



Learn 10 Slack Productivity Tips and Tricks

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Forward Looking Statement



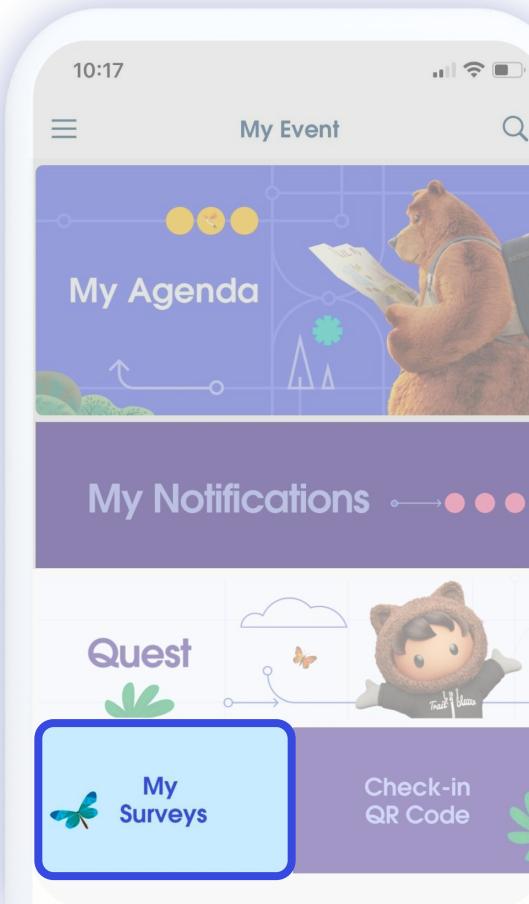
This presentation contains forward-looking statements about, among other things, trend analyses and statements regarding future events, future financial performance, anticipated growth, industry prospects, environmental, social and governance goals, our strategies, expectation or plans regarding our investments, including strategic investments or acquisitions, our beliefs or expectations regarding our competition, our intentions regarding use of future earnings or dividends, and the expected timing of product releases and enhancements. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, Salesforce's results could differ materially from the results expressed or implied by these forward-looking statements. The risks and uncertainties referred to above include those factors discussed in Salesforce's reports filed from time to time with the Securities and Exchange Commission, including, but not limited to: our ability to maintain security levels and service performance that meet the expectations of our customers, and the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate performance degradation and security breaches; the expenses associated with our data centers and third-party infrastructure providers; our ability to secure additional data center capacity; our reliance on third-party hardware, software and platform providers; uncertainties regarding AI technologies and its integration into our product offerings; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; current and potential litigation involving us or our industry, including litigation involving acquired entities, and the resolution or settlement thereof; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features, including any efforts to expand our services; the success of our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; our ability to complete, on a timely basis or at all, announced transactions; our ability to realize the benefits from acquisitions, strategic partnerships, joint ventures and investments, and successfully integrate acquired businesses and technologies; our ability to compete in the markets in which we participate; the success of our business strategy and our plan to build our business, including our strategy to be a leading provider of enterprise cloud computing applications and platforms; our ability to execute our business plans; our ability to continue to grow unearned revenue and remaining performance obligation; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; our ability to limit customer attrition and costs related to those efforts; the success of our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our ability to preserve our workplace culture, including as a result of our decisions regarding our current and future office environments or remote work policies; our dependency on the development and maintenance of the infrastructure of the Internet; our real estate and office facilities strategy and related costs and uncertainties; fluctuations in, and our ability to predict, our operating results and cash flows; the variability in our results arising from the accounting for term license revenue products; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within our strategic investment portfolio; our ability to protect our intellectual property rights; our ability to maintain and enhance our brands; the impact of foreign currency exchange rate and interest rate fluctuations on our results; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; uncertainties regarding our tax obligations in connection with potential jurisdictional transfers of intellectual property, including the tax rate, the timing of transfers and the value of such transferred intellectual property; uncertainties regarding the effect of general economic, business and market conditions, including inflationary pressures, general economic downturn or recession, market volatility, increasing interest rates, changes in monetary policy and the prospect of a shutdown of the U.S. federal government; the potential impact of financial institution instability; the impact of geopolitical events, including the ongoing armed conflict in Europe; uncertainties regarding the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; our ability to execute our share repurchase program; our ability to comply with our debt covenants and lease obligations; the impact of climate change, natural disasters and actual or threatened public health emergencies; expected benefits of and timing of completion of the restructuring plan and the expected costs and charges of the restructuring plan, including, among other things, the risk that the restructuring costs and charges may be greater than we anticipate, our restructuring efforts may adversely affect our internal programs and ability to recruit and retain skilled and motivated personnel, our restructuring efforts may be distracting to employees and management, our restructuring efforts may negatively impact our business operations and reputation with or ability to serve customers, and our restructuring efforts may not generate their intended benefits to the extent or as quickly as anticipated; and our ability to achieve our aspirations, goals and projections related to our environmental, social and governance initiatives, including our ability to comply with emerging corporate responsibility regulations.

