

Google+ Hangouts:

How To Use Videos As A Marketing Tool



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Overview: How to Use Video on Google+

First came Google Video, a search engine for videos. Then came Google acquiring YouTube. This resulted in a merger. Not just any merger, but a very powerful merger that has opened up the door to new possibilities not just for users but for Google too.

This report is going to give you a practical, easy to understand overview of how to use video on Google+.

This report will cover:

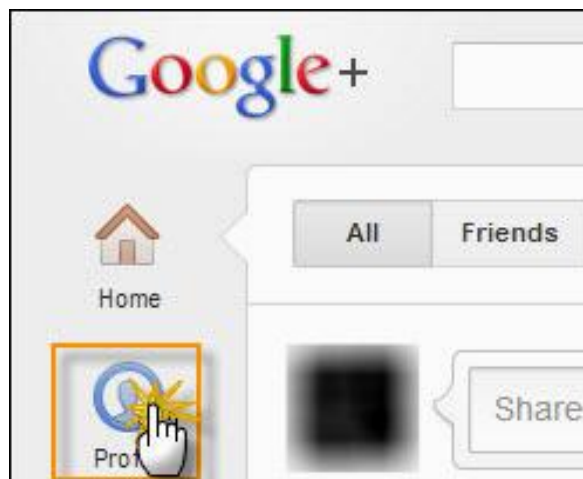
- How to upload videos to Google+
- How to link to YouTube
- Google+ Hangouts (also known as Google video chat)

...as well as the things you need to know about integrating YouTube and Google+.

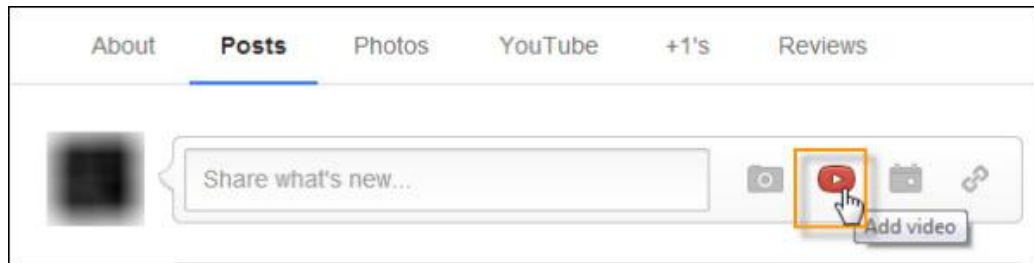
Step 1. How to upload videos to Google+

It's important to start with the basics – uploading and sharing videos using Google+. The quickest and easiest way to do this is by first uploading your video to YouTube and then sharing a link to the video. But what happens if you want to share a video without uploading/linking to YouTube? Let's take a look at how you can do that.

1. Once you're logged into Google+, go to your Profile Page.

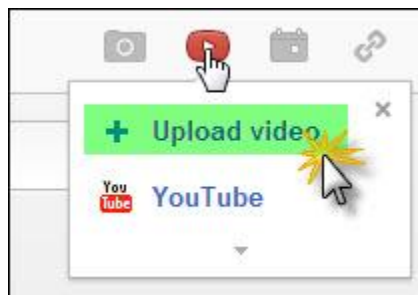


2. Look at the “share” box and choose the video icon.



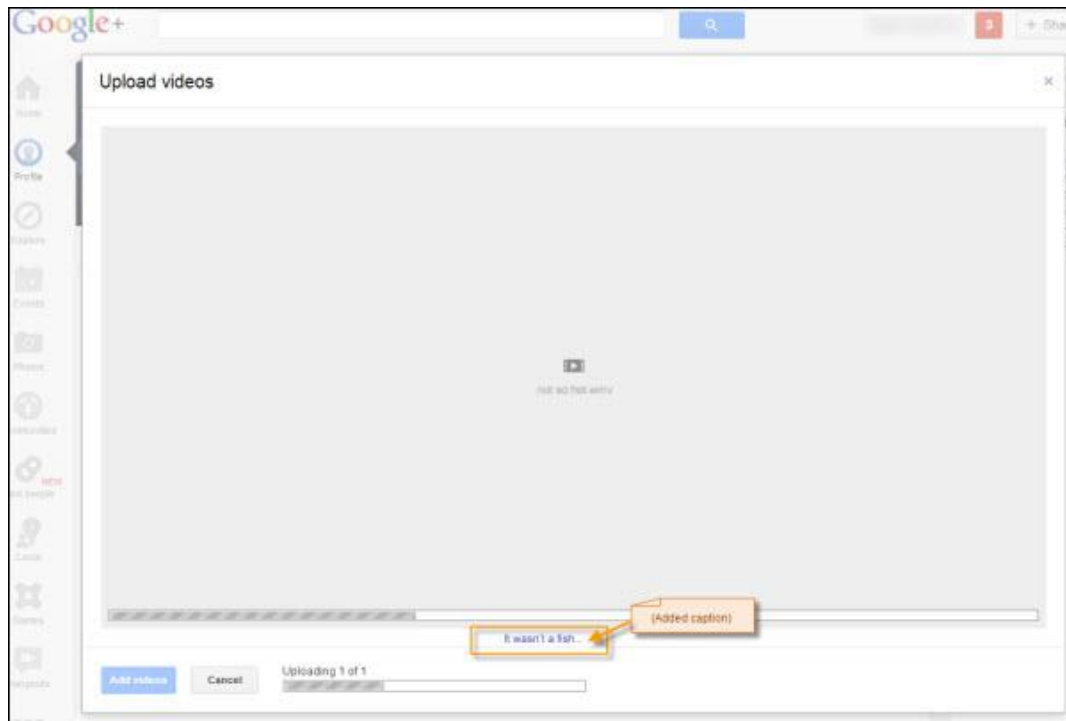
NOTE: At this step, don't about the sharing prompts. It's easier if you wait to do this step until the video has uploaded.

3. From the drop down menu, choose “upload video”.

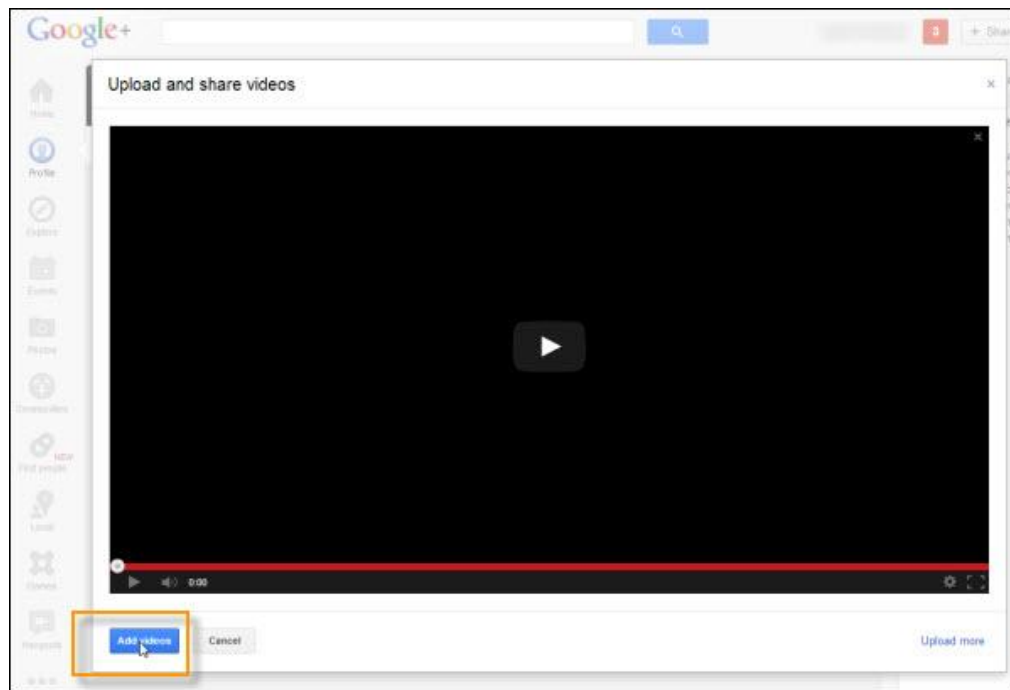


4. While your video is loading (which will take several minutes even with a small video), add a caption to it. Once you've finished with the caption simply press “enter”.

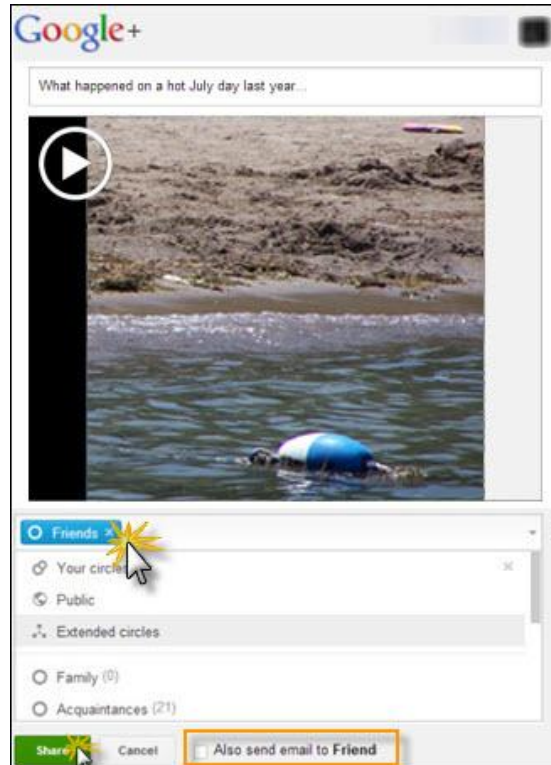
NOTE: Doing this while your video is loading, will not affect the upload.



