



# Google+ Partner Playbook

August 2014



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## Chapter 1

# Getting Started

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- [What is a Google+ Presence?](#)
- [Profiles vs. Pages](#)
- [Using Circles](#)
- [Google+ and YouTube](#)
- [Linking Google+ and YouTube](#)
- [Create a Channel for Your Page](#)



# Google+ Weekly Newsletter

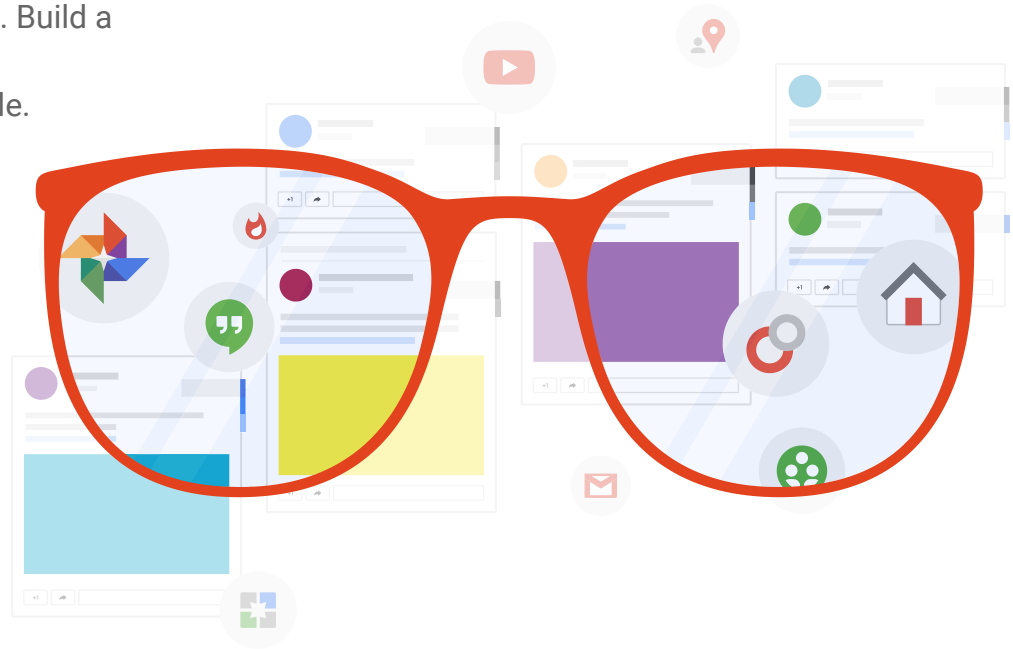
If you want to keep up to date with great ways people, brands, media outlets, and other organizations are using Google+, sign up for the official Google+ Weekly Newsletter. Each week, it features events, stories and cases studies from across Google+.

Click [here](#) to subscribe now.



# What is a Google+ Presence?

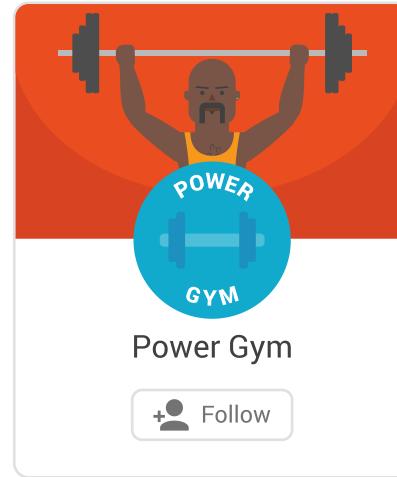
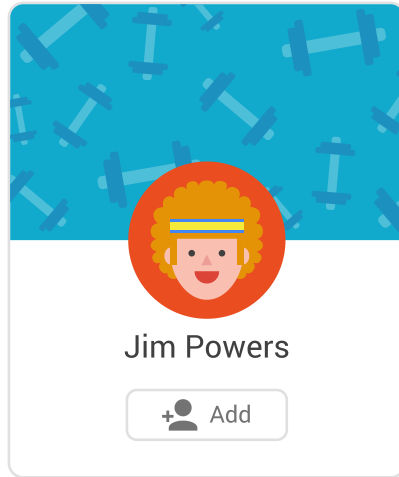
Your Google+ presence is a home for your identity on Google. It's how people can learn more about your brand when they discover it on Google+, or across products like Google Search, Google Play, and YouTube. Build a strong Google+ presence to create a more consistent brand message across Google.



# Profiles vs. Pages

Your presence on Google+ will be a [Google+ profile](#) or a [Google+ page](#).

- Google+ profiles are best for individuals.
- Google+ pages are the right choice for any type of entity - like brands, businesses, or organizations. Pages can be managed by more than one person.

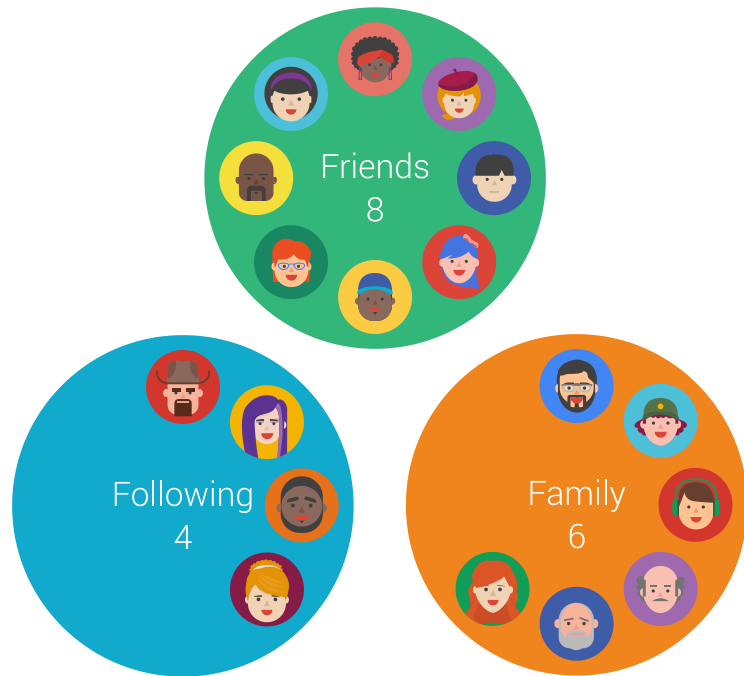


# Using Circles

Share the right content with the right people, just like you do in real life. With [circles](#) it's simple to organize people and pages into groups - like your friends, your colleagues, your favorite photographers, or your top 10 sports news outlets.

Add people to your circles:

1. Under *Home* select [People](#).
2. Browse suggestions and hover over the *Add* button to add people to your circles.
3. Add people and pages to as many circles as you'd like.
4. Add or edit circles any time by clicking [Your circles](#).
5. Share a circle by selecting it and clicking *Share this circle* under Actions.

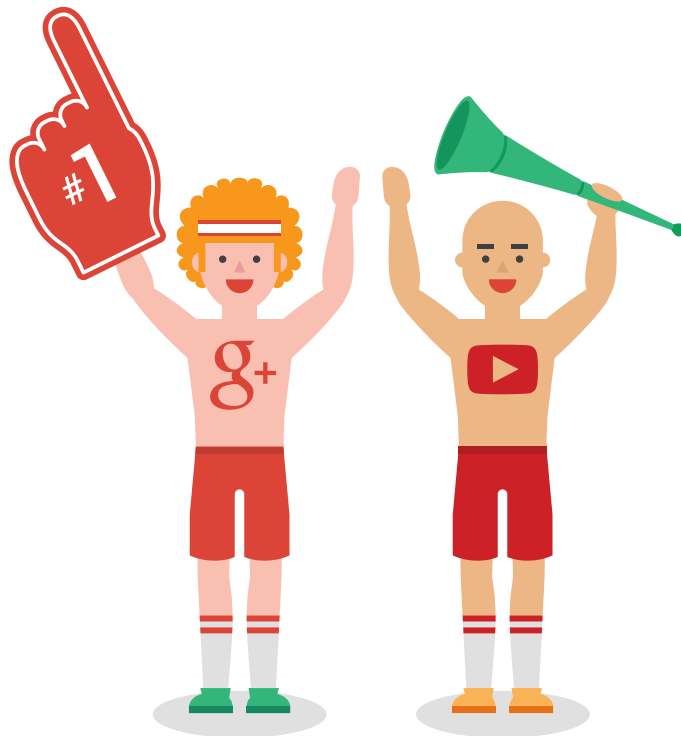


# Google+ and YouTube

Linking Google+ and YouTube allows you to build and engage your audience across both communities. When they're linked, your page will feature a *YouTube* tab, and you can add a Google+ badge on your channel.

