



TECHNOLOGY IN THE WORKPLACE: BUILDING MORE CONNECTIONS

APRIL 2018

AGENDA

1. INTRO
2. TECH & CULTURE
3. LOOM
4. SLACK
5. GOOGLE SUITE
6. Q&A

WHO ARE THE SOCIAL LIGHTS?

MEET THE OPERATIONS TEAM



EMILY HAGEN
Director of Operations



DREW GNEISER
Training Manager



ANNA HICOK
Office Manager

We are a team of eager and motivated individuals.

We are experts in all things social.

We like to explore specific industries.

We test and learn in order to find creative ways to connect.

Our purpose

**Inspire and nurture
meaningful human
connections.**

CORE VALUES

Curiosity

Care

Passion

Growth

Generosity

TECH + CULTURE

ALTERNATIVES

There are tools that are much more efficient than writing another email.



SLACK



MESSENGER



REMOTE

There are endless tools available to make this arrangement work for you and your business:



SKYPE



GO TO MEETING



HIGH FIVE



FACETIME



ACCESS

There are times when having access to the right people can be difficult. They may not work on your team or are always busy. Technology in the work place allows for more options in reaching more people.

EFFICIENCY

Time is the only resource you will never get back.



GROWTH

There is no need to schedule another meeting. You can empower your employees to learn + grow with technology.

LOOM



HOW DO YOU MAKE TRAINING SCALABLE & REPEATABLE WITH ONE PERSON?

How to Use Loom at TSL

The screenshot shows a Loom video player interface. At the top, the Loom logo is on the left, and 'My Videos' and 'Get Started' are on the right. The main content area displays a circular video frame of a man wearing a blue and white striped shirt, a blue and orange baseball cap, and white headphones. Below the video frame, the text 'This is a Test Video!' and 'January 09, 2018' is visible. The video player controls at the bottom include a play button, a volume icon, a progress bar showing '0:39 / 5:05', and a '1x' speed control. The background of the video player shows a dark interface with a sidebar on the left containing menu items like 'My Videos', 'Starred', 'Folders', 'Account Management', 'Marketing', 'Operations', 'Sales', and 'Training'. The main area behind the video shows a 'My Videos' section with a 'New Folder' button and a list of folders including 'How To' and 'Accou'. The browser's address bar shows 'https://www.useloom.com/my-videos' and the user's name 'Drew' is in the top right corner.

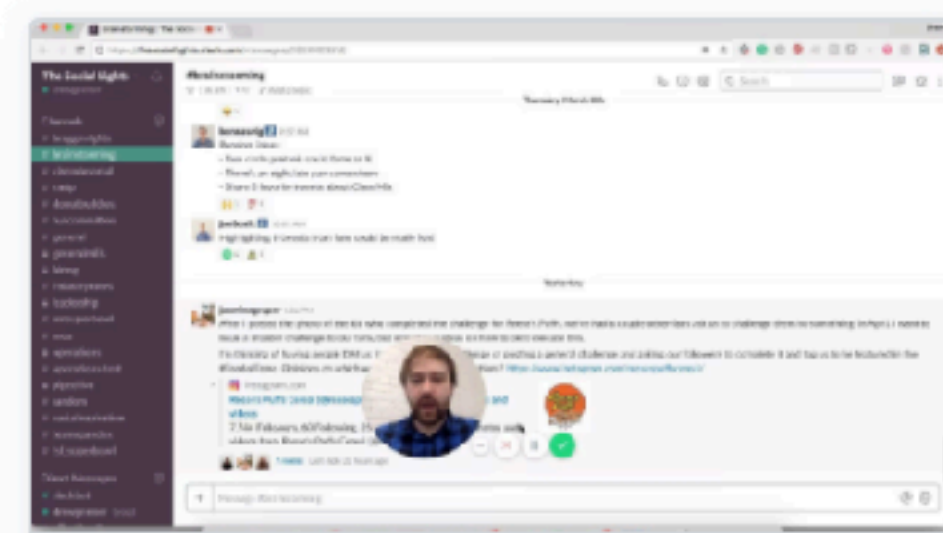
How to Fill out an Expense Report

The screenshot shows a Google Drive interface in a Chrome browser window. The address bar displays the URL <https://drive.google.com/drive/my-drive>. The page title is "My Drive". The left sidebar shows navigation options: My Drive, Shared with me, Recent, Google Photos, Starred, and Trash. The main content area displays a table of files and folders. A large white play button is overlaid on the center of the table.

