Slack is a cloud-based software with a set of collaboration tools and services. This software allows creation of persistent chat rooms or channels that are organized by topic. Private groups can be made, and users are able to communicate with direct messages. Slack supports a search function, available for searching the entire history of all files, conversations, and people. Users can create their own emojis and use them to react to other messages. Slack teams can use URL invitation to other groups or teams, enabling efficient collaboration or team expansion. Support for both computers or mobile devices allows easy access at any time.

Logging into Slack is simple. A workspace for the team is created and users join with an approved email address. If a workspace already exists, the user can find and request for an invitation to the group. Developers can upload snippets of their code to the chat, and other developers can copy it for their use. The user can add hyperlinks by pasting them to the channel, or via direct message. For image sharing, simply upload the image into the channel where it becomes viewable by all the members. Files up to 1Gb can be uploaded, and there is a shared storage of 5Gb. For larger files, Google Drive can be linked for file sharing and access. Slack also supports apps such as GitHub, Dropbox, Trello, OneDrive, and many others. Slack is free to use; however, the features are limited. There are two paid plans; Standard for $6.67 per user/month and Plus for $12.50 per user/month. More features are included with the paid plans including: larger storage space, guest accounts, two-factor authentication, group calls and screen sharing, and priority support. Slack fulfills all the requirements for internal communication at Hootsuite.