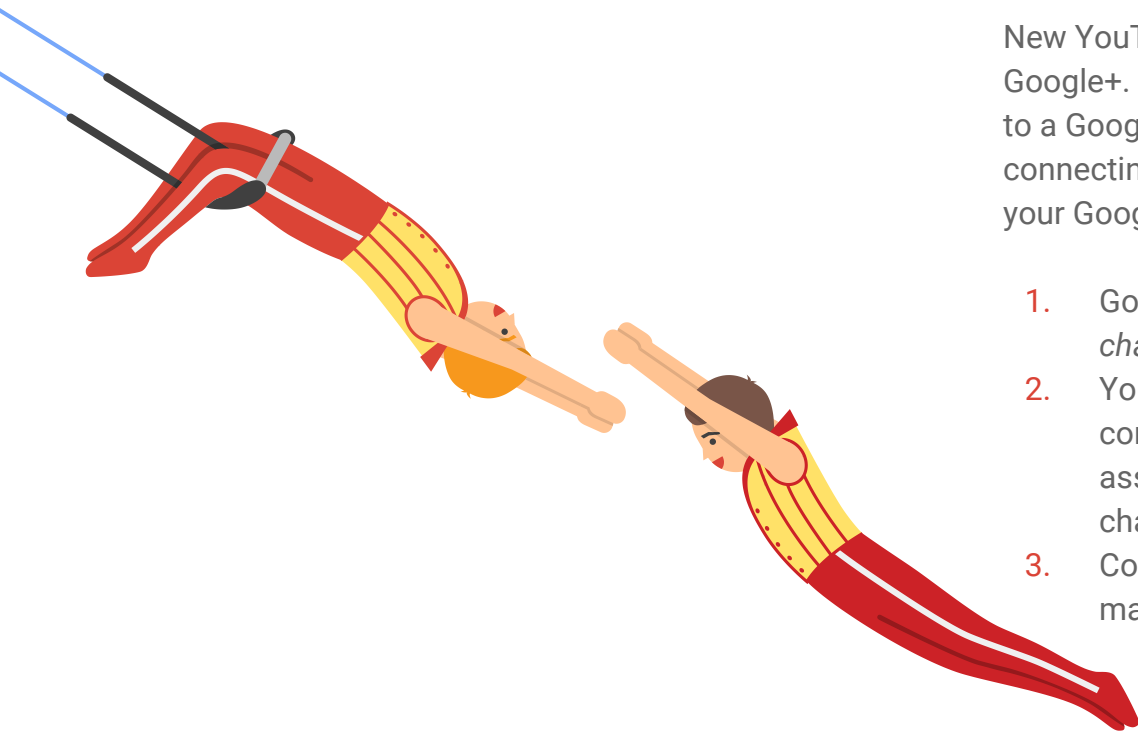
Benefits of linking your accounts include:

- Verified Google+ pages and profiles will give your YouTube channel a [verification badge](#).
- When you post your YouTube videos to Google+, comments across the two networks are merged into a single conversation.
- Hangouts On Air from your Google+ page are broadcast and recorded straight to your YouTube channel.
- [Fans](#) on YouTube shows your channel's top 500 engaged and influential fans and you're able to interact with them directly.





# Linking Google+ and YouTube



New YouTube channels are automatically linked to Google+. If you have an existing channel, you can link it to a Google+ profile or page. Learn more about connecting or disconnecting your YouTube channel to your Google+ page or profile [here](#), or follow these steps:

1. Go to your [account settings](#) and click *Connect channel with Google+* below your email address.
2. You'll see what content – number of videos, comments, and subscriptions – will be associated with your name. You can review and change this.
3. Confirm your name and click *Update my name*. It may take a little time before the changes are live.

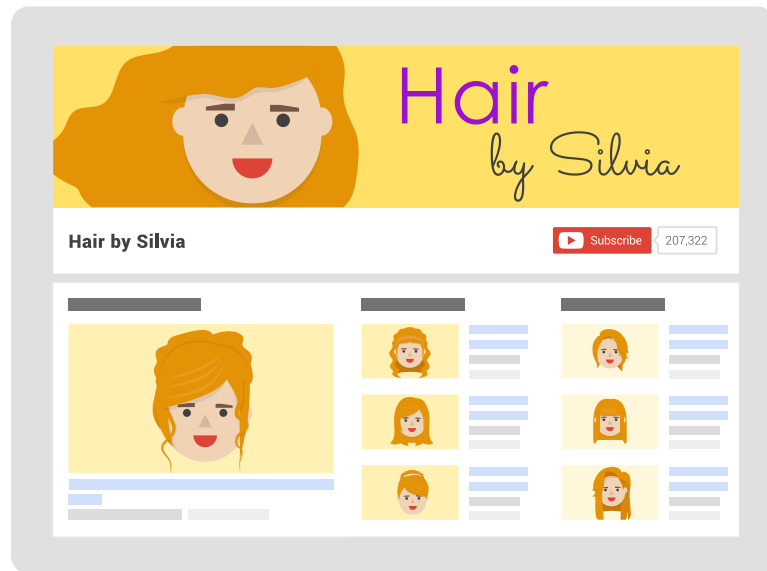
# Create a Channel for Your Page

To create a YouTube channel for a Google+ page you've already created:

1. Log in and go to YouTube. Click your profile photo in the top right corner, then click the gear to see your [YouTube Settings](#).
2. Click on [See all my channels or create a new one](#).
3. Under *Other Options* you will see all the Google+ pages you own and manage. Click the page you want to create the channel for.

To create a new YouTube channel and a new Google+ page:

1. From your [YouTube Settings](#), click on [See all my channels or create a new one](#).
2. Click the [Create a new channel](#) button to create a new YouTube channel and Google+ page simultaneously.





## Chapter 2

# Promote Your Presence

- [Badges](#)
- [Follow Button](#)
- [+1 Button](#)
- [Share Button](#)
- [+Post Ads](#)
- [Promotion Checklist](#)



# Badges

Add a Google+ badge to your website to help your audience find and follow your brand on Google+ without leaving your site. They'll be able to add you to their circles and recommend your site to others.

Learn how to add a Google+ badge to your website [here](#).



# Follow Button



The Google+ Follow button is similar to the Google+ Badge – users can follow your page or profile without leaving your site – but it's smaller and more compact. It's useful on secondary pages on your site, to encourage people who might not see the badge on your homepage to discover your Google+ presence.

Learn how to add a Follow button to your website [here](#).

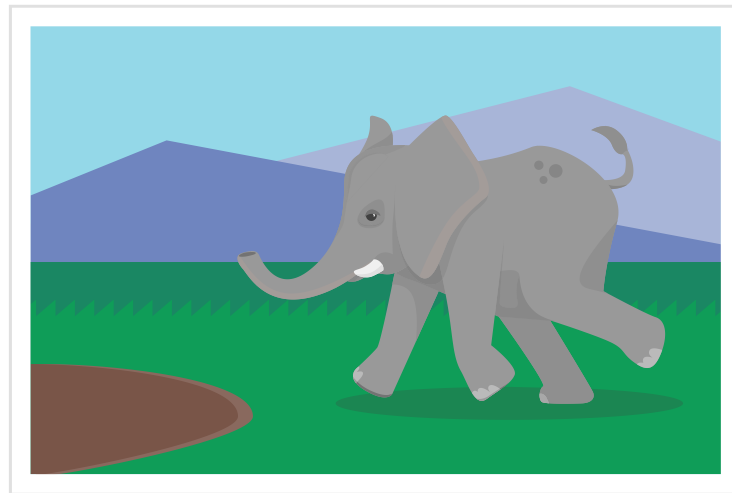


# +1 Button

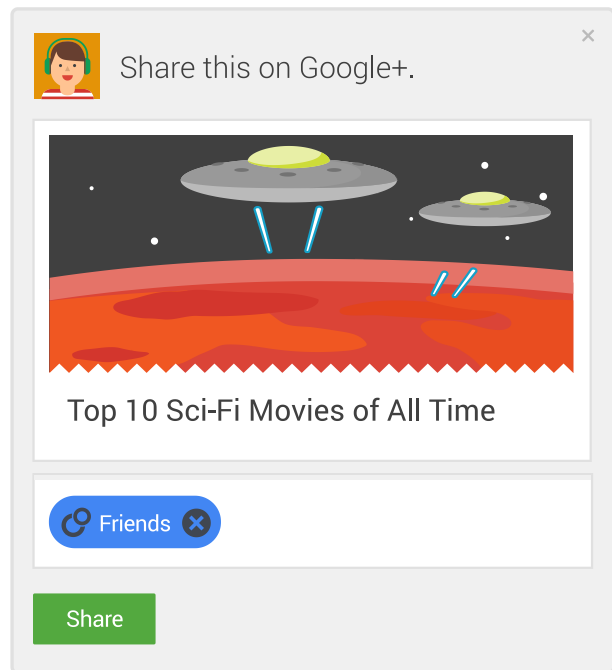
A +1 is how your audience can signal their appreciation for anything on Google+, or on your website. Add the +1 button to each page on your site to help users recommend your content.

People may see +1 recommendations across various Google products, like in [Shared Endorsements](#), and on Google+. Sometimes +1 recommendations are personalized, to show +1s from friends and connections on Google+ first.

Learn how to add a +1 button to your website [here](#).



# Share Button



When you add the Share button on your site, people will be able to share your content to Google+ without leaving your site. They'll be able to select circles, send to emails, or share publicly on Google+, and to add their own thoughts on the link they're sharing.

Learn how to add a Share button to your website [here](#).

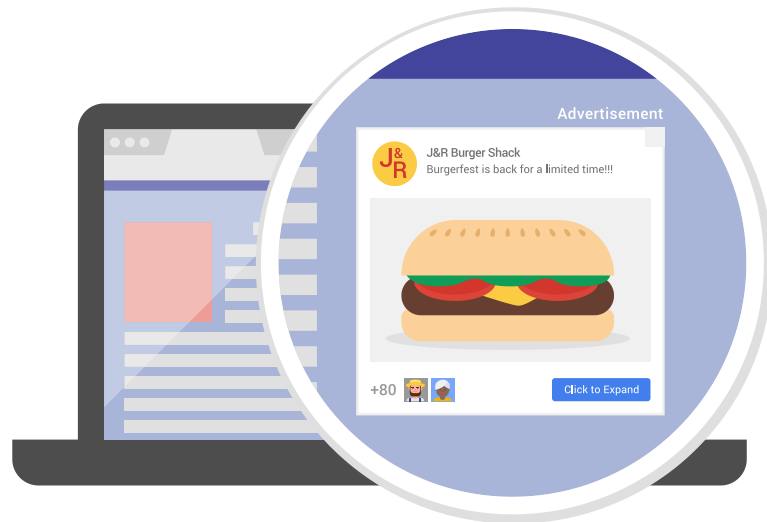


# +Post Ads

+Post Ads allow you to turn a Google+ post into an interactive display ad. +Post Ads are posts — including links, photos, videos, and Hangouts — that are pushed into the Google Display Network as an ad unit. You can manage +Post Ads through your Adwords account.

People can leave a comment, follow your brand, give a +1, or join a Hangout right from an from a +Post Ad. The Hangout On Air ad format allows you to go beyond clicks to broadcasting live conversations with your audience across the web.

Click [here](#) to learn how you can use these ads to engage with your audience.





# Promotion Checklist

To grow your Google+ following, you should make sure it's easy to discover your page. Take the steps below to help your audience find your page.