Coffee on us.

The first 500 Trailblazers to provide feedback on this event will receive a \$5 Starbucks gift card.

- 1 Ensure you have the Salesforce Events app downloaded.
- 2 Give us feedback!
- 3 On Day 2, present the completed (1) Event Survey page and (4) Session Surveys at Badge pickup to redeem.*

*Restrictions apply. See terms and conditions at sforce.co/survey-terms.



Explore Your Platform

Use each version of the platform to meet your needs



Mobile

- Portable to keep you connected while you are on the go
- Start or take voice and video calls directly from your device.
- Share files from your device to a Channel, DM or Thread.

Browser

- Does not require you to navigate from your current task
- Allows you to manage multiple accounts, profiles and workspaces at once
- Compatible across various platforms like windows, macOS, and Linux

Desktop

- Provides “offline access” to messages and channels
- Allows you to configure desktop notifications
- Utilize more keyboard shortcuts
- Intended to have better performance vs Browser



Know Your Layout

Configure the platform to your liking



1 Use Your Sidebar

The navigation provides a quick access point to the information you seek the most. Familiarize yourself with each option and leverage its benefits.

2 Choose Your Preferences

Customize the “look and feel” of the platform to suit your needs. Change the settings available and let others know who you are and how you work.

3 Group Channels By Sections

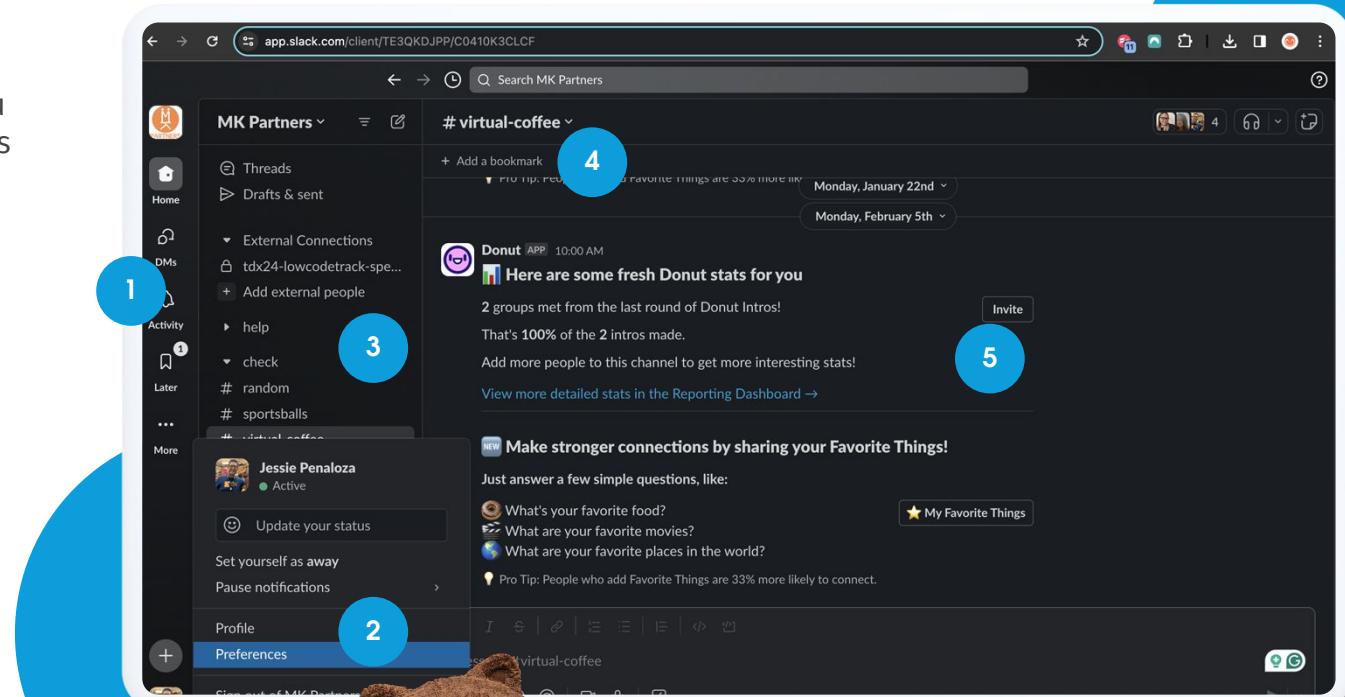
Organize and pair up relevant discussions to be quickly follow up at later times. Keep your layout neatly organized.