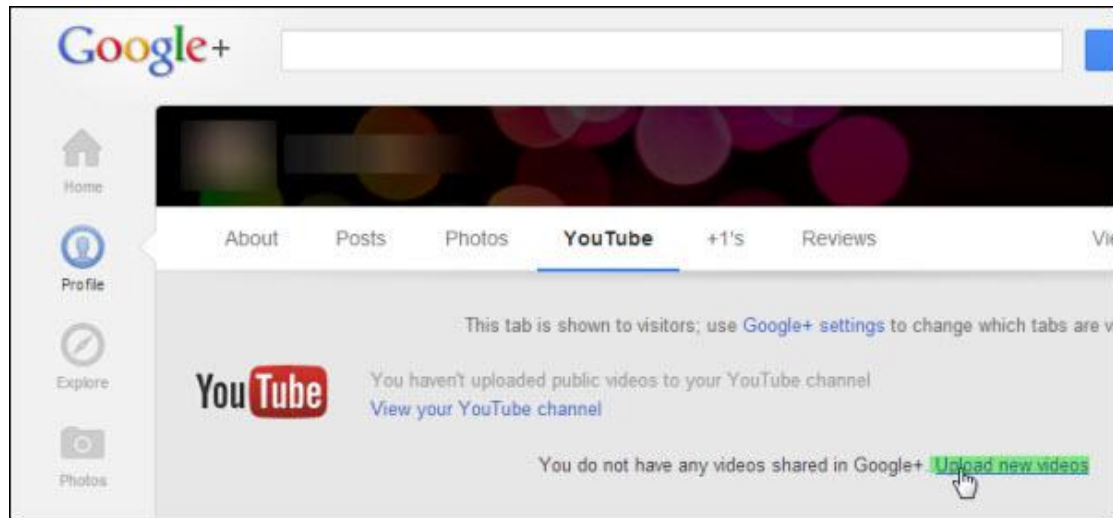
5. After your video has finished uploading, click “add videos”.



6. You should now see your video in your feed. Now all you need to do is add a comment and share it after you've chosen who to share it with.



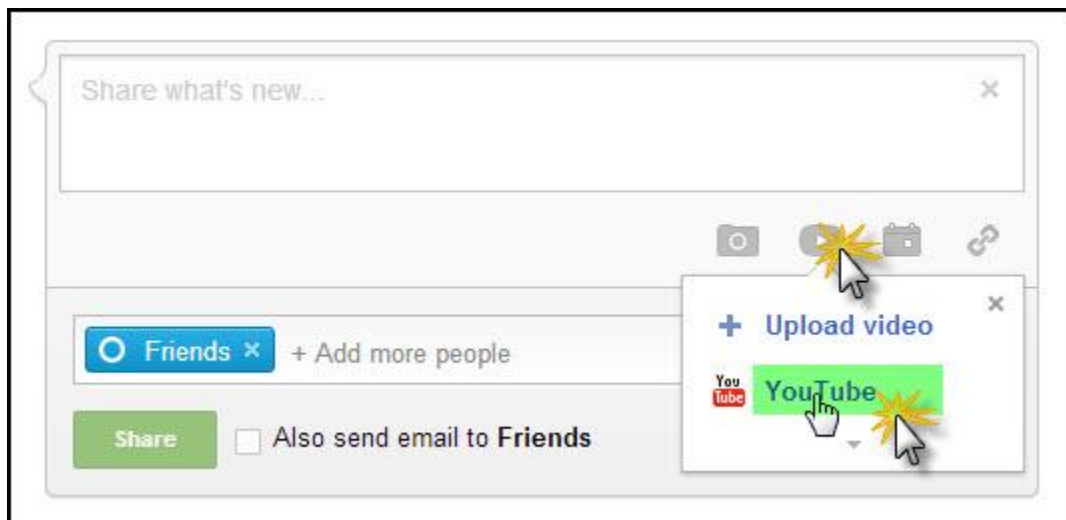
Alternate Upload Method – You may get this message (below) when you try to upload a message if your profile is new or has been recently upgraded.



All you need to do is simply choose “upload new videos” (green highlight above) and then follow the same steps as described from #2 onwards.

Step 2. How to link your videos to YouTube

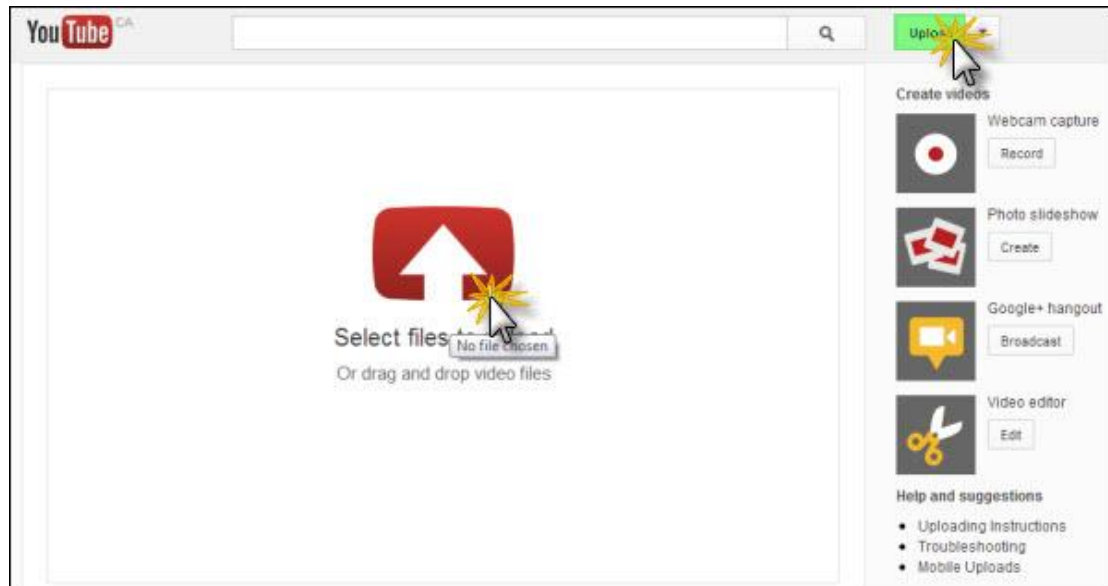
If you have a video that you created in Google+ and you want to link it to YouTube when you share it, here's what to do:



If you prefer to upload your video to YouTube first, you can do so and share it the other way round – with Google+.

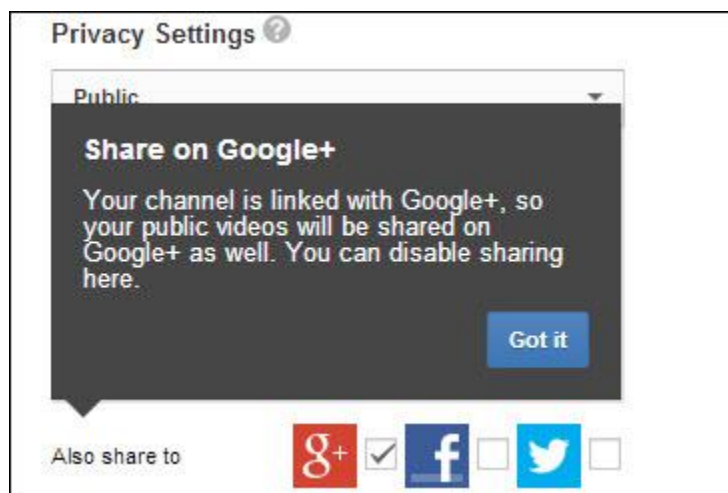
YouTube is automatically integrated with Google+.

1. First, choose the “upload” button in YouTube and once a pop up window opens up, press the big up arrow button and select your video from file from your computer.



2. Now it's time to choose the category, add some tags and make sure that you use a comma to separate them and to make sure you have the video setting set to “public”, so it can be linked with Google+.

The “g+” button will be **checked by default for AutoShare** – this means that future videos you upload to YouTube will automatically be shared with Google+. There is also the option to check other social networks as well. You can choose to automatically share videos on Twitter and Facebook as well. Or if you don't want videos to automatically be shared, simply deselect them all. Sharing your video link on Google+ will place it in your stream. (If it doesn't, share the link directly in your Google+ feed.)



Your Public videos will still be viewable on YouTube and from within Google+.

3. Now it's time to choose which thumbnail image you want used. A few choices will appear once your video has finished uploading and all you do is select the one you want. Try to choose one that best represents the video's topic.

