

## Volunteer Administrators Networking Meeting

November 4<sup>th</sup>, 2020 9:00-10:30

### Engaging Volunteers in a Virtual World

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Number in Attendance: 26

#### Welcoming from the Executive team

*Judy Dancause – Chair*

*Juliette Labossiere – Vice Chair*

*Jane Schoones – Membership Coordinator*

*Carilyne Hebert – Executive Director of the Social Development Council of Cornwall and Area.*

*Kaitlyn Legue – Secretary*

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#### First Guest Speaker – Keith McDonald – LiteracyAI - [keithmcdonald@literacyai.com](mailto:keithmcdonald@literacyai.com)

Working with programs to add to your Zoom Meetings!

Prezi Video - <https://prezi.com/video/explore/>

- Add slides, videos, graphics.
- Basic free version, pro & other paid versions.

Viddyoze - <https://app.viddyoze.com/login>

- Cost to this program
- More options for slides

Create Bitmoji's for your team, employee's- <https://www.bitmoji.com/>

These programs are easy to use & navigate. It creates a more exciting Zoom presentation, more visual and engaging your attendee's or your team at work. These are great options to explore & provide both free and paid versions.

#### Second Guest Speaker – Emma Meldrum – [EMeldrum@cornwall.ca](mailto:EMeldrum@cornwall.ca)

Public Information Coordinator with the City of Cornwall.

#### Presentation Discussion Points:

- Social Media Platforms (i.e. Facebook, Twitter, Instagram)
- Facebook is the #1 Platform for engagement
- Pre-scheduling posts, choosing valuable and engaging content, and crafting content specific to each platform is important.
- If possible, Facebook paid Ads help with promotion.

- CANVA is a tool that is used amongst many non-profits <https://support.canva.com/account-basics/nonprofit-program/apply-for-nonprofit/>

\*Emma has included her presentation for the VAN Network to review (see attachment)

### **Third Guest Speaker – Patrick Larose – Marketing Strategist**

#### **Zoom/Virtual Platform Netiquette**

- Use your video
- Dress appropriately (no PJs)
- Lighting, audio, camera angles & backgrounds allow for a professional setting,
- Do not eat while meeting.
- Try to limit distractions (when possible)
- Mute automatically until host specifies otherwise.
- The host should be the last to leave the meeting.
- Hosts can inform meeting attendees beforehand if they have any specific expectations (staying muted, camera off or on etc.)

#### **Group Discussion**

**Zoom Rooms?** Do more pay more. You can use separate meetings through different Zoom accounts and that can be used as your “break out rooms” it is beneficial to plan beforehand how you will break out. You can pay monthly for more Zoom options.

**Zoom Backgrounds?** Your background must be blank enough for it to work. If you have a busy background it will not. Test it out!

#### **Program recommendations:**

<https://www.mentimeter.com/> (live polls, quizzes)

<https://www.zazzle.ca/create> (creating for presentations)

<https://buffer.com/> (post scheduling, analytics & engagement platform)

<https://tweetdeck.twitter.com/> (scheduling, tweet & engagement tracking)

<https://business.facebook.com/> (scheduling, tracking & engagement)

<https://www.techsoupcanada.ca/en> (Affordable technology)