

How to Host a Virtual



In this guide we provide tips for throwing a virtual census pajama party and how to host it through Facebook and Zoom.

We suggest that smaller is better! Why not have each class, or group host their own cozy PJ party so everyone can chat together, and take the census together?

Here are things to know or think about as you plan:

1. Send out the invitations by email (*a writeable PDF is included* as are a teaser/intro to share to get people interested)
2. Share on social media (*a calendar and social media assets are included* in addition to telling your families, why not tell colleagues about this great free event and invite them to throw their own party? You can also share the PSA with everyone! We need a complete count!)
3. Alert the media! (*writeable PDF included*) You can use press announcements to tell neighbors about your online party, or just to help us get the word out about the video and remind neighbors to take the Census.
4. Questions to ask yourself before the event:
 - What time works best for ADULTS as well as children to hear the story? Why? Because our goal is to get everyone counted!!! (see below)
 - Will you share activity sheets beforehand (*if so, you will need to print them out.* You can also order free Placemats Activity Sheets from our website for the cost of shipping.)
 - Will you play games with families while you are online? (*check out our WE COUNT! bingo game.*) Sing songs? Use any of our tools to do a counting activity during the week?
 - What Platform will you use for the event. (*We have a PDF with information about how to host a facebook live or zoom event.*)

PLEASE Don't End Your Event Until...Everyone has taken the CENSUS!!!

Stay online while everyone fills it out so you can answer questions. Schools and childcare programs (perhaps even your program?) receive funding from the census count and you community needs full participation!!! If families have questions about counting that were not included in the story, you can find information at the census bureau website, or, watch the training video on our website before the event!!

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YOUTUBE LINKS TO THE WE COUNT! VIDEOS

WE COUNT! Movie

<https://youtu.be/1PmGcpsiEXM>

14:46 minutes long

Use this for your

WE COUNT! Public Service Announcement

<https://youtu.be/47IGclEj344>

It is 56 seconds long

Share this on Social

WE COUNT! Teaser/Preview

<https://youtu.be/X2qTP5gOugQ>

These are all with English Subtitles. Please check back on our site to get Spanish Subtitles on 9/16.

If you would like an MP4 version of this video, please email us at lisa@simplyputmedia.org or with any questions you may have. Thanks!

How to Host a Virtual



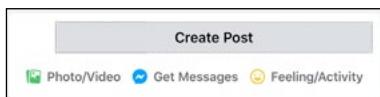
In this guide we provide instructions on how to host a virtual census pajama party through Facebook and Zoom. You can choose which platform would be best for your families to watch, participate in the games and take the census.

Facebook

The best way to show the animated counted book We Count! on Facebook is to use the premiere feature. Premiere lets you schedule and debut videos as Live moments. After the broadcast, the video will be saved on your Page.

Setting up Facebook Premiere

1. Just as you would upload a regular video, on your page click the Photo/Video button. Upload the We Count! animated video with closed captioning. ([Download the video here](#))

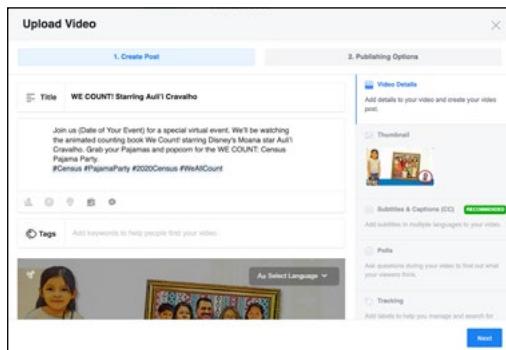


2. Fill in information for the video:

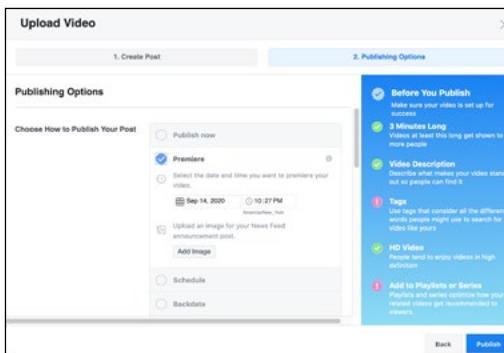
Title: WE COUNT! Starring Auli'i Cravalho

Description: Join us (Date of Your Event) for a special virtual event. We'll be watching the animated counting book We Count! starring Disney's Moana star Auli'i Cravalho. Grab your Pajamas and popcorn for the WE COUNT: Census Pajama Party.