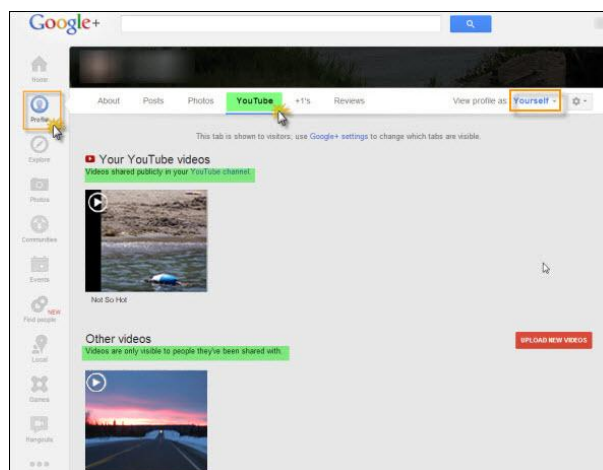


Checklist:

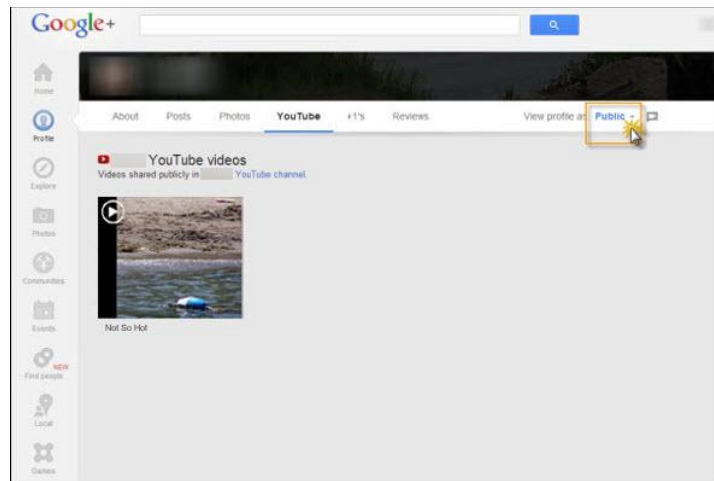
- Copy and paste your new link somewhere you can easily access it (I like to use Notepad for this, and always keep a blank document open to take notes while I work)
- Make sure your title has at least one keyword in it and that it's interesting and unique
- Make sure the description of your video also has at least one keyword in it and that it's also interesting and unique
- Use keywords to create tags
- Choose the best category
- Choose a thumbnail that best represents your video and what it's about
- Make sure you have checked the appropriate sharing box(es)
- Make sure settings say "Saved"

You also have the option to check your YouTube videos from within Google+. Do this by clicking on your profile button and then clicking on the "YouTube" tab in the horizontal menu.

It should now show you all your Public and Limited Share YouTube videos.



If you view your profile in “public” mode instead of “yourself” (you can do this by choosing the option in the upper right hand corner of the horizontal menu), you will not be able to see your limited share videos. Viewing it in “public” means you’re seeing your profile just as the general public would/does.



Using Video in Google+ Hangouts

Hangouts are becoming more and more popular. A hangout is simply a video chat where multiple participants (including 1 admin – the person that runs the hangout) are interacting with one another. Other participants will appear in small screen thumbnails, underneath any participant who is currently speaking.

You can have an informal chat with a closed group of people or a more open and public hangout. It's entirely up to you.



A cool option if you're interested, is to broadcast and live stream your hangout using **Hangouts on Air**. If you do this, your hangout will be automatically recorded and then added to your YouTube account.

NOTE: Hangouts are restricted to invited participants by default, if you don't set them to "public" sharing.

You can also **display and view a YouTube video within a Hangout**. To do this:

- Open [YouTube.com/live](https://www.youtube.com/live) in your browser. You will see a stream of all currently live broadcasts
- In a different window, start your Hangout and invite your participants
- Once your Hangout is underway, go back to YouTube Live and select the video you want to share with your hangout
- Click on the "Share" link underneath the video. Copy the URL.
- Switch back to your Hangout. Open the video tab, enter the URL you copied and search for it.
- Once you locate it, click play.



People without a webcam can still join hangouts, but it's a bit limiting and the point of these hangouts is to interact through video with the other participants. If you do not have a webcam and you would like to join a hangout, contact the admin first and see if it would be okay. Some admins don't like a blank screen stuck in the middle of their hangout participants' screen displays – especially if they are running a more formal hangout.

Likewise, if you discover on joining the hangout that your webcam is not compatible (which does happen sometimes) you may wish to ask if you should bow out.

While there are still some bugs needing to be ironed out of Google+ hangouts, the business and branding potential is enormous.

Best advice for Google+ Hangouts?

Start small. Do some hangouts with a small, closed group of people until you get the hang of it and feel comfortable. Then you can go bigger!

What You Need to Know about YouTube and Google+ integrations

Because Google+ hangouts are integrated with Google calendar, you can add a hangout to your events and never miss it because you'll get a reminder.

If you enabled AutoShare when you posted your first video, know that you can change this at any time by visiting your [Channel settings](#).

If you want to use the AutoShare option, you'll have to have a linked YouTube and Google+ account. You can keep your old YouTube name, but your accounts must be linked **via the same Gmail address**.

There is some speculation that if you [monetize your YouTube account](#) it will increase your Google+ SEO. Monetizing your YouTube account will also allow you to upload videos over fifteen minutes in length. You'll also be able to [brand your Channel](#) once you've done this. This is a formal process rather than simply "good branding techniques": You'll need to send your YouTube username to your Google Account Team and request to have your account converted to a brand channel in order to access all your Channel branding advantages.

You can [add a Google+ annotation](#) to your videos at any time by using the Google+ button as a graphic "Hot Spot" connected to your Profile URL, to encourage people directly to visit your Google+ profile.

There are so many possibilities when it comes to using video with Google+. And don't forget, there are still some bugs being worked out. So if some features are a bit glitch, relax! It will take some time to get everything ironed out, but that is no reason to avoid doing hangouts.

After all, you want to be the one who has mastered all the opportunities – while others are only just beginning to discover them!

Hangouts as a Business Building Tool

When it comes to hangouts, another reason you should be doing them is because it's a great way to help you grow your business and build your credibility. Of course, you don't want to just jump in blind – you should have some sort of strategy.

Decide:

1. **Why** you want to use Hangouts
2. **What** goals you have when it comes to Hangouts
3. **How** they can best help your business grow
4. **When** you're going to do them – how often

****Make a plan. Host regular Hangouts: Monthly, weekly – even daily, if video is a main component of your business.***

8 Benefits of Google Hangouts

Here are 8 benefits of using Google+ Hangouts that you cannot get with the written word:

- *The sense of immediacy*
- *Your attention is focused solely on the viewer or the person talking to you*
- *Live, face-to-face contact with your business partners, affiliates, members or simply fans*
- *Versatility in how you use them*
- *You can create a team environment by using hangouts with your team members*
- *Showcase your communication skills – this is extremely invaluable if you are a coach or consultant*
- *Showcase your competence and skill in person*
- *Increase your authority, recognition and acceptance*

There is definitely no substitute for seeing a person's face and their emotions and being able to hear their voice.



These are all benefits you can create simply by using Google+ Hangouts. What's even more important about using Google+ Hangouts is the fact that you will build a *real* relationship with your audience – you'll be more than just a name to them now, you'll be a real person.

Using a Google+ Hangout allows your viewers to see:

- Your confidence and competence
- Your personality
- Your skills, demonstrated
- Your real time authority

Now your audience will really be able to pick up on the fact that you are credible, you do know what you're talking about, all because they're able to interact and experience you in real time!

They can also hear:

- Your voice
- Your tone
- Your assurance
- Your ease

This can help make them feel at ease, and feel comfortable around you which will make them want to 'be around' you more often.

Ways You Can Put Hangouts to Use

Aside from being able to let your personality shine through, Hangouts can be used in multiple ways to help promote your business and grow it.

5. **Updating a large audience** – When you're using Hangouts and people have the opportunity to see you and talk to you on a regular basis, you become more than just a name or just a face. Your popularity will increase and people will start to trust you more.



Building a Team – Another awesome thing about Google+ Hangouts is the fact that you can use them to stay in touch with your team and have everyone join for a meeting. This will give everyone the chance to bounce ideas off one another, brainstorm new products, troubleshoot problems, etc.

If you need to introduce a new software or system to your team, you can do it via a Hangout.

Think about how much time you can save by doing this. Instead of having to get on the phone with each team member individually or sending emails back and forth, you can all meet in one place and spend 30 minutes (or however long you choose) and get everything talked about and taken care of.

6. **Demonstrating** – Sometimes people are visual learners and catch on quicker if they can see it rather than having to read written directions. You can use a Hangout to show them a new product or software and you can even have them try it out while in the Hangout to make sure they understand it. By doing this, you'll also help build their confidence and make them feel like they know what they're doing with the new product/software because of the 'hands on' training.

Another awesome thing about this is, if you're recording the Hangout and upload it to YouTube, this training can be available down the road if someone needs a refresher!

7. **"Round Tables"** – This use is perfect for niche groups where there is a strong need to share tips, troubleshoot problems and showcase achievements.



It also creates a strong sense of community among this group. And not just among the participants – also among the YouTube viewing audience also in this niche, who tunes in to be part of the experience (as well as pick up tips).

And note that this type of Hangout may also give you great ideas for new products, manuals, tutorials – as well as future Hangouts.

