

HOM Training

Employee Onboarding

HOM Internal Employee Onboarding

Overview:

- New Employee Paperwork
- Heidt of Media Introduction
- Employee Social Media
- Employee Portal
- Training Module Introduction

New Employee Paperwork

- Official Application
- W-4
- I-9
- Non Disclosure Agreement
- Employee Handbook
 - Photo and Video Release
 - Surveillance
 - Pay Deductions
 - Handbook Receipt

Heidt of Media Introduction

- Address: 4950 Keller Springs Rd #430, Addison, TX 75001
- Hours of Operation: 8AM - 5PM Monday - Friday
- Office Phone Number: 469-900-5727

Employee Portal


- Access heidtofmedia.com/employee-portal/
- ALL [Training Modules](#)
- How to request PTO
- Submit a Complaint
- Access the Employee Handbook

Employee Social Media

- Follow Heidt of Media accounts on all platforms.
 - Find HOM on all social platforms, and like and follow all of our pages.
 - Facebook: www.facebook.com/heidtofmedia
 - Instagram: www.instagram.com/heidtofmedia
 - Twitter: www.twitter.com/heidtofmedia
 - LinkedIn: www.linkedin.com/company/27189066/
 - YouTube: www.youtube.com/channel/UCY6hKTXOSU3VbtRIYTEdc6O
 - Tik Tok: www.tiktok.com/@heidtofmedia
- Add The Heidt of Media to the “Work and Employment” sections of your social media pages.
 - It will be important for clients and potential clients to immediately recognize that you are associated with our brand.
- Update all personal social channels for consistency.
 - Be sure that your personal social media channels do not use vulgar language, slander, hate speech, or any other form of content that might be considered inappropriate to our clients and personnel.
 - Clients often request to follow us, and it is our job to make sure that the things we choose to post do not negatively reflect the relationship that The Heidt of Media has with new, potential, or existing clients.
 - Remove, archive, or make private any existing posts, images, videos, or other content that may be questionable or have the potential to negatively reflect the relationship that The Heidt of Media has with new, potential, or existing clients.
 - You should not have more than one personal account on Facebook or Instagram due to their community guidelines. In order to verify accounts and to manage clients accounts to the fullest of our abilities we must strive to abide by their guidelines at all times.

Handbook BIG Reminders & Take-Aways

Most of these are within the handbook that you’ve read through. However, here are big key take-aways as well as some additional reminders throughout your time with Heidt of Media.

-  Don’t be afraid to ask questions! (And we mean ask a lot of questions)
 - Asking questions helps us know where you are in the learning process. If you aren’t asking questions, then we will start questioning if you are learning or understanding your role.
 - Ask for more training, ask why we do things a certain way, ask uncomfortable question, ask questions you think might be “dumb” (spoiler alert: **there are no dumb questions**).

👍 Take notes.

- There is a LOT of information flying around & there are a lot of life hacks and little tips and tricks that we will pass along that will make your life a whole lot easier. It's a lot of information to absorb at once, but try your best & when in doubt... **write it down.**

👍 Pay attention to the details. Thoroughly.

- Check your spelling, grammar, attitude, + notifications. 😊
- We ALL make mistakes - We're only human! But be SURE to always triple check your work and ask for help if you need it.
- Pay attention to the order of operations and routine that our team has established. We have spent **a lot** of time creating training materials for you to learn from and reference and it is very important that you take the time to know and understand these tasks because they need to become second nature to you.

👍 Shortcuts and Lifehacks = Productivity and Efficiency

- Shortcuts and life hacks are literally what make our world go round. To become the master of our craft we have to use them to our advantage as often as possible.
- Don't be afraid to share life hacks and new shortcuts with the team to help us all speed things up!

👍 Learn THEN Apply. Be ready to PIVOT!

- Our training materials will reference a lot of hard and fast rules, and the reality of everything we know to be true about social media is that it is **constantly changing** and adjusting to the world around us.
- Use our methods and our processes for efficiency and communication and then apply them as platforms begin to change.

👍 When in doubt... Google it!

- We don't know *everything* about social media (but we know a WHOLE LOT). It's always great to ask questions, but sometimes even **we** don't know the answers. We methodically research to stay up with the platform advancements, but sometimes we just have to follow the road and see where it leads!

👍 Respect is a MUST.

- In this company we respect each other, we respect ourselves, we respect our clients, and we respect people we do not know. There is no room for disrespect of any kind at The Heidt of Media.

👍 Inclusivity in ALL ways.

- We are an **inclusive environment** that places the utmost value on differences in culture, background, experience, and more. We **do not** discriminate against any class of individual and we work together to

educate others and fight against systemic inequalities & injustices that happen every day.

👍 Integrity matters.

- Do the right thing even when **no one is looking**. We have a lot of power and opportunities with social media and we have an even greater responsibility to our clients to make sure that we are holding ourselves accountable.

👍 Teamwork makes the dream work!

- Our team, our employees, our homies are our greatest assets. It's us against the digital world. Play to your teammates strengths and weaknesses. If you see a need, fill a need, or let someone know who can help.

👍 Get approval or don't post it!

- Nothing gets posted on social media channels of any kind on behalf of clients unless it has been approved by the clients. Clients may allow supervisors to approve content internally upon certain circumstances. This varies client to client. **When in doubt, check with your supervisor.** This applies to posts, stories, photos, videos, comments, hashtags, etc.

👍 Go Getters. Don't wait for someone else.

- The Heidt of Media is a fast paced, growing, and evolving company. We can't hold your hand all the time because we want you to take chances and bring new, innovative thinking to our team.

👍 Work Hard - Play Hard, HOMie!

- We play hard when we win, but we work harder to **guarantee** we win. We value **work-life balance** and strive to ensure that we celebrate and build lifelong relationships with each other and clients.

👍 Don't take it personally.

- Clients have feedback, the team will have feedback. **No one** is perfect & we are all human. Feedback (positive and negative) is **how we learn** our clients preferences quickly & how we get better every day.