- ✓ Add a [Google+ Badge](#), [Follow button](#) or [+1 button](#) to your website, blog, and email marketing.
- ✓ Try [+Post Ads](#) to bring your social content to a much larger audience across the web.

Next, learn about how to create great content to keep your audience coming back to your page.





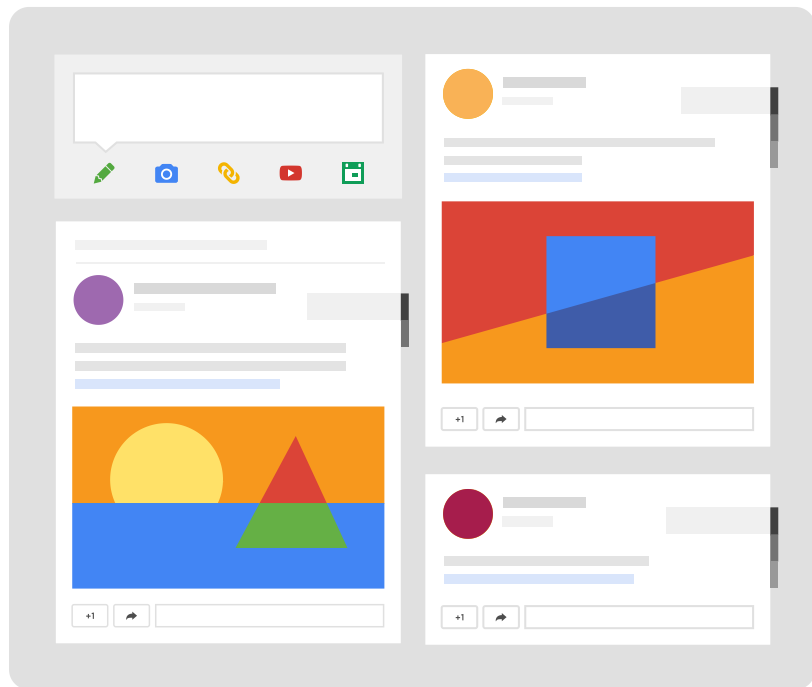
## Chapter 3

# The Stream

- [About Your Home Page](#)
- [Post Formatting](#)
- [Mentions](#)
- [Hashtags](#)
- [Hashtag Discoverability](#)
- [Hashtags in Search](#)
- [Everyday Best Practices](#)



# About Your Home Page



The [Home page on Google+](#) is the first thing you'll see when you log on. It's a very visual place - you'll notice how the stream expands to three columns on a wide screen, or contracts to one on your phone, and how large, beautiful photos are sometimes highlighted across multiple columns. (Lots of people choose to share high-resolution photos so they have the potential to expand in this highlight view.)

It's where you can share what's new, post links to interesting content and share full-size photos and videos.

Customize what you see on your stream by adding people and pages to your circles.



# Post Formatting

Format your posts for greater impact. You can add photos, videos or links to your posts by dragging them into your share box, or clicking the icons under the text box.

It's easy to format text in your Google+ posts to create posts that stand out. Try making a bold headline above the text of your post, emphasizing words with italics, or using strikethrough.

\*bold\* = **bold**

\_italic\_ = *italic*

-strikethrough- = ~~strikethrough~~



# Mentions



Want to get someone's attention? **Mention** people or pages in your posts by using the + symbol in front of their name, and they can be automatically notified about your post.



+**Poppy Mayock** makes the best oatmeal raisin cookies!



# Hashtags

**Hashtags** are important to discovery on Google+ - it's how people can explore a topic and learn about others interested in the same things.

Google+ may automatically add hashtags to your posts based on the text or images. You can add your own by typing # before any word or phrase (no spaces) to create a clickable link. Click on any hashtag to see related posts.

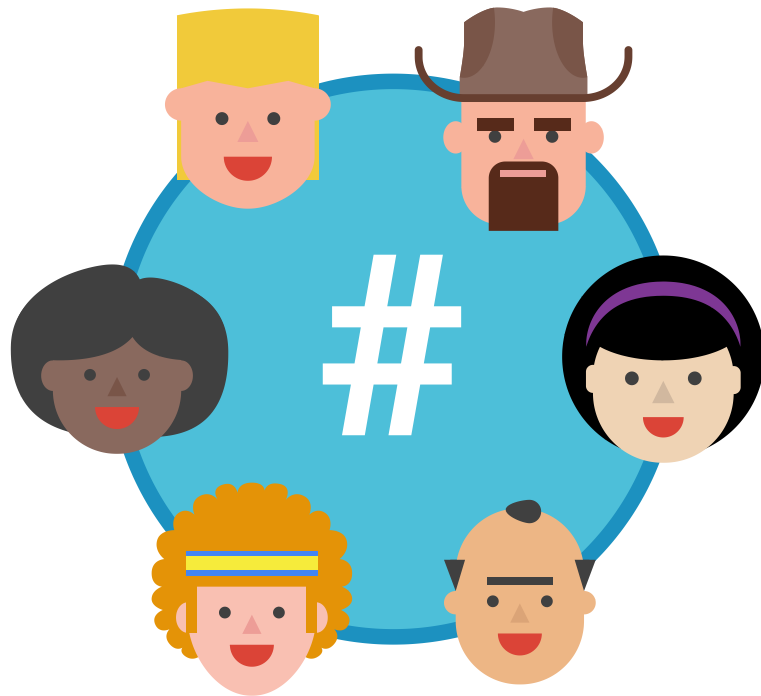


# Hashtag Discoverability

When you click on a hashtag at the top right of a post, you'll see the post flip over like a card, revealing more posts about the same topic. Click through the related posts using the arrows, and find other hashtags on similar topics after perusing a few posts.

When you're done exploring, you can scroll down and continue looking at the page you were on before - hashtags allow you to pick up right where you left off, on the page where you started.


Since hashtags are an easy way for people to find interesting posts on Google+, make sure your posts are discoverable by adding three related hashtags to each one.



# Hashtags in Search

## #WorldCup2014 on Google+







**Ama Agyeman**  
Shared publicly - 1 hour ago

Osee, osee, Black Stars ei, forward ever!

+1






**Celine Caudron**  
Shared publicly - 23 minutes ago

Et nous allons gagner! VIVE LE FRANCE!!!

+1



People don't need to be on Google+, or even have a Google+ account to discover topics posted on Google+. Users can enter a popular hashtag right in Google Search, and a stream of public Google+ posts can appear on the right side of Search.

One recent example: people who searched for *#WorldCup2014* in June and July saw posts from friends, news outlets, and other excited fans.

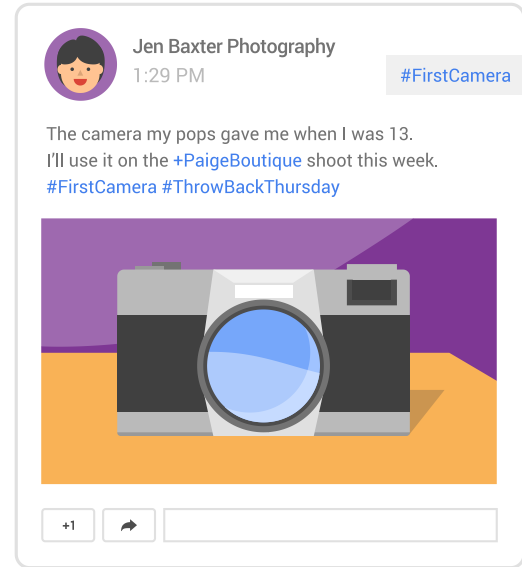




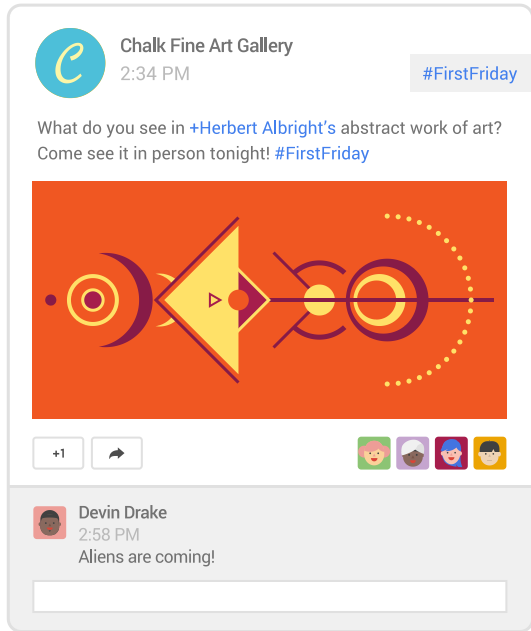
# Posting Best Practices

Great posts spark conversations and encourage sharing. The best posts are different for each audience, but here are some tips that may help guide your posting strategy:

- ✓ Create original, relevant content that your audience wants.
- ✓ Post often, and post regularly. Keep things fresh.
- ✓ Think visual. Posts with images or videos see better engagement.
- ✓ Personalize your posts with your unique voice - and be open and honest.
- ✓ Target your posts. Share to specific people or groups.
- ✓ Adding + in front of a person's name alerts them to your post.
- ✓ Use hashtags to make your content more discoverable.
- ✓ Experiment. What works for one may not for another.



# Conversation Best Practices



Real conversations start with an invitation. Invite others to chime in and share their own perspectives on your page. Follow these tips to spark conversations and engage with your followers:

- ✓ Post timely, relevant content.
- ✓ Ask questions and include a call to action in each post.
- ✓ Add hashtags to make your content around a particular topic more discoverable.
- ✓ Respond to comments and use + mentions to connect directly with followers.
- ✓ Use photos, videos and animated GIFs.
- ✓ Share your YouTube videos to bring together conversations across Google+ and YouTube.



