



Your ultimate guide to Slack

*Make your working life
simpler, more pleasant and
more productive.*



Alex Newton

What is Slack?

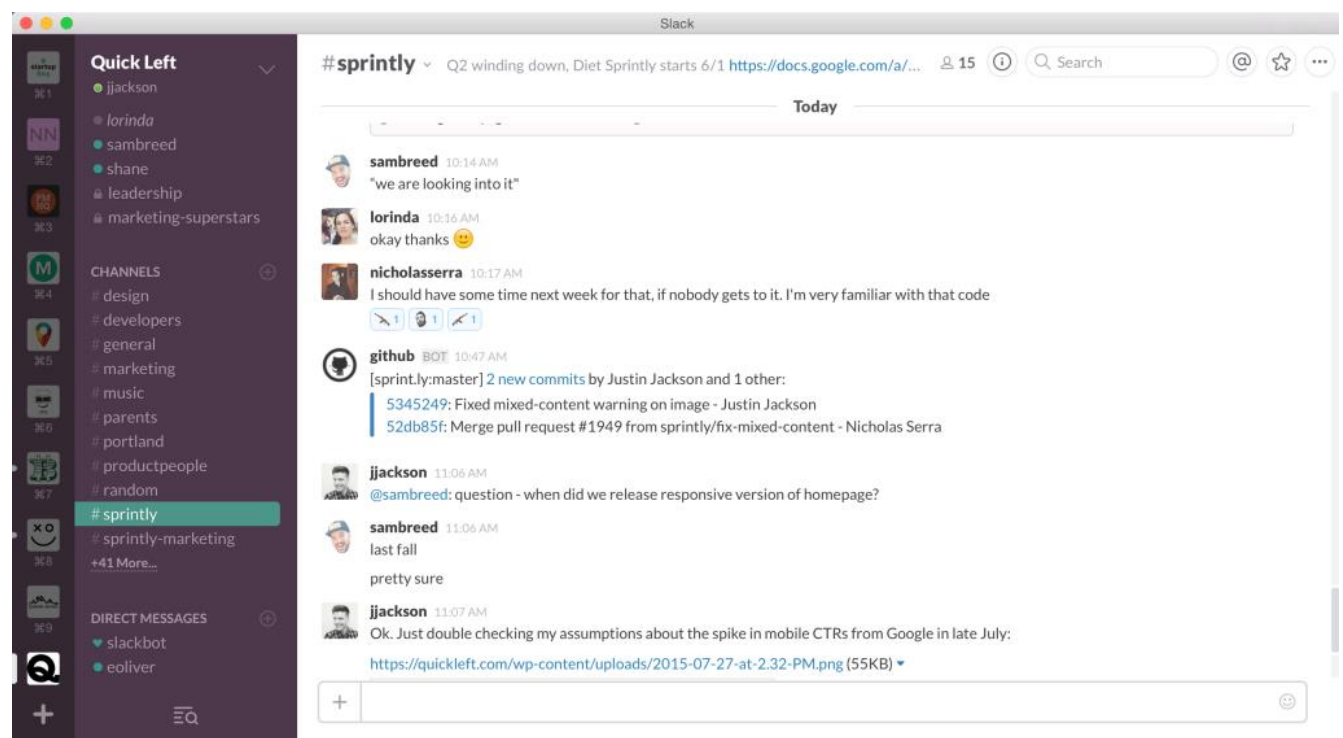
In short Slack is a team communications application making your business more streamlined and make internal E-mails a thing of the past. As you'll see in this guide it's more than just text-based communications, it's file sharing, it's app integration, it's planning, it's the all in one office tool your team needs to be using.



A brief history

Launched in mid-2013 Slack is a team communications app but the original project was for it to be an online video game! That never came to fruition and the new look application was launched and the newly named Slack Technologies never looked back, ranking top of the Forbes Cloud 100 list. After an initial 8000 people signing up in the first 24 hours Slack now sees 4 million daily active users across 60,000 teams. It's seen a meteoric rise in the last two years. Earlier this year it was given a £3bn valuation.

