

Delivering health promotion online

Tips to adapt your work for the coronavirus (COVID-19) era

V1 April 2020



1. Delivering training or classes online

Navigating the myriad ways to deliver training, classes and interactive sessions online

Before you start

Some common considerations before you get started and decisions you might want to make are:

1. Do you want to be able to interact with your participants in real time?
2. Will you use a pre-recorded class or livestream? Prerecording can help you manage to a script and have greater control of audio (e.g. by recording audio & video separately and mixing together) but can be more technically fiddly.
3. Do you have a budget for purchasing licenses/ subscriptions or can you work around the parameters of the free services?
4. Where will you be doing your filming/ recording? Audio and lighting tools needed for indoor vary greatly from those needed outdoors for example, and the particular lighting/ acoustics of your filming space will determine what enhancements you might need to make for appropriate quality light and sound.
5. What device will you use for recording/ streaming. There are numerous audio and lighting accessories for smartphones now, for example, but may require connectors and adaptors to work with other types of cameras or with a PC.
6. Other:
 - Allow time to test and refine your setup, become proficient and help participants with low levels of online literacy.
 - Check the compatibility with your client's existing services, e.g. are they already using Google Hangouts/Zoom/Skype or others?
 - Consider accessibility issues. Do they have internet access problems that might limit video? Are there hearing or other problems that might limit audio?

A summary of commonly used platforms and services to deliver training, classes and interactive sessions online

The table on the next page summarises some of the commonly used platforms being used to deliver training and classes online, by individuals, small business and larger organisations. In addition the following references are also helpful:

Livestreaming vs pre-recording classes: www.mindbodyonline.com/en-au/education/blog/how-start-live-streaming-your-community-today

Source: MindBody- one of the most common platforms used in fitness and yoga studios for scheduling, customer management.

A range of free blogs on tech setup, lighting, etc: www.soulful.mba/our-resource-links

Source: Namastream + Soulful MBA. Namastream is being used by a range of top yoga studios to livestream classes

One hour YouTube tutorial from Live Streaming Pros: www.youtube.com/watch?v=yNQ9vymoRj4

Content is designed for people using mobile google apps but contains good tips on audio/ video set up that are useful for anyone.

Brighton West Video- Film maker's tech tips for creating content on video

www.brightonwestvideo.com/blog/ or www.youtube.com/channel/UCG4ibQxtW5IUuK6hkyNTnQ

The YouTube channel has some great tutorials on hooking up lapel microphones, achieving the best audio and other tips for presenting content on video.

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Factsheet 1. Delivering training or classes online

Common/popular videoconferencing and streaming services

Tool	Max # people	Cost	Pros	Cons	Platforms	Security
FaceTime	Up to 32 ppl	Free	Later model devices allow camera effect features.	Earlier model devices can only access audio. Current (during COVID-19) problems using FaceTime with older devices. Unable to call Android devices.	Only Apple Mac products – iPhone, iPad, iPod Group FaceTime requires iOS12.1.4 or later or iPadOS.	Problems with eavesdropping were fixed in 2019.
WhatsApp	Up to 4 ppl	Free (may incur data charges).	Works with Apple, Android and Windows phones, and Mac and Windows desktop/laptops for messages only.	Small group size, limited desktop/laptop use.	Unable to use WhatsApp Web (desktop/laptop version) with Internet Explorer to make or receive calls.	End-to-end encryption (however does share metadata with Facebook).
Skype	Free tier: Max 50 ppl Skype for Business (Microsoft teams) 10,000 ppl	Business plans at \$12 or \$14/month.	<ul style="list-style-type: none"> Better quality video and audio than Zoom. Works as part of Microsoft Office 365, so links to Excel, PowerPoint and Word. 	Tends to freeze up. User experience not as good as other options (can be hard to find functions). Hard to get help/support. Takes a lot of bandwidth.	Windows 7, 8, 8.1, 10 Mac 10.8 or later only for Skype for Business.	Industry standard end-to-end encryption.
Google Hangouts	Free: 25 ppl Paid: 100 ppl	Free tier: From \$6/month (enterprise). Premium free until September 2020.	<ul style="list-style-type: none"> Integration with Google Apps and G Suite. Free tier. Entirely web-based. No time limit on any calls. 	Maximum 25 participants without paying. A fairly basic feature set.	Windows 10 Mac Linux Chrome OS Web iOS Android	The least secure option – only encrypts messages in transit and images are shared through public URLs.