8. **Customer Service** – A Google Hangout can be a fantastic Customer Service tool; and it's one you shouldn't shy away from.

Consider this scenario: You realize that although your product is easy to use, people are getting hung up on one particular aspect. Create a Hangout showing exactly how you solve that problem for a particular customer (either a real one, with permission, or a staff member, standing in) – and instantly provide a training tool people can search and find online, as well as on your website among your Resources. This will prevent further calls on that issue: And if your Customer Service representative does get further calls, she can quickly send or share the Hangout URL and be off the phone or Chat Line in seconds.

9. **Your Online FAQ section** – Create a series of Hangouts to provide your clients or customers with every FAQ they need to know (including those common ones you formerly got asked on a regular basis).
10. **Online Classes** – Hold a class online, teaching actual students a specific skill. Again, they'll have something to refer back to, if they grow hazy on any details.
11. **Showcasing Your Skills** – Is your business based on kinesthetic or visual skills such as quilting, drawing, woodworking? If so, Hangouts are a perfect way for you to

showcase your skill and build authority as a top niche leader – all while providing instruction and enlightenment.

You can also showcase intangible skills such as counseling or coaching. Invite participants to sample your skills firsthand, online, during a Hangout. This will leave you with a wonderful demo you can promote on your site or in social media.

12. **Promote your Videos** -- Yes. Make a video about your video by hosting a Hangout to promote it.
13. **Create a Hangout about Using Hangouts** – This is one of the best ways to get your specific audience comfortable in both using – and viewing – Hangouts.



People need to know what something is all about before they will start engaging with it!

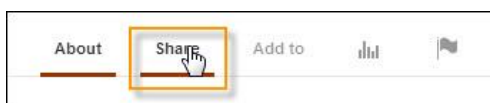
14. **Create a Video Showing People How They Can Start a Hangout About Your Video** – Many of your fans and followers don't know about this option.

And if you don't know how to do it either, we'll talk about it in greater depth in our next section...

Using YouTube Tools for Business-Building Hangout Promotion

One way to boost your business is by being aware of – and using – the tools YouTube has put at your disposal.

1. **Use the “Share” options** underneath your Hangout to share it, during or afterwards.
 - a. Click the “Share” anchor text



- b. Select the social network(s) you wish to share with.



- c. Do remember you can also expand the networks selection by clicking on the little arrow to share your YouTube Hangout with more social networks



- d. Ask others to share your YouTube Hangout – and let them know about this expanded share option too.

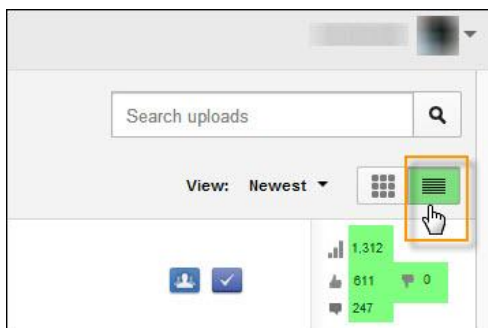
(Open your YouTube hangout in another browser screen to share, with the sound muted to avoid the dreaded “echo” syndrome.)

2. ***Embed your Hangout video recording into your website or blog.*** Again, clicking the YouTube “Share” anchor text will instantly provide you with the embed URL.

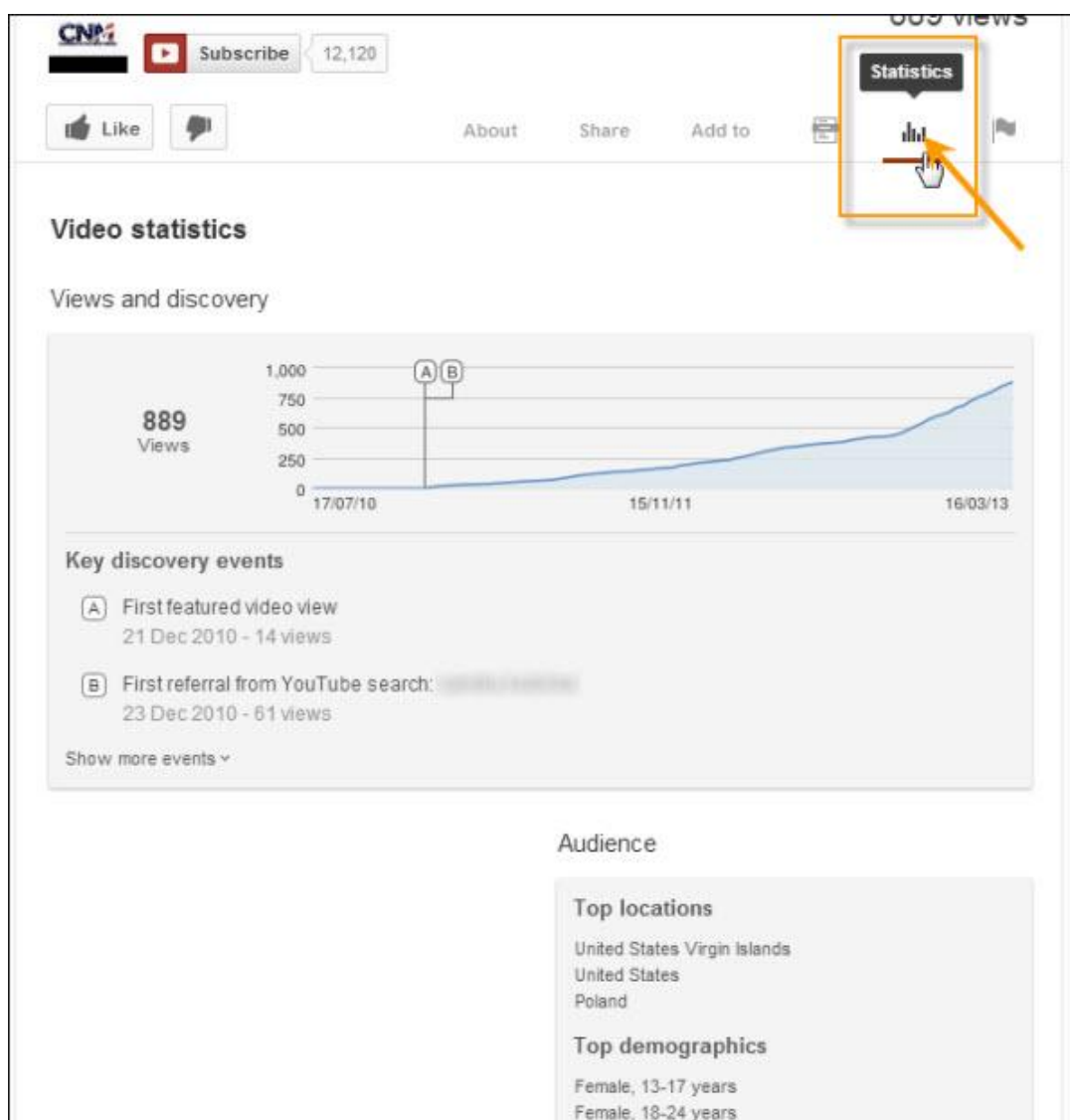


3. ***Check your Statistics.*** Checking out Google+ [Social Statistics](#) may be a waste of time for you, if you are not Britney Spears with a huge following, but there are other options for tracking Hangout stats.

On YouTube, open to your Video Manager by (a) clicking on your Profile photo and (b) selecting “Video Manager” from the drop-down menu that will open up on the left side. Then simply click the Statistics icon...



You can also check out stats for your own – and your competitors’ – recorded Hangouts by clicking on the Statistics icon underneath any posted YouTube Hangouts recording.



4. ***Show People How to Create a Hangout about Your Hangout.*** An often-neglected part of business building lies in educating your audience how to help you build it. Share on your blog (and right within your Hangout itself) how to create a Hangout about your Hangout recording.

To do this, tell people to simply press the “Share” button and select “Hangout”.



Don't neglect either sharing or statistics options as Hangout tools to help build your business.

And especially if your audience consists of visual or kinesthetic learners (those who need to learn by seeing or doing), using Hangouts is one strategy you shouldn't ignore!

How to Get People to Your Hangout

While it's true that currently you can only invite ten people to participate in your actual Hangout, using Hangouts on Air and streaming it, live, via Google+ and YouTube means that unlimited numbers of people can sit in and watch your Hangout unfold.

But first, you have to let them know about it. Here are some top tips for getting the biggest audience to choose your Hangout over everybody else's.

Make Sure You Have Hangout Experience under Your Belt



Before you go for the big audiences and scramble to get them watching your Live Stream, do run one or two smaller, unpublicized Hangouts on Air to iron out any bugs that may exist.

You don't want to get on air and have your Hangout derailed because your microphone doesn't work and you are scrambling – live – to troubleshoot the problem.

And if you are planning to invite telephone participants, make sure you include them in a dress rehearsal (i.e. small, private Hangout) so you are not scrambling with the [phone invitation process](#).

Also be aware that while calls within the U. S. and Canada are free, you will need to add phone credits for other countries; and that you can invite **only one phone participant**.