Features and interface



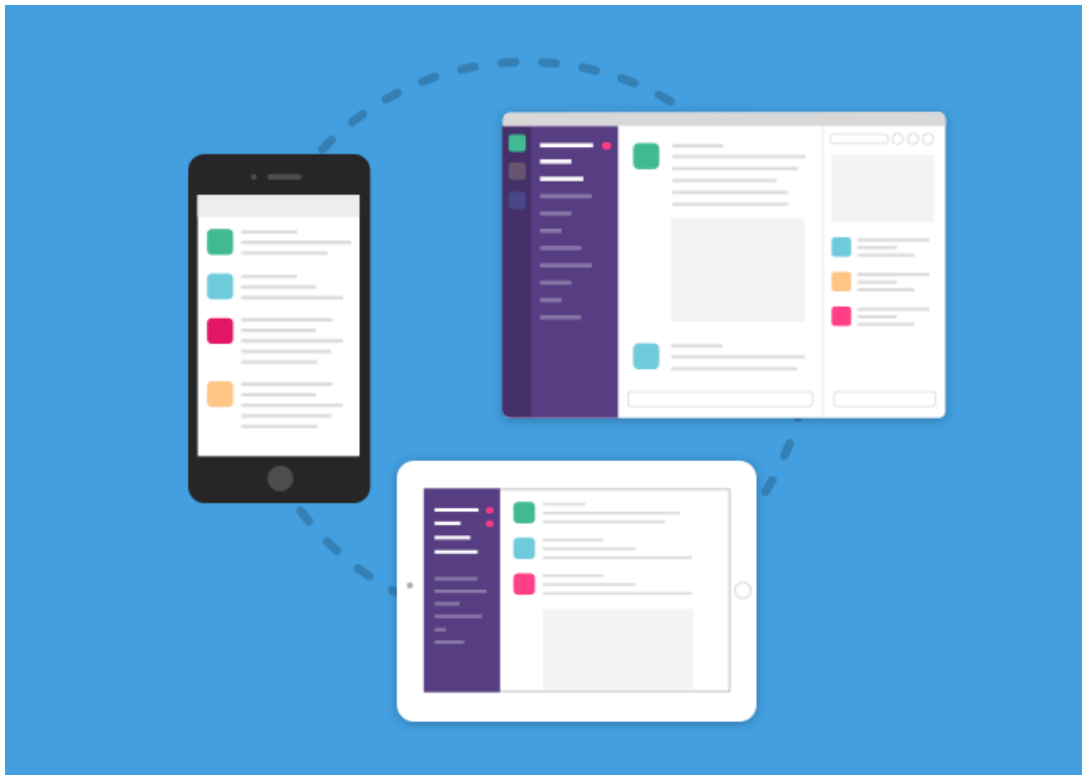
Slack is beautiful. Its simplistic design which contains hidden layers of depth makes it usable for everybody no matter how skilled you are at using messaging applications. In terms of features, you'll be amazed how many things the at first glance the basic messaging app can do. On top of basic text communication, you can upload images, videos, gifs, files and more. The interface is simple to navigate and the Slack hacks (see below) makes navigation around the app easy, giving you more time in your day. There's hundreds of things you can do quickly in Slack including, pinning messages, send a notification to everybody, have public group chats, private group chats or direct messages.

Apps



There are hundreds of apps that you can integrate for free on Slack. Applications make your experience on Slack more user and business friendly, giving you more time in the day. You'll be amazed how many applications you already use can be integrated into Slack. Twitter, Google Drive, Giphy, Trello and hundreds more keep all your applications in one place. Slack wants to 'Tame the Chaos', by getting rid of notifications across numerous sites, apps and programs and putting them all into Slack.

