Google Cloud

10 best practices for maximizing Hangouts Meet adoption

Welcome to Hangouts Meet! We think you're going to love this tool that makes creating and running meetings easy. We've met with G Suite customers who are some of the biggest Meet adopters to learn how they grew adoption and we want to share our findings with you. Below you'll find 10 best practices to set up your organization for success with Meet.

Lead By Example

☑ **1. Get buy-in from leadership**
When leadership inspires employees to adopt Hangouts Meet, employees are more likely to get excited about it. Have a senior leader or the CEO send an email to employees encouraging them to adopt Meet. Leaders should also lead by example by becoming early and visible Meet adopters.

☑ **2. Set adoption goals**
Everyone loves a good challenge. Motivate employees to use Meet with company-wide or team-wide adoption goals. To maintain momentum, share regular progress updates. For teams with low adoption, assign champions to motivate their teams.

☑ **3. Set an example in meetings**
With live streaming for up to 100,000 employees, it's easy to use Hangouts Meet to host all-hands and other large company meetings. Doing this sets a great example while getting employees comfortable with the product.

☑ **4. Defaults matter**
Instill a video-first culture by making sure your domain has Hangouts Meet enabled by default for all users. Reinforce G Suite usage, too: Employees who use Google Calendar are over 70% more likely to also use Meet.

Set Up Rooms For Success

☑ **5. Display how-to materials in the room**
Feature instructions on how to use Meet in all conference rooms. You can even replace the standard rotating Meet images with .jpegs that feature step-by-step guides.

☑ **6. Be Consistent**
Create a consistent conference room setup to make using Meet easy and intuitive. Doing this lowers friction and gives people the confidence to use the product wherever they are.

Training Is Key

☑ **7. Promote Meet to new employees**
When new employees join the company, include G Suite and Meet information in their onboarding materials, including help resources and videos on how to use Meet.

☑ **8. Get current employees on board**
Provide training materials to help people get started with Meet. Beyond how-to signage in conference rooms, you can send out educational emails, training decks, or other materials. You could even live stream onboarding trainings then record them so that employees can review them later.

Help Employees Help Themselves

☑ **9. Help users troubleshoot using online resources**
Point employees to Google's online help resources, including the G Suite Learning Center and the Meet Help Center. The Learning Center's switching guides are a useful resource for those transitioning to Meet from another video meetings tool. Admins seeking help can refer to the G Suite Admin Help Center.

☑ **10. Offer a forum for questions**
Make it easy for people to ask questions, either through office hours or a company online community. Online help is a great start, but providing answers to individual questions can boost knowledge and confidence, too. And appoint Meet experts so they can help train others.

What's Next?

Now that you've adopted Meet, there are a few ways to stay up-to-date with the latest features.

☑ Subscribe to the G Suite Updates Blog for announcements when new features are available to test, and when they start to roll out.

☑ Ask your Google Account Manager to sign you up for the Cloud Connect Community, so you can see quarterly roadmaps with updates about long-term product strategy.

Want more Meet? Participate in our pilot programs to learn about new features, test them out, and provide feedback to help improve the Hangouts Meet experience. Reach out to your Google Account Manager to have them nominate you.

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