

Zoom Best Practices Guide

The Zoom Panel gives you (the employer) the opportunity to inform people about the work, the environment, and the growth opportunities your industry and your organization have to offer. It also helps you reach candidates that have limited IT skills or access to technology.

1. Before:

- a. Ensure that you choose a speaker to head the Zoom employer panel presentation
 - i. We recommend only one person present per organization.
 - ii. This person should be knowledgeable about the presentation topics and presenting to an audience.
 - iii. Somebody passionate about your organization and its mission.
 - iv. Plan for a representative from your organization to stay for the duration of the event for the Q&A section
- b. Set up a PowerPoint presentation including:
 - i. See [the Presentation Template](#) for full details on what to include.
 - ii. Your presentation is timed, so ensure that it is concise.

2. During:

- a. Join the employer panel 5-10 minutes early to troubleshoot
 - i. Ensure that you have the panelist link (located on the Hub page)
 - ii. Upon joining the employer panel, change your screen name from “Employer Name” to your name and your organization’s name; for example, *Maricela - MassHire Downtown Boston*.
 - iii. Practice sharing your screen if you haven’t done that before.
 - iv. Ensure that your background is appropriate and that you are in a quiet setting with proper lighting.
 - v. Monitor the Q&A section and respond to any questions that apply to your organization

3. After:

- a. Look out for a follow-up email from one of us at MassHire Downtown Boston with Next Steps.