Tags: #Census #PajamaParty #2020Census #WeAllCount



3. Depending on your version of Facebook, select the "Next button" or "Publishing Options" tab. Select the "premiere" option and input the date and time you will be premiering the video (Date and Time of Your Event)



How to Host a Virtual



Facebook continued

4. Click “Publish” to schedule the premiere, the video will continue to upload and then immediately post an announcement to your page.



5. At the time of the event, the video will air and a Premiere badge will appear in the top-left corner of the video. Everyone will also be able to see how many people are currently watching the broadcast and post a comment on the video in real time.
6. When the broadcast ends, the video will be posted to your timeline, where users can continue to like, comment, and engage with it.

Zoom

Your families do not need a Zoom account to join the party.

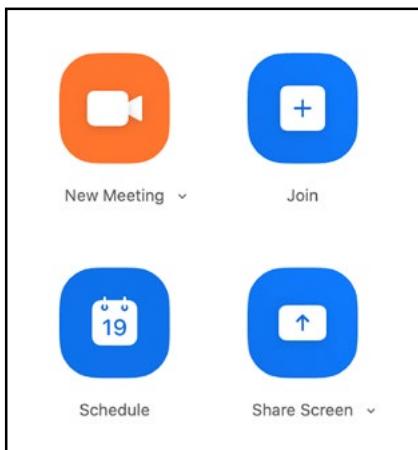
You will need to have an account to create a meeting and invite others.

If you do not have an account you can [set up one here](#).

You will also need to download the Zoom application to your computer.

Setting up the Zoom

Launch the Zoom app and schedule a meeting. Click the “Schedule” button.



How to Host a Virtual



Zoom continued

Enter meeting information and select options:

Topic: We Count! Census Pajama Party

Date: Enter the day of your enter, the duration, and time zone

Password: Require meeting password, if desired

Video: Select on for host

Waiting room: Select if desired

(prevents people from joining a meeting until the host is ready)

Audio: Select “Telephone and computer audio”

Calendar: Select the calendar that you use (Google or ical).

If you do use those you can selecting “Other Calendars” will allow you to copy and paste the meeting information into any calendar program once you’ve scheduled the meeting

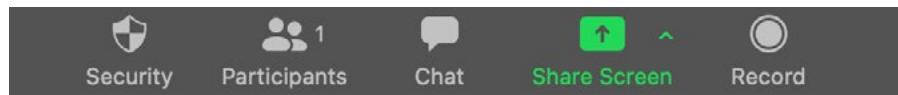
Advanced Options: select “Mute participants upon entry”

Click “Schedule”

The screenshot shows the 'Schedule Meeting' dialog box. It includes fields for 'Topic' (We Count! Census Pajama Party), 'Date' (9/14/2020 to 9/14/2020), 'Meeting ID' (Personal Meeting ID selected), 'Password' (Require meeting password checked, with an 'Enter Password' field), 'Video' (Host On, Participants Off), 'Calendar' (iCal selected), and 'Advanced Options' (Enable Waiting Room checked). At the bottom are 'Cancel' and 'Schedule' buttons.

When Hosting the Zoom

Set up features for the meeting



Click the “Security” button to:

- Allow participants to “Chat” in the messenger and “Rename Themselves” by clicking on those options (a check mark will appear when selected)
- You can lock the meeting once the party begins, if desired

Click the “Participants” button to:

- Allow participants to be heard. You will need to click the “More” button then select “Allow Participants to Unmute Themselves” option
- Stop participating from being heard. You can click the “Mute” on a specific participant or click “Mute All” to mute all participants at once



Showing the We Count! Video

- Pull up the video on your personal computer
- When you are ready to screen the video click “Share Screen” to show participants your screen

Ending the Meeting

Once the party has ended click the “End” button and click the “End Meeting For All”