



Hangouts



Hangouts
on Air

Tips for Getting Started

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What is a Google+ Hangout?

Google+ Hangouts is an easy to use advanced messaging and video chat system. It uses the typical messaging application format and combines it with some great features to make it a frontrunner in online communication.

Hangouts can be used for voice, video, chat, live broadcasts, and even web conferencing. You can use it from pretty much any mobile device you own. All you need is a camera (if you want to be seen) and a microphone (if you want to be heard). The rest is easy enough for even the least tech-savvy person to figure out.

What are the Benefits of Hangouts?

- One of the biggest benefits of Google+ Hangouts is the ability to seamlessly start a video chat with up to 10 different people and text chats with MANY more at a time. This capability can take both social conversations and meetings to a new level.
- You can make live phone calls from your computer. Calls within the United States and Canada are free and other countries are at an [incredibly low rate](#).
- Google has also created '[Hangouts on Air](#)', which is a diverse public video sharing hub where you can both watch and produce content from, or for, other users. And it all ends up right on YouTube!
- The system works over a variety of formats and easily combines all of your contacts' information. Hangouts will work not only on any computer that can access Google, but can also function on Android/iPhone phones & tablets. That means that all those contacts on your phone and synced with Gmail are automatically stored for you to make contact with anyone immediately.

What are Hangouts on Air?

Google's Hangouts on Air adds another dimension to Hangouts in that it lets you record and broadcast live videos, which can then be forwarded and replayed to friends, family, clients and potential customers.

Hangouts on Air uses the same simple navigational format as Hangouts itself and is again a completely free tool – the only difference is that you will need to verify your account to be able to use it. Then, once you've started your Hangout, you just click on Broadcast and it will be streamed live.

With Hangouts Air you can create an incredibly diverse discussion area, with up to ten people using video chat and many more messaging via text at the same time. Since people can continue to leave comments after the broadcast is finished, just by going to YouTube, you'll also be able to keep your conversation going.

How Can Google Hangouts Be Used in Business?

- **Broadcasting a live video via Hangouts Air offers a very personalized touch to client communication.**

The spontaneous and unpolished attitude that comes across in Hangouts is something that is becoming more and more appreciated by clients. You can still edit your Hangout on Air video through YouTube's editor or by downloading it, but it's the live broadcast that gives the most personal touch.

- **Videos can be saved, reviewed and even edited at a later date.**

Some companies may wish to broadcast to their clients/prospective customers, yet cannot meet everyone's schedule. Hangouts allow you to create a video and capture it, inviting others to see it when they have the time.

- **Google Hangouts allow companies to keep in touch over long distances.**

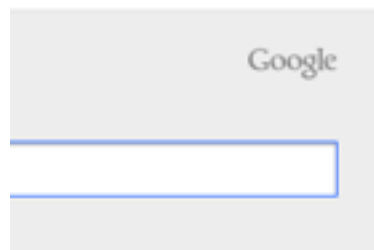
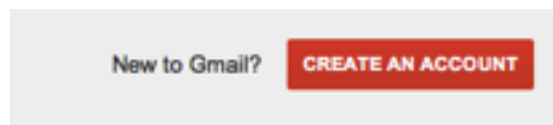
Both national and international meetings can be held, as well as allowing companies to make presentations to both employees and clients online.

The Basics: How to Start a Google+ Hangout

1. Download [this plug-in](#).



2. You're going to need a Google account to sign into Google+. You can sign up for a free account [here](#).

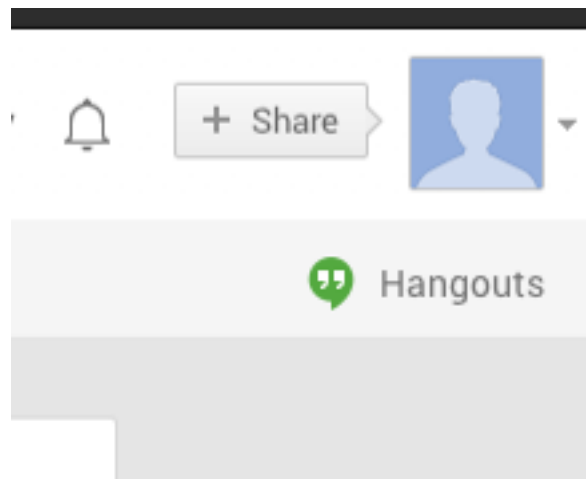


3. [Sign into Google+](#)

