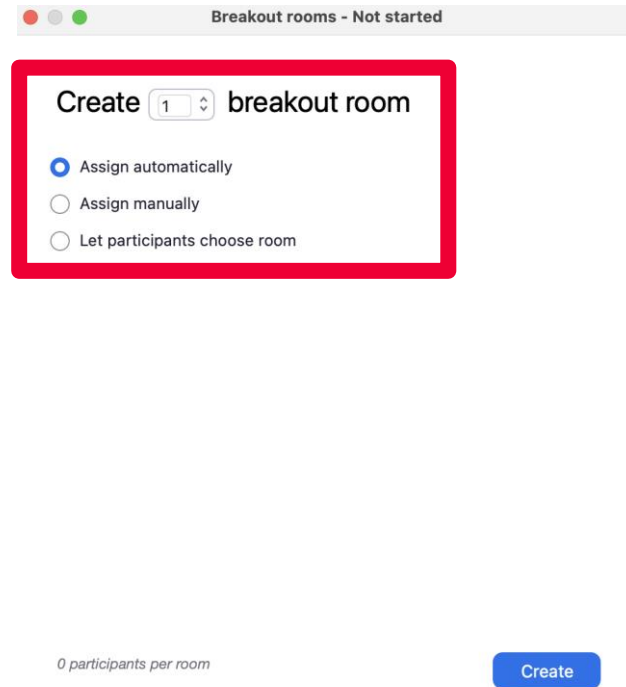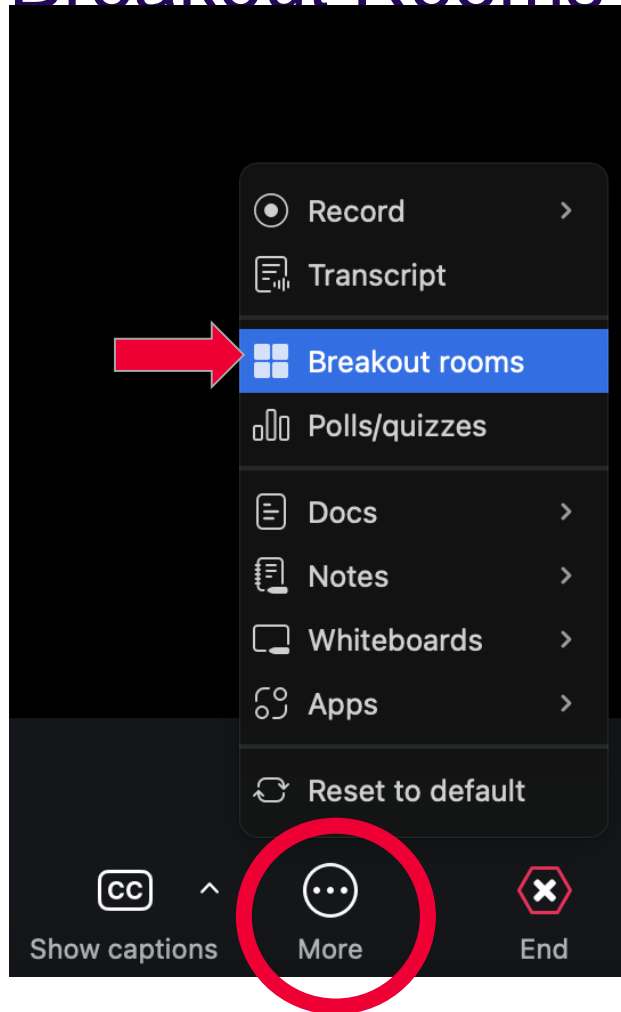
We will now divide you into breakout room!

These will be within your national groups and to your accessibility needs.

Breakout Room Group Theme:

In your breakout room, think of specific examples of how different Zoom features could be used to address challenges or opportunities in rural communities.

