



Going Online: The Nuts and Bolts of Providing SNAP-Ed Programming Virtually

Q&A Responses from Webinar

October 22, 2020

General Questions

Do you have any live training examples of the videos?

The new page of resources on the SNAP-Ed Toolkit website has a lot of instructional videos to help with these steps: <https://snapedtoolkit.org/tools-for-online-education-delivery/>

What are some of the benefits for SNAP-Ed agency departments to have a social media account?

The main benefit of having a presence on social media is that social media sites may be able to help you reach more people in your intended audience. You may be able to engage participants through other means, for example, email lists, websites, flyers or handouts at in-person opportunities. Any of those strategies may help you contact and engage participants, and it may be to your agency's benefit to use a combination of strategies. The main advantage of social media is that it's where your participants may already be. According to [Pew Research Center](#), 72% of adults in the United States use social media.

Generally, what are the best practices to get the most views or interactions? Like time of day or day of the week, for example.

Most social media sites give you access to information about when your followers are online as part of their analytics.

For Facebook pages, you can find this information on your page Insights. Insights will show you graphs for "When Your Fans Are Online." Graphs display how many people are online at any given time of day. It's also possible to look at this data for different days of the week and compare days to see if your followers are more likely to be online on particular days. This information is found under the "Posts" tab on Facebook Insights.

For Instagram, similar information about the times of day and days of the week that your followers are online is located under the Audience tab in Instagram Insights.

How do you market your live events so people actually tune in and attend?

There are multiple tools and strategies that you can use for marketing live events. Marketing is mostly outside the scope of this webinar, but there are some tools within social media sites that you can use.

Within Facebook, one promotion option is to create an event for your live broadcast. That will let people know what time you plan to go live, and Facebook can send them reminders from the event. Sharing

details about what to expect from the live broadcast can generate more interest. It's also a good idea to post on your page or in your group in the lead-up to the live broadcast to generate interest and remind people that you plan to go live. A good social media practice would be to share slightly different information each time you post, if possible. Sharing information of value to your audience, like a tip or a useful fact, is one way to develop engagement.

Facebook

Do participants need to have a Facebook account to view the Facebook Live presentation?

No. Viewers can watch a Facebook Live video with or without a Facebook account.

If you were targeting a specific audience in Facebook, how would you go about doing that?*

**Parts of this answer corrects information from the webinar.*

This question was answered live in the webinar, but there is a correction to make. In the webinar, it was said that Facebook only allows post targeting in paid ads. This is incorrect. There are actually some features available for targeting "organic" (regular, non-paid) posts.

For more details, see Facebook's [help article](#) about how to turn on audience optimization in your page's settings and how to use News Feed Targeting to target your posts. A [video tutorial](#) is also available.

During the webinar, when asked about targeting Facebook posts, Julia listed several categories within Facebook's ad targeting features, including race and ethnicity. Facebook actually does not allow for ad targeting based on race and ethnicity.

I thought it was against Facebook policy to have more than one profile under the same person/name? There is a risk to having your profile deleted.*

**Part of this answer corrects information from the webinar.*

This is correct, and it's a needed correction to what was said live in the webinar. Facebook's [community standards](#) restrict people to creating only one profile or account. If you already have a personal Facebook profile, you will need to use that profile to create and/or manage a page in order to abide by the community standards.

Zoom

Can people watch a live Zoom video if they don't have a paid account?

Yes. Anyone can join a meeting, even without any kind of Zoom account (free or paid). All they need is the meeting invite and a web browser. However, it is possible within your meeting settings to restrict participation to only authenticated users (users with a Zoom account). To ensure that anyone can join your meeting, check that the setting "[Only authenticated users can join meetings](#)" is disabled.

Also, participants have two options for how to join a meeting or webinar. They can download a Zoom app on their device, or they can simply join from a web browser. If you want participants to be able to join from a browser without downloading anything, you will need to enable the setting called [“Show a ‘join from your browser’ link”](#) under your own account. This setting ensures that participants will see a “Join from your browser” option when joining a meeting rather than only being able to join after downloading an app.

Can you record a video using Zoom with the captions showing?

You can download your captions from Zoom as a separate file. You can then upload those captions to a platform like YouTube along with your video, or you can use YouTube’s auto-generated captions. Either way, you will probably need to edit your captions for accuracy.

Zoom has live caption options available for meetings and webinars. Someone can join as a participant and type captions during the meeting. Paid live captioning services can also connect with Zoom during a meeting or webinar to provide captions. Finally, Zoom has enabled [automatic live transcription](#) on some accounts. These captions show up during the meeting and each participant can turn them on or off.

Zoom saves the captions that were created during a meeting or webinar. They are not saved as part of the video file. Instead, they are saved as a VTT file—a captioning file that stores text and timestamps. If you upload your video to a platform, you may be able to upload the captions file with it. It will depend on whether the platform accepts VTT files. (YouTube, for example, does accept VTT files.)

However, if your captions were auto-generated or were generated by someone who was typing captions while keeping up with the meeting, they may not be accurate. You may need to edit them for accuracy. As an example, if you upload a video to YouTube, you could upload the VTT file and then go in and edit the captions. Alternatively, you could upload the video to YouTube without the VTT file, have YouTube auto-generate captions, and then edit those captions. Corrections will probably be required either way, so it may simply be a matter of preference.

How do you put the captions at the bottom of the Zoom page?

Zoom has multiple options for live captions. Recently, they have added an [auto-captioning](#) feature, but they have not added documentation about which users have access to the feature or whether it will eventually be rolled out to all users. If you have a Zoom account or sign up for one, it’s worth checking to see if you have the feature.