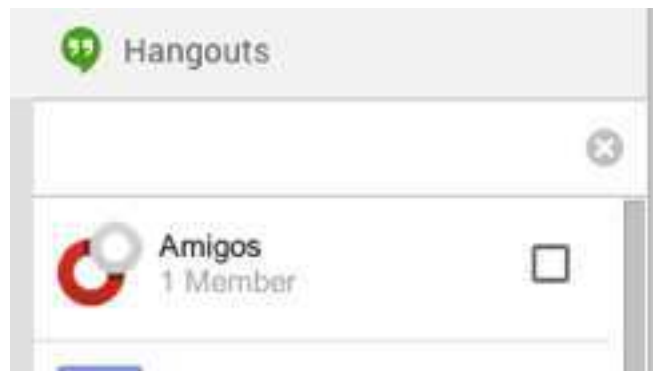
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4. You'll find the Hangouts tab to the top right of the page. Clicking it will open a floating menu with a "+ New Hangout" field.

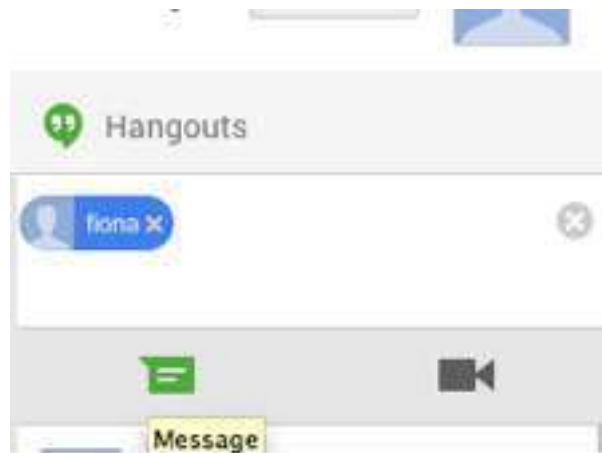


5. Clicking "+ New Hangout" will then provide you with a list of your contacts and Google+ circles. Checking the box next to any of these contacts will invite them to your hangout.



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6. You are then given the option to start a text or video hangout... you can turn a text hangout into a video hangout at any point.



Next Steps: How to Start a Hangout on Air

1. Sign in to Google+



2. Find the Home menu located on the left of the screen and click 'Hangouts'



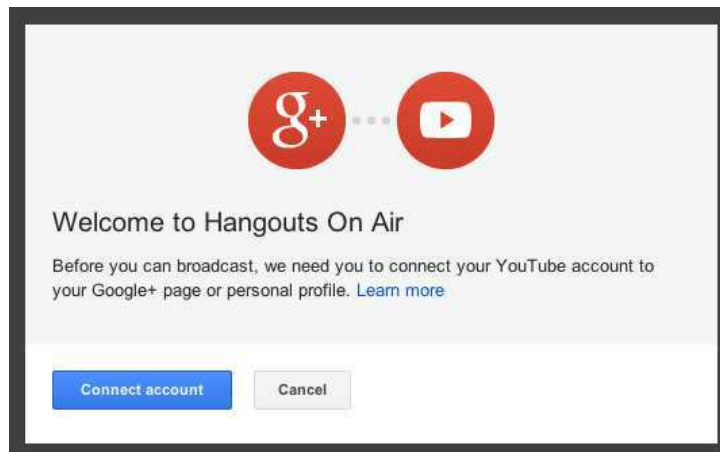
3. In the top menu, click, 'Hangouts on Air'.



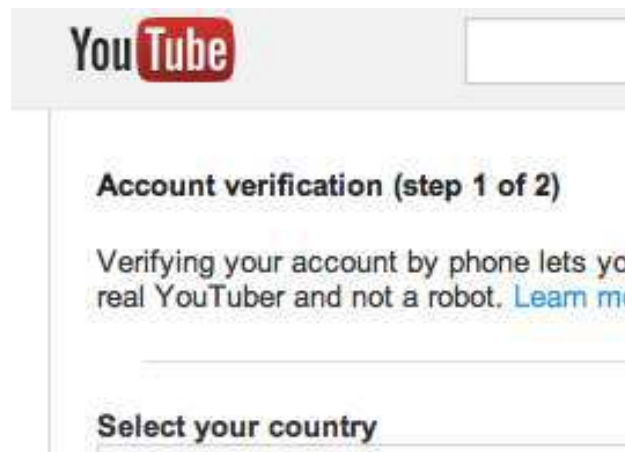
4. Click 'Start a Hangout on Air'.



