Building a Collaborative Culture With Messaging Apps

Best practices and helpful features to improve how your company communicates.

codeblue | zoom

The way a business communicates, both internally and externally, remains one of the biggest factors of its long term success. That's why we've seen so many modern businesses augment their traditional in-person meetings or phone calls with video conferencing and their overloaded inboxes and emails with enterprise messaging or chat apps. These solutions make communication more efficient and more effective.

Messaging apps make it possible to organize teams, collaborate on ideas, and get answers in seconds, not hours. When used appropriately and with the right expectations or policies, messaging apps can be a boon of productivity. But they can also create more noise and inefficiency when used incorrectly. Intelligent comments get buried under a mass of noise, questions get asked repeatedly, and @all tags are strewn around without second thought.

To ensure your company is set up for messaging app success, we've created this guide with all the best practices and features you can use to align a powerful tool with a smart chat culture.

Part 1: Messaging Best Practices

Part 2: Helpful Messaging Features

**Part 3:** Collaborating Using Zoom Chat

Part 1

Messaging
Best Practices

While powerful functionality is important, the way you communicate matters even more. Let's walk through how to approach chat culture as a business.

Understand When to Chat

Every company is a little different, but there are some situations where your messaging app is a better choice than an in person meeting or email. Chat is a great option if you have a question or comment about something simple, or when you want to share & collaborate on something in real-time. If the topic is complex or important, and doesn't require an immediate response, you're probably safest sticking to an email.
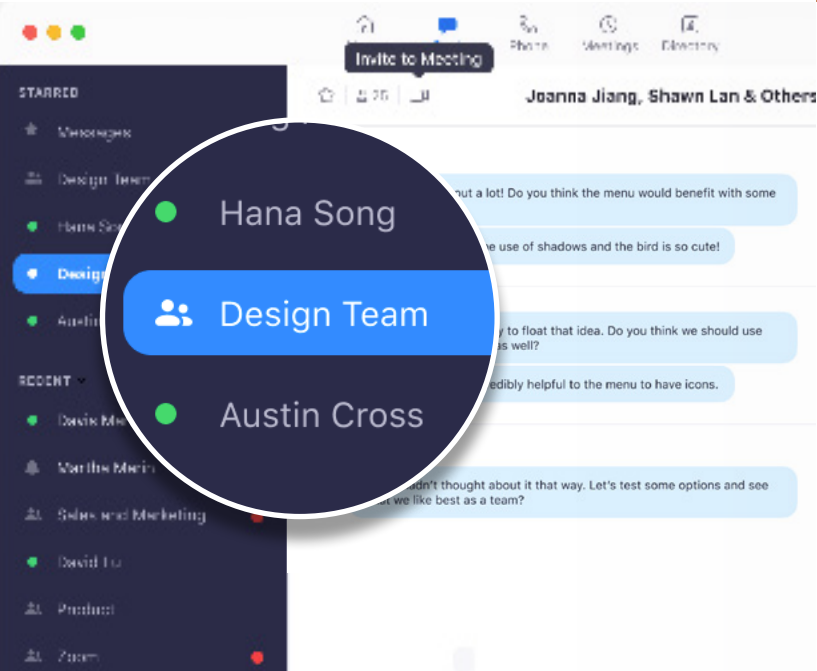

Create Channels and Groups

Channels are a great way to organize people, conversation, and information. You can organize channels around teams, projects, or even hobbies and activities. Creating specialized, specific channels saves your coworkers from the off-topic conversations that have long been clogging up email and making meetings run over their allotted time. Channels allow you to focus your attention more clearly.

Zoom Chat Tip: Make sure to add a description of the channel and its intended purpose so new members can easily understand and contribute.

Use Powerful Search Features

Having all your conversations organized and archived can be incredibly convenient. When you're looking for an answer or a resource, the search bar in your messaging app should be your first stop. Platforms like Zoom allow you to search keywords in messages, channels, and files and "jump" back to the original context of the conversation.