## Chapter 4

# Google+ Pages

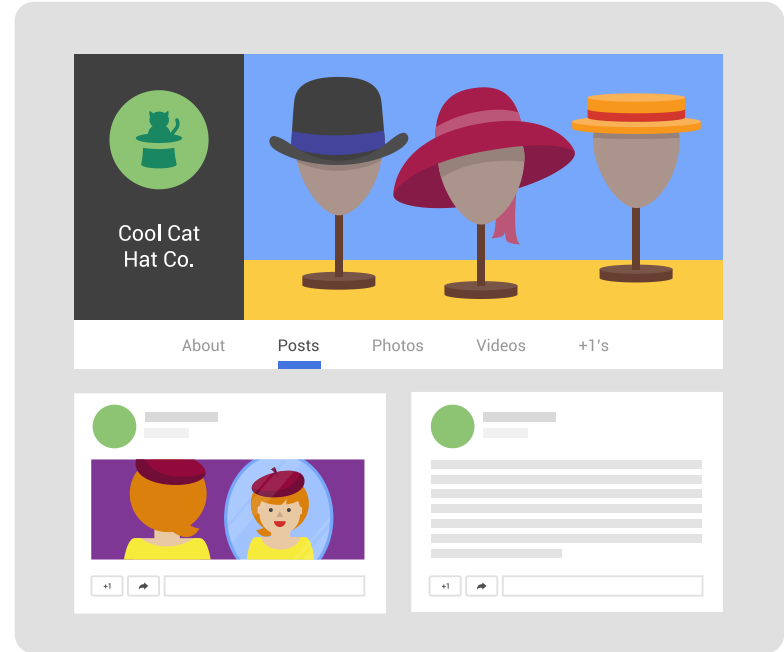
- [How to Create a Google+ Page](#)
- [What is Google My Business?](#)
- [Verify Your Local Business](#)
- [How to Add Page Managers](#)
- [How to Transfer Page Ownership](#)
- [Insights](#)



# How to Create a Google+ Page

A Google+ page is the home for your brand or business on Google+. If your business has a physical location, follow the steps on the next slide to create a local business page. If not, follow these steps to start your page:

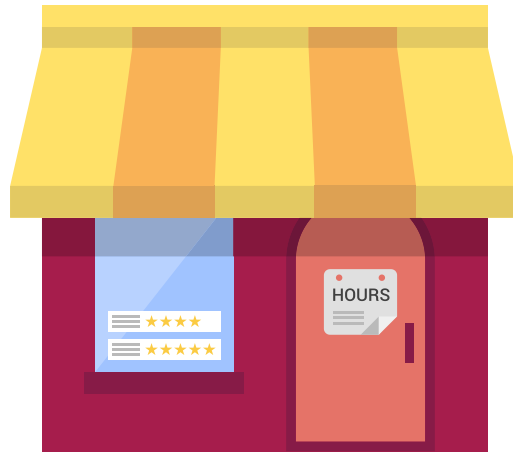
1. Under *Home* select [Pages](#).
2. Click the [Get your page](#) button.
3. Select the *Brand* page type, fill in details about your page, and choose a category.
4. Add [page managers](#) if you'd like.
5. Fill out your page details and start sharing updates, photos, videos and links.



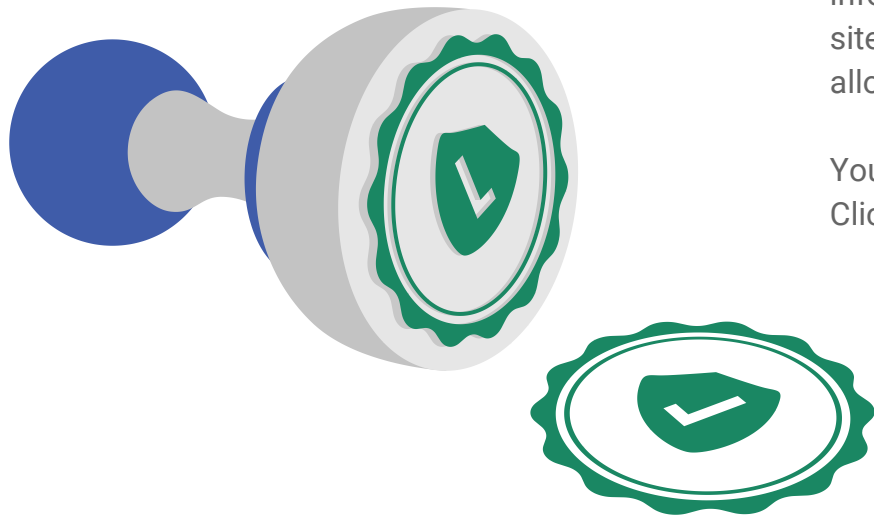
# What is Google My Business?

If you are a business with a physical location your customers visit, Google My Business connects you directly with your customers, whether they're looking for you on Google+, Search or Maps. To create your Google My Business page:

1. Under *Home* select [Pages](#).
2. Click the [Get your page](#) button.
3. Pick the *Storefront or Service Area* page type.
  - If your business has multiple locations, use [Google My Business Locations](#).
4. Locate your business on the map.
  - If your business doesn't appear, select *None of these match* to add it to the list.
5. Follow the instructions to verify that you're authorized to manage your page.



# Verify Your Local Business



Verifying the Google My Business page for your local business lets Google know that you're the rightful owner and creator of your page, and that you're authorized to edit information about your business. This helps increase your site's relevance to users searching for you on Google, and allows to you edit the name of your business.

You have two options for verification: postcard or phone. Click [here](#) to learn how to verify your page.



# How to Add Page Managers



Maintaining an engaging Google+ page requires a little work. It can take more than one person, which is why managers are important. A Google+ page can only have one owner, but up to 50 people can manage it. Learn about different types of managers [here](#). To add managers:

1. Log in to [Google My Business](#).
2. Click the *Manage this page* button for the page you want to add managers to.
3. Click the gear icon on your Google My Business dashboard and select *Settings*.
4. Click the *Managers* tab in the top navigation menu.
5. Click *Add manager*, enter their email address or invite by profile, and click *Invite*.

# How to Transfer Page Ownership

Only the owner of a page can transfer ownership of the page to another user. The person you pass ownership to must be an existing manager of the page for at least two weeks. To transfer ownership:

1. Log in to [Google My Business](#).
2. Click *Manage this page* for the page you want to transfer ownership for.
3. Click the gear icon next to your business name and select *Settings*.
4. Click the *Managers* tab to view all active managers.
5. Click the dropdown arrow on the card of the person you want to transfer ownership to and select *Transfer ownership to \_\_\_\_\_*.
  - You'll only see the arrow if you're the owner of the page.





# Insights

**Insights** let you better understand your audience and how they're interacting with you on Google+. Use these metrics to better optimize your presence. Here's some of the information you can find in Insights:

- The *Audience* view showcases details about your followers including age, gender, location.
- The *Engagement* reports show how well your Google+ posts are performing.
- The *Visibility* tab shows you pageviews, photo views and post views over time.

Follow these steps to view your page's Insights:

1. Log in to [Google My Business](#).
2. Click *Manage this page* on the page you'd like to see stats for.
3. Click *View Insights* on the Insights card in your dashboard.





## Chapter 5

# Hangouts

- [What are Hangouts?](#)
- [What are Hangouts On Air \(HOA\)?](#)
- [How to Schedule an HOA](#)
- [How to Start a Scheduled HOA](#)
- [How to Invite Participants](#)
- [HOA Links](#)
- [Technical Setup](#)
- [Professional Quality Setup](#)
- [Integrating Prerecorded Footage](#)
- [Before Your Hangout On Air](#)
- [Make Your Hangouts Look Better](#)
- [HOA Apps](#)
- [HOA Best Practices](#)
- [After Your Hangout On Air](#)



# What are Hangouts?



Keep all your conversations in one place with [Hangouts](#).

- Enjoy live, private conversations using video Hangouts with up to 10 people.
- Have group conversations on computers, Android and iOS devices.
- Bring your conversations to life with text, photos, emojis, locations and animated GIFs.



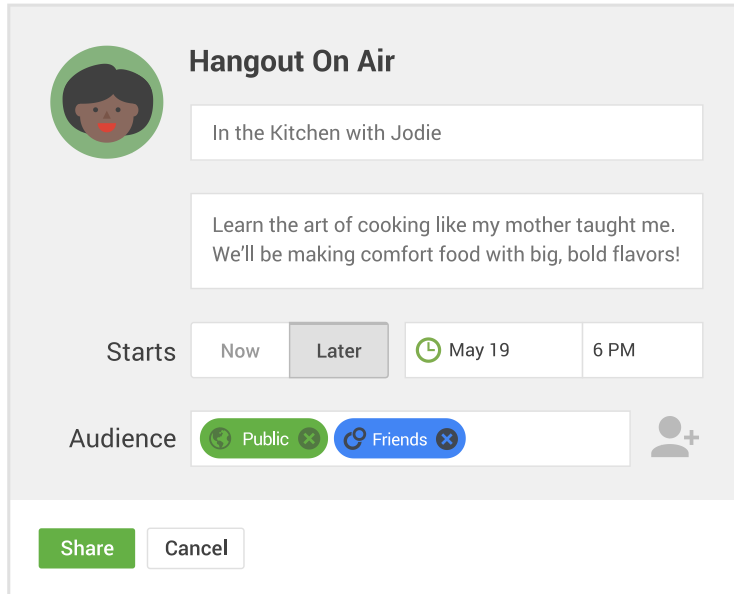
# What are Hangouts On Air (HOA)?

Broadcast your video conversations to the world with [Hangouts On Air](#).

- Broadcast live, publicly and in HD on Google+, YouTube and your website.
- Host interactive conversations and take questions from around the world.
- Add functionality and gain more production control with apps.



# How to Schedule an HOA



The screenshot shows the 'Hangout On Air' scheduling interface. At the top left is a circular profile picture of a woman. To its right is the title 'Hangout On Air'. Below the title is a text box containing 'In the Kitchen with Jodie'. Underneath that is a larger text box with the description: 'Learn the art of cooking like my mother taught me. We'll be making comfort food with big, bold flavors!'. Below the description is the 'Starts' section, which includes two buttons: 'Now' and 'Later' (which is selected). To the right of these buttons is a date and time selector showing 'May 19' and '6 PM'. Below the 'Starts' section is the 'Audience' section, which has two buttons: 'Public' (selected) and 'Friends'. To the right of these buttons is a plus icon with a person silhouette. At the bottom of the interface are two buttons: 'Share' (in green) and 'Cancel'.

