

# Communicating with People:

How to Organize a   
on Air for the Masses

”



Published by:



Indus Net Technologies is an innovative IT Service, managed Outsourcing & Internet strategy company, with unique combination of Creativity and Technology.

With deep industry experience of 16+ years and technological expertise across all major business functions, Indus Net Technologies helps corporations and Governments across the globe embrace the "Nexus of Forces" – Cloud/Web based custom application development, Mobility and Digital Marketing Services.

---

For any help or clarification,  
get connected with our experts at  
[info@indusnet.co.in](mailto:info@indusnet.co.in)

Indus Net Technologies Pvt. Ltd.  
# 532, SDF Building, Sec V, Salt Lake, Kolkata-700091, India  
e: [info@indusnet.co.in](mailto:info@indusnet.co.in), [www.indusnet.co.in](http://www.indusnet.co.in)

---

# Preface

The English composer and conductor famously said that communication works for those who work at it. And indeed, if online communication should bring back returns, one needs to work really hard at winning one's audience's respect. Running a webinar and sharing the recorded version on the internet is one of the best ways to share knowledge. Google makes this often difficult as easy as one might imagine.

Hangouts on Air is the perfect cost-effective solution for broadcasting to the world, for free. Google's Hangouts on Air helps companies and individuals to schedule broadcasts and run live webinars in HD quality publicly. You can choose the location of the webinar: Google+, YouTube or your own website. The live streaming is automatically recorded and saved to your YouTube channel. In this document, you will learn how to organize a Google Hangouts on Air for the masses step by step.

## Introduction

Google's Hangouts on Air is a great tool for those who prefer to reach out to their audiences via live video streaming and making that video available for later use. What initially started as a platform to reach out friends and family has not become a mass media tool that can effectively be used by companies to stream live conferences, webinars and seminars.

Hangouts on Air is constantly evolving with each passing moment and new creative features are added on-the-go. Though Hangouts was initially introduced as a chat application, companies can now effectively use Hangouts on Air for broadcasting publicly.

Once a webinar or conference is broadcast on Hangouts, it can be edited and posted on YouTube or on a company blog. Real-time sharing of videos helps companies to get their message across to a very large audience. That fact that these webinars are available for later use right on YouTube ensures that special budgeting is not necessary to create and publish instructional videos and webinars.

## Table of Content

Hangouts on Air for the masses	05
<i>Step 1</i> - Getting Started	06
<i>Step 2</i> - Check System Requirements	07
<i>Step 3</i> - Install the Hangout Plug-In	08
<i>Step 4</i> - Create a Hangouts on Air	09
<i>Step 5</i> - Run a test Hangouts on Air	09
<i>Step 6</i> - Publicize the open webinar	10
<i>Step 7</i> - Checklist to be marked before going live	11
<i>Step 8</i> - After the webinar	12
References	13
Connect with us	15

The background of the top half of the page is a solid blue color. Overlaid on this background are several faint, white, semi-transparent speech bubbles of various shapes and sizes, some overlapping each other, creating a sense of conversation or communication.

# Hangouts on Air for the masses

When we say masses, we mean a general target audience that is not particularly well versed with technology as a professional might be. They may not be familiar with webinar tools and live conferencing tools. They may of course, be using social networking sites such as Google+. The fact that Hangouts on Air can be streamed on Google+ and on YouTube, makes it a convenient tool for reaching out to the masses. That being said, here is a step by step guide to organizing Hangouts on Air for the masses.

# Step 1

## Getting Started

The first step towards broadcasting on Hangouts on Air is to open a Google+ profile and fill all the necessary information needed. The username appears on all the accounts that link to each other. Video broadcasting profiles such as YouTube and Vimeo must be linked to this profile.

The account can be verified so that the chances of identity theft or misrepresentation are reduced. Identity thefts can be a problem whatever one does online. While it is a serious problem when an individual's identity is stolen, for organizations, the loss is much more as there are scores of profile created that are similar to the original one. A verified account can build credibility among users and they won't be led to fraudulent profiles and sites. It is often noticed that verified

accounts attract more loyalty than profiles which are not officially verified by tech companies. The organization can keep track of the social signals and analyze statistics.

Connecting Google+ and YouTube accounts together helps in sharing the webinar with other people who probably do not use Google+ extensively. The saved and rectified presentation on a webinar can then be watched on YouTube as well. By ticking the checkbox on 'Enable Hangouts on Air', the live hangout can be broadcasted on the company website as well as for the entire world to see.

