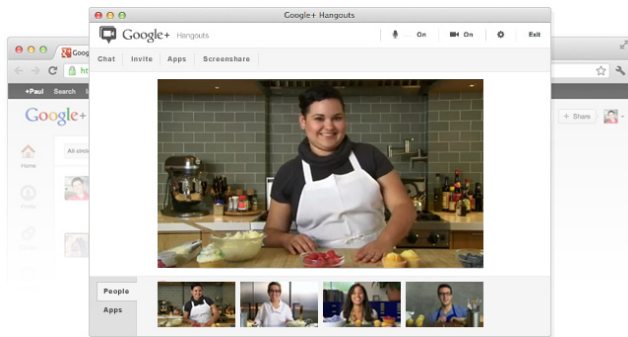




Google+

Hangouts

Go Beyond Comments,
with Real Conversations.



What are Google+ Hangouts?

Google+ Hangouts are group video chats that let you chat face-to-face with customers and colleagues, anytime from anywhere. Hangouts make it easy to have personal conversations that bring you closer to your customers, colleagues and followers. All you need is a webcam and a Google+ page.

Cool features...



Broadcast your Hangouts live to customers, colleagues, followers or the whole world, and then automatically upload the recording to your YouTube channel. You can even embed a live stream of your Hangout on your website.



Discuss, share and edit presentations and Google Docs, all in real time, during your Hangout. You can also launch and watch YouTube videos with others, right from a Hangout.



Share screens with everyone in the Hangout. Need to present a live demonstration? With Hangouts, you can easily share your screen with your audience in real time.



Review, edit and collaborate on Google Docs. Hangouts make it easy to share, discuss and collaborate on documents, presentations and spreadsheets, all in real time, all right from a Hangout.

Great ways to use Hangouts...

Launch a new product: Create buzz around your new offering by announcing it live in a Hangout.

Customer service: Help customers face-to-face in a Hangout. Try hosting weekly Hangout hours so your customers and followers can pop in to ask you questions.

Get feedback from customers: Ask your customers for feedback on how you're doing or get their opinion on new offerings.

Give a behind-the-scenes tour of your business: Give your customers and fans an inside look at how the magic is made.

Demo a product: Give customers a 360° view of your product.

Teach your skills: Share your expertise with your customers and the world by hosting an instructional Hangout.

Focus groups: Use Hangouts to host a mini-focus group. Chat face-to-face with customers to get their feedback. Encourage active discussion among your guests and watch as new ideas form and excitement builds around your product.

Have client meetings: Hangouts let you meet with clients face-to-face, even if you are on opposite sides of the world.

Collaborate with colleagues: Review, edit and collaborate on Google Docs. Hangouts make it easy to share, discuss and collaborate on documents, presentations and spreadsheets, all in real time, all right from a Hangout.

Setting up your Hangout for success

Plan ahead



Sketch out talking points. Though you don't want it to appear scripted, you do want to keep the conversation going. A topic list and talking points can be a huge help.



Choose participants carefully. If you'll be recording your broadcast Hangout, give some thought to whom you want to participate.

Get the word out

Share

Announce your Hangout. A week before the event, post an announcement about your Hangout on your page, other places you have a presence on the web and in your store, if you have one, to ensure that your audience knows about it in advance.



Create a teaser. To increase awareness and attendance, create a 15- to 30-second teaser video encouraging people to join/view the Hangout.

Set up the stage



Pick a location. Select a quiet place with a wired Internet connection to host your Hangout. The minimum bandwidth required is 230kbps (900kbps recommended).



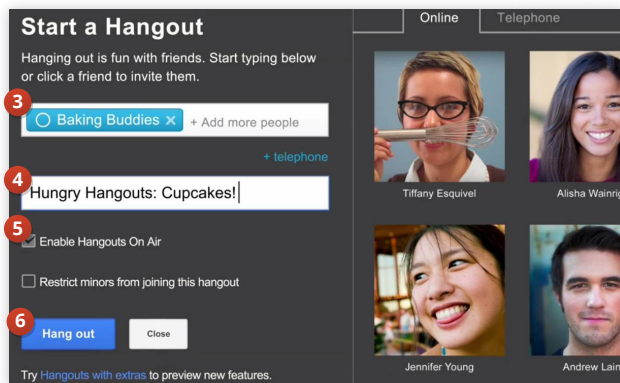
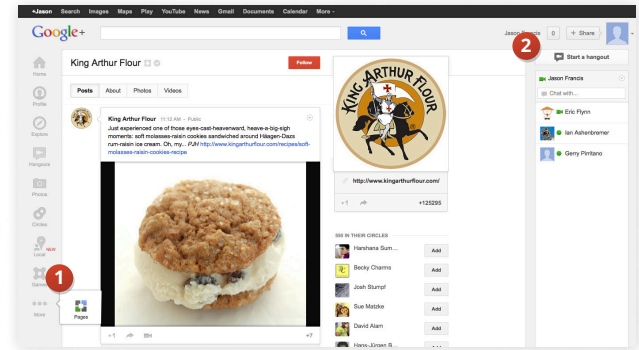
Check lighting and sound. Hangouts work best in well-lit, quiet environments. If you can't flood the room with light, have the light source facing you.



Practice, practice, practice. Hold a few "dress rehearsals" to ensure that all the kinks are worked out before the live event.

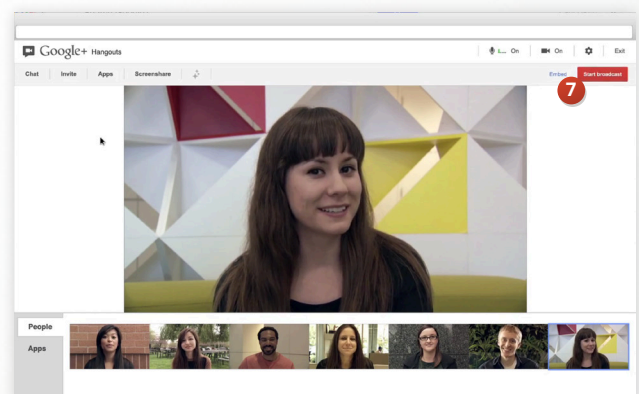
Start hanging out

- 1 After logging in to your personal Google+ account, mouse over the Pages icon on the navigation ribbon and select the Google+ page from which you would like to launch your Hangout. You'll want to make sure you are "hanging out" under the identity of your business' page and not your personal Google+ profile.
- 2 Once you have selected the Page from which you would like to launch the Hangout, click the Hangouts icon in the upper right corner of your page.



- 3 Invite specific people, Circles or the world to join you in the Hangout by typing specific names in the field or selecting options from the drop-down menu.
- 4 Name your Hangout. Choose the topic you will be discussing so people know they're in the right place.
- 5 If you would like to broadcast your Hangout live or record your Hangout, check "Enable Hangouts On Air." The first time you do this, you will need to agree to the Terms of Service and also link to your YouTube account. [Learn more.](#)
- 6 Click Hangout and soon customers and followers will join the conversation.

- 7 If you selected "Enable Hangouts On Air," click "Start Broadcast" when you are ready to go on air. After a five-second countdown, your Hangout will start broadcasting to the public on your Google+ profile, your YouTube channel and on any website where you've embedded it. Recording starts when broadcasting starts.



Visit google.com/+/learnmore/hangouts to learn more about Google+ Hangouts