4 Check For Pinned Context

Important information will be available within each Channels and DM.

5 Take A Look Around

Use 5-10 minutes each day to get learn something new. You'll be surprised how simple it will make your day to day interactions.



Some parts of the layout will be discussed on later slides

Learn Some Shortcuts



Simplify your tasks by using predefined hotkey commands

NAVIGATE Your Menu Options

Traverse through the sidebar with ease. Learn to jump from one menu option to another with hotkeys.



Set Your STATUS Notifications

Quickly change your status to keep everyone in your team aware of changes happening throughout the day.

Add A CARRIAGE RETURN

Jump to the next line while composing a new message and avoid sending out by mistake.

UNSEND and COMPOSE

Messages

Quickly create and recall messages throughout the day.



If using a Windows keyboard you would replace the CTRL, Command and Option keys accordingly.

Save For Later

Set reminders, pin documents and follow up on important messages



1 Schedule Reminders

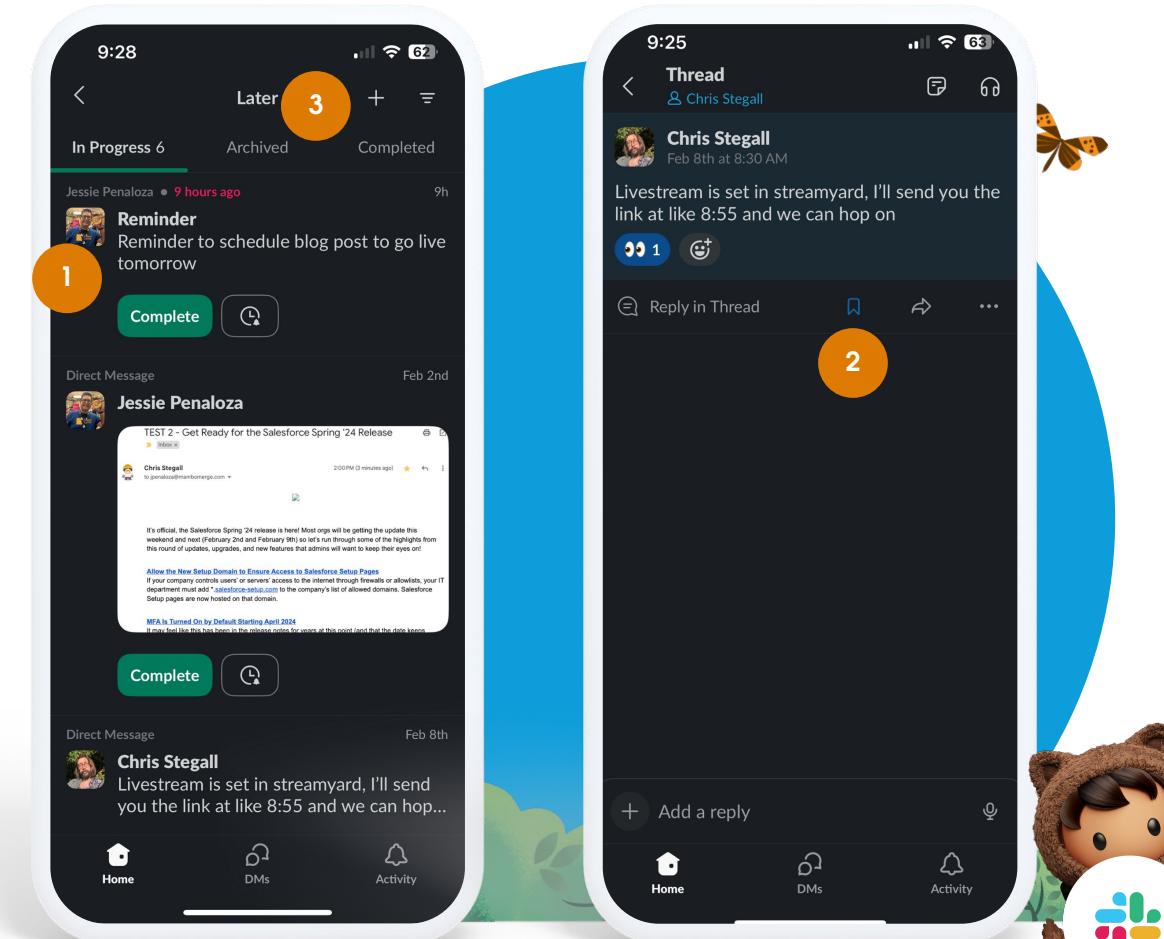
Easily create notes to remember of tasks to complete at a later time. Traverse each task, complete it and move onto the next one.