For example:

- Using polls to conduct community needs assessments.
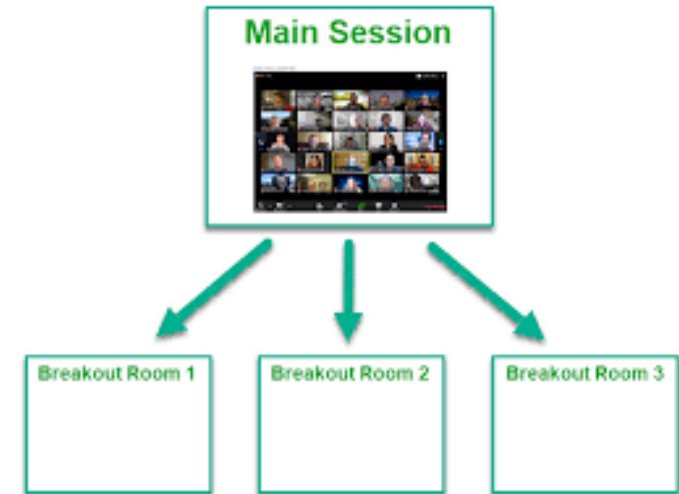
Best practices for delivering engaging online content & troubleshooting common Zoom issues

Bad Zoom Sessions

Ask yourself: Do you remember a Zoom or video conferencing session that went particularly badly?

- What features did they use?
- How was it presented?
- Were the objectives clear?
- Was the timing correct?

(I know mine isn't perfect…)

Content!

I know today's content has been practical but content is king!

- **Clear Objectives:** Define learning outcomes. What should your audience know or be able to do after the session?
- **Structure:** Organise content logically with a beginning, middle, and end.
- **Visual Appeal:** Use high-quality visuals, concise text, and a consistent design.
- **Interactive Elements:** Incorporate quizzes, polls, Q&A, and breakout rooms.

Delivery

The way the content is delivered is equally important as the content itself.

- **Enthusiasm:** Project energy and passion for your topic.
- **Pacing:** Vary your tone and pace to maintain interest.
- **Body Language:** Use gestures and expressions (even on camera) to emphasize points.
- **Eye Contact:** Look directly at the camera to simulate eye contact with your audience.

Use Zoom's Key Features!

They are there to help you make engaging presentations so use them!