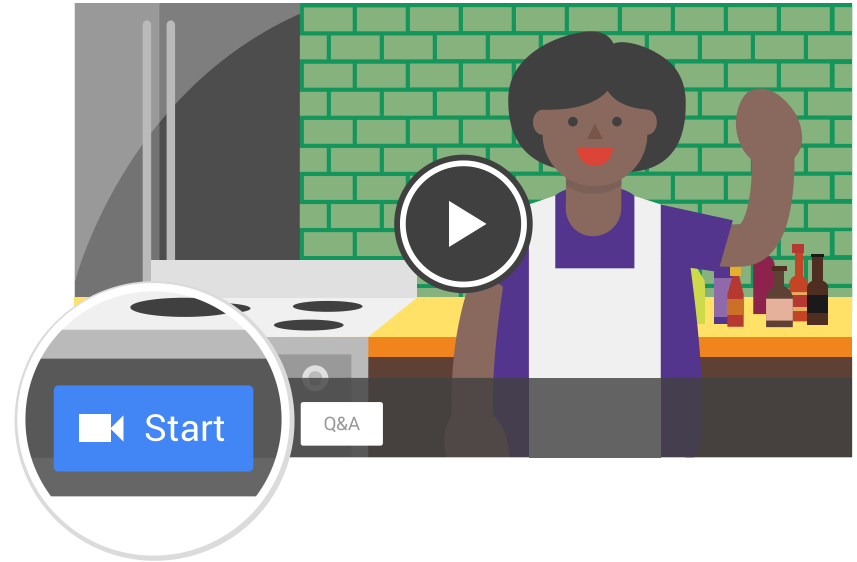
Hangouts On Air can be scheduled in advance, so you can invite followers and promote the event. To schedule a Hangout On Air:

1. Under *Home* select [Hangouts](#).
2. Click *Start a Hangout On Air*.
3. Add a name and a description.
4. Choose the date and time when your Hangout will start.
5. Invite your audience. For maximum reach select *Public*. Add specific people and circles to notify them of your invitation.
  - Removing *Public* and inviting individuals or circles makes your Hangout On Air [unlisted](#).
6. Click *Share* to schedule your Hangout On Air and create the Hangout's event page.

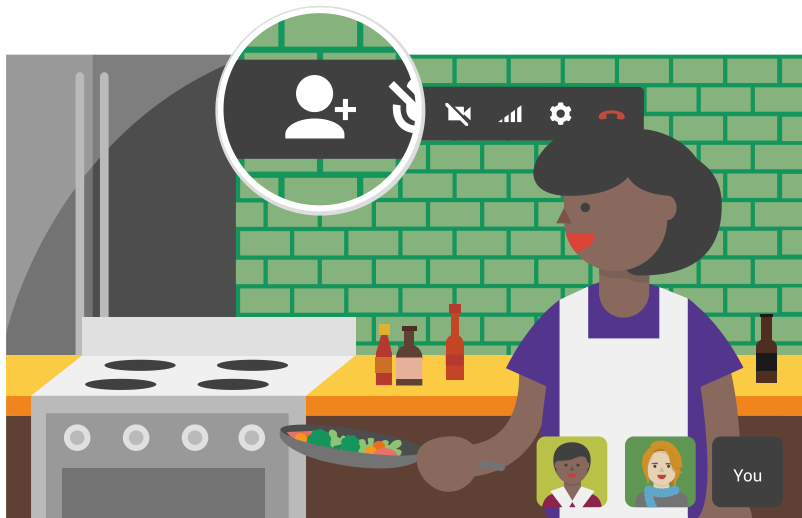
# How to Start a Scheduled HOA

To start a scheduled Hangout On Air:

1. Under *Home* select [Events](#). In the *Upcoming events* section, click the title of the HOA you want to start.
2. On the event page, click the *Start* button.
3. Invite the guests you want to participate in the broadcast.
4. Open any apps you plan on using throughout your broadcast.
5. Wait for the Hangout to finish processing, and click *Start broadcast* when you're ready to go live.



# How to Invite Participants



You can invite viewers when you schedule your Hangout On Air, but you'll only invite your guests right before or during your broadcast.

When you're starting your broadcast, you'll be able to invite participants in the *Invite guests* window. During the Hangout, click the *Invite people* button to welcome more participants into your broadcast. You can't invite the public, but you can invite people outside your circles. You can also share the URL at the top of your Hangout window as an invitation to your participants - but make sure not to share it widely, since anyone with the link will be able to join your Hangout.

The maximum number of participants is 10, including yourself.



## Promoting

Once you've scheduled your Hangout, you'll have the direct links to promote it. On your Hangout event page, click *Links* on the *Details* card to see three links:

1. Invite your audience to RSVP, comment, or watch your HOA on the *Event page*.
  - For Hangouts with Q&A, viewers can submit questions and vote on the best questions added by others, from the event page.
2. Anyone can view your HOA during or after your broadcast on the *YouTube page*.
3. Copy the code snippet from *Video embed* and paste it into your website to broadcast your Hangout on your own site.

## Inviting Participants

Once you start your Hangout, note that the URL at the top of the Hangout browser window can be used to invite guests into the Hangout. Anyone with this URL can join your Hangout, so don't share it publicly, and remind participants to keep it private.





# Technical Setup

You'll want to keep certain technical requirements in mind to make sure your Hangout On Air goes smoothly. It doesn't matter whether your computer runs on Windows, Mac, Chrome or Linux OS, as long as it has a 2GHz dual core processor or greater. You'll also need a solid internet connection with appropriate bandwidth. To see a more complete list of technical requirements for you, and your participants, click [here](#).

In addition to the minimum technical needs, all participants not using the [Chrome browser](#) will need to download and install the [Hangouts plugin](#). Chrome users will just need to give Hangouts access to their camera and microphone.

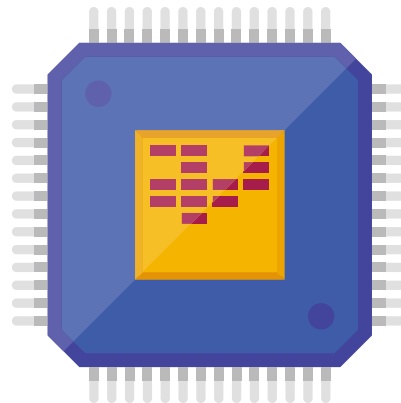


# Professional Quality Setup

If you want to do a HOA using professional video cameras and mixers, we have a few recommendations of what gear will work best.

## Suggested Hardware

- Mac mini
  - Minimum Requirements: 2.0GHz Quad-Core Intel Core i7.
- HD-SDI input adapter
  - Recommended: AJA Io XT Professional Thunderbolt I/O or BlackMagic Design UltraStudio Mini Recorder.
- HD-SDI output adapter
  - Recommended: BrightEye Mitto HD Scan Converter or other scan converter.
- Audio Converter
  - Recommended: Sound Devices USBPre 2 or other 16bit audio devices.



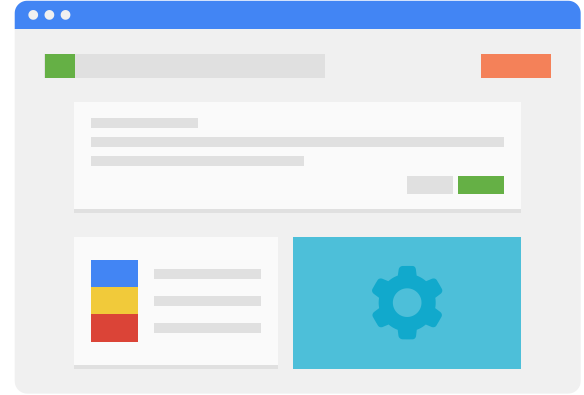
# Professional Quality Setup

## Accessories

- Thunderbolt Cable
- BNC cables
- HDMI cables

## Software

- Chrome Remote Desktop
  - Instead of using KVM (i.e. Keyboard, Video and Mouse) which could potentially distort the aspect ratio, use Chrome Remote Desktop from another machine to control the Mac in a tab on your Chrome browser. Install Chrome Remote Desktop [here](#).
- AJA Control Panel Software
  - The AJA device comes with software that will allow you to adjust input and output settings. Make sure that you have the most current version of the software before starting.



# Professional Quality Setup

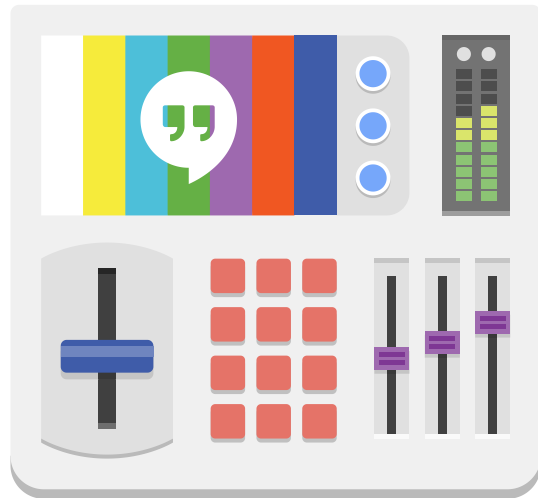
## Bandwidth

- Minimum 5 Mbps up/down dedicated to the machine.
- Avoid firewalls.

## Routing

Because this is a live computer stream you'll need a dedicated computer. A Mac mini with HD-SDI in and out is a good choice.

- Dedicate a HOA aux send on your video mixer as the input to the Mac mini.
- Route the output back to the video mixer as an HOA channel.
- Make sure the HOA channel is not routed back through the HOA aux or you will create an infinite loop.



# Professional Quality Setup

## Screens

Set up a monitor next to the camera that the host will be talking into. The screen will display the live feed of the HOA and allow the host to have a conversation directly with the participants. If your broadcast is recorded in front of a live audience, set up additional screens facing the audience. Audio for the host should be routed through in-ear monitors or through speakers.