5. Google+ will ask you to connect with your Youtube account.

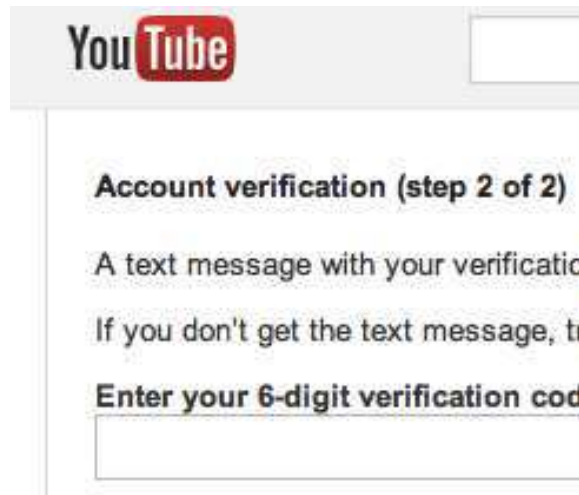


6. You will then need to verify your Youtube account by first entering your phone number...

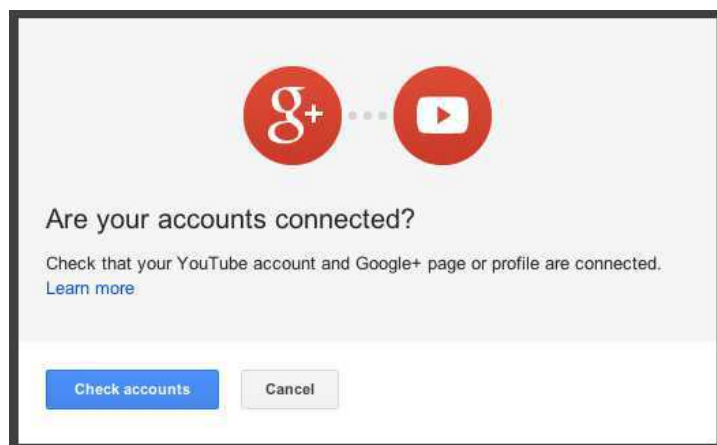


7. ...And then using the verification code that was texted to you.

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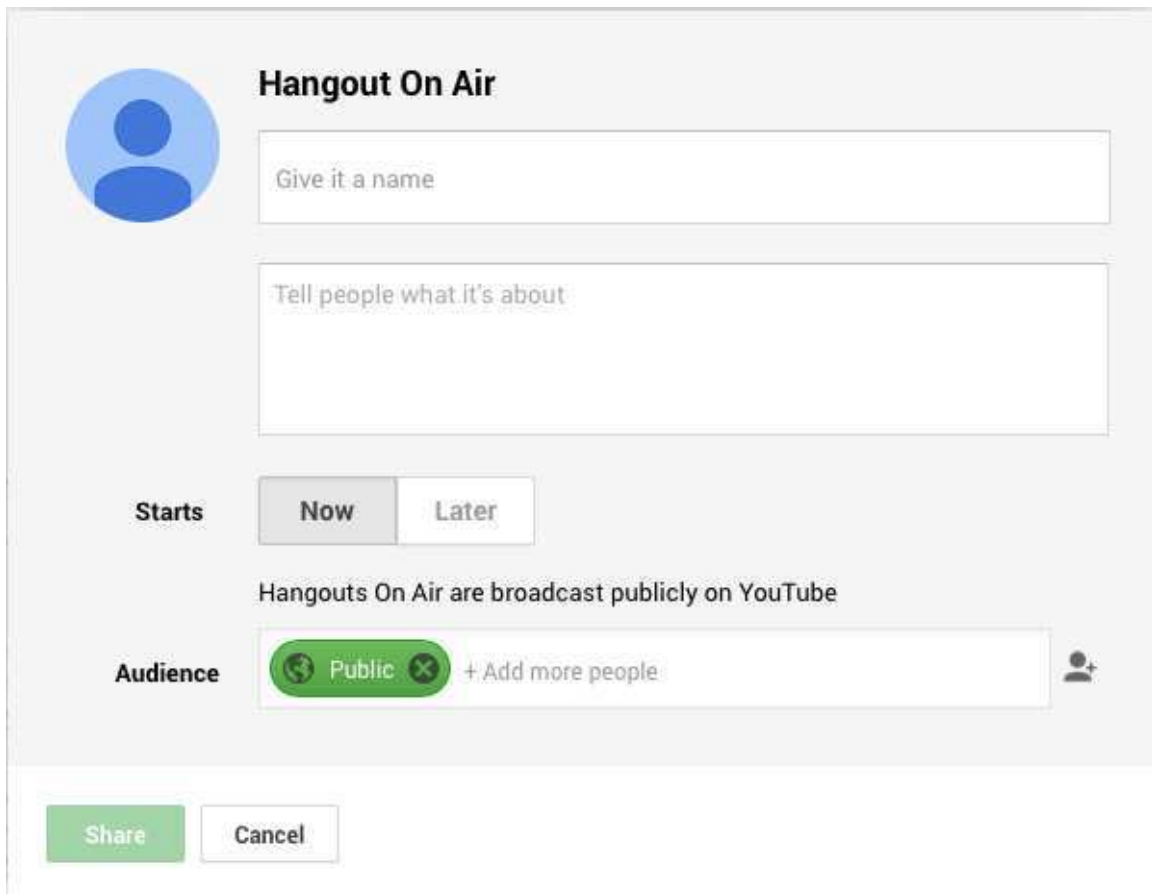