*"Within search results, information tied to verified online profiles will be ranked higher than content without such verification, which will result in most users naturally clicking on the top (verified) results. The true cost of remaining anonymous, then, might be irrelevance."*

- Eric Schmidt,  
Executive Chairman, Google

## Step 2

### Check System Requirements

Hangouts on Air supports all the major browsers with their current version and previous two major releases on a rolling basis. These include Google Chrome, Microsoft Internet Explorer, Mozilla Firefox and Safari.

It is the same when it comes to operating systems: the current version and the previous two major releases of Mac OS X, Windows, Windows Vista, Windows XP, Chrome, Ubuntu and other Debian-based Linux distributions.

*What a computer is to me is the most remarkable tool that we have ever come up with. It's the equivalent of a bicycle for our minds."*

- Steve Jobs

The minimum processor requirement is that you should be using a 2 GHz dual core processor or a more advanced one.

The bandwidth requirements are 1 Mbps/1Mbps (up/down) for 1:1 connections and 1 Mbps/2 Mbps (up/down) for group video connectivity. As the bandwidth used by Hangouts adapts to the network conditions to give users the best experience, there can be a good list of maximum and minimum bandwidth requirements and expectations.

#### What are the user specifications?

The outbound minimum bandwidth required for the user is 256 Kbps and the inbound one should be 512 Kbps. The ideal bandwidth for an optimized performance and rich user experience is 1 Mbps from the outbound side, while the ideal inbound ideal bandwidth is 2.5 Mbps.

In perfectly ideal situations, if the users are more than 2 people, the bandwidth range can be given thus: outbound bandwidth for the user in all situations should be 900 Kbps, while inbound bandwidth for around 5 users should be 2 Mbps. When there are 10 users, the inbound bandwidth should be 3 Mbps.

#### Before moving on to the next step

A thorough checking of webcam drivers must be undertaken to verify if they are up to date. This is helpful because when the drivers are not updated, the Hangouts on Air won't work. If they are not updated, a recent version can be downloaded to facilitate a prompt response from the Hangouts application. Outdated versions do not support this feature-loaded application, like in every other case.

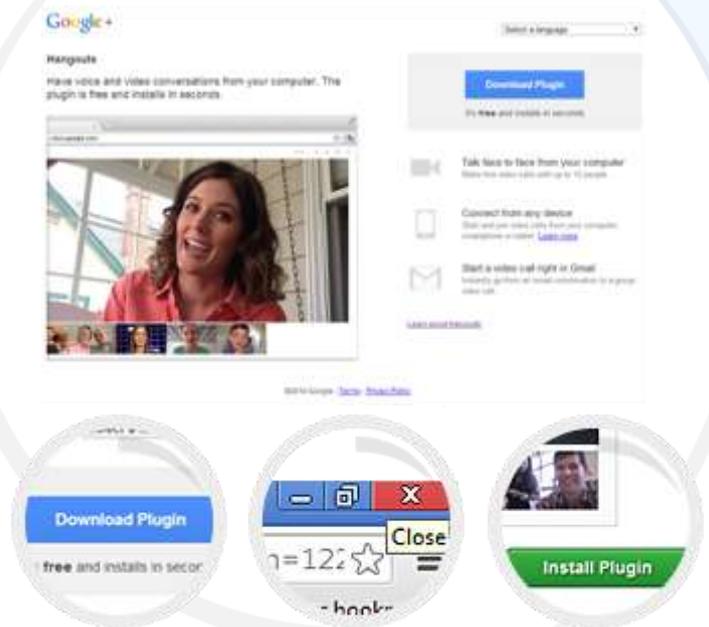
Then, the webcam can be checked for glitch-free working. Now, the headphones can be connected to the device intended to be used- it may be an Android phone or a tablet or a PC of a popular make. Headphones with a built-in microphone are advised for a better Hangouts experience. This ensures that the video-call feature is utilized to the fullest without any complaints in communication.

## Step 3

### Install the Hangout Plug-In

The free hangout plug-in can be downloaded from the tools section of the Google website. It installs in seconds for any device such as smartphone or tablet or a PC. The Hangouts plug-in can be installed by anyone and is very easy to do so. It just takes a few quick steps to get the plug-in and running on your browser.

