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How to keep calm  
and carry on when  
you can't meet  
customers face to  
face!



COVID-19 has forced countless businesses to rethink how they go about their day to day business in an increasingly fluid, unpredictable time.

This session will look at:

The most popular free tools and platforms to maintain business momentum  
Key features of each platform  
Tips on how to utilise new technology

# Zoom



One Consistent Enterprise Experience.



## Meetings

Online Meetings, Training & Technical Support

[Watch Video](#) | [Learn More](#)



## Video Webinar

Marketing Events & Town Hall Meetings

[Watch Video](#) | [Learn More](#)



## Conference Rooms

Build Collaboration-Enabled Conference Rooms

[Watch Video](#) | [Learn More](#)



## Phone System

The next generation enterprise phone system

[Learn More](#)



## Chat

Cross-Platform Messaging & File Sharing

[Watch Video](#) | [Learn More](#)

# What functionality do you need?

## Zoom Meeting Plans for Your Business

[Zoom for Education](#) | [Zoom for Telehealth](#) | [Zoom for Developers](#)

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| <p><b>Basic</b><br/>Personal Meeting</p> <p><b>Free</b></p> <p><a href="#">Sign up, It's Free</a></p> <p>Host up to 100 participants ⓘ<br/>Unlimited 1 to 1 meetings<br/>40 mins limit on group meetings ⓘ<br/>Unlimited number of meetings<br/>Online support</p> <p>+ Video Conferencing Features<br/>+ Web Conferencing Features<br/>+ Group Collaboration Features<br/>+ Security</p> | <p><b>Pro</b><br/>Great for Small Teams</p> <p><b>£11.99</b>/mo/host ⓘ</p> <p><a href="#">Buy Now</a></p> <p>All Basic features +<br/>Includes 100 participants<br/><a href="#">Need more participants?</a> ⓘ<br/>Meeting duration limit is 24 hrs<br/>User management ⓘ<br/>Admin feature controls ⓘ<br/>Reporting ⓘ<br/>Custom Personal Meeting ID<br/>Assign scheduler ⓘ<br/>1GB of MP4 or M4A cloud recording ⓘ<br/><a href="#">REST API</a><br/>Skype for Business (Lync) interoperability ⓘ<br/>+ Optional Add-on Plans</p> | <p><b>Business</b><br/>Small &amp; Med Businesses</p> <p><b>£15.99</b>/mo/host ⓘ</p> <p>* Minimum of 10 hosts</p> <p><a href="#">Buy Now</a></p> <p>All Pro features +<br/>Includes 300 participants<br/><a href="#">Need more participants?</a> ⓘ<br/>Dedicated phone support<br/>Admin dashboard ⓘ<br/>Vanity URL ⓘ<br/>Option for on-premise deployment ⓘ<br/>Managed domains ⓘ<br/>Single sign-on ⓘ<br/>Company branding ⓘ<br/>Custom emails ⓘ<br/>LTI integration ⓘ<br/>Cloud Recording Transcripts ⓘ<br/>+ Optional Add-on Plans</p> | <p><b>Enterprise</b><br/>Large Enterprise-Ready</p> <p><b>£15.99</b>/mo/host ⓘ</p> <p>* Minimum of 50 hosts</p> <p><a href="#">Contact Sales</a></p> <p>All Business features +<br/>Enterprise includes 500 participants<br/>Enterprise Plus includes 1,000 participants<br/>Unlimited Cloud Storage<br/>Dedicated Customer Success Manager<br/>Executive Business Reviews ⓘ<br/>Bundle discounts on Webinars and Zoom Rooms</p> |
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How  
businesses  
are using  
Zoom...

Virtual  
Networking

Hello Gillian

## **DROP-IN AT 11AM TODAY!**

Stay connected with our "virtual" networking session today as part of our #TogetherForBusiness activity.

We have joined forces with WeAchieve Associates and other partners so we can continue to host networking sessions on a daily basis.

As well as discussing issues and sharing successes this is an important opportunity for businesses to stay connected during a period of increasing isolation.

The event is FREE to take part and will be run via Zoom video conferencing.

[Find out more and register](#)

I hope that you can participate and please keep an eye out for more virtual events and support.

Stay Safe!

**Damon Scott**

Chief Executive

Dunbartonshire Chamber of Commerce

# Skype



## Video meetings

The solution caps out at 250 participants.

## Web conferencing

Webinars/webcasts cap out at 10,000 participants.

## Audio conferencing

Participants can join meetings using standard phones rather than the Skype app.

## Voice calling

PSTN Calling from Microsoft allows users to make and receive calls from numbers on the traditional phone network.

## Messaging

Handles IM, presence and SMS text messaging.

## Screen & document sharing

In addition to screen-sharing, documents can be shared in instant messages and video meetings.





# Facetime

- Voice calls
- Video calls
- Group chats
- Works over wifi
- Film from above (your may get a sore arm after a while!)
- Can set when 'on' and also 'restrict' calls



## Facebook Live

- Announce ahead of time
- Go live with a strong connection
- Write a compelling description
- Ask people to follow you (notifications)
- Say hello to commenters, use their names
- Broadcast for longer
- Great for building your following and growing your audience
- \*Recruit some friends for your first one, it's always good to have someone who will get the ball rolling and ask the first question!





Instagram Live

# LinkedIn



## Applying for Live Video Broadcasting

Live video streaming allows broadcasters to share videos with their network in real time. We're currently piloting live video streaming with a few broadcasters, so the feature isn't available to all members or Pages.

**Members:** If you want to request access to become a live video broadcaster, please fill out our [application](#).

**Organizations or Pages:** If you'd like to broadcast on behalf of a LinkedIn Page you manage, please contact your LinkedIn Marketing Solutions representative. If you don't have one, please fill out our [application](#).

