# Groups voice play book

Groups is simple, straight-forward and positive. To deliver on that promise, we use honest, everyday language—the words we use when talking to a friend. We default to short words, short sentences.

Here are examples of how Groups talks.

## First run/OOBE

Customer’s thoughts: It’s good Groups is walking me through this, because I don’t have a lot of time to figure it out.

Customer’s feelings: curious,

Tips:

* Encourage and support customers to start the process.
* Use straightforward language.

Here’s an abbreviated version of Groups OOBE. We focus on the significant benefit of downloading Groups (it’s the only way to get it on your phone) and on the positioning (the best of Office in one place).

OOBE #1: Outlook Groups

The only way to get Groups on your phone

OOBE #2: The best tools in Office

In one dedicated space

Here’s a fantastic example of first run done right: [*https://player.vimeo.com/video/90758138?autoplay=1*](https://player.vimeo.com/video/90758138?autoplay=1)

**Office 365 Groups**

**Short description**

The best tools in Office. In one dedicated space.

**Full description**

The best tools in Office. In one dedicated space.

Conversations, calendars, files and notebooks.

• Post new conversations. Get notified about “likes” and new threads

• View and edit files stored in the team library

• Keep team notes in the library

And best of all, everything in one place.

**Option # 1:**

The best tools in Office. In one dedicated space.

See all your Outlook Groups in one place. Share group conversations, view & edit group files and meeting notes with your team without any distractions. Follow your Outlook Groups here or on Outlook 2016 or Outlook Web App, whichever is easier for you.

**More detail:**

Outlook Groups are great for helping teams at school and work to collaborate on projects, work with files, and distribute notes.

You choose which tools you need. Work together to get the job done. And self-organize so that team members work the way they want to.

And because Groups is open and discoverable everyone in the organization benefits from the learning of others.

**App store description:**

Use Outlook Groups with the work or school account you already use for Office 365. And you’re good to go.

This app brings together the best tools in Office 365. So your team can swiftly share conversations and photos, and work brilliantly together on files and shared notebooks. Genius.

Plus, you can:

• Sync conversations to your Outlook on Desktop or Web

• Share photos and “like” a message, or @mention a person or a group

• View and co-author Office documents (Word, Excel, PowerPoint) shared with your group

• Work together using the shared team notebook

• Discover and join groups relevant to you

Outlook Groups. The best place for busy project teams to get stuff done.

**Landing page**

**Headline: The little tool that brings big teams together.**

**Hi.**

**Headline: The little tool that brings teams together.**

**In a big way.**

**Headline: How about a big team hello.**

**For the coolest new team-working tool in town.**

Headline: A dedicated space

One place for team communications and sharing.

Headline: The best tools in Office 365

Team-work made simple with mail, calendar, files, and team notebook.

Headline: Everywhere in Outlook

On the web, on your desktop, and on your phone.

**Headline: Outlook Groups for everyone, all the time**

We’ve really got it covered.

Blog

**Headline: More, more, more on the blog.**

Check out the FAQs as well as latest posts.

**Groups Extras**

**Groupies Voice tasks**

Discover

Option #1

Feeling groupie?

Groups that might be relevant to you are here.

Option # 2

Watch this space. More groups are on the way.

Signature

Spread the word.

Hey, we’re new. We’d love your support.

Add “Sent by Outlook Groups” to my post.

This won’t appear in the app; only in other experiences, such as email.

Notifications

Turn on push notifications here.

See posts when they happen, for up to 30 groups.

Favorites

No groups yet. Go get some.