



Zoom Tips/Tricks:

- **Pre-Tour:** Be sure to double-check your scheduled tour date/time. Hop into a meeting room beforehand and familiarize yourself with the Zoom layout. Check your scheduled meeting settings to be sure everything is set up the way you want it. Test out your Zoom background and camera setup beforehand, to ensure your camera quality is clear, stable, and showcasing your studio space/artwork! Doing all this can help you feel more prepared for your tour than going in with no Zoom experience.
- **Phone or Computer?:** Decide ahead of time which device will work best for you. We suggest using your laptop computer if you need to move around, or using a tripod if hosting your tour on a cellphone. Phones are more portable if you are planning on moving around a lot but it is easier to navigate Zoom's format on a computer.
- **Get there early!** Be sure to open your meeting room 5-10 minutes before your official tour begins. This allows visitors to show up a little early and be ready for when your tour begins. It also allows you to chat with visitors and to set the tone for the meeting.
- **Waiting Room:** Check your meeting settings to make sure you have a Waiting Room set up. Waiting Rooms will help you keep your tour secure. Keep in mind you will have to admit visitors from the Waiting Room during your tour. Here's how Waiting Rooms work:
<https://support.zoom.us/hc/en-us/articles/360022174112-Using-a-Waiting-Room-with-Zoom-Rooms>

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- **Meeting Expectations:** Let visitors know how you want the tour and their involvement to go right off the bat. Will you be accepting questions during the tour? Do you want visitors to be muted and save their questions until the end? Set your tour up in the way that makes the most sense to you and how you want to interact with your visitors!
- **Recording:** If you are planning on recording your tour, be sure to let your visitors know at the beginning of the tour. Here's how to record: <https://support.zoom.us/hc/en-us/sections/200208179-Recording>
- **Time Limit:** If using the free version of Zoom, your meeting will be limited to 40 minutes. Please keep this limit in mind during your tour so it does not abruptly end. If visitors are wanting to chat for longer near the end of the scheduled meeting, here are a few options: <https://nerdschalk.com/how-to-solve-zooms-40-minute-limit-problem/>
- **Screen Sharing:** Want to show some images or video from your computer during your tour? Be sure to have it already opened on your computer before your tour begins. Here's how to screen share: <https://support.zoom.us/hc/en-us/articles/201362153-Sharing-your-screen-content-or-second-camera>



Zoom Tips/Tricks:

- **Tour Time!** Visitors are attending because they are genuinely interested in what you do and what you have to say. Encourage visitor participation to create an engaging tour for all. If you have a fun, creative idea then do it! This is YOUR tour to show visitors your space and process. If you are having a hard time coming up with ideas here is a sample tour format to get you started:
 - a. Introduce yourself and give some background information about you and your artwork.
 - b. Walk your attendees through the studio, showing and describing to them your workspaces, works-in-progress, tools, etc. The idea is to replicate the in-person studio tour through online video.
 - c. Q&A. Allow your attendees to ask questions and provide them with more information about the work you do. This might also be an opportunity to do a small demonstration of your work.
 - d. Thank everyone for attending and let them know how they can connect with you and how to purchase your artwork.