More tips to make sure your Hangout quality tops the charts:

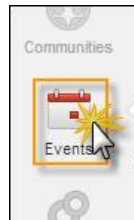
1. Get comfortable with all aspects of the process. There is nothing like running a couple of Hangouts to acquaint you with all those things you “should have done” first (as well as give you better ideas on how to perform other tasks).
2. For top streaming quality, upload speed and security, do host your Live Stream Hangout over a wired connection if you can, rather than wireless. If possible, invite participants with wired lines too – one wireless connection can slow you down.
3. Make sure you have verified your YouTube account before you attempt to Live Stream a Hangout on Air!
4. Use the best quality equipment you can. If you want to promote a commercial-quality Hangout, use commercial quality equipment – not your built-in web cam and microphone.

Use Google Events to Promote Your Hangout

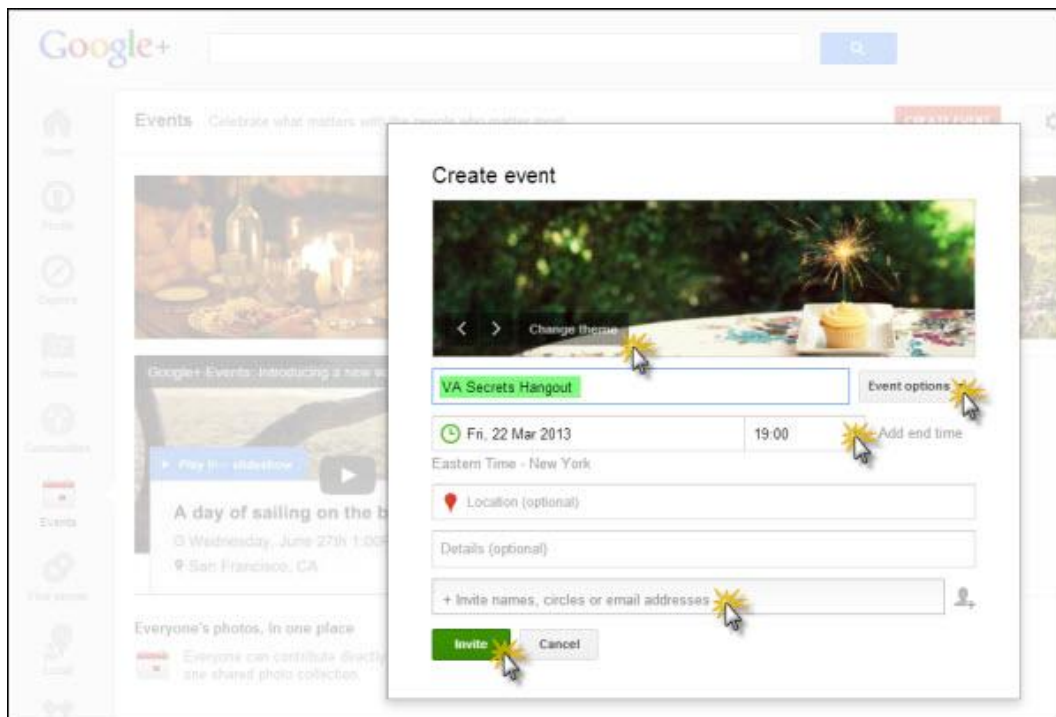
How do people attract a massive audience? One strategy you'll find top-featured Hangout producers using is promotion through [Google Events](#).

When you create an Event for your Hangout, people can schedule it into their Google Calendars.

You can also create an Event by SMS (Gvent). Creating an Event through Google+ is easy. Just click on the “Events” button in your left-hand, vertical menu.

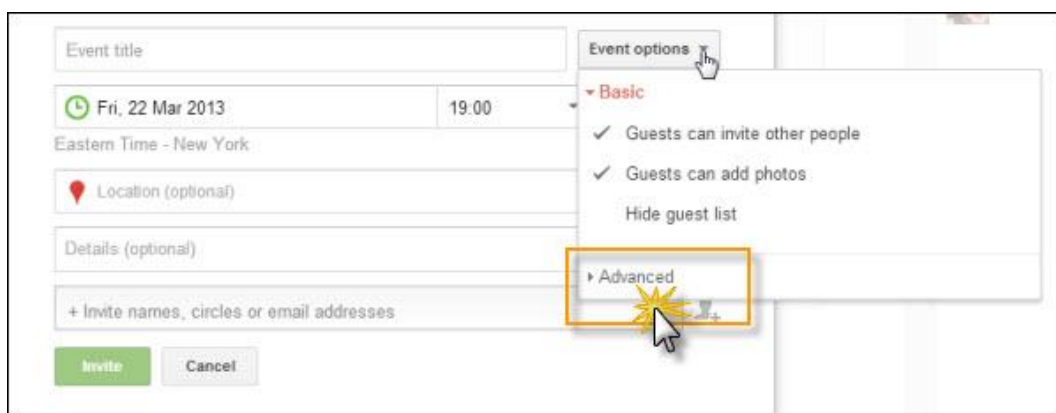


A pop-up window will open. Just fill in your Event details.

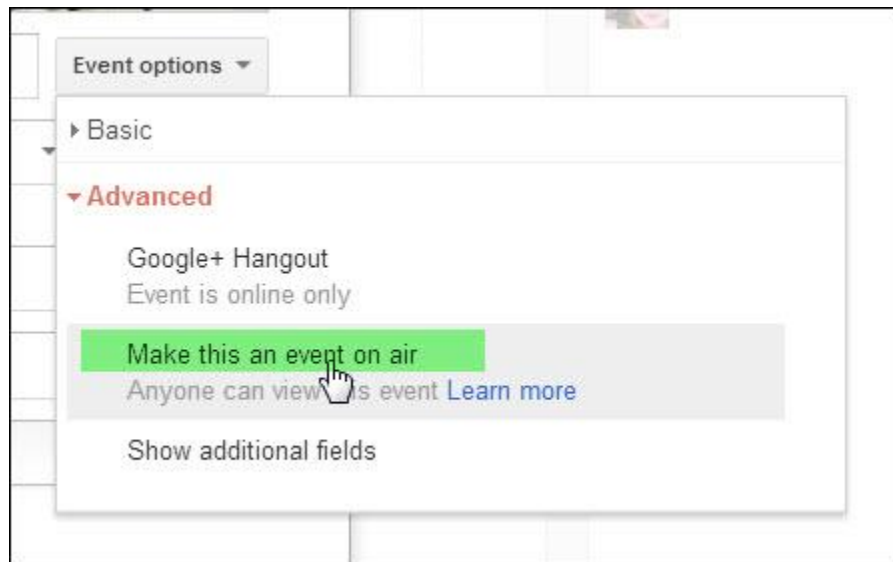


It's important, however, to avoid one common mistake most people make: **Do not choose “Hangout”** as your Event Type if you want to stream it live and have it recorded on YouTube.

1. Instead, open up your Event Options tab, and select “Advanced”.




2. **Select “*Make this an event on air*”.** (Do NOT select “Google+ Hangout” if you want to broadcast your event.)



Whatever, you do, don't select “Public” – or you may end up without a single guest you've invited and (strange as it may sound) find yourself host to a party full of people who couldn't care less about your topic – or who are at the wrong level (e.g. total newbies unable to contribute to the discussion).

When you make it an “Event on air”, you close it to people who aren't on your guest list – even though they can all view it, Live, as your live-streamed Hangout is unfolding.

You can find out more details about “Events on Air”, such as those shown in the screenshot below, at [Google Support](http://support.google.com/).

 Comments, guest lists, photos and videos added to a public event or an event on air can be seen by anyone.

Events on air

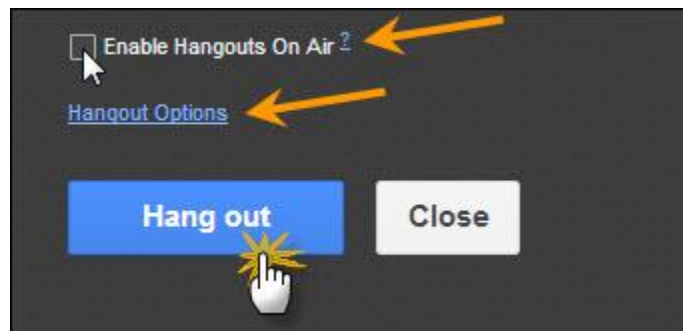
When you make an event on air, you create an event that anyone can find and view. However, events on air have a limited guest list. The people you invite can comment and add photos, unless you disable these options. Event viewers who aren't on the guest list will be able to see the content of the event page, including who's attending and the event photo collection. These viewers will also be able to +1 photos and share the event for others to view.

Inviting People at the Start of Your Hangout

When it's almost time for your hangout, send email reminders to your preferred guests.

Press “Start a Hangout” and add people from your Circles or contacts. Be sure to also select “Make this an event on air”, if you want live streaming. Select Hangout options and restrict your hangout to people over eighteen.

Click the “Hangout” button to start your Hangout rolling.