8. Return to your Hangout on Air screen and confirm that your Google+ and YouTube accounts are connected.



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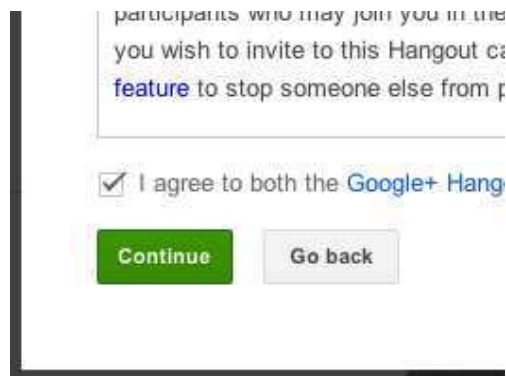
9. Now you can begin to setup the Hangout on Air itself. Give it a name, fill out a description and set a start date/time and who you would like to share it with. Hit 'Share' when you're ready.



The screenshot shows the 'Hangout On Air' setup interface. On the left is a blue profile icon. The main area is titled 'Hangout On Air' and contains several input fields: a name field with the placeholder 'Give it a name', a description field with the placeholder 'Tell people what it's about', and a 'Starts' section with 'Now' and 'Later' buttons. Below this is a note: 'Hangouts On Air are broadcast publicly on YouTube'. The 'Audience' section shows a green 'Public' button with a globe icon and a '+ Add more people' link. At the bottom are 'Share' and 'Cancel' buttons.



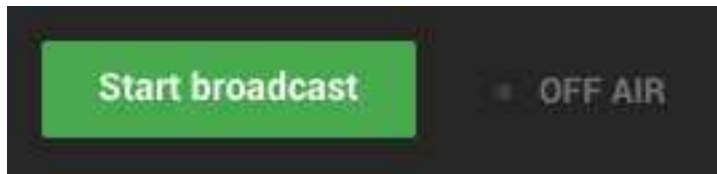
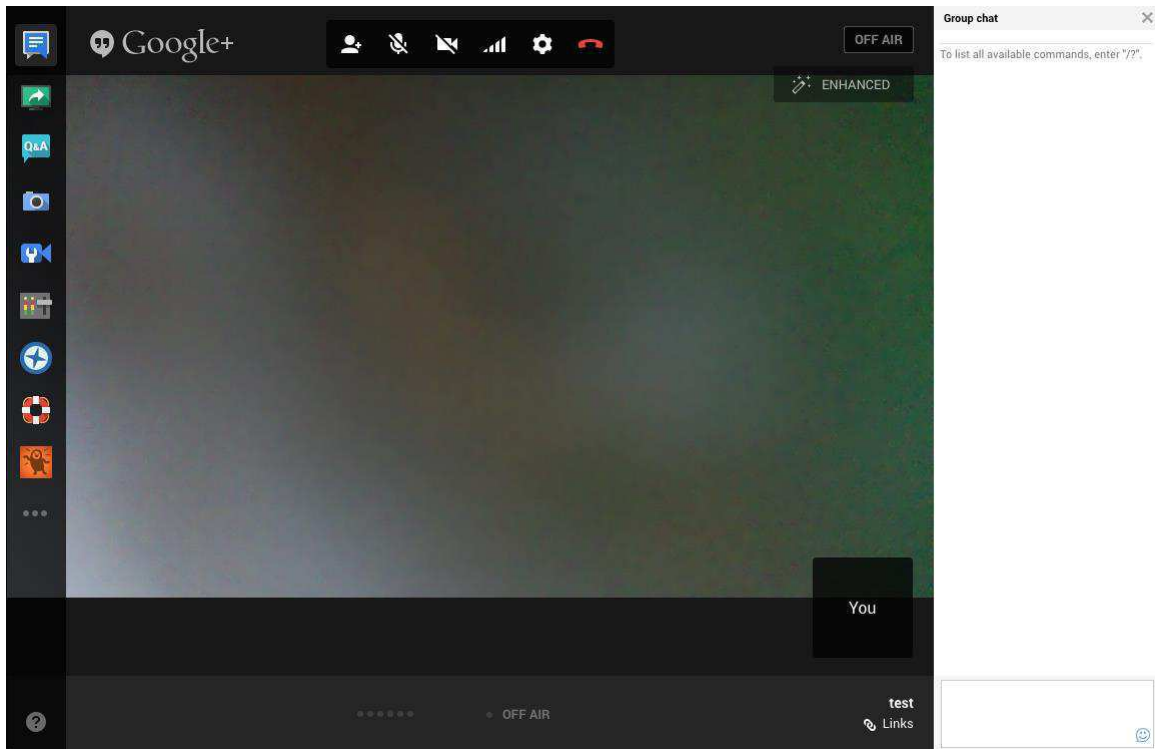
10. Agree to the Ts & Cs...