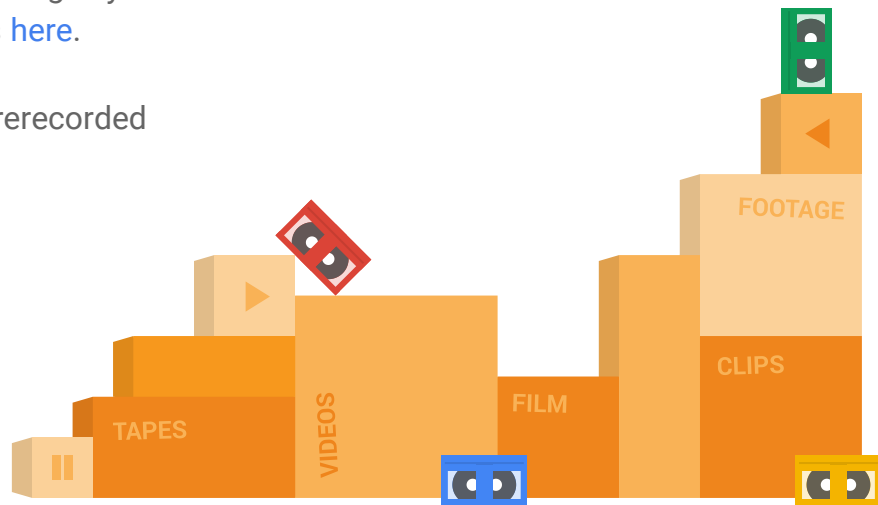


# Integrating Prerecorded Footage

Any prerecorded video you'd like to play during your Hangout will need to be fed into the HOA, and it will act as a participant, taking up one of the 10 participant spaces. Be sure that you own all appropriate rights to the prerecorded footage so it doesn't cause a flag resulting in your HOA being shut down. Learn more about content policies [here](#).

Here are a couple examples of HOAs that incorporated prerecorded footage successfully:

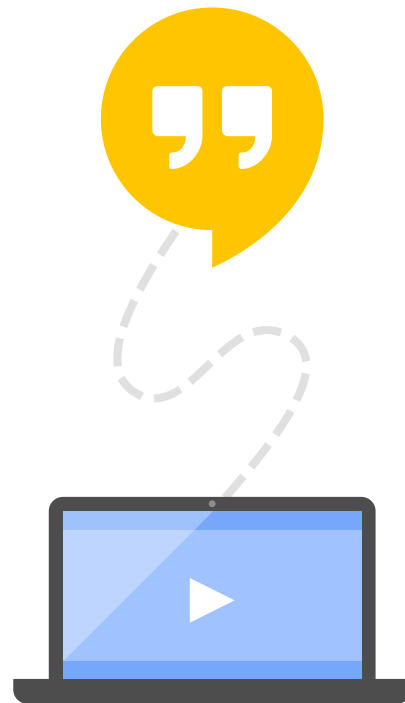
- [Giving Tuesday Hangout-a-thon](#)
- [Dawn of the Planet of the Apes Cast Hangout](#)



# Integrating Prerecorded Footage

## Suggested Equipment

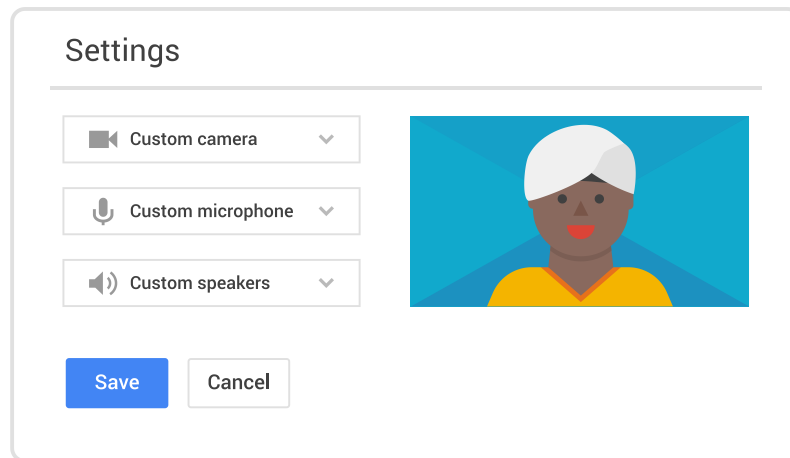
- Video switcher to send prerecorded video signal into a HOA. you can use a hardware or software switcher.
  - Recommended hardware: Blackmagic Design ATEM Switcher.
  - Recommended software: Wirecast.
- If a hardware switcher is used, the video signal will need to be converted using video conversion hardware (recommended: AJA Io XT Professional Thunderbolt I/O).
- Device to play the footage from (e.g. laptop, phone, media player).
- Thunderbolt cable to attach the converted video to the participant machine.
- USBPre 2 to bring in audio in case it doesn't come through the AJA Io XT, which it sometimes doesn't.



# Integrating Prerecorded Footage

When you are all plugged in, remember to toggle your video and audio inputs in the HOA settings, under the gear icon in your Hangout window.

Note, audio does not embed in the HOA unless it's set to 16bit. Connect your microphone using a USB audio interface device if you cannot re-encode the audio to 16bit.





# Preparing Your Participants

There are several steps to take prior to your Hangout On Air:

- ✓ Make sure all participants have set up a Google account, with a Google+ profile, and have uploaded a profile photo.
- ✓ Make sure all participants have added you to their Circles, and you have added them.
- ✓ Make sure your participants who aren't using the Chrome browser download and install the [Hangouts plugin](#) before the broadcast.
- ✓ Microphone quality is also important for voice clarity -- if they're using the default microphone on an old computer, they may need to upgrade and use an external microphone instead.
- ✓ The biggest distraction in a Hangout On Air is background noise and feedback. Ask all participants to use headphones or earbuds.



# Hosting a Dress Rehearsal

Hosting a dress rehearsal at least one full day before your Hangout will help ensure your Hangout goes smoothly. Schedule a rehearsal with your participants, and make sure they use the same devices and internet connections they'll use for the real thing.

When you're ready to test, start your Hangout, invite your participants and practice without clicking *Start Broadcast*:

- ✓ Introduce everyone. It goes a long way to warm people up!
- ✓ Ask your guests to practice muting and unmuting their mics. If they have bothersome background noise during your Hangout, this could come in handy.
- ✓ Test all equipment (cameras, mics) and any Hangout On Air apps you plan on using.
- ✓ Review your run-of-show and make sure all your participants understand when they'll be called upon and what they'll be talking about.



# Promoting Your HOA



To get the most out of your Hangout On Air, promote it across all of your online channels: your website, blog, Google+ page, YouTube channel, etc. Recording a short (30-60 second) video trailer and posting it on your Google+ event page is a compelling way to get people interested.

Here are some other steps to encourage people to tune in:

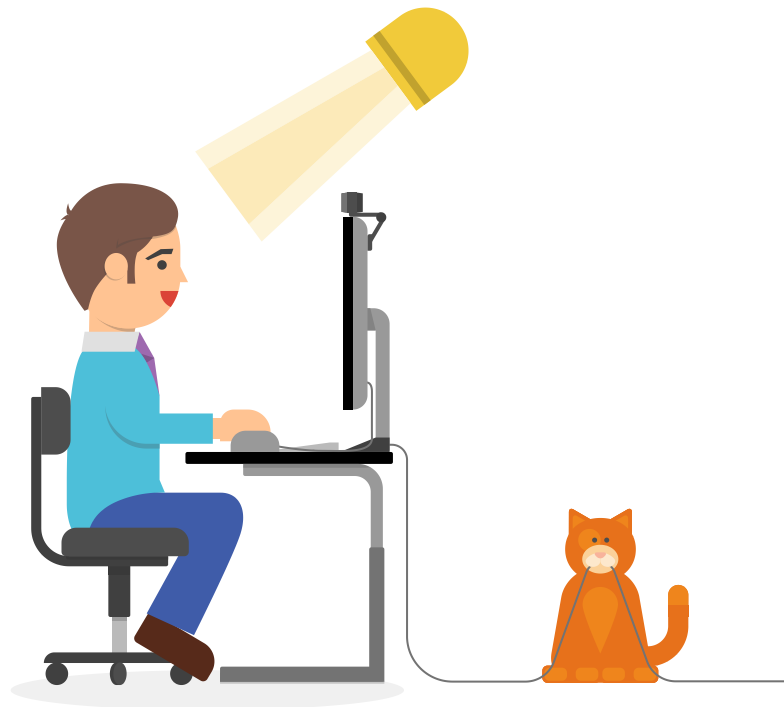
- ✓ Establish a hashtag for your Hangout On Air that you can promote before the event and track post-event, like #FogCityLive.
- ✓ Announce your upcoming HOA 1-2 weeks in advance, and share fresh promotional posts at least daily.
- ✓ Invite followers and influencers you know will get excited about the Hangout directly.
- ✓ Ask viewers to RSVP on your Google+ event page.

# Make Your Hangouts Look Better

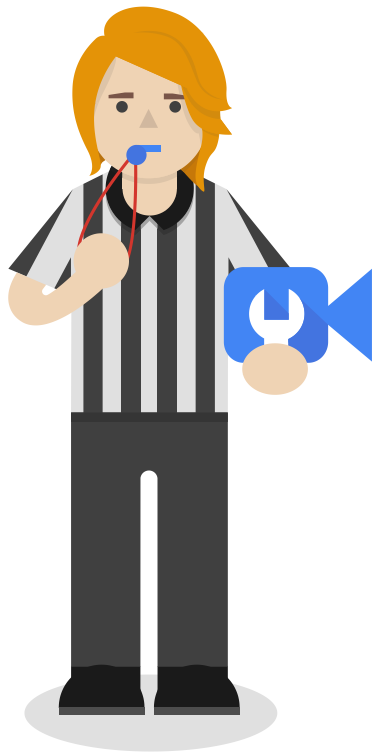
The beauty of a Hangout On Air is being able to see all of the participants, which requires a high quality video image. You and your participants need two things: a good quality webcam – preferably an external webcam, like the Logitech C920 – and adequate lighting. A room filled with natural light is ideal. If that's not possible, your light source should be facing you and your participants' faces (behind the webcam but towards you).