- **Screen Sharing:** Demonstrate concepts, share presentations, and show multimedia.
- **Whiteboard:** Brainstorm ideas collaboratively, annotate on shared documents.
- **Breakout Rooms:** Facilitate small group discussions and activities.
- **Polls:** Allowing participants to share their opinions and engage in questions and topics.
- **Apps:** With different apps available for different situations, a perfect one may exist for the purpose of your meeting.
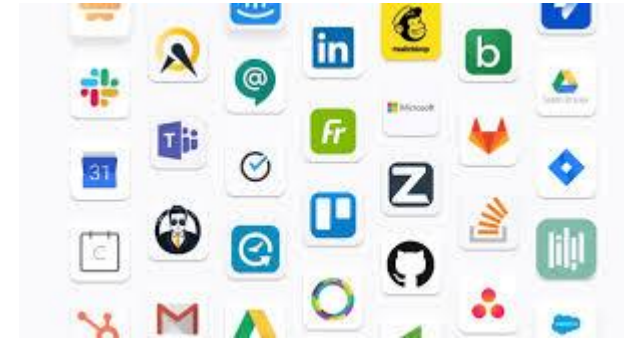
Audio & Visual Tools
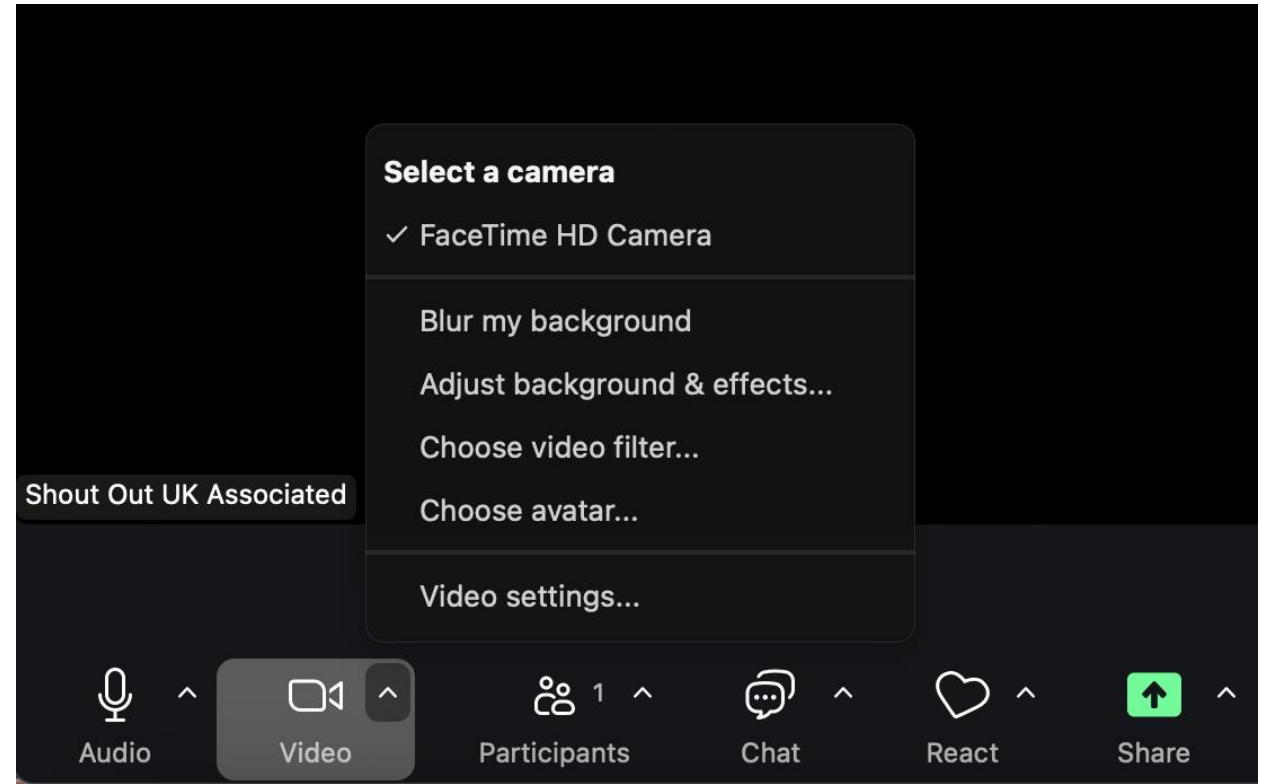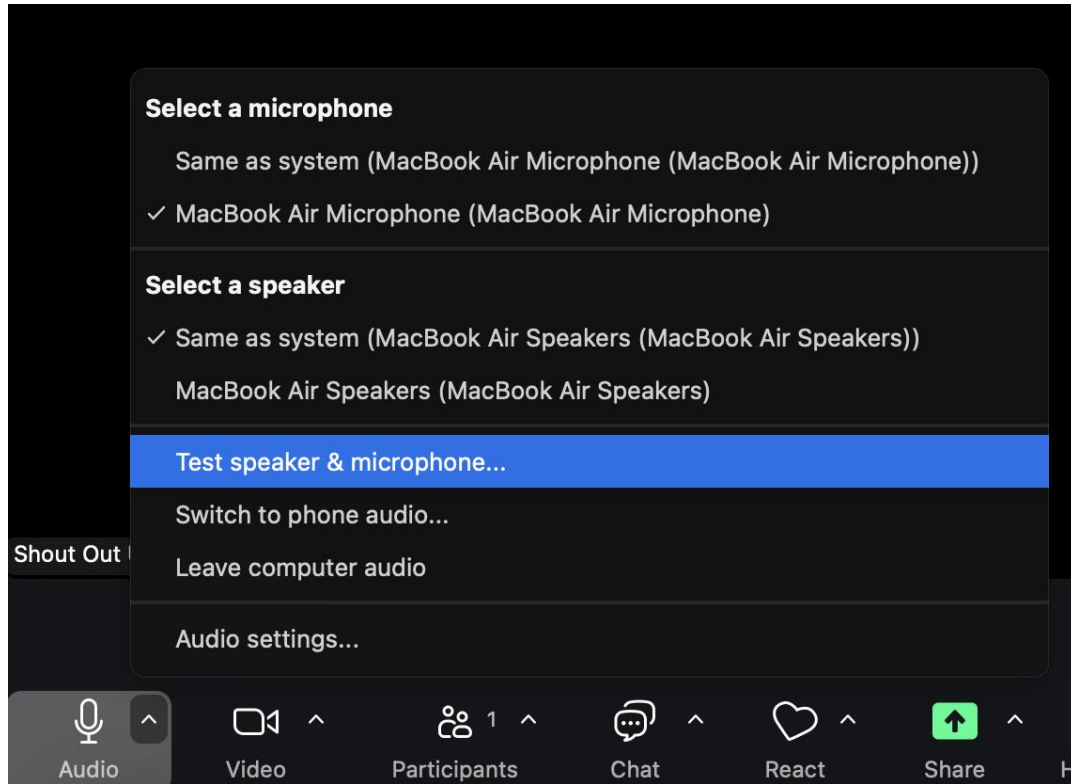
Troubleshooting Audio & Visual Problems