Zoom Chat Tip: You also have advanced filters you can add to your search, organizing results by date, channel, and sender.
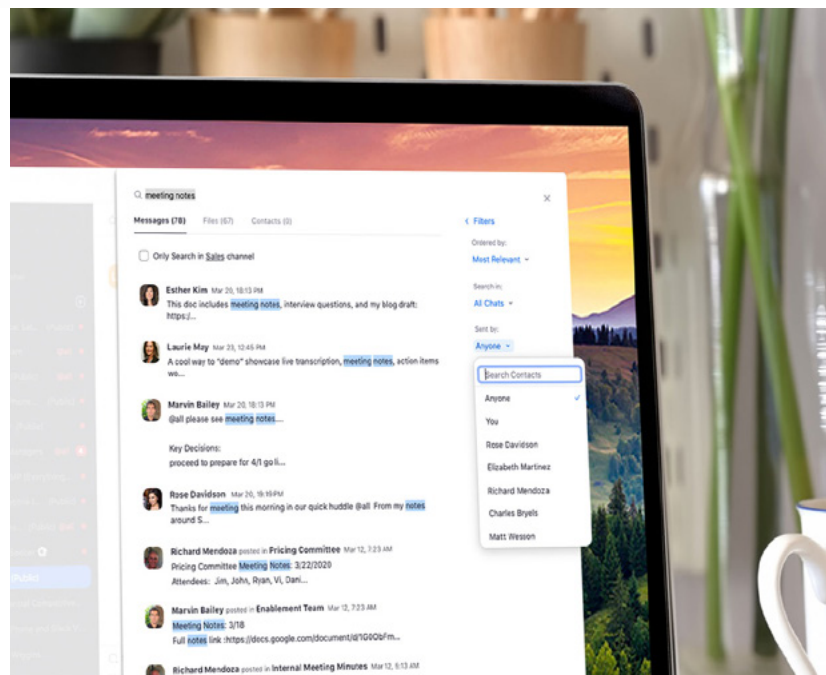
Tame Your Push Notifications

To avoid making your messaging app another source of noise within your company, be aware of the number of notifications you are sending and receiving each day. Each chat in a channel or to a coworker generates a notification that can distract or disrupt valuable working time. This is especially relevant to using the @all tag in public channels with a large number of members.

Zoom Chat Tip: Adjust your chat notification settings to make sure you see what you need, but are not overwhelmed by push notifications.

Know When to Use Meetings vs. Chat

Much like email, meetings are great for longer form content where chat can become unwieldy. A good rule of thumb? If you need to go back and forth with more than 5 messages, jump on a video meeting to more quickly work through things, especially if you're in a public chat.

Zoom Chat Tip: You can easily start a Zoom call from any group or contact by hovering over a contact's picture and selecting "Meet."

Know When to Turn it Off

One of the best things about messaging apps is the seamless way conversations can continue from your desktop, to your laptop, to your mobile device. But this also makes it all to easy to slip into an unhealthy, "always on" way of operating. Make sure your company creates and supports a culture that encourages employees to disconnect and recharge at the end of the day.

Zoom Chat Tip: You can configure set "Do Not Disturb" hours that will be visible to coworkers and silence any incoming notifications.

Part 2

Helpful Messaging Features

With the chat basics down, this next section looks into a few common features that can speed up your team's chat productivity.