All Zoom accounts have access to a live [closed captioning](#) feature where a person types in the captions. A participant in the meeting (who could be a staff colleague) can be assigned to type live captions during a meeting. Third-party services can also be hired to create live captions and given access to the captioning feature in the meeting.

Participants can [turn captions on or off](#) within the meeting.

YouTube

Within YouTube captions, can you select languages other than English?

Yes. When adding subtitles to a YouTube video, YouTube gives you multiple languages to choose from. Automatic captions are available in a limited number of [languages](#).

If your video was created in one language but you want to make it accessible in another language, you can add another set of captions to your video. For example, if your video is in English, YouTube will automatically generate captions, which you can edit to ensure they are accurate. You can also add a translated version of the captions by clicking “Add Language” on the subtitles page for the video.

Even if you don’t add translated subtitles to your video, viewers will still be able to use YouTube’s auto-translate feature to translate existing subtitles into another language. But the auto translations may not be accurate.

Video subtitles

Language

Spanish

English (United States) (video language)

ADD LANGUAGE

Can you add captions retroactively to YouTube videos or only for new uploads?

Yes! You can add captions to videos retroactively. The process is the same for adding captions that were uploaded previously as it is for videos that were uploaded.

In our experience, it is possible to run into an issue where YouTube would not generate auto-captions for a video that was originally uploaded prior to 2010. (YouTube first added auto-captions in 2010, starting with English and adding other languages later.) However, it’s still possible to add captions to any video. And if YouTube does not generate auto-captions for an older video, one possible workaround would be to download the video and re-upload it. If you want to keep the original video with its you re-upload it, you could generate auto-captions and edit them, then download the captions file and upload it to the original video.

Working with Children Online

Can you let us know what is the most secure platform as far as safety when it pertains to programming with children?

Safety/security of platforms for working with children is not within the scope of the webinar, but participants did put the following comments/suggestions in the chat:

- Some tips about engaging kids: Our teachers upload videos to their county FB page and share the link with elementary school teachers, after-school-club leaders, library story-hour leaders... and they have the chance to share the link or even show the video to the children (during the time that our teacher would have typically been live in the teaching setting). Folks are talking about Google being maybe more secure than Zoom and many school districts using Google.
- Our local school districts are using Google products over Zoom because they say it is more secure.
- YouTube content can be designated for kids only when you upload it -- that might help.
- Our district will not allow us to use Zoom. We have to use Google Meets because of safety.

Other Platforms (Not Covered in the Webinar or Guides)

Is Google Meet an ok platform to use as well?

Google Meet is another video conferencing platform that has many of the same features as Zoom, including automatically generated [captions](#). Zoom is included in the guide rather than Google Meet because it's possible for participants to join a Zoom meeting without having to sign up for a Zoom account.

If your organization has access to Google Workspace, you can organize meetings that allow participants to join from a computer without needing a Google account. If you have a regular Google account (not Google Workspace), you can organize meetings, but participants can only join if signed into a Google account. If participants want to join from a mobile device, they must be signed into a Google account regardless of whether the meeting was organized under a Workspace account or a regular Google account. Read more about who can join a meeting and how to join in this [support article](#) from Google.

What about Google Classroom?

Google Classroom is a digital “mission control” space for educators. It has several features, including the ability to organize files and share them with students, interact with students in a chat format, and assign projects to students. It also integrates with Google Meet, which is Google’s video conferencing tool. If video conferencing is your only need, you don’t need Google Classroom. But if you do need the other features, it may be worth looking into.

Google has a brief [video overview](#) of what’s included with Google Classroom. For more details, Common Sense Education has a [Teachers’ Essential Guide to Google Classroom](#).

Could you say more about why you focus on Twitter and what kinds of engagements/content you share there versus/instead of Facebook?

This question was in response to a comment that I about managing social media for the UNC Center for Health Promotion and Disease Prevention (HPDP). HPDP focuses more energy on Twitter than on Facebook. That's a strategic choice for the Center because one of the most important audiences we want to reach is academic researchers who are currently involved with the Center or who may want to become involved with the Center. While some of them are on Facebook, more of them are on Twitter. On Twitter, it's also easy for us to find them and follow them.

Twitter isn't included in this guide mainly because it has much less support for video and because fewer people use Twitter in the United States, and so you will be more likely to find your intended audience on Facebook. Videos uploaded to Twitter are limited to two minutes and 20 seconds. But it is possible to share YouTube videos on Twitter that people can watch within Twitter or can click through to YouTube to watch. It's also possible to go live on Twitter.

Additional Questions

Do you have any specific recommendations as to what equipment (e.g., headsets, cameras, etc.) are good choices?

Equipment recommendations are outside the scope of the webinar, but it is possible to find recommendation lists from various sources online. It's often possible to make a video with equipment you already have, such as the built-in camera or microphone on a laptop or a simple plug-in webcam that may also include a microphone. But if you have a budget for purchasing equipment and you want to record higher quality video and audio, you can search for recommendation lists for cameras, microphones (or headsets), and/or lights. For all of these types of equipment, there is a great range in terms of quality and price, so unless you need top-of-the-line equipment, it may be helpful to include terms like "beginner" or "inexpensive" in your search.

Will those topics not covered today be covered in future sessions? (Topics mentioned but not covered included best practices for participant engagement, how to adapt in-person interventions for online delivery, and how online education can be evaluated.)

Many of these topics were explored in a webinar series that you can find here:

<https://snapedtoolkit.org/training/webinars/>