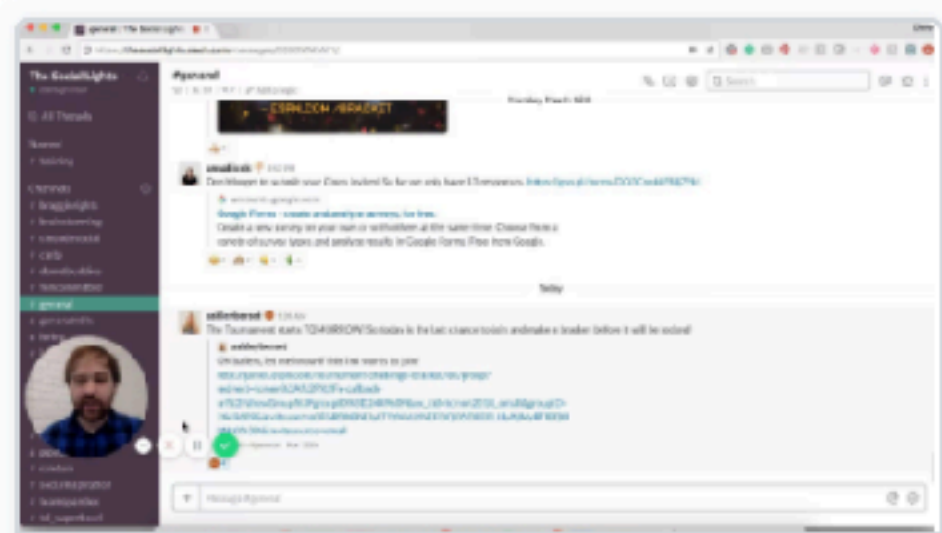
Name	Owner	Last modified	File size
2. ACCT MGMT - EXECUTIVE SPONSOR	Emily Pritchard	Feb 2, 2018 Emily Pritchard	-
3. OPERATIONS	Emily Pritchard	Feb 2, 2018 Emily Pritchard	-
4. FINANCE	Emily Pritchard	Feb 2, 2018 Emily Pritchard	-
5. EOS	Emily Pritchard	Feb 2, 2018 Emily Pritchard	-
Agency Process Docs	Martha McCarthy Krueger	Aug 4, 2017 Drew Gnelser	-
Archive	me	2:05 PM me	-
CLIENT SUCCESS [Onboarding]	Martha McCarthy Krueger	Sep 25, 2017 Martha McCarth...	-
GMI	me	Mar 24, 2017 me	-
Hagen - Q4 Rock	me	Nov 7, 2017 me	-
Open Files	me	Mar 24, 2017 me	-

At the bottom of the screen, there is a taskbar with various application icons including Microsoft Office, Slack, and Chrome. A "Share" button is visible in the bottom left corner of the screenshot area.

