HOM Training
Module 1 | Internal Communications

Module 1 Overview:
- Access HOM Email
- Slack Basics
- HOM Slack and Asana
- Google Drive Structure
- Employee Device Setup
- HOM Email Setup + Zero Box
- Telephone, Texting, Email, and Messaging Courtesy
- Google Calendar

Internal Communications Set Up
- ☐ Login to HOM email and change password (write down your new PW!)
- ☐ Open Slack Invitation (must be accessed via your HOM email)
  Slack is a software we use to communicate with all HOMies internally via channels that correspond to each client and relative topics.
  - ○ Add Profile Picture
  - ○ Set up account
  - ○ Watch Training Video: Slack Basics
- ☐ Open Asana Invitation (must be accessed via your HOM email)
  Asana is a task management software we use to organize the magic! Here you'll be able to review and prioritize your current tasks assigned by management.
  - ○ Add Profile Picture
  - ○ Set up account
  - ○ Watch Training Video: HOM Slack + Asana

Google Drive
- ☐ File Organization
  - ○ Understanding the file structure is the *most crucial aspect* of how we remain organized and where you will find all of our internal documents and client materials. We maintain a specific file structure so we can make sure everyone who will be collaborating on a particular project or account has access.
- ☐ Watch Training Video: HOM Google Drive
  - ○ All information & creative assets that we create on behalf of the clients are organized in a way that is easily accessible by all necessary team members.

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- A similar organizational structure appears within other applications and tools we use.

☐ Google Applications HOM Uses: (*ranked by what we use the most)
- Google Drive for Desktop
- Google Docs
- Google Calendar
- Google Alerts
- Google Slides
- Google Sheets

Employee Devices Setup

☐ <u>Computer</u> Applications
- Slack
- Asana
- Google Drive

☐ <u>Cell-Phone</u> Applications
- Facebook
- Facebook Business Suite
- Instagram
- LinkedIn
- Twitter
- Pinterest
- YouTube
- Hootsuite
- Slack
- Asana
- Google Drive
- Google Docs
- Google Slides
- Google Sheets
- Gmail
- Google Calendar
- Lightroom
- Repost

☐ Communication Courtesy
- ☐ Watch Training Video: <u>Texting Professionally</u>
- ☐ Watch Training Video: <u>Telephone Courtesy</u>

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HOM Email Setup
- ☐ Set up Inbox Labels for each client
  - ○ Create a "new label" for each client. This will be helpful to sort emails as they are addressed. Only sort items as they are responded to and completed. The goal is that your inbox will <u>only</u> have outstanding items or items in progress remaining.
  - ○ Watch Training Video: [Zero Box Method Basics](#)
    (We loosely follow the principles outlined in the Zero Box tutorial for additional task tracking and inbox organization)
- ☐ Use the existing email signature template to create your own email signature and follow the instructions to add it to your HOM email signature.
  - ○ Watch Training Video: [HOM Email Signature](#)

Calendar
  Understanding the Calendars
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  - Content Calendar

- ☐ Adding new events into the Calendar
  - ● Each time you add an event into the calendar, it must have the correct date, time, time zone, and location.
  - ● Each time you add an event into the calendar, it must also have alerts or reminders set.
    - ○ Depending on if it is a meeting event or a calendar event that is just reminding us to post.
- ☐ Sending Calendar invites to clients
  - ● Each time you add an event into the calendar, it must have the correct date, time, time zone, and location.
  - ● Be sure to clearly include the conference line information, including phone number and PIN.
  - ● Ensure that you are sending the correct video meeting link. Whether that be Google Meet or Zoom.
- ☐ Watch Training Video: [Google Calendar](#)

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Success! You've now completed Module 1 + Onboarding.

Please go back to the Employee Portal to find Module 1 Quiz.