Platforms



Let's be honest when it comes to your workplace it's difficult to keep track of E-mails and messages over multiple devices. You can open it on one device say to yourself you'll go back to it on another later and totally forget. Slack syncs all of your devices together picking up where you left off. Any messages you read on one device get marked on another but Slack makes it easy to remember where you left your previous chat. Slack has apps for your desktop, mobile and tablets all free of charge. It is downloadable on Windows, Mac, Apple and Android products, or you can use the website version. Where ever you are you will always have access to Slack.

Customer experience

.@SlackHQ Has to be one of the best run companies I have ever come across. Customer engagement is second to none!

RETWEET

1



2:49 PM - 2 Nov 2016



1



Reply to @SlackHQ



Slack @SlackHQ · Nov 2

@AlexRobNewton You flatter us! We like it. 😊 But seriously, we appreciate your lovely words — thank you!



This is where Slack shines. The experience you get as a customer for a company that has over 4 million daily active users feels personal and tailored to you. It's simple but effective marketing. Their social feeds are great and have a great response time to your messages. They also give hilarious update notes.

Updated December 4, 2014



Slack - Team Communication

Version 1.83, 29.0 MB

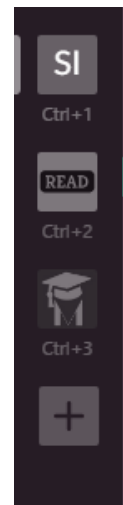
Dec 4, 2014

OPEN

- File comments now show up in real time, almost faster than you can type them (but not quite).
- Edit and delete file comments, as you wish.
- Support for single sign on, "SSO", which will be available in the near future. Or "in the distant past", if you're a Time Lord.
- Fixed: Indentation is now preserved in snippet preview, a bonus feature meaning you can now actually understand what is going on in a snippet in the app.
- Fixed: Long file names were being truncated at 22 characters, which was important to fix for those who like their filenames really very detailed.
- Fixed: Double tapping to zoom an image while full screen would cause an undesired animation glitch.
- Fixed: RTF files weren't showing a preview, which was bad for anyone still using the stalwart 27-year-old document format. Now they are. You hear that ok, RTF? NOW THEY ARE.
- Fixed: The app now automatically scrolls down when you begin writing a file comment, giving your precious fingertips much needed beauty rest.

A personal story

Slack was introduced to me in the summer of 2014. I'd just began to write for a football blog (long suffering West Bromwich Albion fan) which was in a network of around 10 more sites all revolving around different football teams. I was added into Slack which at the time saw the team have less than 100 people. I was dubious at first why not just use E-mail or even better text me? I probably used it about twice a week at most. Fast forward to the present day and that Slack team has almost 600 members connected around 40 different sites varying from several sports to music to food. As the Editor of the site, it has become the must need application in my life for connecting with other editors and my writers. I'm now also part of two other Slack teams, my current workplace and the Content Marketing Academy. Slack has gone from being something I check twice a week to an integral part of my life that I use hourly. E-mail is a thing of the past for me, I can switch between my three teams quickly and any major notifications will be alerted on my desktop or mobile. The integration of apps into my Slack has made my work seamless. It's my go-to for communications surrounding both work and social, my planner, scheduler and reminder all in one. Slack has changed my life for the better.