## Auto-Enhance and Filters

HOAs offer automatic, real-time video enhancement. The Auto-Enhanced view appears by default. You can try other filters or revert back to the original view, by clicking on the *Enhanced* button that appears on top of your video. Some of the other filters you'll find are Focus, Brighten, Spotlight, Warm, Smooth and Black and White.



# HOA Apps and Cameraman



Hangouts On Air have built-in apps that enhance the broadcast and give you additional control. To learn more about these apps click [here](#).

## Cameraman

Cameraman runs by default in all Hangouts On Air. It allows you, as the HOA host, to show or hide each person in your broadcast. Mouse over a participant's thumbnail in the filmstrip and toggle between *visible* and *hidden* to block his or her picture and audio from the broadcast.



# How to Use Cameraman

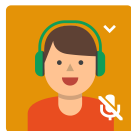
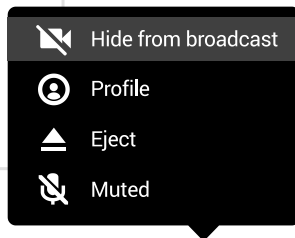
## Broadcast Settings

As guests join, hide their audio and video from my broadcast?

☒ Yes ☐ No

Broadcast the large video that I see to my audience and hide the other video feeds?

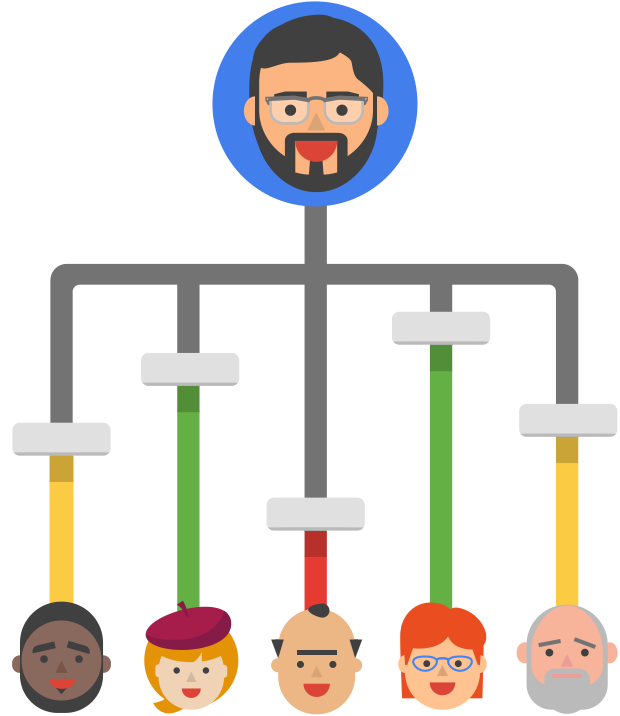
☐ Yes ☒ No



1. Within the Hangout, click the Cameraman app icon on the left sidebar to turn it on.
2. In *Broadcast Settings*, choose whether to automatically mute or hide new participants, and enable fullscreen viewing for your audience.
3. Toggle the video and audio buttons to show, hide, mute or unmute guests.
4. Click the *Eject* button to remove or ban a participant from the Hangout.
  - Ejected users who are not banned can rejoin your Hangout.

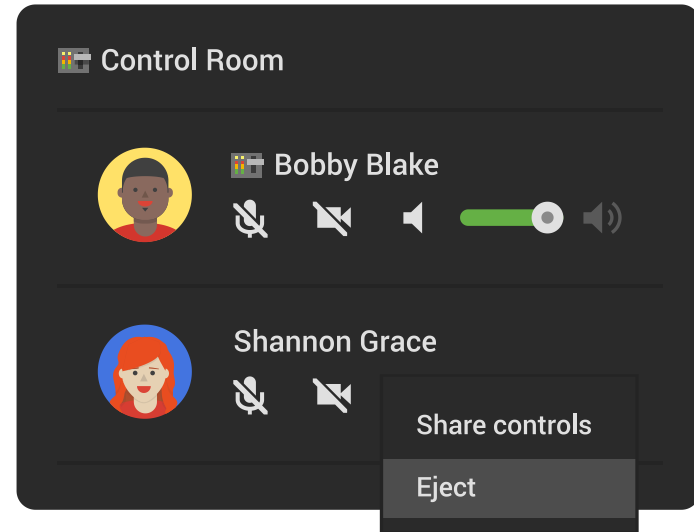
# What is Control Room?

Control Room is another app used to control how people participate in the broadcast. Open Control Room from the toolbar on the left hand side to see options for each participant. Mute/Unmute participants' video and audio, control a guest's audio level, hand off hosting duties or eject a person from your Hangout On Air.



# How to Use Control Room

1. Control Room is enabled for hosts by default, and it's only visible to the host.
2. You can disable or enable participants' cameras.
3. Mute, unmute, or adjust the volume of each participants' mic.
4. Eject participants from the Hangout if needed.





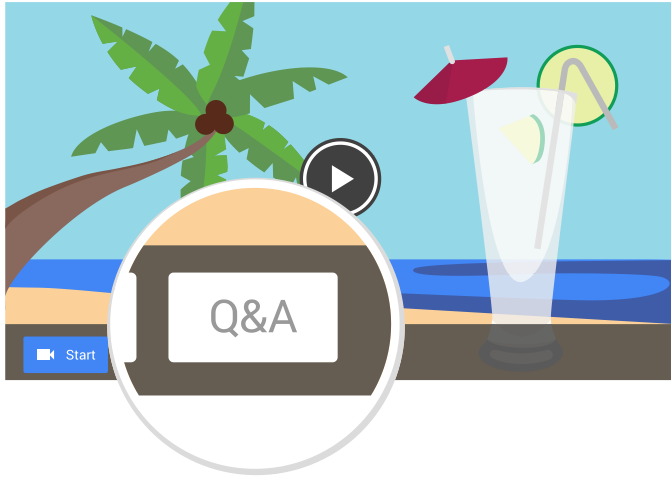
# What is Q&A?



Viewers can ask the host questions before or during a Hangout On Air with Q&A. Q&A can only be turned on or off before your broadcast. To do this, go to your HOA event page and click the Q&A app.



# How to Use Q&A



1. To enable Q&A before your Hangout, click the Q&A button on your Hangout Event page.
  - You can't enable Q&A after you've started broadcasting.
2. Invite your audience to submit questions on your Hangout Event page.
3. Once your Hangout starts:
  - Click each question in the Q&A sidebar as you start your answer to highlight questions for viewers during and after the Hangout.
  - Read each question out loud and mention the person who submitted it.
  - Encourage viewers to +1 questions they want answered.
  - Remind viewers to submit questions live throughout your broadcast.

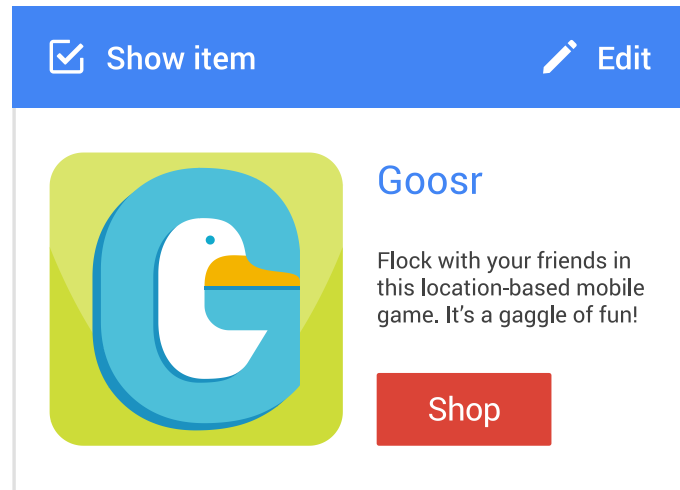
# What is Showcase?

The Showcase app lets you to share direct links to other content during your Hangout. You can point your viewers to featured websites, merchandise, YouTube videos, Google Play content - whatever you'd like to highlight. It's a great way to help your audience find additional content relevant to your Hangout and create a deeper, more lasting conversation.



# How to Use Showcase

1. To enable the Showcase app before your broadcast, click the Showcase app icon on your Hangout event page. To enable it during your broadcast, click on the Showcase app icon in the sidebar.
2. Enter the link for the content you'd like to share to generate a card.
3. Toggle *Show item* to reveal the card to your audience or *Edit* to customize how the card is displayed.
4. All of your generated cards are automatically saved, so you can arrange and create your cards before you start your broadcast.



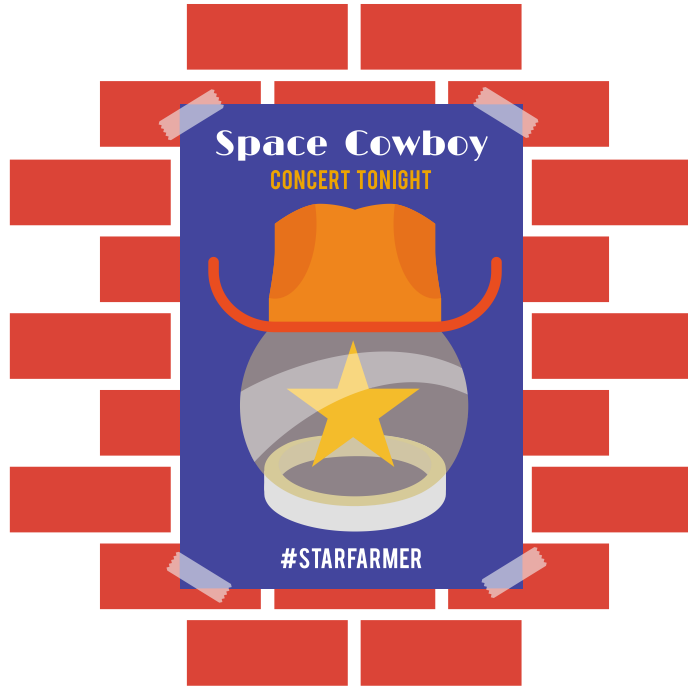
# Planning Hangout Content

A little preparation goes a long way to ensure you have a successful Hangout On Air. Things to keep in mind:

- ✓ HOAs are conversations. It's best to plan what you want to talk about and with whom.
- ✓ Have a moderator if possible to keep things moving smoothly.
- ✓ Promote your HOA by sharing the event page before your broadcast.
- ✓ Start on time and stay on schedule.