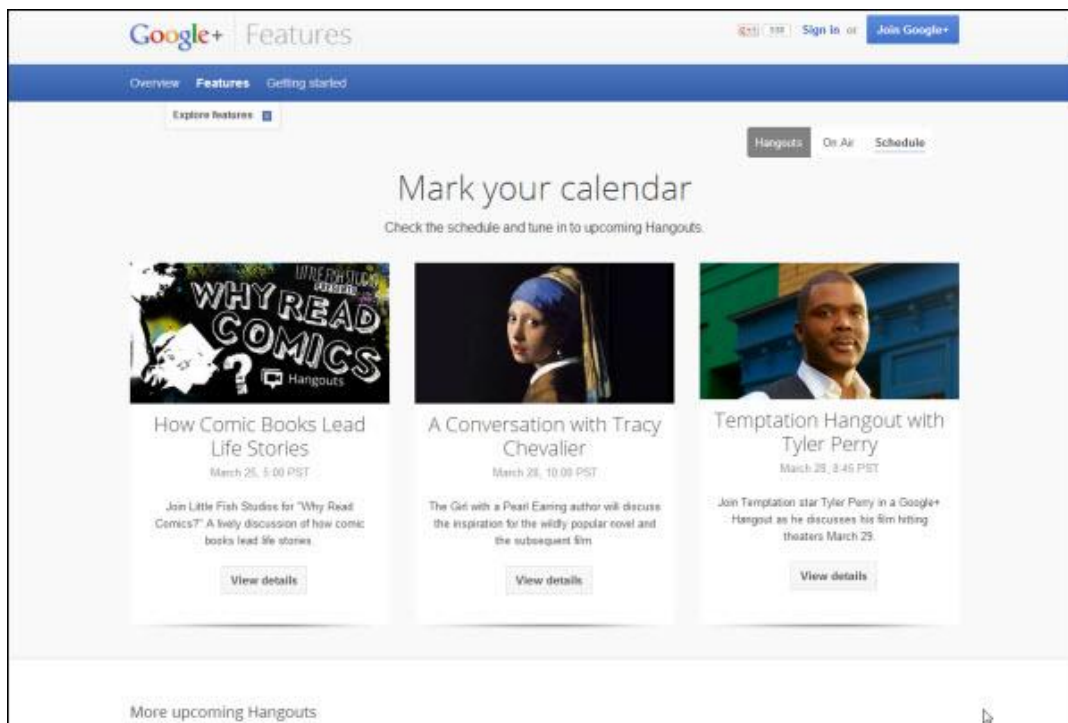


Once your preferred guests have joined, open the Hangout up, if there are any slots left.

More Promotion Tactics for Your Hangout

Don't just leave it up to Google and YouTube to promote your Hangout. Add extra tactics to make sure news of it reaches those who would most appreciate it and benefit from it.

1. Let your social network contacts know exactly where they can find out which new Hangouts are coming up in the near future with [Google Features](#).



2. Have your Hangout URL ready to copy and paste into Facebook and Twitter, the morning of the event.
3. Tweet and post it right before your Hangout after your invited participants have joined; and again when it's just starting.
4. Ask your participants to Tweet it too – but also not to share the Hangout URL *before* you are all present. If you have less than ten participants, anyone can join – and you don't want some joker to ruin it for everyone (or get your account banned!)
5. Embed your Hangout recording on your blog and promote it. That way, you'll capture a different segment of your target audience – those who do frequent your blog, but rarely bother with YouTube. (Yes. There *are* such people.)

Remember to **put actual calls to action into your Hangout posts**. (More than one is good!)



And once your Hangout has begun, focus on your guests and forget you're being recorded. Concentrate on having a great time and sharing great information.

How to Promote and Increase Feedback During and After Your Hangout

Don't stop thinking about sharing just because you've pressed the "Start Broadcast" button and your Hangout is now live. There are things you can do to increase interaction, feedback – and most especially, shares of your completed Hangout.

If your slots are not full, have a back-up plan concerning guests you'd like to invite on board. Click the "Invite People" button at the top of your Hangout window.



The easiest way is simply to click on one of the Profile photos of Circle members currently online, but you can also just enter the names of selected individuals or even another Circle.

Then select "Hangout" to directly invite new guests you have chosen.

Change your promotional tweet once your Hangout has started and you're live: Don't just repeat the pre-promotional message.

- Tweet "Listen in – Live on Air – right now: [Hangout URL]".

In fact, post-Hangout should be one of your biggest promotion periods of all.

1. Remember that editing your video with YouTube tools can result in several hours passing before your video is processed, so unless there is some glaring mistake or dead air that you feel will kill your video, don't edit it immediately.

2. **Let your subscribers know your Hangout recording is now on YouTube** (provide the URL, of course – you can find it in your Channel).
3. Ask people to link to the actual post containing your Hangout and leave comments and suggestions.
4. Blog about your recent Hangout on Air. Do this more than once: Blog (a) about the actual topic (b) about your experiences, running a Hangout on Air
5. Include your Hangout on Air YouTube URL in your website list of resources for your readers and fans
6. **Ask people to share your Hangout on Air YouTube URL.**

Not so hard, right?

Having that first informal Hangout under your belt will do wonders for your confidence – but creating Hangouts on Air will do wonders for your web reputation – and your business.

How To Set Up and Run Your First Google Hangout

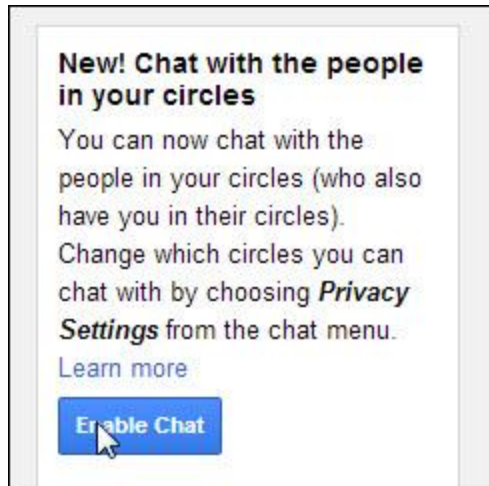
Google Hangouts are starting to catch on. They're quickly becoming the hot new way to communicate with a closed group, share data in real time, brainstorm as a team and teach informal workshops; or just... hang out.

What's holding you back? If it's fear of technology or just plain don't-have-time-to-learn-another-thing, don't procrastinate any longer. It's incredibly easy, and this guide will strip setting up and running your first hang up down to the bare essentials.

One caution: You may not be able to tell whether or not some essential component is compatible or working until you actually run your first hangout. Test it out with one or two trusted friends or co-workers before planning that big, live Broadcast on Air, to iron out any "glitches".

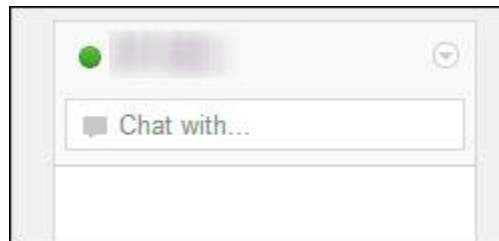
Step 1. Enable Chat

The first step you have to take: Log into your Google+ account and enable "Live Chat". You'll know if you haven't yet done that, because you'll see this message over in your right-hand, vertical sidebar...



This will enable you to chat with others not just via Circles, but via Gmail and other apps and systems.

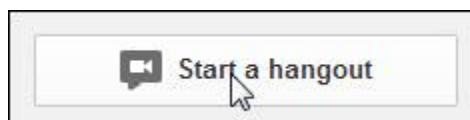
Once you click the “Enable Chat” button, set up is instant. You’ll immediately see this box open up...



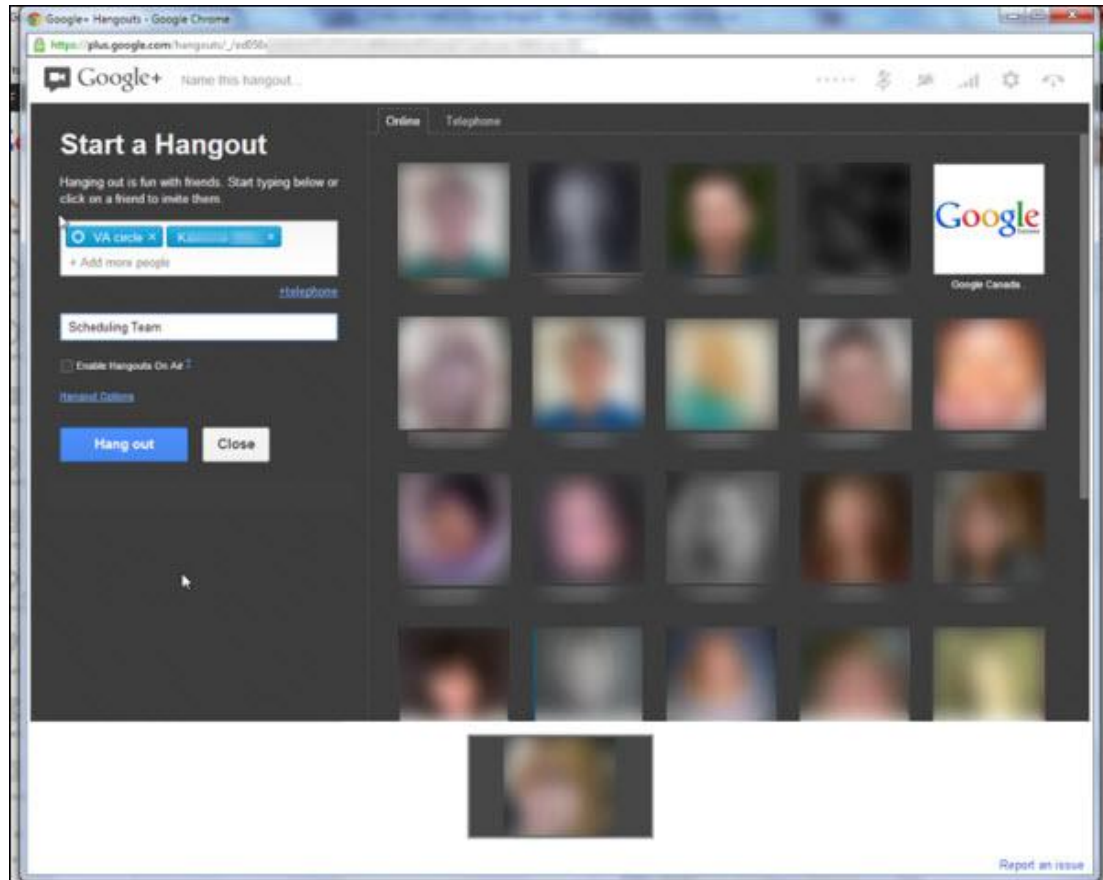
Step 2. Create a Hangout

Now you can create your first Hangout. Here’s how...