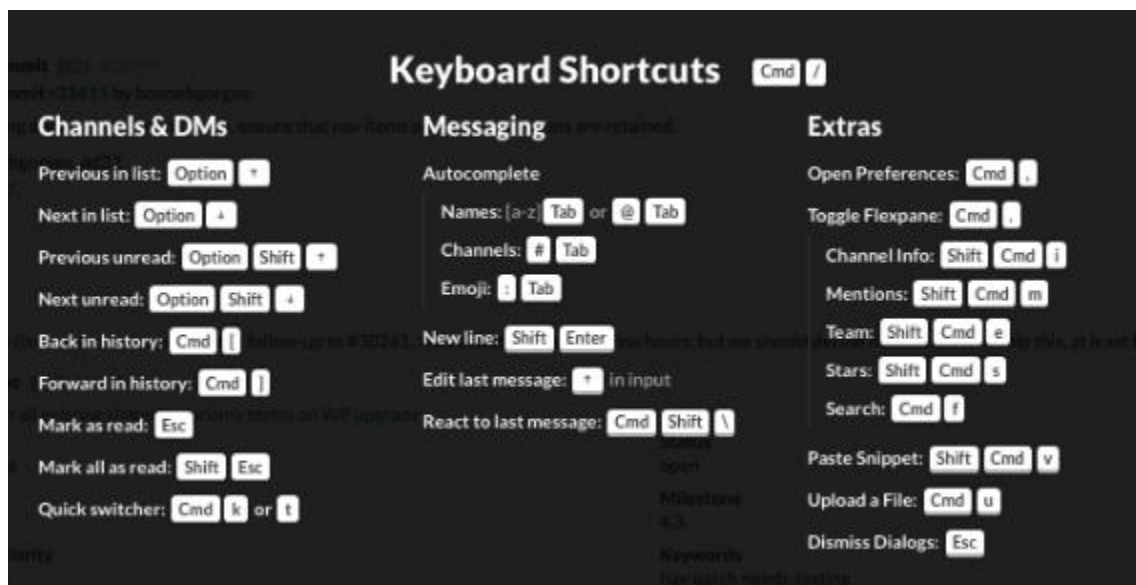


Slack hacks

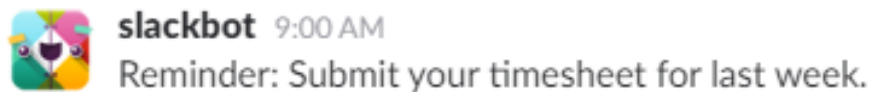
While Slack appears simple at first glance there's an added layer of interaction to make your experience as seamless and as enjoyable as possible. Enjoy these 10 Slack hacks.

1) Keyboard shortcuts

These shortcuts allow you to move around Slack quickly. You can quickly switch between channels and messages, edit and upload files and more.

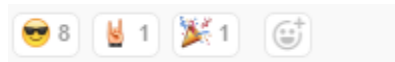


2) Reminders



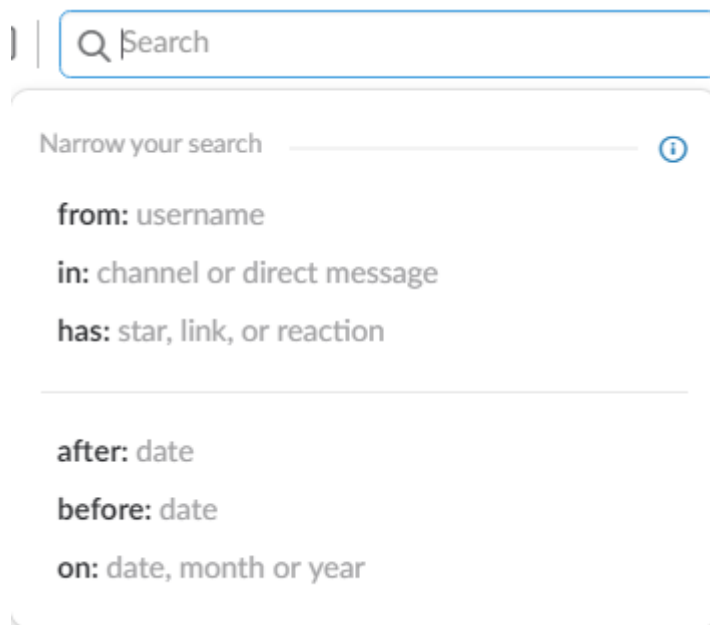
Slack allows you to set reminders by simply using the /remind command. You can set the app to remind you at any time and make them as reoccurring as you want. They're also easy to edit or delete altogether.

3) Emoji reactions



Emojis are great. They let you add some emotion to your message, but at times it's impossible to find an emoji that matches up to your messages. Slack lets you add your own emojis from any image you like even including faces of people, because who wouldn't want a Donald Trump emoji?