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Tool	Max # people	Cost	Pros	Cons	Platforms	Security
Zoom	<p>Free: 100 ppl</p> <p>Paid (pro): 100 ppl</p> <p>Paid (Business): 300 ppl</p> <p>Paid (Large-enterprise ready): 500–1000 ppl</p>	<p>Free tier</p> <p>Paid (pro): \$20.99 a month</p> <p>Paid (Business): \$279.90 a month. (Min 10 hosts)</p> <p>Paid (Enterprise ready): \$2799 (Min 100 hosts)</p>	<ul style="list-style-type: none"> Free tier HD quality video and audio. Video conferencing features, e.g. recording & transcripts, virtual background & simultaneous screen sharing. Innovative features such as whiteboard, polling & remote control. Group collaboration features, e.g. breakout rooms. Up to 24-hour call length Streamlined calendaring with Outlook, Gmail or iCal. Integration with apps such as Microsoft Teams, Slack & Zapier. 	<ul style="list-style-type: none"> A more expensive base paid tier. Time limits on calls depending on the type of account, how many participants join, and if only one participant remains in the meeting. Web-app limited compared to the desktop app. Can have poor and unpredictable video quality – problems with blurry and pixelated video. 	<p>Windows 10</p> <p>Mac</p> <p>Linux</p> <p>Web</p> <p>iOS</p> <p>Android</p>	<ul style="list-style-type: none"> The overwhelming adoption of the product has revealed vulnerabilities like Zoom-bombing. However, the company has been quick to respond. <p>Security features include:</p> <ul style="list-style-type: none"> Pre-meeting settings, e.g. waiting rooms, passwords etc. In-meeting settings, e.g. lock the meeting, remove participants etc. Data protection e.g. Encryption, Cloud recording storage. Other privacy features

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Tool	Max # people	Cost	Pros	Cons	Platforms	Security
Webex	Free: Up to 100 participants Starter: 150 participants Plus: 250 participants Business: 450 participants	Free tier Starter: \$18.95 per month per host (billed annually) Plus: \$24.95 per month per host (billed annually) Business: \$37.95 per month per host (billed annually)	<ul style="list-style-type: none"> • No meeting limits. • Pricing is competitive • Innovative video conf features such as screen sharing, recording, Q&A, polling etc. • AI & machine learning features. • Integrates with applications, including Google Calendars, Microsoft Outlook, Slack, Zoom, Zendesk, Trello, Google Drive, Twitter, and more. • Access to Webex Teams for team collaboration in addition to video meeting in all subscriptions. • Can use WebEx Events, WebEx Webcasting, and WebEx Training for large-scale events, trade shows, virtual training sessions, webinars, and more. 	<ul style="list-style-type: none"> • Security features & support dependent on subscription • Need to create an account to join meetings • Fairly rigid interface requires some menu navigation. 	Windows Macs Linux Chrome OS support	Security features include: <ul style="list-style-type: none"> • Personal Room locking and unlocking • Online support • Encrypted cloud recordings and more

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Tool	Max # people	Cost	Pros	Cons	Platforms	Security
Microsoft Teams	Max: 250 ppl	<p>Free version (of Microsoft Teams only) available to download.</p> <p>No additional costs for Office 365 users.</p> <p>Office 365 Business Premium (Becomes Microsoft 365 Business Standard on April 22): \$17.20 per month (annual commitment)</p> <p>Office 365 Business Essentials (Becomes Microsoft 365 Business Basic on April 22): \$6.90 per month (annual</p>	<ul style="list-style-type: none"> • Integration with Microsoft Office 365. • Free version available to download without Office 365 subscription. • Innovative features such as channels, tabs, connectors and bots. • Innovative video conferencing features such as, recording, screen sharing and whiteboard. • Integration with apps such as Trello, Google Drive or Dropbox. • Integrates all collaboration tools of Office 365 in one place. • Clearer project focus • Contemporary communication forms such as emoticons, gifs etc for an excellent all-round comms experience. • Transparent communication through channels & @mention feature. • A fully cloud-based communications solution. • Reduces email traffic. 	<ul style="list-style-type: none"> • Challenges regarding permission settings. • Confusing file structure. • Lacks flexibility to some extent – doesn't allow for channels or teams to be duplicated. • Getting distracted by team discussions. 	<p>PC</p> <p>Mac</p> <p>Android</p> <p>IOS</p> <p>Web</p>	<p>Security features include:</p> <ul style="list-style-type: none"> • Certification and compliance. • Authentication protocols. • Encrypt user data in-transit and at rest. • Another layer of protection through office 365 applications and more.