2 Click and Save

Revisit context you don't have time at the moment by using the **Save for later** within any Channel, Thread or DM. Create your to-do list with just a few clicks.

3 Build New Habits

Don't treat your “Later Inbox” like a regular inbox. Break old habits, Save messages and documents for later and begin to build new muscle memory with this new routine.



Use The Search Bar

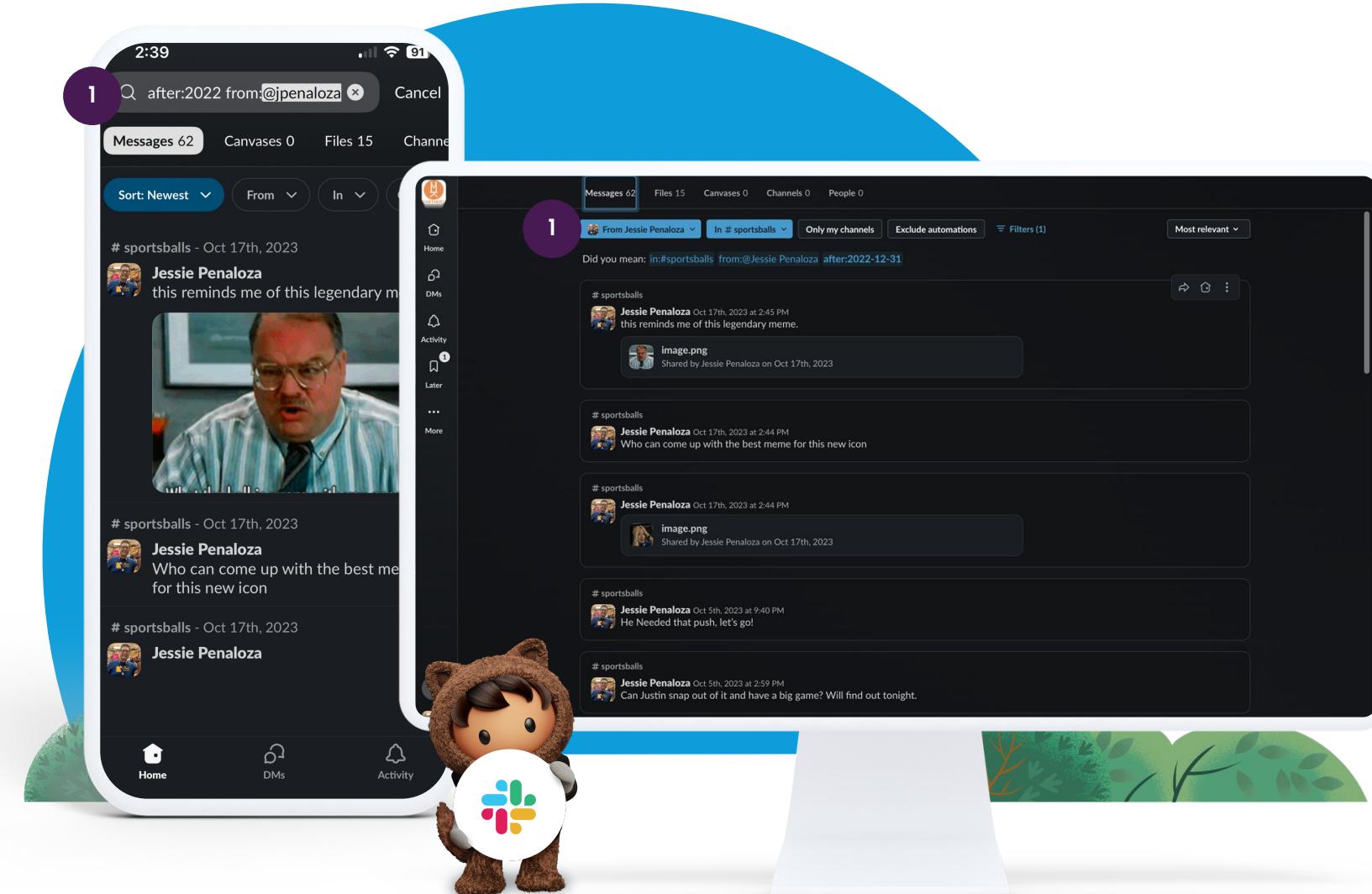
When in doubt, seek the information

Start Simple

Keep searches generic then refine as you begin to identify more information within each search.

1 Use Modifiers

Having to dig through hundreds of Channels, Threads and DMs just to find the information you need right away may consume too much time. Use filters (a.k.a **Modifiers**) to locate just about any message, attachment or emoji used within a workspace.