# Audience Participation



10 people can join your Hangouts On Air as participants, but you can include many more with audience participation. Try a few tactics to bring your audience into the conversation:

- ✓ Identify excited participants by creating and promoting a short application for fans to be considered for guest spots in your HOA. [Google Forms](#) is a handy tool for applications.
- ✓ Create a hashtag for your HOA and promote it before and during your broadcast across social platforms, and announce it in your Hangout.
- ✓ Enable [Q&A](#) so your audience can easily submit questions for the Hangout.

# Production Roles

Hangouts On Air can be broadcast by one person, but for more complex productions, we recommend working with a team:

- ✓ Host: host or moderator in charge of leading the conversation on screen.
- ✓ Guests: participants in your broadcast.
- ✓ Technical Producer: team member in charge of running all HOA apps and the technical aspects of your broadcast.
- ✓ Social Producer: team member responsible for relaying any comments or questions posted on Google+, your HOA event page, YouTube, or other social platforms.



# After your Hangout On Air



After you end your broadcast, the video will begin processing and will automatically post publicly to your Google+ page, the event page and your YouTube channel. Once the recording is done processing, you can edit it with the [YouTube editor](#), add annotations, and change the privacy settings.

Many Hangouts On Air see the majority of their views after the live stream is over. Promote your Hangout's best moments once it's over to get more exposure:

- Make your Hangout more digestible for viewers by editing and sharing 1-2 minute highlights.
- Use the [timestamp link tool](#) in YouTube's sharing options to share a specific moment.
- Remember to ask viewers to subscribe, follow or send you ideas for future Hangouts On Air.





## Chapter 6

# Communities

- [What are Communities?](#)
- [How to Participate in a Community](#)
- [How to Create a Community](#)
- [Moderating Your Community](#)
- [Promoting Your Community](#)



# What are Communities?

[Google+ Communities](#) are a place where people gather to talk about shared interests. They're also a great place to connect with people who might be interested in your content, and see what your audience cares about.

Communities are where you can:

- Empower your audience to speak up and create a conversation among themselves.
- Gather honest feedback about your brand.
- Tap into new audiences and brand evangelists.



# How to Participate in Communities

You can increase brand awareness and build your following when you participate in Communities. Search Google+ to find active communities on topics relevant to you. Here are a few tips on how to chime in:

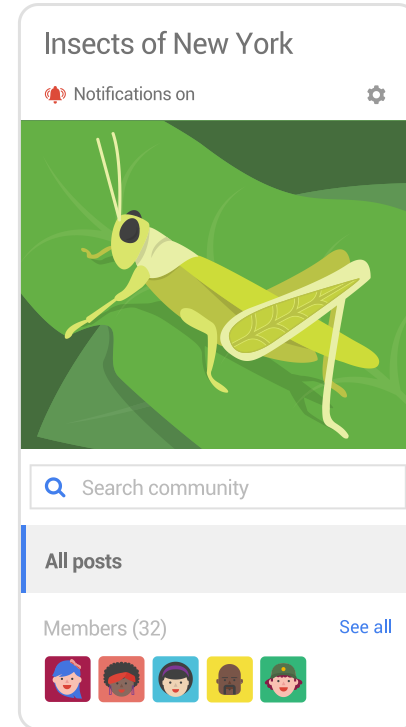
- ✓ Contribute unique posts and share interesting, meaningful content into communities relevant to you.
- ✓ Comment on and +1 other members' posts to show you're listening and engaging, not just using the space as a new platform.
- ✓ Since each community is moderated by its own owner and moderator team, be mindful of guidelines expressed in the *About this community* section.



# How to Create a Community

Anyone can start a community to create a place where followers and fans can engage in open conversation around a topic. While Google+ pages and profiles give you a place to share, and invite reactions through +1s and comments, communities are a place where all members should be invited to contribute. Focus your posts on encouraging participation by asking questions and giving calls to action. To create a community:

1. Under *Home* select [Communities](#).
2. Click the *Create Community* button.
3. Choose either *Public* or *Private*. You can learn about the four different privacy levels for Communities [here](#).
4. Name your community. Rather than a brand name, try something that describes the topic of conversation – like “Minneapolis Cyclists” instead of “Joe’s Cycle Shop.”



# Moderating Your Community



Successful communities can host lively conversations with many active contributors. Encourage participation by regularly posting interesting and relevant information. Ask questions, leave comments and +1 posts to empower members. Try sharing in different formats to see what people get excited about. As a moderator, guide and oversee the conversation:

- Post guidelines for community members in the *About this Community* section.
- Pin great posts to help others discover them.
- Add categories that give members an action (like “Ant farm questions” or “Share pet stories”) and keep conversations organized.
- Add moderators to help focus your community’s conversations and support your members.
- Remove any inappropriate content.

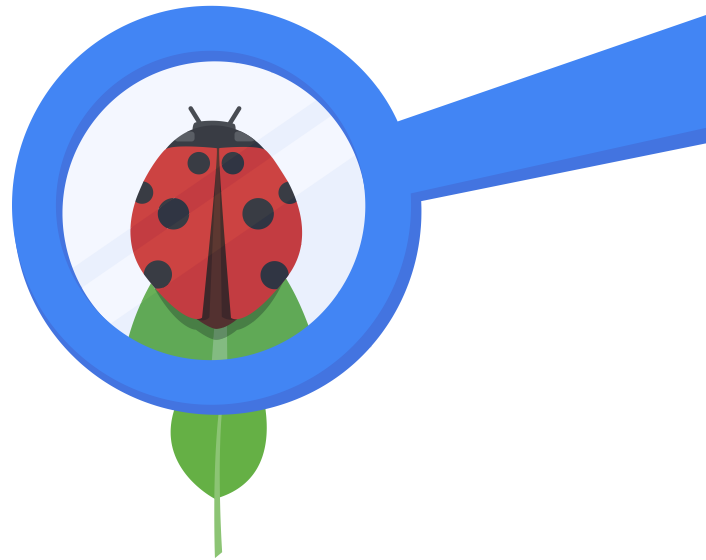
Learn more about managing your Google+ community [here](#).



# Promoting Your Community

The best way to promote your community is to encourage lively members to share. People can always discover your community by searching on Google+, but the best path for outreach is through your enthusiastic members sharing and inviting others to join. Try a few of the tips below to help more new members find your community:

- Personally invite others to join your community
- Periodically share interesting stories from your community on your Google+ page
- Include a [community badge](#) on your website
- Link your community in your email signature
- Host a Hangout On Air with star community members, and invite people to share questions into the community in advance





## Chapter 7

# Events

- [What are Events?](#)
- [How to Create an Event](#)



# What are Events?

Events allow you to easily organize a get-together, whether in-person or online. Parties, meetings, webinars, or appointments – you can use Google+ Events to gather RSVPs and comments, send Google Calendar invitations, and create a group photo and video collection.

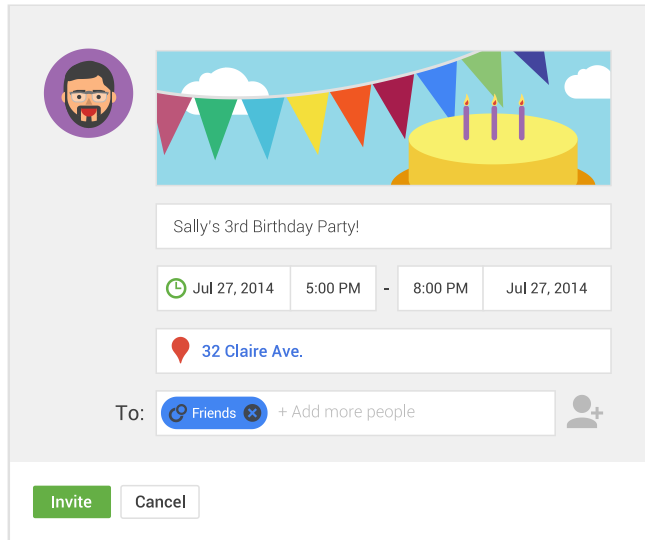
Planning a Hangout On Air? [Schedule it](#) to create an event page automatically. Your attendees can automatically receive a reminder to watch when it's starting.

Google+ Events bring everyone's photos into one place. All attendees can share their photos in the Event, or even use [Party Mode](#) to share their photos automatically while the Event is going on (on Android devices only).





# How to Create an Event



The screenshot shows the 'Create Event' interface in Google+. At the top left is a circular profile picture of a man with a beard. To its right is a decorative banner with colorful triangular flags and a yellow birthday cake with three lit candles. Below the banner is a text input field containing 'Sally's 3rd Birthday Party!'. Underneath this is a date and time selector showing 'Jul 27, 2014' from '5:00 PM' to '8:00 PM' on 'Jul 27, 2014'. Below the date is a location input field with a red location pin icon and the text '32 Claire Ave.'. Underneath the location is a 'To:' field with a blue 'Friends' button, a '+ Add more people' link, and a person icon with a plus sign. At the bottom are two buttons: a green 'Invite' button and a white 'Cancel' button.

When you create an event you can invite friends or colleagues with a click. The event is posted in your Google calendar and can automatically sync with your guests' Google calendars. To create an event:

1. Under *Home* select [Events](#).
2. Click the *Create Event* button.
3. Fill in the details like title, time, and location.
  - Click the *Event options* button to adjust settings and add more advanced details.
4. Select people to invite.
  - You can select circles, invite individuals, or send the Event to email addresses.
5. Click the *Invite* button, and your Event will be created.

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