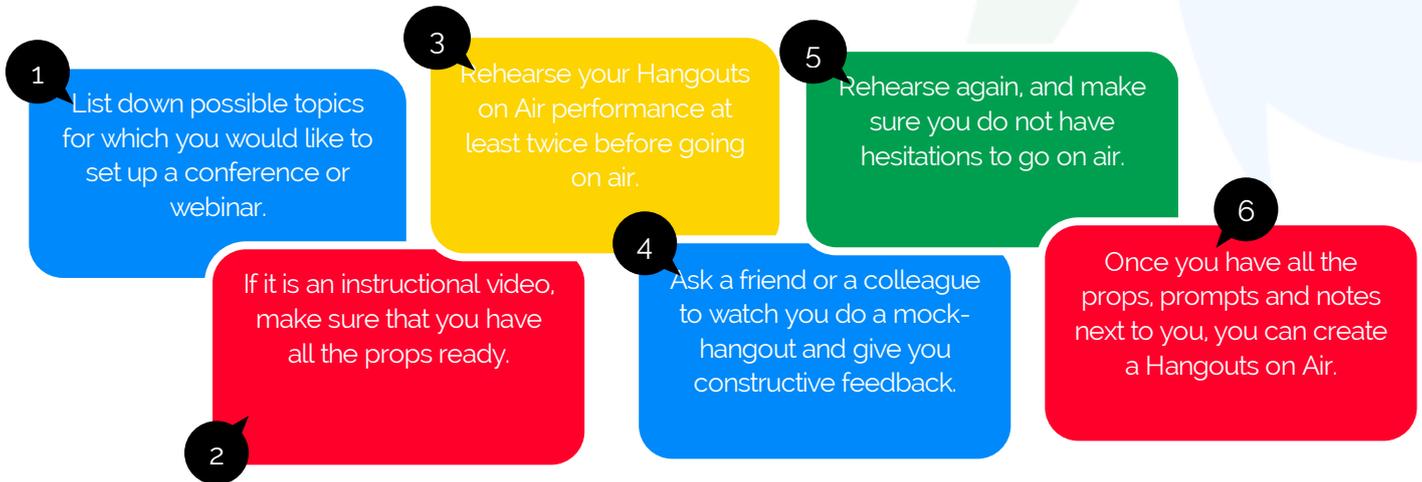
Firstly, you need to download the Hangouts plug-in. Next, you need to close all the browser windows. The final step is to launch the downloaded file and follow the instructions that appear on the screen. Once you are done, your Hangouts plug-in will help you to start a Google Hangouts on Air.



## Step 4

### Create a Hangouts On Air

Before creating your Hangouts on Air, make sure that you are well versed with the content. Here is a step by step guide to creating content for Hangouts on Air.



## Step 5

### Run a test Hangouts On Air

A test Hangout should be run just before going real-time on a schedule. This ensures all the glitches are optimized and the device is ready to go live.

There are times when we are well prepared and have all the tools ready to go on air but the webcam stops functioning in the middle. To avoid such a scenario, conduct a test Hangouts on Air from the scratch till the end. At this point in time, do not invite anyone. This is only for you and your colleagues to watch and make sure that nothing is going to go wrong.

*My stand-up is quite good now, people say. It's just like a big conversation each time. Every gig is a rehearsal.*

- Eddie Izzard

## Step 6

### Publicize the open webinar

Three weeks prior to the webinar, all regular social media platforms should be utilized for promotions. The SEO side of promotions should be given much emphasis so that a good number of people can be reached. Blog extensively about your webinars and Hangouts on Air and invite people to watch it at the scheduled time. Spread word on your Facebook, Twitter and LinkedIn accounts. Of course, do not forget to invite people on Google+.

*Publicity is a great purifier because it sets in action the forces of public opinion, and in this country public opinion controls the courses of the nation.*

- Charles Evans Hughes

The landing page of the event should be separate so that people can directly access information relating to the webinar. Otherwise, the regular homepage won't provide much information to the visitor and he may not find the recorded Hangouts on Air either.

## Checklist to be marked before going live

---

### 60 Minutes Before Going Live

During the last 60 minutes right before the webinar, any slides and visuals pertaining to the presentation should be uploaded on Google Drive. The elements of the presentation should be shared and links created for others to view. Then, these can be added to the information page of the event.