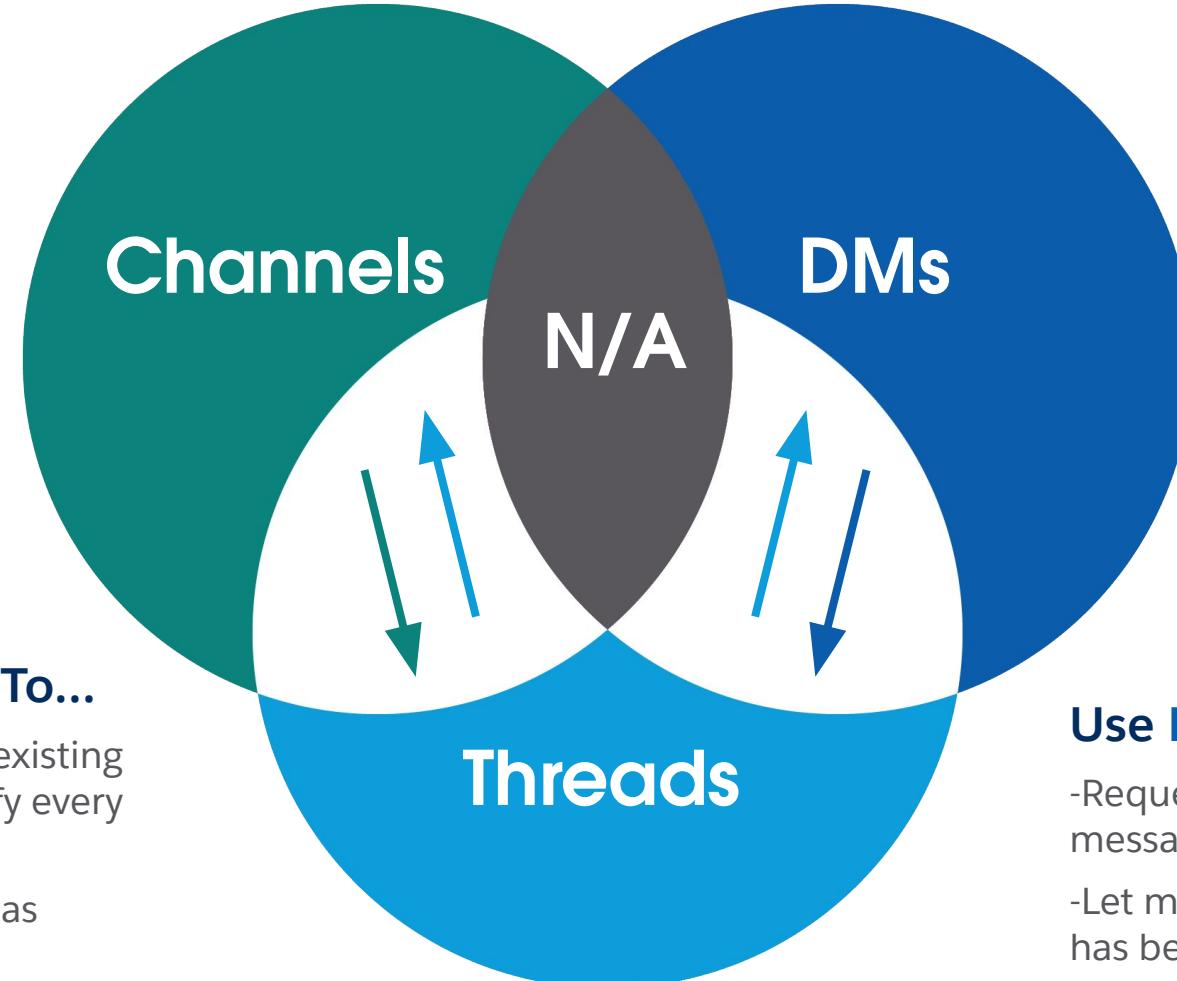
Leverage Channels, Threads and DMs

Know when to use each type of communication channel



Use Channels To...

- Share public information to members
- Notify members of changes that may impact them
- Consolidate team member efforts to a new assignment
- Engage with members of similar interest



Use Channels & Threads To...

- Branch off a conversation of an existing message without having to notify every team member of a channel
- Let members know a message has been addressed

Use DMs To...

- Share specific or sensitive information with select team members
- Have a direct conversation with select members

Use DMs & Threads To...

- Request clarification on a message sent from a member
- Let members know a message has been addressed



Share Context

Consolidate information to make onboarding easier



1 Use Bookmarks and Folders

Move information to the top of each Channel or DM by linking it. Keep your essentials a click away.

2 Use A Canvas

Personalize each Channel or DM by creating and sharing **fully-formatted content** with your peers and colleagues.

3 Define Each Channel

Let others know the purpose of a channel by providing additional information within each section.



Use Emojis

Capture your Readers

Fun and Helpful

These emoticons add a little flare to your conversations. Easily respond to messages that need your attention without having to type at all.

Get Readers Attention

Whether its a summary report, event recap, status updates, polls, instructions or a list of thing to do. Using Emojis helps make sure you catch your reader's attention before they continue to scroll.

👋 Hello 2024 Admin Track Presenters! For those of you who don't know me, I run social and promotions for the Admin Relations team. 📅

As we're finalizing the session schedule, I want to offer some guidance on how to best promote your sessions! We have a handy tool that will help you create session promo images for your social network. Find that → [here](#). ← I've posted an example image of what it can generate below! Note: Session times and locations are not finalized yet. Please do not share that information publicly until Agenda Builder goes live. We'll let you know when that happens. Leave that part blank! 🚫

Below are some best practices for how you can begin promoting your sessions. ⬇️

👉 Please read 👈:

- 1 If/when you promote your session on social, please include #AwesomeAdmin or #AwesomeAdmins and tag [Salesforce Admins](#) on LinkedIn or @SalesforceAdmins on X. That makes it easy for me to find and amplify your promotions from our official social handles. If you decide to start promoting on social right now, the correct CTA for you to use is "favorite this session". The sessions page can be found [here](#).
- 2 Always double check the title and spelling of your session before promoting. You can double check them by searching on the [sessions page](#). Remember, even after you find out the date and time of your session, please don't share those details until after the official Agenda Builder goes live. We'll let you know when that happens!