4) Advanced search



The search bar on Slack isn't just an ordinary type one word and get your results, it's much deeper than that. You can search specific channels and usernames, dates and even items you've starred. If it's been sent in your Slack team you'll be able to find it.

5) Colours



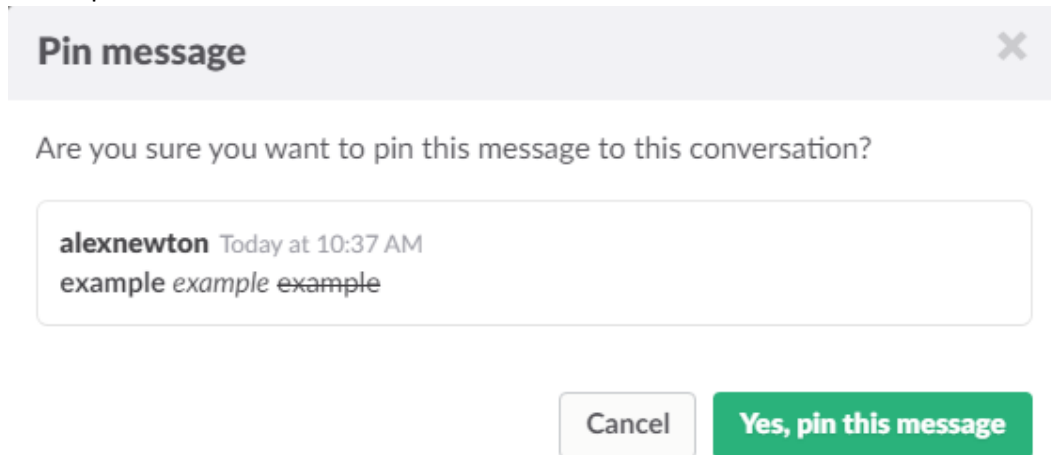
If you work in marketing or design, then this will be great for you. If you enter the hex code of a colour to 6 places, then it will display a box filled with that colour next to it.

6) Get their attention

@group @here @everyone @channel

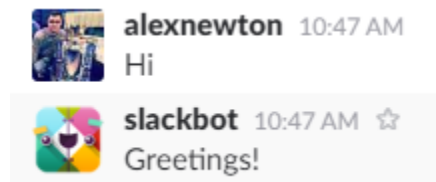
@Group, @Here, @Everyone, @Channel. All of these can be used in Slack to get people's attention sending them a notification to whichever platform they're using Slack on. Only use these from important bits of information otherwise, you'll end up being known as the annoying one of the group.

7) Pin it up



If there's an important message that your team will always need access to (think group passwords and codes) then you can pin it. The pinned message will always be just one click away in the channel and even if you're on the free version of Slack it will keep it past your 10,000 message limit.

8) Slack reacts



You can customise Slack to post a message back to any word via Slackbot. You can use this as seriously or as casually as you like. Get creative! Also, you can use the inbuilt Slackbot to store messages for yourself or even have a conversation with yourself.

9) Text formats

example example example

Want to make your text have some effects to make it stand out? Well, it's easy to do in Slack.

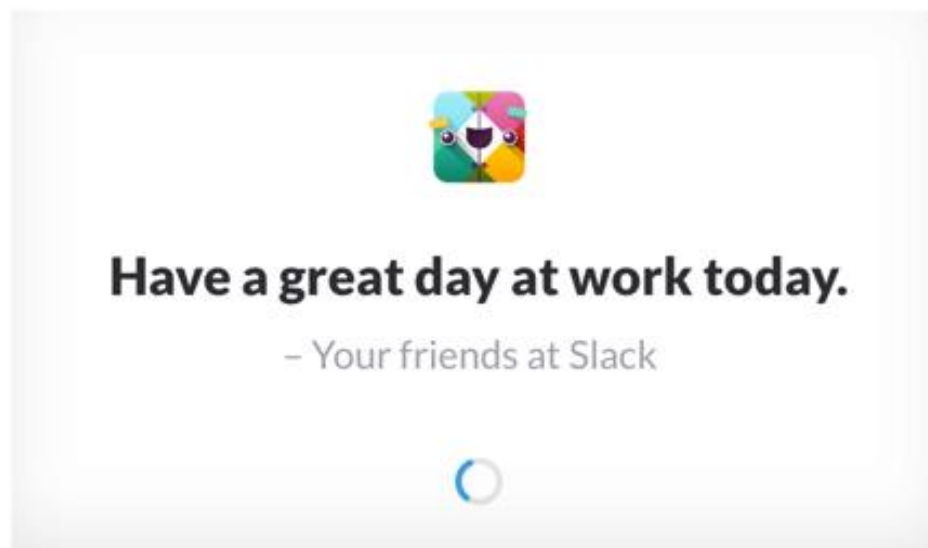
Bold – For bold text just simply put your messages inside asterisks ***example***