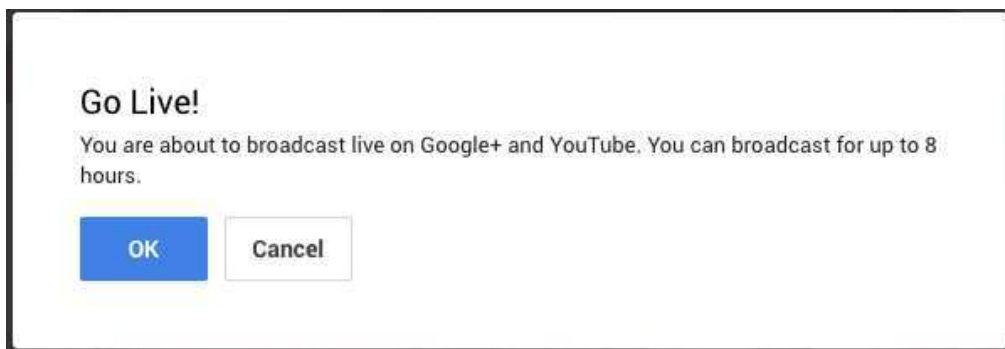
The screenshot shows the terms and conditions screen for the Hangout On Air. It features a text area with partially visible text: 'participants who may join you in the you wish to invite to this Hangout ca: feature to stop someone else from p'. Below the text is a checked checkbox with the text 'I agree to both the Google+ Hang'. At the bottom are 'Continue' and 'Go back' buttons.

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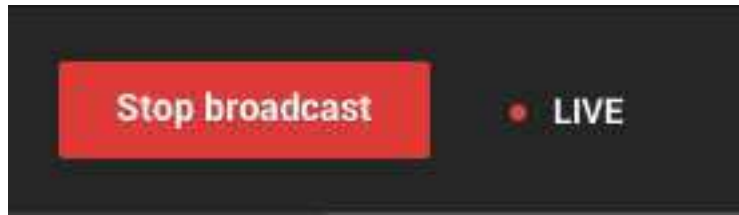
11. You'll see the Google Hangouts screen appear. Click 'Start Broadcast' to the bottom of the screen.



12. Confirm you want to Go Live and your broadcast will begin!



- 13.** Click 'Stop Broadcast' when you're done!



Once you're done, your broadcast will automatically be converted to a static video on YouTube that people can watch and comment on at any time.

You can also use YouTube's video editor to edit your Hangouts on Air video. You can even download it and use your own editing software.

Tips for Creating a Google+ Hangout on Air

As a professional tool, Hangouts can be so valuable to small businesses. If your company is producing a public Hangout on Air broadcast, remember the following;

➤ **Make sure you promote your hangout in advance.**

This is where all those hours building your social media base come in handy. Use whatever you have available to you to make sure as many people know about your hangout as possible. Facebook, Twitter, Newsletters... do whatever you can to put your client base in direct contact with your content.