If you have any questions about session promotion in the meantime, let me know!

snapshot (1).png ▾

Awesome Test Social Promo for TDX

Britney Gibbons, Senior Content Marketing Manager, Salesforce

100+ external people are from 11 organizations

Search all emoji

Frequently Used

Smileys & People

Add Emoji

“



Spring up a conversation with a team member as if you were walking up to their desk

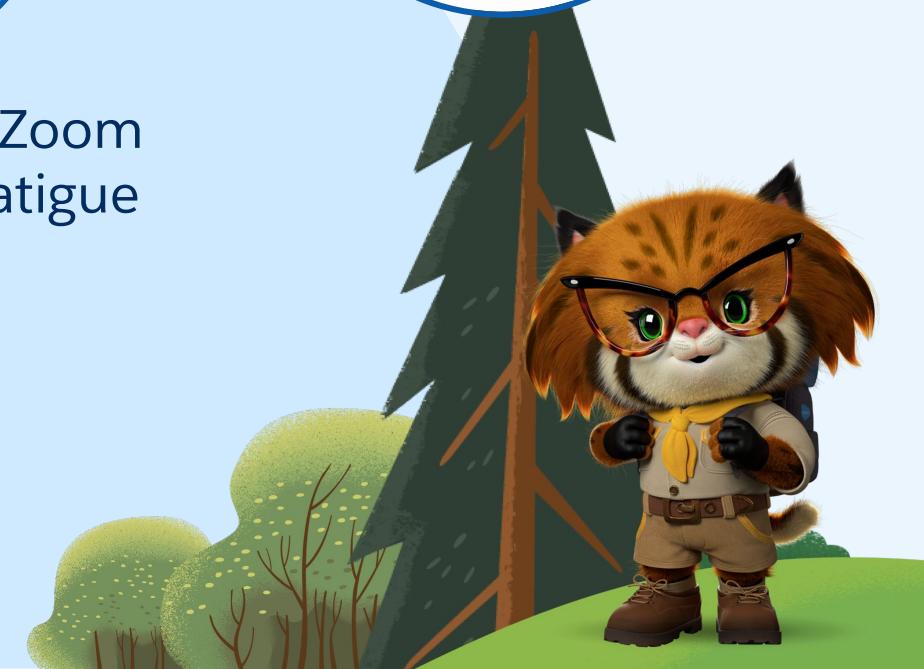
Start Huddles

“Knock knock! Is anybody there?”

A new and simpler way to “Voice Call”



Reduce, Facetime, Zoom and Teams video fatigue



Moar! Resources

Want to learn more about Slack

Slack Help

<https://slack.com/help>

Trailhead Community

<https://trailhead.salesforce.com/>

Community Chapters

<https://slackcommunity.com/>

Slack Certified

<https://www.slackcertified.com/>

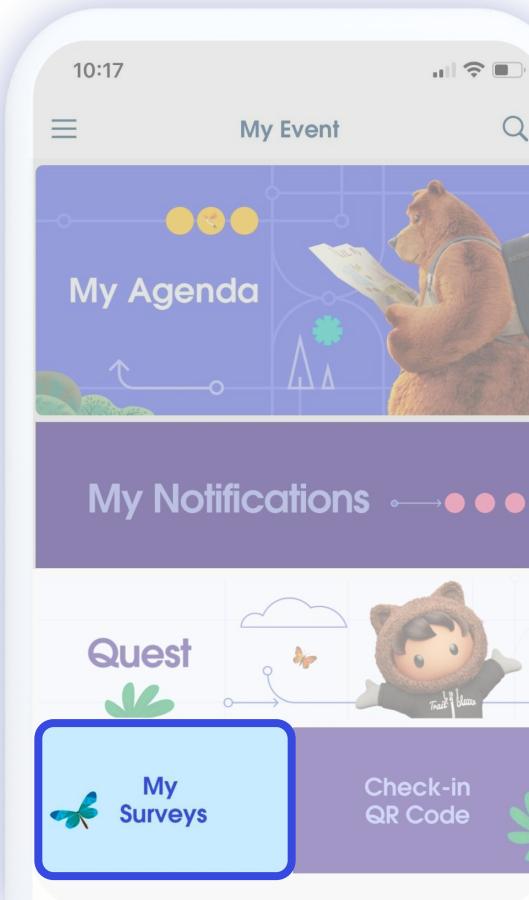


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Thank you

