Zoom Security Optimization
# Table of contents

Zoom security optimization .......................................................... 3  
Maximizing Zoom for Spring Involvement Engagement Meeting Setup .......... 9  
Optimizing online engagement with participants .................................... 11  
  Screenshare .............................................................................. 11  
    *Powerpoint* ........................................................................ 12  
    *Annotation* .......................................................................... 12  
    *Whiteboard* ......................................................................... 12  
    *Audio* .................................................................................. 12  
Games .......................................................................................... 12  
Breakout rooms ............................................................................ 13  
Event promotion ........................................................................... 13  
  Social media .............................................................................. 14  
    *Strategy* .............................................................................. 14  
    *Material* ................................................................................ 14
Zoom security optimization setup

Prior to setting up your Zoom link for your meeting, it is highly recommended to revise Zoom security settings so as to prevent any occurrence of a security breach during this event. While these changes are strongly recommended, they are not mandatory. Please note that the following changes are based on the assumption that no changes have been made to the meeting security settings and all settings are in the default mode. Since these security changes are being made on the Zoom web client, they will apply to all future meetings. While security is very important during this event, it may be useful to revisit these settings once the event is over.

The first step requires accessing the Zoom web client via https://miami.zoom.us/

After signing in via the single-sign-on (SSO) system, click on the settings indicated here:
In the meetings tab, we can now tweak the security settings. The modified/reset label indicates that a change has been made from the default settings mode. This guide will highlight only default settings that should be changed in the order that they appear in this meetings security tab. All other default settings for the purposes of security should be left untouched:

The first setting to check is to enable the Waiting Room. This setting ensures that participants cannot join without notification to the host(s). Participants will be placed in a waiting room where they can be individually admitted by the host. The setting is shown below:

The waiting room can be configured using the options right below the enable waiting room setting. This allows for precision in deciding which participants have to enter a waiting room prior to the meeting and which participants do not have to. While these settings can be adjusted, it is highly recommended that the setting is set to “Everyone” to ensure maximum security:
The waiting room aesthetic and description can also be changed via the customize waiting room option:

Here, you can change the title of the waiting room, add a description, and even add a picture!
Ensure that the embed passcode setting is turned **on**. This enables users accessing the meeting via Engage or an external link to bypass inputting a password. This setting must be enabled in tandem with the authentication settings:

The next crucial step is to enable the setting to allow only authenticated users to join the meeting. This setting is usually turned off and turning it on is paramount to proper zoom security. This setting only lets participants signed in through the UM Single Sign On (SSO) to join. Please note that this prevents participants from accessing the meeting through any browser without accessing the UM SSO. If the participant is accessing the meeting through Engage on the day of the meeting, they will have direct access to the meeting. Enabling this setting applies to all future scheduled meetings. If you would like to enable authentication only for your event meeting, you can ignore this change and enable authentication via the Zoom desktop client, explained in the **Maximizing Zoom For Engagement** portion of this guide. You can always revisit these settings after the event.

Under this option are Meeting Authentication Options. For all UM users click **Edit**:
Set this option as the default authentication option. This will now only allow authenticated UM users to join all future meetings:

In addition to this setting, authentication for accessing the meeting through the Web Client should also be enabled:

The setting for audio is found further from the authentication setting. This setting automatically mutes all participants when they enter and additionally gives the host the authority to unmute/mute them:
Screen-sharing is an easy route to a security breach and can be optimized to only allow the host to screen-share and not the participants. It is suggested to disable any type of screen share for users:

- The option for remote control should be turned off:

- Renaming of the participants and profile pictures may also lead to spam and can be turned off:
You can also enable a request permission to unmute option to increase security:

Maximizing Zoom for Engagement Meeting Setup

After having made the necessary security optimizations, you can now schedule your meeting! You must first open the Zoom application. Create a meeting and configure the date and time to match that of your event and set a password. The setting for “Embed passcode in invite link for one-click join” is enabled by default and will thus allow authenticated UM users to directly enter the waiting room after accessing your meeting in Engage or via an external link with no input of a password required.

