

Best Practices:

Sourcing Participants for your Hangout On Air

Successful Hangouts On Air mix engaging guests with participants who ask interesting questions. Only invited guests can participate in HOAs. To attract the best candidates just follow these simple steps:



Give viewers plenty of notice

- Announce your HOA at least 5 days before the event. 7-10 days is ideal.
- Plan to make 3 announcements leading up to your Hangout On Air
- Create a clear call-to-action: "Get a chance to Hangout with [Whomever]. Go to [URL]"


Use forms, simplify the process

- Organize and screen potential participants
- Collect complete and accurate contact information
- Learn how to create a form [here](#)

Promote your HOA

- Use the [Hype My Hangout](#) tool on Google+ to create a 12-second ad to promote your upcoming HOA. All you need is the Hangout name, date, and host URL. Learn more [here](#).
- Use hashtags to reach a broader audience. Reach Twitter and Facebook users by encouraging fans to answer a question or leave a comment on social media using a hashtag. Check out this example on [Google+ posts](#).

**TYPE YOUR HANGOUT
NAME HERE**
WHEN IS IT?

 Where can people watch it?