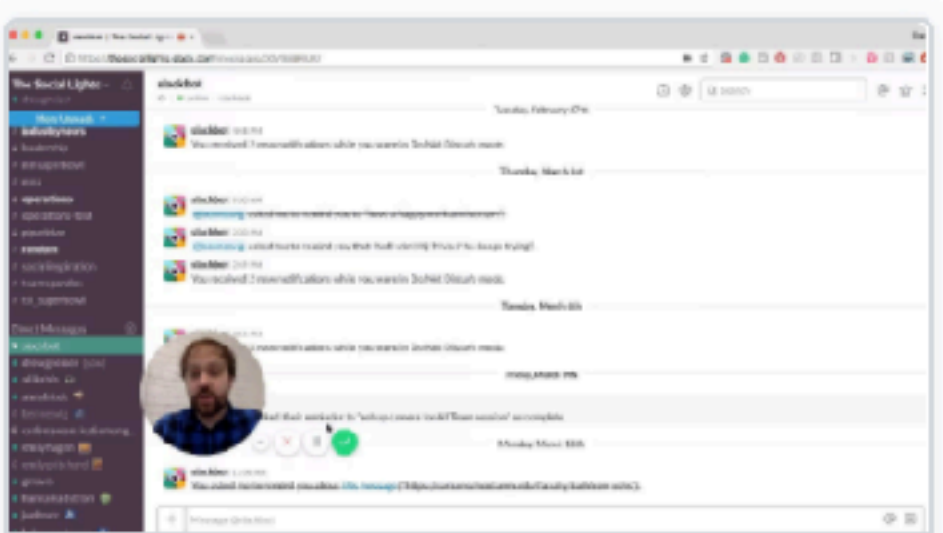
Videos



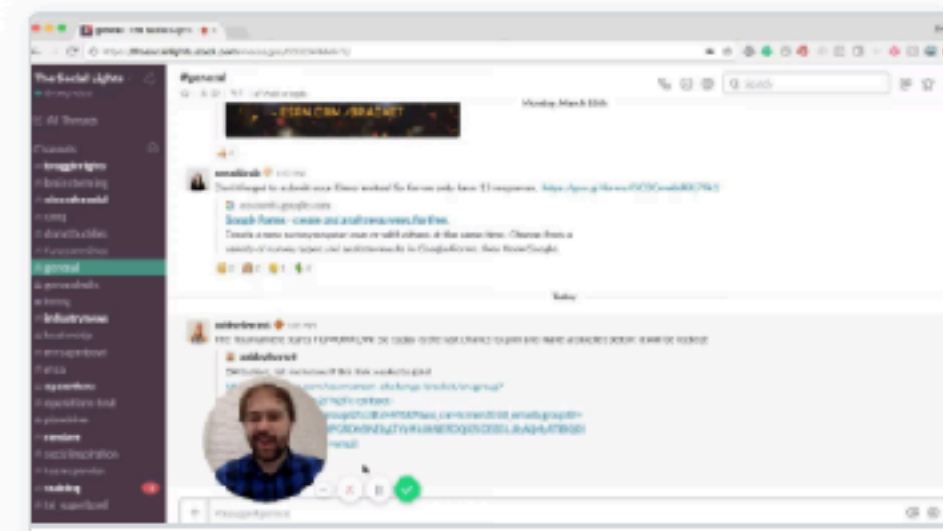
Other Tips & Tricks In Sla...
March 14, 2018



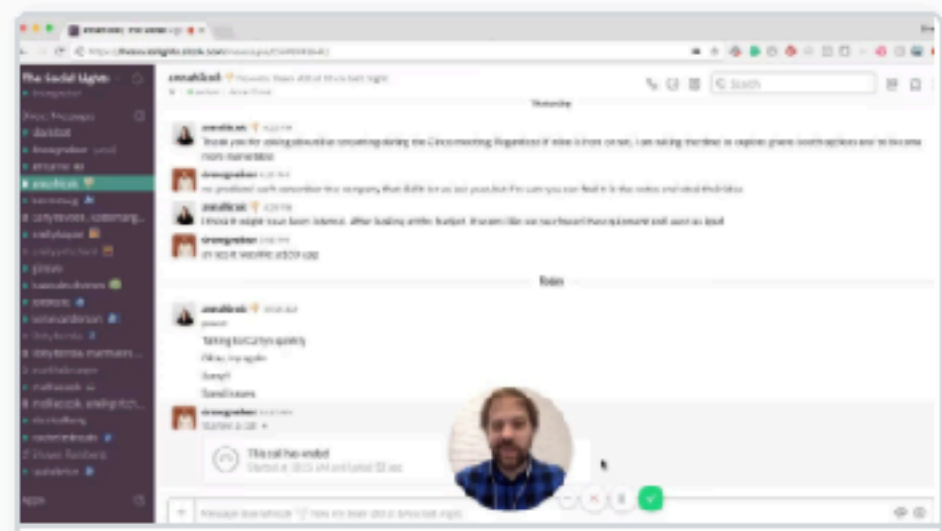
How to Set Your Notificat...
March 14, 2018



