Reaching Aging Adults Living with or at Risk of HIV—
A New Media and Technology Strategy

New Media & Technology E-learning Session 4
“Webcasts, Web Conferences & Webinars, Podcasts and QR Codes”
September 26, 2013

Michelle Scavnicky, Director of Education and Capacity Building
The AIDS Institute and AIDS Alliance for Women, Infants, Children, Youth & Families
AGENDA

1) Goals
2) Webcasts, Web Conferences & Webinars
3) Podcasts
4) QR Codes
5) Questions and Answers
GOAL 1

Increase new media knowledge and skills of tools and technologies.
GOAL 2

Increase online and mobile technology usage.
POLL QUESTIONS-PRE TEST
WEBCASTS, WEBCONFERENCES AND WEBINARS, OH MY!
WEBCASTS

• Online Environment
• Internet based communication tool
• Broadcasting audio and/or video
• One way presentation or Interactive
• Live or recorded
• Poll features
• Question and answer sessions
• Increased broadband width
• Computer and/or phone
WEB CONFERENCE

- Online Environment
- Internet based communication tool
- Broadcasting audio and/or video
- One way presentation or Interactive
- Live
- Poll features
- Question and answer sessions
- Computer only
WEBINARS

- Type of web conference
- Online Environment
- Internet based communication tool
- Broadcasting audio and/or video
- Typically one way presentation
- Live or recorded
- Can be interactive with poll features and question/answer sessions
- Computer and/or phone
USE OF WEBCASTS/WEB CONFERENCES/WEBINARS

- Educate and Disseminate HIV/AIDS information
- Host meetings with HIV/AIDS colleagues
- Conduct education sessions or trainings on HIV/AIDS topics
- Engage in discussions around HIV/AIDS related topics or concerns
- Plan for HIV/AIDS related activities or events
WEBINARS~COMMON TOOLS

• WebEx
• GoToWebinar/GoToMeeting
• ReadyTalk

The above services usually require a paid subscription.
WEBINARS ~ FREE TOOLS

- MeetingBurner
- AnyMeeting
- Free Web Meeting
- Vyew
- BigBlueButton
- TokBox
- ooVoo
- Google+ Hangouts

- Links available on the following slides.

The AIDS Institute
WEBINARS – MEETINGBURNER

- Quick setup
- Immediate access
- Skype
- Conference lines

https://www.meetingburner.com/
WEBINARS – ANYMEETING

• Several webinar features
• Significant amount of attendees
• Screen and application sharing
• Messages
• Voice over IP (VoIP)
• Polls
• Archived sessions

http://www.anymeeting.com/
WEBINARS – FREE WEB MEETING

- Up to seven (7) attendees
- No account setup necessary
- Video and audio conferencing
- Used on any platform

http://freewebmeeting.com/
WEBINARS – VYEW

- Google Chrome plugin
- Up to five (5) parallel webcam streams
- Real-time
- YouTube
- Google Image
- Larger audience

http://vyew.com/s/
WEBINARS – BIGBLUEBUTTON

- Constant updates
- Newest features
- Screen sharing
- Voice/video calls
- Whiteboards
- Remotely controlled

http://www.bigbluebutton.org/

The AIDS Institute
WEBINARS – TOKBOX

• Group video chat
• Getting started
• Plug-n-play application
• Word Press

http://tokbox.com/pricing

The AIDS Institute
WEBINARS – OOVOO

- Group sessions
- Up to 12 participants
- Recordable
- YouTube
- Facebook

http://www.oovoo.com/home.aspx

The AIDS Institute
WEBINARS – GOOGLE+ HANGOUTS

- Connect with peers
- Connect with clients
- Video chat capability
- Entering and exiting
- Real-time

https://plus.google.com/hangouts
REMINDER! TODAY, Sept. 25 @ 2 pm ET
National Gay Men’s HIV/AIDS Awareness Day
Google+ Hangout On-Air

View the event:
Google+ event page or on CDC’s YouTube channel

Join the Sept. 25 Google+ Hangout and get the latest updates from CDC HIV Prevention experts and academic and community partners.

Participants will share their knowledge on these topics:

- The latest HIV testing strategy for couples
- The use of pre-exposure prophylaxis (PrEP) for HIV prevention
- CDC’s new Reasons/Razones campaign for Hispanic/Latino gay and bisexual men

For more information, contact Lamont Scales, MA, NCC, DHAP, Coordinator for Gay, Bisexual, and Other MSM Activities, at wjg5@cdc.gov.
PODCASTS

- Broadcasting audio and/or video
- Listen/View
- Computer/Mobile Device
- Free, short and part of a series
- Subscribe, Stream or Download
PODCASTS

http://www.podbean.com/

The AIDS Institute
USING PODCASTS

- Inexpensive way to disseminate information to target audience
- Alternative to text
- Enjoyable
- Share information
QR Codes
QR CODES

• Specific information
• Mobile devices
• Personalization
• Detailed information
• Downloads
QR CODES EXAMPLES
QR CODES – HIV/AIDS

Aids.gov Locator QR Code

AIDS.gov Branded QR Code

The AIDS Institute
QR CODES GENERATOR

QR Code Generator Link: http://www.the-qrcode-generator.com/
RESOURCES

Best free webinar software

Aids.gov
http://aids.gov

QR code generator
http://www.the-qrcode-generator.com/
THANK YOU!

Michelle Scavnicky, MScavnicky@theaidsinstitute.org