<https://www.linkedin.com/help/linkedin/ask/lv-app>

# YouTube



The Body Coach TV  
1.93M subscribers

SUBSCRIBED

- HOME
- VIDEOS
- PLAYLISTS
- COMMUNITY
- CHANNELS
- ABOUT
- 

P.E. With Joe: Live workouts for Kids



Announcing "PE with Joe" | Daily LIVE workouts for kids | The Body Coach

The Body Coach TV • 1.4M views • 1 week ago

Starting Monday 23rd March I'm going to be hosting a free workout aimed at kids LIVE on my YouTube channel. With the schools closed and with us all spending more time at home, it's more important ...

P.E. With Joe



P.E. With Joe | Monday 30th March 2020

The Body Coach TV  
1.2M views • Streamed 4 hours ago

PE with Joe | Monday 23rd March 2020

The Body Coach TV  
5.6M views • Streamed 1 week ago

PE with Joe | Tuesday 24th March 2020

The Body Coach TV  
3.6M views • Streamed 6 days ago

PE with Joe | Wednesday 25th March 2020

The Body Coach TV  
3M views • Streamed 5 days ago

PE with Joe | Thursday 26th March 2020

The Body Coach TV  
2.6M views • Streamed 4 days ago

PE with Joe | Friday 27th March 2020

The Body Coach TV  
2.5M views • Streamed 3 days ago

## Go live. Any time. For any reason.

YouTube makes it simple to jump online with game play, news, music, sports or just you and your thoughts.

Get started



### First things first...

We'll make sure your account is in good standing and verify your identity with a phone number. It may take 24 hours to get access to live streaming. Once activated, you can go live instantly.



### Then, start streaming!

We'll give you [youtube.com/c/GillianDick/live](https://www.youtube.com/c/GillianDick/live) to publicly host your streams so that fans can always find you.

# YouTube – Live streaming

# Got a Facebook Business page? Check this out...

## Facebook Small Business Grants Program

We know that your business may be experiencing disruptions resulting from the global outbreak of COVID-19. We've heard that a little financial support can go a long way, so we are offering \$100M in cash grants and ad credits to help during this challenging time.



### Who's eligible?

Facebook is offering \$100M in cash grants and ad credits for up to 30,000 eligible small businesses in over 30 countries where we operate. We'll share more details as they become available.

### How the program can help

Examples:

-  Keep your workforce going strong
-  Help with your rent costs
-  Connect with more customers
-  Cover operational costs

### Next steps

We'll begin taking applications in the coming weeks. In the meantime, you can sign up to receive more information when it becomes available.

[Sign up for updates](#)

- <https://www.facebook.com/business/boost/grants>

# Best Practice



Dress the part



Choose your setting



Have documents set up



Speak clearly

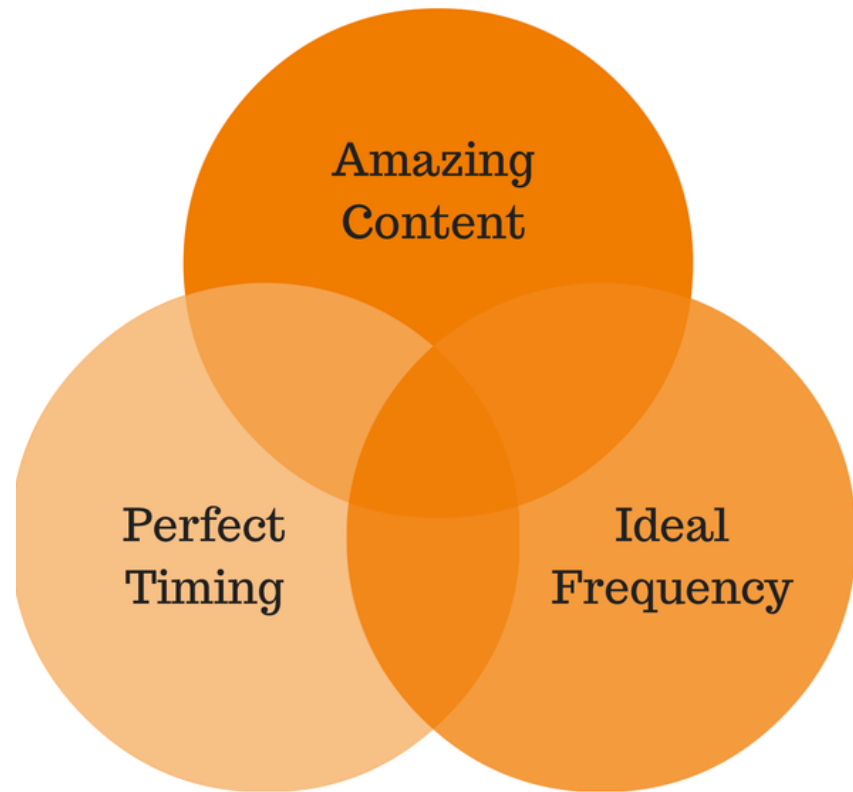


Be on time!

From today...

- Get comfortable being uncomfortable!
- Define your goals
- Revisit your profiles – update
- Prioritise content
- Factor time – for engagement
- Use analytics
- Tweak where necessary
- Make it happen!

# Social Media Posting Strategy





# Business Gateway East Dunbartonshire

- Offices in Kirkintilloch and Milngavie
- Here to assist both people planning on setting up their own business and existing companies within East Dunbartonshire
- Provide practical assistance, training workshops, networking opportunities and information on support available throughout the enterprise network and beyond

Contact 0141 578 8530 to meet with a Business Adviser