Troubleshooting Steps for Audio:

- **Muted Microphone:** Check mute status (microphone icon).
- **Incorrect Input/Output:** Select the right audio devices in settings.
- **Low Volume:** Adjust volume levels in Zoom and on your computer.
- **Background Noise:** Use a headset or find a quiet location.

Troubleshooting Steps for Video:

- **Camera Off:** Check if your video is turned on (camera icon).
- **Incorrect Camera Selected:** Choose the correct camera in settings.
- **Low Bandwidth:** Close unnecessary applications or switch to a wired internet connection.
- **Lighting:** Ensure adequate lighting and avoid backlighting.

Troubleshooting Sharing & Connectivity

Troubleshooting Steps for Screen Sharing:

- **Select the Right Window/Screen:** Make sure you're sharing the intended content.
- **Optimize for Video:** Choose the "Optimize for video clip" option when sharing videos.
- **Grant Computer Audio:** Enable computer sound when sharing audio or video.

Troubleshooting Steps for Connectivity:

- **Internet Connection:** Check your internet speed and stability.
- **Firewall/Antivirus:** Ensure Zoom is allowed through your firewall/antivirus software.
- **Zoom Updates:** Update to the latest version of Zoom.
- **Close Unnecessary Programs:** Free up bandwidth and processing power.
- **Use a Headset:** Improve audio quality and reduce background noise.

AI & Zoom

How is AI influencing Zoom practice?

"Our AI assistant, Zoom AI Companion, is the heartbeat of our evolution into an AI-first company and is critical in helping our customers uncover new opportunities for greater productivity."

Zoom founder and CEO, Eric S. Yuan

How do you think AI could enhance the use of Zoom?

Zoom is introducing a new AI tool called Companion 2.0 using data from Microsoft and Google.

- **Transcribing meetings:** in real-time and not only in real-time but in different languages
- **In-Meeting Questions:** Allows users to catch up on missed content via prompts and AI-generated audio transcripts, without interrupting the meeting.
- **Smart Recording:** Provides fast review of cloud recordings with features like highlights, summaries, smart chapters, and analytics on key meeting factors.
- **Meeting Summary:** Generates and shares summaries and next steps from meetings through email and Team Chat, based on audio transcripts.

Challenges Associated with AI

"The Capgemini survey reveals that 97% of organisations have encountered breaches or security issues related to the use of generative AI in the past year. To address these concerns, Zoom and its competitors are investing in advanced cybersecurity measures."

(https://technologymagazine.com/articles/how-zoom-is-evolving-to-be-an-ai-first-company)

Legal, Political & Geographical Context of Zoom

Data Protection & Regulation

Zoom data breach of 2020:

This was due to an uptick in users during the 2020 pandemic. These breaches resulted in zoom losing over 500 million usernames and passwords resulting in the loss of credibility of Zoom. Due to this breach, many businesses no longer used zoom for many meetings as there was no end-to-end encryption (E2EE) provided in their video calls. Zoom has introduced E2EE, but all parties have to meet the prerequisites.

(https://cloudsecurityalliance.org/blog/2022/03/13/an-analysis-of-the-2020-zoom-breach#)

Zoom's Data Protection Policy

You can find access to Zoom's Privacy Statement Here:

https://www.zoom.com/en/trust/privacy/

This explains:

- What data they receive
- How they use data
- How they share data

National Contexts

Familiarise yourselves with national data protection laws, as all of these have implications for Zoom usage.