Pay Attention To Presence

One drawback of email is you lose any insight into the current context of the person you're messaging. Is now a good time? There's no way to know. However, messaging apps are different. Presence let's you see exactly what a specific person is up to. Platforms like Zoom can tell you if someone is in a meeting, on a Zoom Phone call, in a calendar event, or even presenting. You can even configure Zoom Chat to alert you when somebody becomes available so you'll never reach out at the wrong time.
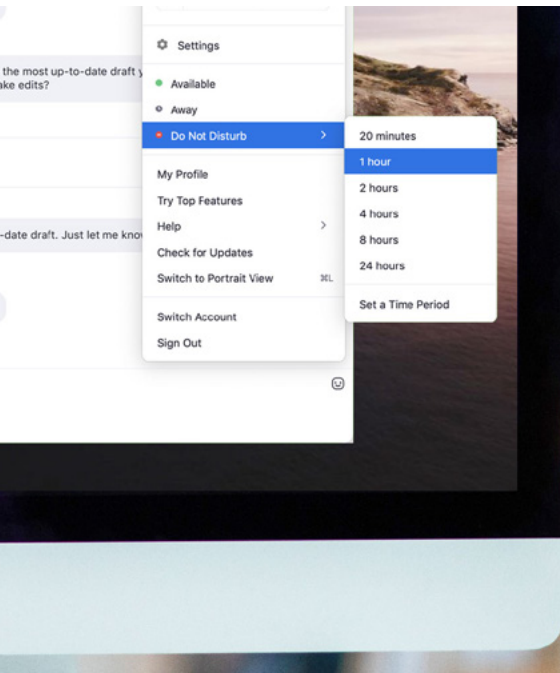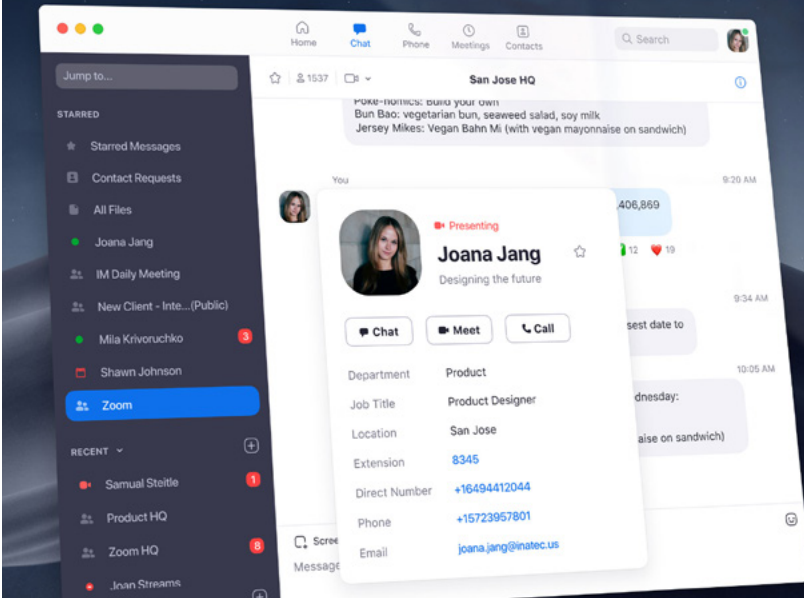
Don't Be Afraid to Use "Do Not Disturb"

We mentioned it in the first section, but being able to take a break from the constant flow of conversations and information is so important. Whether it's to take a break to focus on a big project or just to disconnect at the end of the day, platforms like Zoom allow you to configure your own "off hours." You can use the "Do Not Disturb" feature to pause notifications for a specific time period and let people know you're busy.

Sometimes a Reaction is All You Need

Not everything requires a written response that notifies everyone in the organization. Reactions are a great way to show acknowledgment, encouragement, and understanding without adding to the noise. Use the eyeballs or check mark emoji to let somebody know you've seen a message. Create an impromptu poll with a simple thumbs up or thumbs down. Sometimes the simplest messages get the job done best.

Zoom Video Communications, Inc.

Link Between Channels with Hashtags

As a company uses its messaging app, the app naturally grows more complex as new channels and users are added. Using Hashtags is a convenient way to navigate between channels and find new ones. Simply adding a hashtag in Zoom chat will automatically populate a list of public channels for you to link to.
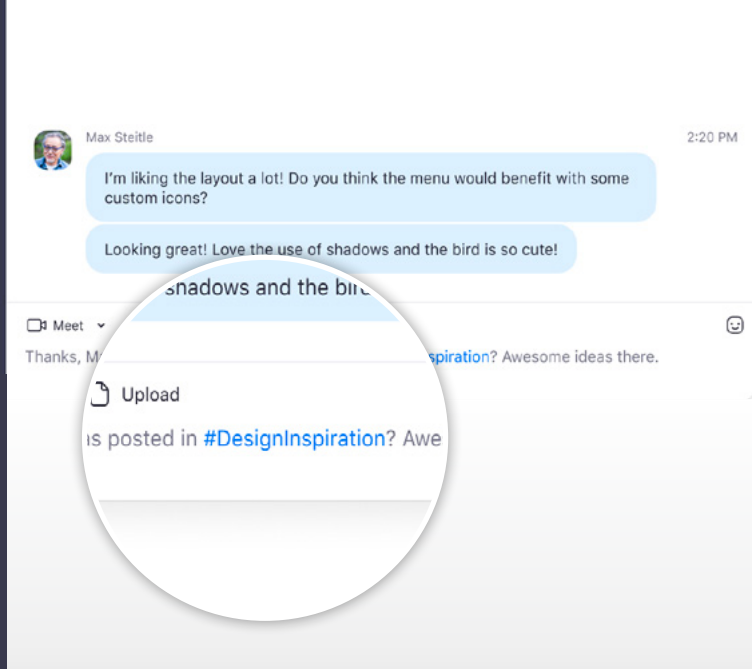
Save Important Content