Under advanced options, you should allow only authenticated users to join. If the previous setting for authentication on the Zoom Web client was not enabled, enabling the setting this way
on the desktop client ensures that only this meeting and not all other meetings will require authentication! Under the options you can select authentication for all UM users. You can also add alternative hosts who can start the meeting on the day of the fair:

Once the meeting has been scheduled, copy the URL for the meeting and paste it where you would like to advertise your meeting!

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**Sample Spring Involvement Fair**

6:00 PM - 8:00 PM

Meeting ID: 948 2414 4917

- **Start**
- **Copy Invitation**
- **Edit**
- **Delete**

Join from a Room

**Hide Meeting Invitation**

**Topic:** Sample Spring Involvement Fair
**Time:** Feb 2, 2021 06:00 PM Eastern Time (US and Canada)

**Join Zoom Meeting**

https://miami.zoom.us/j/94824144917?pwd=cG9VYmdZWGMwN1dvajpMRWFwexEQodz09

Meeting ID: 948 2414 4917
Password: SamplePass
One tap mobile
+16465588656,94824144917# US (New York)

Dial by your location
- +1 646 558 8656 US (New York)
- +39 021 241 8233 Italy
- +39 069 480 6488 Italy
- +39 020 665 7245 Italy

Meeting ID: 948 2414 4917
Find your local number: https://miami.zoom.us/u/acWcufG2Sn
Optimizing online engagement with participants

there are a number of ways to engage your participants in online meetings!

Screenshare

Powerpoint

A visual presentation can be used to convey the goals, experience, and expectations of your organization. A great way to present this information is to screen share a pre-made powerpoint presentation. Slides could contain information about the organization such as meeting times, membership requirements, contact information, upcoming events, etc.

Annotation

The annotation feature works in tandem with screenshare where participants can collectively annotate anything that is screen-shared. This can be integrated into games, questionnaires, etc.

Whiteboard

The whiteboard is a powerful tool which enables all meeting participants to collectively work together realtime by annotating a virtual whiteboard. This can be used for practical purposes such as presenting questions, but can also be used as a way to create fun games for your participants such as pictionary, hangman, and tic-tac-toe among many others.

Audio

Audio can also be shared to participants via screen share. The best way to share clear audio is by enabling computer sound in the screenshare preferences. Sharing audio can be used for a variety of purposes such as showcasing a particular song, playing music before a meeting starts to add levity and eliminate awkwardness, and to contribute to a visual screen share presentation!

Games

Playing virtual online games is a great way to interact with your meeting participants. Games like kahoot can both be a fun way to engage participants in the meeting and also teach them about your organization. Please note that using games would require planning. Below are a few online games to check out!

Scribblio
Virtual Bingo
http://playingcards.io/
Psych!
Charades
Cards Against Humanity

Breakout rooms

Breakout rooms can be used to increase interaction via creation of smaller, more intimate discussion groups. This feature requires breakout rooms to be enabled in the Zoom client settings.

Event promotion

Promoting your organization’s meeting is crucial to its success. It is highly recommended to promote your organization’s event via Engage. This involves mentioning that the event will be held on Engage and implies that participants will need to be logged on into Engage to access the event. Additionally, the link to your event’s Zoom room can be shared. However, if the aforementioned Zoom security optimizations are not made for the event, sharing the link may pose a security threat, especially if the meeting is not set to authenticate for all UM users. Links can be shortened via use of sites such as bitly and tinyurl!

Social media

Creating publicity for the event would be maximized by promotion across multiple social platforms including but not limited to instagram, facebook, twitter, groupme, groupchats, etc. Encourage all members of your organization (including executive board) to repost any promotional material to ensure maximal outreach. Publicize event details such as date, time, and the location (Engage and/or meeting link).

Strategy

It is imperative to create a social media strategy to ensure maximum attendance of your event. Scheduling posts via social media is a great way to do this. For example, a countdown-format posting schedule would not only increase exposure to your organization, but also create a sense of anticipation and hype. This can also be done through Instagram’s countdown sticker. It is also
important to not completely stop promotion once the event starts. Posting stories, pictures, and short videos during the event indicating that it is live will also attract more participants.

Material

Posts should be attention-grabbing and informative. COSO has created a PR toolkit which provides great information about the processes and resources involved in making graphics!