- **Brazil**: The LGPD, (Lei Geral de Proteção de Dados), August 16, 2020

- **Indonesia**: The PDP Law (Personal Data Protection), Law No. 27 of 2022

- **Nigeria**: The NDPA (Nigeria Data Protection Act), June 12, 2023

- **Kenya**: The Data Protection Act, 2019

General Tips for Cross-Cultural Zoom Etiquette:

- **Be prepared:** Research the specific cultural norms of the people you'll be meeting with.
- **Be punctual:** Make an effort to be on time, even if some flexibility is expected.
- **Be mindful of your communication style:** Be clear, respectful, and aware of potential cultural differences in communication.
- **Use appropriate visual cues:** Maintain good eye contact, use appropriate facial expressions, and avoid distracting behaviors.
- **Be patient and understanding:** Be prepared for potential differences in communication styles and meeting flow.

Learning Opportunity: Putting Zoom Training into Practice

The objective: Equip CLTs to confidently deliver a short, informative workshop on Zoom and video conferencing etiquette to members of their local community.

This can be done in groups or individually.

Things to consider:
- Target audience? (e.g.elderly people, job seekers, children)
- Learning objectives? (e.g. what specific knowledge will learners gain? (e.g how to use certain features, presenting style)
- Having a plan for the session (timings, expected outcomes)
- What materials will you be providing? (e.g slides, paper handouts?)
- Leaving time for a Q&A.

Self-Assessment Form

This will be shared with you as a Google Form to fill out.

Trainer Name: **Session Date:**   **Session Title:**

I. Quantitative Data

- **Number of Participants:**
- **Session Duration (planned vs. actual):**
- **Technical Issues:**
  - Briefly describe any technical issues encountered.
  - How were these issues resolved?

II. Qualitative Reflection

A. Planning and Preparation

1. **Plan Effectiveness:** How well did your training plan prepare you for the session? Did you feel confident and organized?
2. **Plan Improvements:** Were there any aspects of the planning process you would change in the future? (e.g., more time for certain topics, different activity sequence)

B. Delivery and Facilitation

1. **Clarity and Demonstration:** How effectively did you explain key concepts and demonstrate Zoom features? Were your explanations clear and concise? Did you check for understanding?
2. **Engagement and Interaction:** How well did you engage participants and encourage interaction? Did you use a variety of techniques (e.g., questions, polls, activities)?
3. **Time Management:** How effectively did you manage time and stay on track? Did you need to adjust the pace or omit any planned activities?
4. **Handling Challenges:** How did you handle any unexpected technical issues or participant questions? Did you feel prepared to address these challenges?

C. Use of Zoom Features

1. **Effective Feature Use:** Did you effectively utilize Zoom features like screen sharing, chat, breakout rooms (if used)? Did these features enhance the learning experience?
2. **Feature Improvement:** Were there any features you could have used more effectively or any features you didn't use that might have been beneficial?

D. Achievement of Learning Objectives

1. **Objective Assessment:** Based on participant engagement, feedback (if collected), and your own observations, how well do you believe the learning objectives were met?
2. **Evidence of Achievement:** Provide specific examples from your session (referencing your recording/notes) that indicate the learning objectives were achieved.

E. Overall Reflection

1. **Strengths:** What were the strengths of your training session? What aspects were you most pleased with?
2. **Areas for Improvement:** What are the areas where you could improve? Be specific and identify concrete steps you can take.
3. **Key Learnings:** What did you learn from this experience that you will apply to future training sessions?

III. Specific Examples/Evidence

- Provide 2-3 specific examples from your recording/notes to support your self-evaluation. For instance:
  - "During the breakout room activity, I noticed [observation from recording] which suggests that participants were effectively collaborating and applying the concept of [concept]."
  - "When I explained [concept], I used [specific example/analogy]. Based on the chat activity/participant questions, this seemed to be effective in clarifying the concept."

Peer learning sessions.

CLTs will present their findings and experience to the International Community of Practice!

CLTs will have already reflected on their own performance, making them more receptive to feedback.

The self-evaluation forms can be used as a starting point for discussion.

The discussion can be more focused and specific, as CLTs have already identified areas of strength and weakness.

The session will follow the same structure as previously described (self-reflection summary, peer feedback based on recordings/summaries, discussion of best practices), but with the added depth provided by the self-evaluation.

Discussions will have to be in English, due to accessibility barriers for the rest of the Int. CoP, otherwise multiple layers of translation must occur simultaneously.

Group Work

We encourage you to work on this as a group, but it is not essential!

This is an opportunity to share your work internationally, share your expertise and experiences worldwide, and build on your careers!

We hope this will benefit you massively in your current and future roles.

Both myself and your ELTs are available for support if you need it.

Q&A