1. Press the “Create Hangout” button.



2. A new, large pop-up window will open, showing who is available; plus you’ll see your Profile photo at the bottom (letting people know you’re the Hangout Admin).

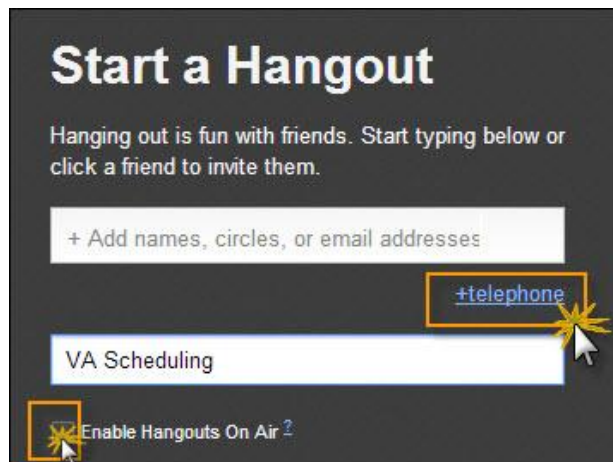


In the two Textarea boxes to the left of the Profile shots, name your Hangout and click on individual Profile shots or select (within the box) from your Circles to invite up to ten participants.

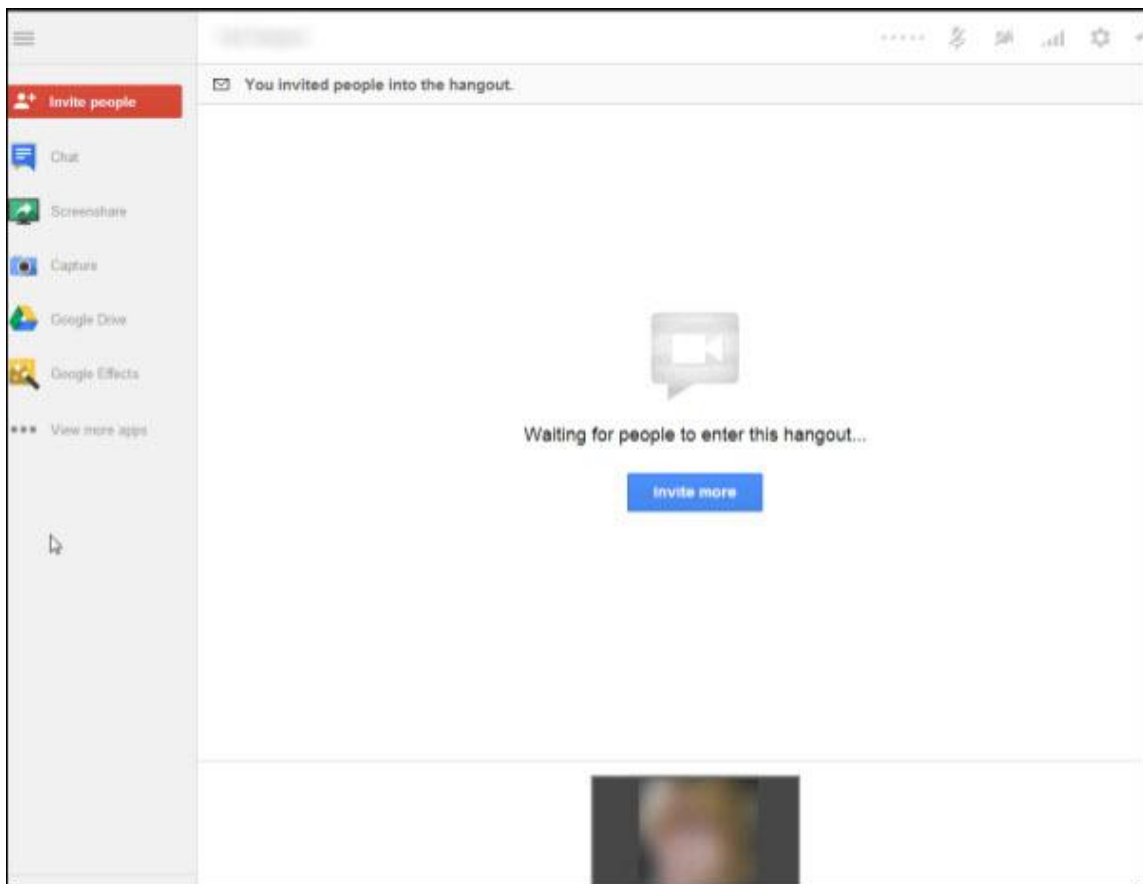
3. Decide right when you're setting up your Hangout if you'd like to go Live, on "Air" and be recorded. If you would, click-and-tick the radio box to the left of "Enable Hangouts on Air".

People can also join you by telephone: Just phone them to add them to your invitations.

You can find more instructions on the various ways to add or handle telephone participants in your Google+ [Help Section](#).

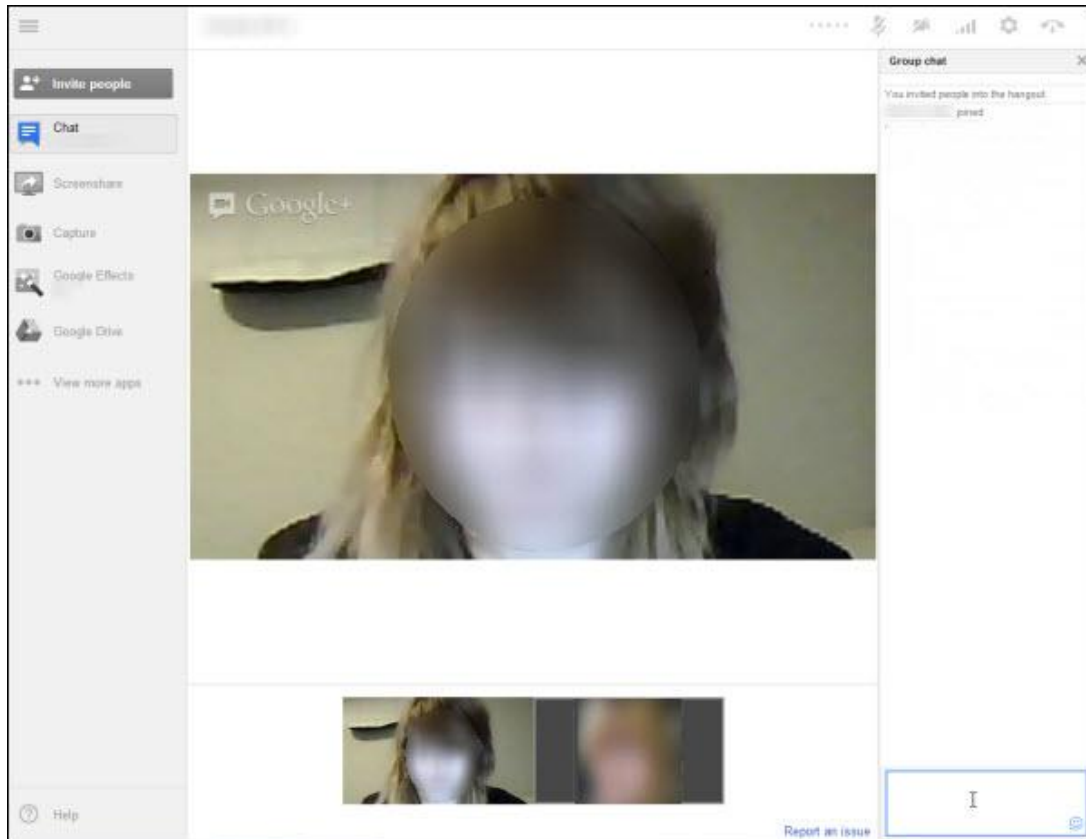


4. Until people have joined your hangout, you'll see a "waiting" screen. (If someone doesn't get the message, quickly Gmail them at their Google+ Gmail address.) You can keep on inviting more people while you're waiting for the first few to appear in your Hangout...