### 30 Minutes Before Going Live

The 30 minutes prior to the launch of the webinar should be spent in emailing everyone who has signed up for it. They should be reminded of the link to the information page of the event. Later, the Google Hangouts On Air should see that all guests are invited for this event. When, every guest enters the room and the audio is clear, the moderator should install the Cameraman app in the Google Hangouts. It's available on the left side of the panel in Google Hangouts.

This allows the moderator to choose the main screen in the hangout that is visible when the full mode is turned on. Next, the moderator should open the slides and visuals through Google Drive in a separate browser.

### Soon After the Webinar Goes Live

During the broadcast, when the 'broadcast' button is clicked inside the Hangout, the webinar is in progress. Then, after the event is live, the 'embed' button should be clicked for the live video to be embedded onto the information page of the event.

### During the Webinar

The 'screenshare' feature in Hangouts enables the moderator to show specific slides and visuals through the Google Drive slides. The person talking in the webinar should be highlighted by the moderator with the Cameraman app. Members should verbally ask the moderator to change slides.

### After the Webinar

The broadcast needs to be edited after its completion, before the time you publicise a recorded version on your YouTube channel or on your Google+. As Google Hangouts on Air automatically records your webinar, you can edit your webinar right on YouTube and this version can be shared with everyone. This recording should be embedded onto the information page of the event and everyone who has signed up for the event with a ticket should be emailed the exact details of the location of the recording. Make sure that you share and publicise your webinar once it is completed. Offer it for free and ask people to click on the link at the end of a blog post that was written exclusively to highlight the important points from your webinar.

### Final Thoughts

*Google's Hangouts on Air is an excellent tool to broadcast videos to a live audience publicly. While the other version helps closed groups to conduct conferences, Hangouts on Air is a public tool that companies and individuals can use to stream live video and then use the recorded and edited version to share wherever one chooses to. Such webinars have a profound effect on the masses as they tend to be informative, instructional and persuasive, all at the same time. The best part is, Hangouts on Air doesn't cost anything to use. With a little practice and enough time to prepare, companies and individuals can make use of Hangouts on Air to reach out to the masses worldwide and promote their products and services.*

# References

- <https://support.google.com/hangouts/answer/1216376>
- <https://tools.google.com/dlpage/hangoutplugin>
- <http://www.google.com/+/learnmore/hangouts/?hl=en>
- <http://googleblog.blogspot.in/2012/05/google-hangouts-on-air-broadcast-your.html>

## Specialist team of **Superheroes** to meet your complete Technology and Digital Marketing requirements



Indus Net Technologies' comprehensive web solution offerings that really boosts your business

- Design and develop aesthetically appealing W3C validated websites that gives a firm digital foothold to attract customers.
- Promote business through Internet Marketing, increase visibility among customers and encourage customer engagement.
- Convert leads to customers and customers to evangelists.
- Broaden business reach with smart applications for Mobile and tablet platform.

 GET STARTED

 VIEW PORFOLIO

©2014 Indus Net Technologies. All trademarks and logos belong to their respective owners.

# Connect with us



<http://www.facebook.com/IndusNetTechnologies>



<http://twitter.com/indusnettech>



<http://in.linkedin.com/company/indus-net-technologies>



<http://www.indusnet.co.in/buzz/>

## Our Global Presence

### Kolkata (*Head Quarter*)

4th Floor, SDF Building,  
Saltlake Electronic Complex,  
Kolkata- 700091,  
West Bengal, India

### Chennai

1st Floor, Millennium Tower,  
146, Nelson Manikam Road,  
Chennai 600029,  
Tamil Nadu, India

### New Delhi

B-25, 2nd Floor, Sec 64,  
Noida 201301  
India

### Mumbai

11th Floor, Tower B Peninsula,  
Business Park,  
S.B. Road, Lower Parel,  
Mumbai – 400013, India

### London(UK)

Indus Net Technologies Pvt. Ltd.,  
6 Hays Lane,  
London, SE1 2QG  
United Kingdom

### Boise (USA)

Indus Net Technologies Inc.,  
507 1/2 W Hays St,  
Boise, ID 83702,  
USA

### Singapore

Indus Net Technologies Pte. Ltd.,  
1 North Bridge Road,  
#19-04/05,  
High Street Centre,  
Singapore(179094)



[info@indusnet.co.in](mailto:info@indusnet.co.in)

[www.indusnet.co.in](http://www.indusnet.co.in)

INDIA | UK | USA | SINGAPORE

+91 33 2357 6070