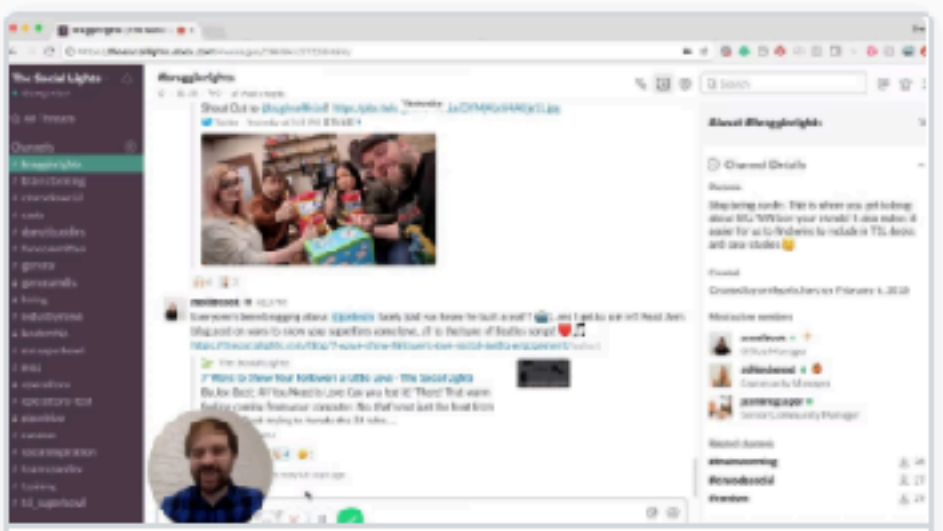
How to Use Slackbot
March 14, 2018



How to Prioritize and Kee...
March 14, 2018



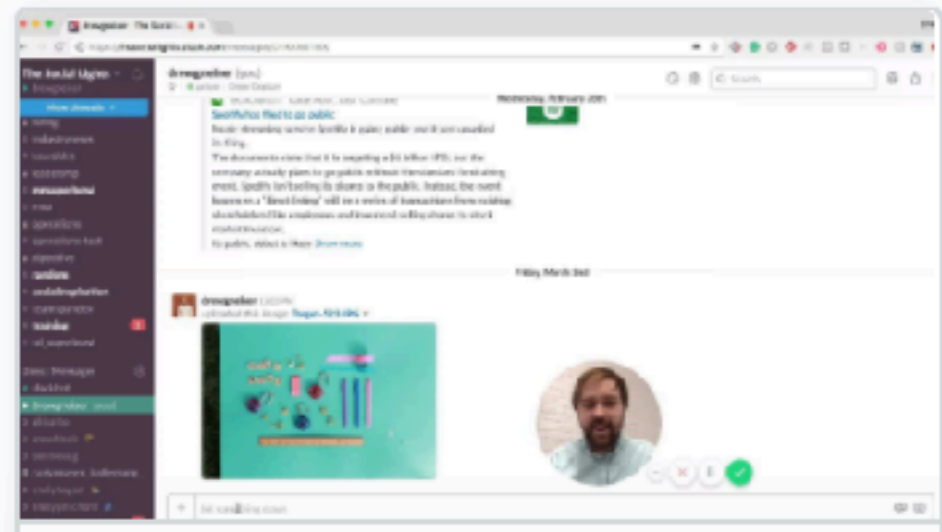
How to Make Video Calls...
March 14, 2018



TSL's Slack Channel Ove...
March 14, 2018



How to Use Starred Item...
March 14, 2018



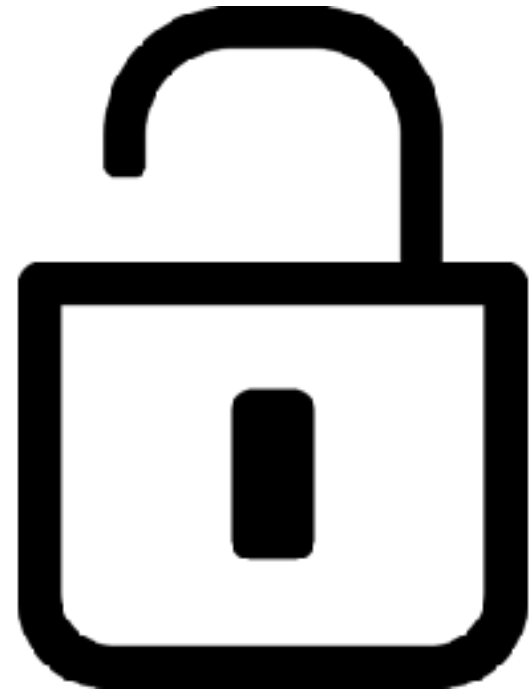
How to Format Text In Sl...
March 14, 2018



How to Set A Status In Sl...
March 14, 2018

SLACK

DIRECT MESSAGING



PUBLIC

Open to team
General memos
Office updates



PRIVATE

Team specific
Projects or clients

CHANNELS



GENERAL

Snow emergencies
Donuts on the counter
Office visitors



BRAGGING RIGHTS

Brand wins
Shout outs
Team love



TEAM OR PROJECT

Client updates
Wendy's tagged us in a Tweet
Report due dates



INDUSTRY NEWS

Platform updates
New platforms
Newsworthy campaigns

IMPROVE ENGAGEMENT



POLLY - POLLING TOOL

“What’s for lunch?”
Anonymous or public
Recurring options



DONUT - GET TO KNOW EACH OTHER

Randomly pairs teammates for coffee
or donuts
Adjust frequency between 1-4 weeks



HEYTACO! - RECOGNIZE GOOD WORK

Publicly recognize teammates
Cross-team transparency
Use for team rewards

GOOGLE

G SUITE



DRIVE

File sharing & accessibility
Updates automatically
available
Multiple contributors



MAIL LABELING

Auto-label & file
Color coding



CALENDAR

Client updates
Wendy's tagged us in a Tweet
Report due dates

Q&A



**THANK
YOU**

www.thesociallights.com