Italics – For your message to be italicised put underscores either side of your message *_example_*

~~Strikethrough~~ – Strikethrough your message, it's great for lists! To do this just put tildes either side of your message ~~~example~~~

Lists – Shift + enter will drop you down a line on Slack but you can also use bullet points. Alt+0149 will get you a bullet point

10) Loading messages



Isn't it annoying when you have to sit there looking at a blank screen waiting for an application to load? Well with Slack you don't have to worry about that as you can enter custom loading messages. These could be famous quotes, a joke or motivational messages. Don't worry if you don't set any up Slack already comes preloaded with several of these to make that loading time seem a little sweeter.

Price

You're probably thinking that an application that does all this will end up costing you an arm and a leg and as a small business owner, you won't be able to afford it. Well, that couldn't be further from the truth. Slack is free. FREE. ZERO. NO COST. ZILCH. 0. This is Slack's pricing guide;

Free	Standard	Plus
\$0	\$6 ⁶⁷	\$12 ⁵⁰
For teams wanting to try out Slack for an unlimited period of time	per active user, per month billed annually	per active user, per month billed annually
	\$8 billed monthly	\$15 billed monthly

We Recommend

Free – When you hear that something is free you're always waiting for the catch. Is there in app purchases? Is it littered with adverts? Is it for a limited time? Can I only have so many accounts or users? The answer to all of these questions. No. For free you can use Slack as much as you like with unlimited users! You can browse your team's most recent 10,000 messages (you'll be surprised how quick that goes) and have up to 10 app integrations. You get all applications of Slack for free including phone, desktop and tablet and all of the latest updates. In terms of storage, you get 5GB file storage for the team. It's what Slack call the 'unlimited trial'.

Standard - This is the one we highly recommend. By all means, see if Slack is right for you with the free plan but you'll soon see yourself quickly reaching your message and file storage limits. At a little over £5 a user per month (18p a day) Slack really opens its doors to all of its fantastic services. You get an unlimited searchable archive. Every message ever in your Slack team is searchable. Unlimited app integrations, guest access, priority support, secure two-factor login, group calls and 10GB of file storage PER USER, not the team. You'll soon see the £5 invested in each users being returned as your business becomes more streamlined and efficient.

Now it's time for the really big selling point of Slack, you only get charged for what you use. If you have 50 users in your Slack team but only 30 are active in that month, you only get charged for those 30 people.

Plus – At over £10 a user per month, this is where Slack's price gets a little steep. You do get an unbelievable amount of features for your money, though. You're guaranteed 99.99% uptime, 24/7 customer service, 20GB of storage per user and extensive message reports. If you are a thriving business turning over millions of pounds a year this plan is for you.

Conclusion

Hopefully, this guide has proven worthwhile in educating you about Slack. The free messaging application for business whatever size will change your workplace for the better. Want to know more? Contact us and we'd be happy to answer any questions you have about Slack. Whether you're interested in downloading it for the first time or an existing user get in touch!



Telephone - 01213090090

E-mail – Social@superfast-it.com

Location – Suite 2, Winwood Court, Norton Road, Stourbridge, DY8 2AE

Twitter - @SuperfastIT