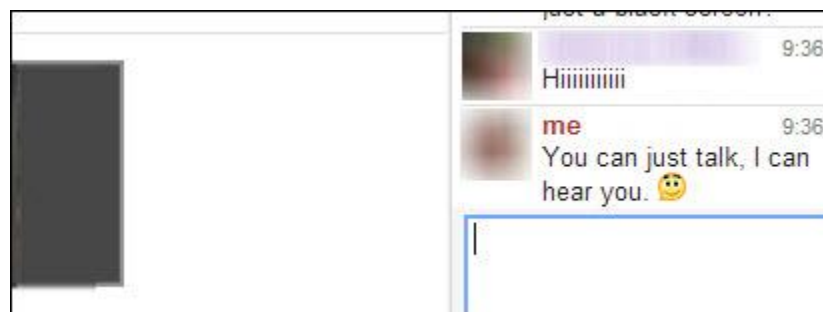


5. Once they've joined you, you can begin your hangout. Introduce yourself and set out the rules quickly (e.g. "Please mute microphones when you're not actually speaking"...)

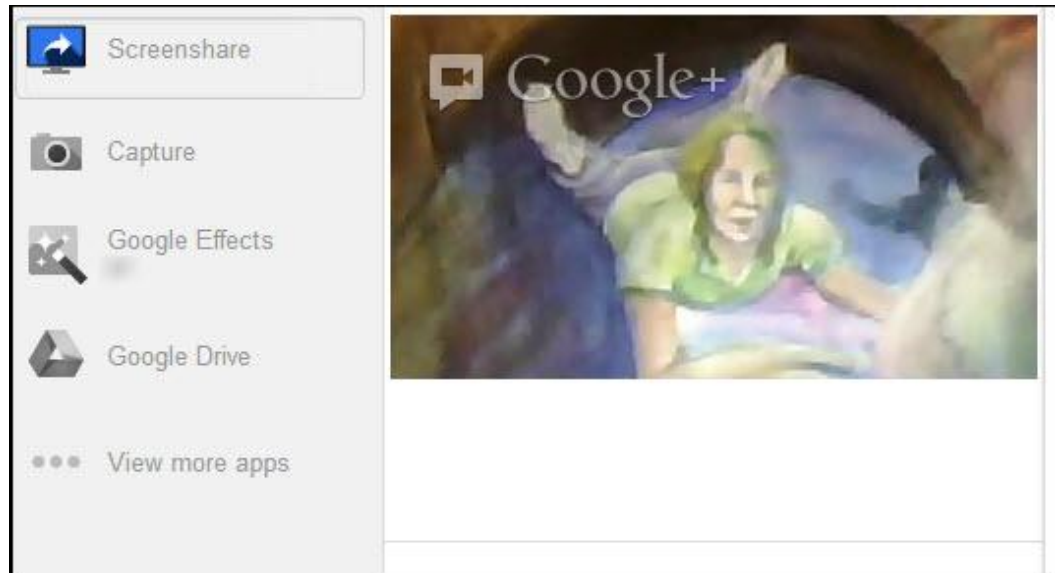
The person speaking should be shown on screen. Be alert: When someone "takes the floor", click on their small thumbnail to feature them in the main talk window.



6. If someone's web cam is not working, you will see their static profile photo (or a dark screen, if they are joining by phone or choosing to cover up their web cams).
7. People online without web cams can use the "Group chat" option to type their input to the Hangout. You have the option of answering them in real-time, verbally, on screen, or typing an answer via "Group Chat" back to them. (You can even use emoticons, though that's not recommended for business.)



8. You can use several options to enhance your hangouts; for example, you can create screen captures, or screen-share Google Documents or other programs...



...And even add “special effects” (auditory sound effects, or visual “enhancements”)



You can also choose to run your hangout in HD or low-res (the latter saves on bandwidth). If you are streaming live, your hangout should be broadcast on a wired (not wireless) connection.

You can choose “Studio Mode” for your headsets (*everyone* should have USB headsets, for best quality) – but be aware that this mode, while providing superior sound and reducing echo, will gobble bandwidth like there’s no tomorrow. Save it for when you and your participants are using wired, rather than wireless, connections.

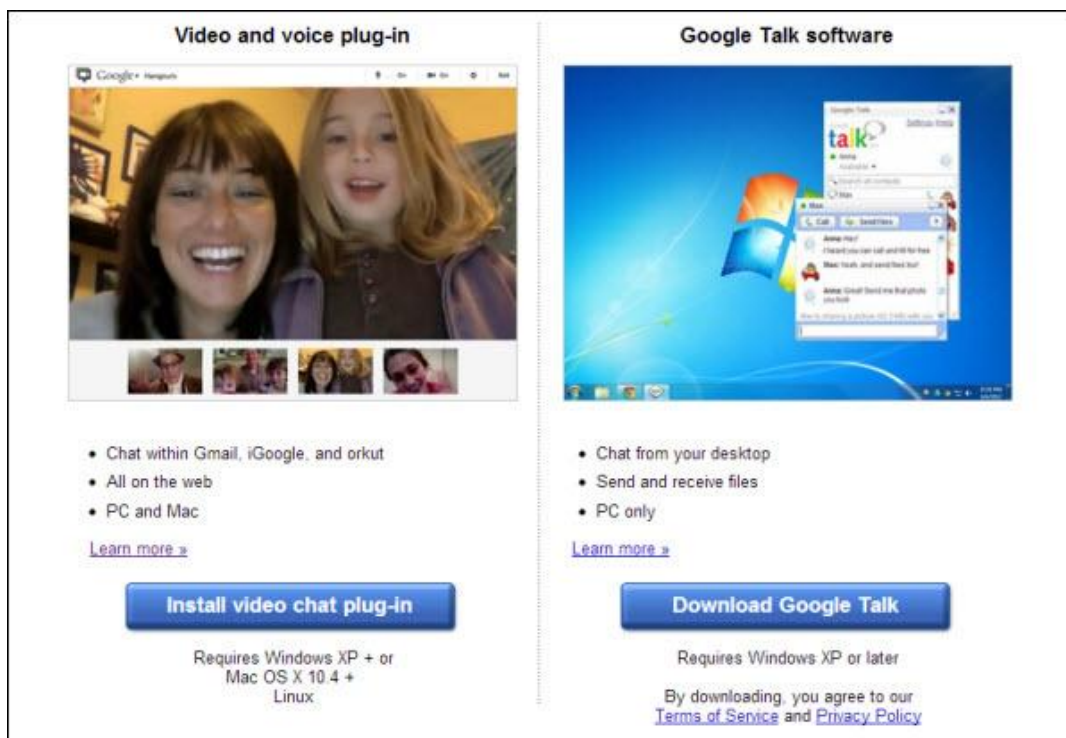
9. When you are ready to sign out, thank everyone, tell them where they will find the recording and let them know it's time to disconnect. Press the disconnect button.



And that's how you run your first, simple hangout.

Essential Google Hangout Tips

1. If enabling Live Chat in your Google+ page sidebar didn't work for you, check to see if you have the correct [Google plugins installed](#).



2. Send out invitations. Let people know *in advance* exactly when to join your Hangout. (They will receive them in their Gmail or their stream.)
3. The more participants you have, the more [bandwidth](#) you'll all use.
4. Ask people to be aware of ambient noise in the background – even on their computer. For example, if they have a browser window open showing your Hangout streaming live as they participate, you will hear an “echo”. Ask them to mute their microphones, when not talking.
5. Try not to move around too much, when presenting your Hangout. Make sure light fall on your face from in front of you; not behind (otherwise you'll look like one of those anonymous, silhouetted witnesses in protection speaking on a TV tell-all!)

6. Do write yourself a “script” beforehand, so you make sure you cover everything you planned.

Google Hangouts on Air

But what if you want to broadcast your hangout to the world, stream it live and record it on YouTube?

We’ve already spoken about simply pressing the “Enable Hangouts on Air” button. Here’s what you need to know, before trying this option...

- You can still only invite ten actual participants, but you can broadcast your Hangout, live, to the world
- You will need a **verified YouTube account**. (If you don’t yet have one, YouTube will ask you to link and verify yours.)
- Your Google+ page and your YouTube Channel will simultaneously carry it, live, for people to click on
- It will be recorded to your YouTube channel afterwards and the recording will appear in your Google+ stream.
- Be aware that the public will see exactly what you see – with **the exception of most apps you are sharing and your Group Chat window**, which will be visible only to the actual participants.

If you need the general public to know what someone is saying via Group Chat, **tell them** before answering the chatter’s question. (E. G.: “Bethany in our Chat window is wondering which browsers are supported.”)

- To finish your live stream Hangout, you will need to press the red “Stop broadcasting” button, rather than the little disconnect.
- You can edit your Hangout and change the name on YouTube, once it’s recorded – but you cannot change the Hangout name in Google+. (Access your recorded Hangout for editing via your Video Manager in YouTube.)

Google Hangouts offers many possibilities for augmenting your business and social presence and authority. Start one right away, with just a friend or two, to try it out.

You’ll see it’s one of the easiest ways to promote your business yet!

Taking action and setting up your own Hangout comes next, and then practice it over and over and over and over and over again until you have it down.

To Your Massive Online Success,

Connie Ragen Green