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		commitment) (Web and mobile versions of office apps only). Home packages available on website.	<ul style="list-style-type: none"> Provides an informal environment to chat with teammates. 			
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Tool	Max # people	Cost	Pros	Cons	Platforms	Security
Slack	Free tier: 1:1 only Standard: up to 15 ppl Plus: up to 15 ppl Enterprise grid: up to 15 ppl	Free tier Standard: \$8 per person per month Plus: \$15 per month Enterprise grid: contact sales	<ul style="list-style-type: none"> Innovative features such as channels which can be shared with other organisations Reduces email traffic Provides an informal environment to chat with teammates Keeps an archived message repository Video and voice calling with screen sharing features Keeps teams & partners in the loop on a specific project in one space Integration with other services such as Google Drive, Office 365, Zoom, Go-to-Meeting etc. 	<ul style="list-style-type: none"> Getting distracted by team discussions. Number of people in video & audio calls limited with all subscriptions - need to use other applications. Video & screen sharing features not available on IOS & Android. Integration with only 10 external apps with free tier. Doesn't work with other individuals & organisations in free tier. Less security features in free tier. 	Mac, Windows, Linux, iOS, Android (video & screen sharing features not available on IOS & Android)	<ul style="list-style-type: none"> Internationally recognized security certifications for information security management system and for protecting personal data in the cloud. <p>Features include:</p> <ul style="list-style-type: none"> Data encryption in transit and at rest. Network security. Server hardening. Administrative access control, system.

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			<ul style="list-style-type: none"> • Can automate everyday tasks & create workflows through workflow builder 			<ul style="list-style-type: none"> • Monitoring, logging and alerting, and more.
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Tool	Max # people	Cost	Pros	Cons	Platforms	Security
GoTo Meeting	Professional: 150 ppl Business: 250 ppl Enterprise: up to 3000 ppl	Professional: \$20 per organiser per month Business: \$37.50 per organiser per month Enterprise: Need to contact sales team	<ul style="list-style-type: none"> • Free trial. • No meeting time limits. • Extra conference call services (toll-free numbers and CallMe. • Conference room integration. • Personal online meeting rooms. • Integrations with google calendar, slack, office 365 & salesforce etc. • Innovative features such as: <ul style="list-style-type: none"> ○ Smart Assistant. ○ Presenter control (can share with attendees). ○ Keyboard & mouse sharing. ○ Screen sharing drawing tools. ○ Recording and transcripts. 	<ul style="list-style-type: none"> • No free tier. • Cost to access premium features. • Requires stable internet connection. • Chat option is somewhat limited. • Quality of the equipment matters. 	Mac, PC, Chromebook, Linux or mobile device.	<ul style="list-style-type: none"> • Secure Socket Layer Encryption. • SOC 2 certified data centres. • HIPPA Ready. • Risk based authentication. • Meeting lock.

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Tool	Max # people	Cost	Pros	Cons	Platforms	Security
Blue Jeans	Standard: up to 50 Participants BlueJeans Pro: up to 75 Participants BlueJeans enterprise: up to 100 Participants	Standard: \$ 21.69 per host per month BlueJeans Pro: \$ 30.36 per host per month BlueJeans Enterprise: Get a quote	<ul style="list-style-type: none"> • Free trial. • No meeting time limits. • Integration with scheduling, messaging and collaboration applications such as Microsoft Teams, Workplace by Facebook, Office 365, Google Calendar, Slack, Splunk, Trello and more. • HD video and clear audio powered by Dolby Voice. • Innovative features like screen sharing, polling, Q&A, recording, and text chat to make collaboration easy. • Integrations with key AI and voice recognition partners to streamline tasks like intelligent transcription and meeting initiation. • 24/7 support for all subscription types. 	<ul style="list-style-type: none"> • No free tier. • Meeting recording limits depending on subscription. 	Windows, Mac, Linux, iOS, & Android	Enterprise-grade security features include: <ul style="list-style-type: none"> • Meeting IDs. • Participant codes. • Application share. • Encrypted video calls. • Lock meetings. • Expel participants. • Fraud detection.

NOTE: all prices in Australian dollars current as at 14 April 2020