➤ **Be prepared for your broadcast.**

Remember this is live. There's no editing after the fact so make sure you have some sort of script or at least idea of the points you want to get across in your hangout.

➤ **Do a couple of trial runs.**

Take the time to practice. It will be worth it in the long run.

➤ **Take control of your environment.**

What can people see? What can they hear? Make sure you are somewhere with as few distractions as possible.

➤ **Check your settings.**

Make sure that you maintain screen control throughout the broadcast by altering the hangout settings.

➤ **Invite someone to join you.**

Conversations are much more dynamic and interesting than listening to an individual talking. Think about inviting a colleague or particular client to join you in your broadcast – this adds another dimension to the video.

Other Pointers

- Don't jump straight into the deep end – have a friend or colleague try hangouts with you first so you can get the hang of things.
- Don't forget to set up your Google+ profile completely, so people can learn more about who you are and see the links to your websites.
- Remember that if you're using a computer your conversation could be heard by everyone around you so don't forget headphones!
- If you join a hangout with a number of people already present you will enter unmuted... don't forget to unmute so people can hear you!
- You can add some creative apps and plug-ins to hangouts to make the experience even better. Some of the more popular ones include...
 - **Screenshare** – With Screenshare you can continue to work and whoever you're sharing with can get a sneak peek to see exactly what you're looking at – This can be fantastic for long distance training.
 - **Symphonical** – A project management add-on, Symphonical allows you to assign tasks to hangout members and create offline project boards.
 - **Cacoo** – This add-on gives you the capability to create collaborative diagrams with other present hangout members.
- The 'Customize New Requests' button in the drop down menu of Hangouts allows you to alter your preferences as to who gets in touch with you and

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how. If you make sure most groups are set to 'hang out with you' as opposed to 'send request', you'll get a lot less notifications.

- Once you're in a video hangout, take advantage of the various bits and pieces that make it unique. The menu to the left of the screen has the following options;
 - **Chat** – Bring up the chat bar to the right so you can continue to communicate via text as well as video at the same time.
 - **Screenshare** – This is where you can show whoever else is present what you're working on.
 - **Capture** – Take a snapshot of the video chat.
 - **YouTube** – Create a 'mini YouTube channel' and watch videos with those present.
 - **Google effects** – This little extra can add hours of fun... put a tiara on or a beard and watch it stick to you.
 - **View more apps...** - This is where things start to get really interesting. You can download a number of different apps for free, such as Remote Desktop, which allows you to fix someone's broken computer over hangouts, or even games to play with you friends.

Ready to get started?

Follow our simple, step-by-step checklists on the following pages to start your first Hangouts. Just grab and friend and start hanging out together. But don't forget to brush your hair and get dressed first!

Checklist for Starting Your First Hangout

To Do	✓
Download the necessary Plug-in	
Make sure you have an active Google+ account	
Log in to your Google+ account	
Click on the "+ New Hangout" button in the upper right. Click on the actual + button.	
Invite people to your Hangout via their email, circles you have them in, individuals in your circles, or even by phone number. They'll get the message when they're signed in to Google, or via email if they don't have a Google account.	
Start your Hangout by clicking on the message or video icon	
Alternatively, you can start a Hangout from within Gmail via the little Hangouts icon on the bottom left of your navigation menu, under Circles.	
Check your setting to make sure you have the correct microphone and camera selected.	
Make sure your microphone is unmuted and your video is on, if you want	
Start your conversation!	

Remember, if you want to create a live Hangout for everyone to see, you'll have to start via Hangouts on Air. Once you have all your invitees, click "Start Broadcast". When you're done, you'll have the video uploaded to your YouTube account.

Checklist for Your First Hangout on Air

To Do	✓
Download the necessary Plug-in	
Make sure you have an active Google+ account and are logged in	
Check that your headset is plugged in and your webcam is working	
Make sure your face is well lit, preferably from in front of you	
From your Google+ home page left side menu, click on "Hangouts on Air"	
Click on the blue "Start a Hangout on Air" button	
Connect and verify your YouTube account via the Connect Account link.	
Name your Hangout on Air	
Invite people via their name, circles or email addresses.	
Click on "Start Hangout on Air" and agree to the G+ and YouTube terms.	
Check to make sure everything is working properly. Adjust settings if needed by clicking on the cog wheel in the upper left.	
Click on "Start Broadcast" to begin the live Hangout and record to YouTube.	
Play around with some of the features and apps on the left side.	
When you're done, check your video on YouTube and edit if necessary.	