Messaging apps make it easy to keep important messages, people, and information accessible. You can star or "favorite" contacts and specific messages to your favorites section to make sure you have what you need, when you need it. You can also star important messages and resources within a channel to keep them top-of-mind and accessible to everyone in a channel.
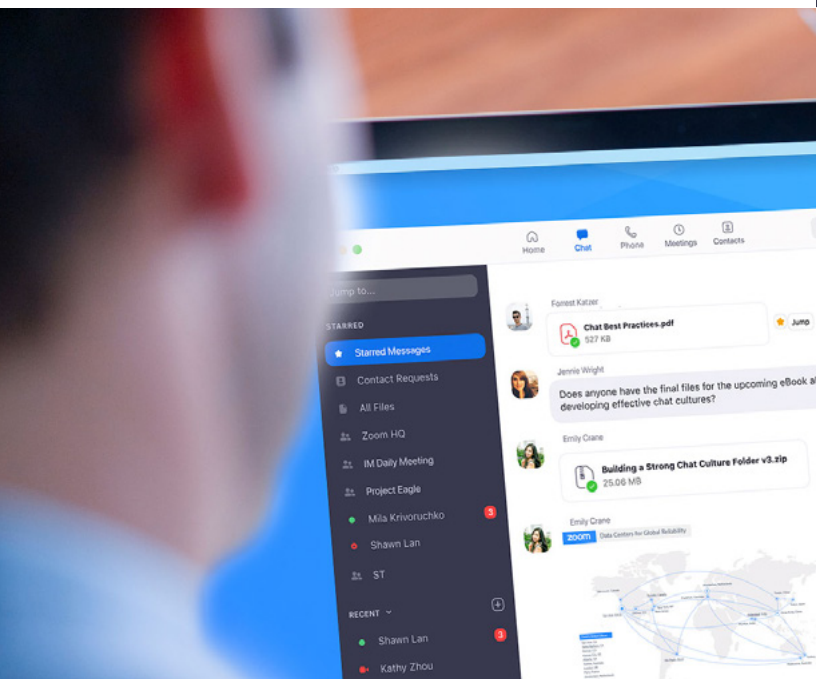
Use Threads by Topic

Conversations in messaging apps can move quickly, jumping from one topic to the next. Threads help condense the vertical space within a channel and organize conversations by topic. If there is a big topical question, use threads to make sure others can see more of the chat history.

Interested in a specific topic as you scroll through public chat? Simply toggle open the thread and you'll be able to catch up in detail.

Zoom Video Communications, Inc.

Part 3

Collaborating Using Zoom Chat

Zoom Chat is a full-featured messaging app that can power your team's productivity, right alongside the video conferencing functionality you already know and love.

Included for free with your Zoom license is Zoom Chat.

Zoom Chat is an enterprise-grade messaging app, designed to help your team stay connected. Zoom Chat offers the full range of features outlined in the guide to help make your team more efficient, more productive, and more successful. Take a look at just a small piece of what Zoom Chat has to offer.

Easy group video meetings

Start a meeting with any individual or group channel, with a single click. Zoom meetings scale up to 1,000 people with clear video, audio and screen sharing.

Group and 1:1 channels

Communicate in public or private channels organized by projects, teams, or topics. Share files, whiteboards, screenshots, and more.

Search

Robust search allows you to quickly find messages, files, and contacts, keeping knowledge and information at your fingertips.

Status/Presence

Calendar integrations sync status and presence to show if someone is busy, in a meeting, on mobile, presenting, or offline, and can alert you when they become available.

Tools to stay focused

With starred channels and contacts, tailored notifications, and customizable themes, Zoom Chat helps you cut out the noise and organize what's most important to you.

Security & Archiving

Keeping your information and contacts secure and compliant, Zoom encrypts data at all times, has multi-factor authentication, SSO and archives your data for up to 10 years.
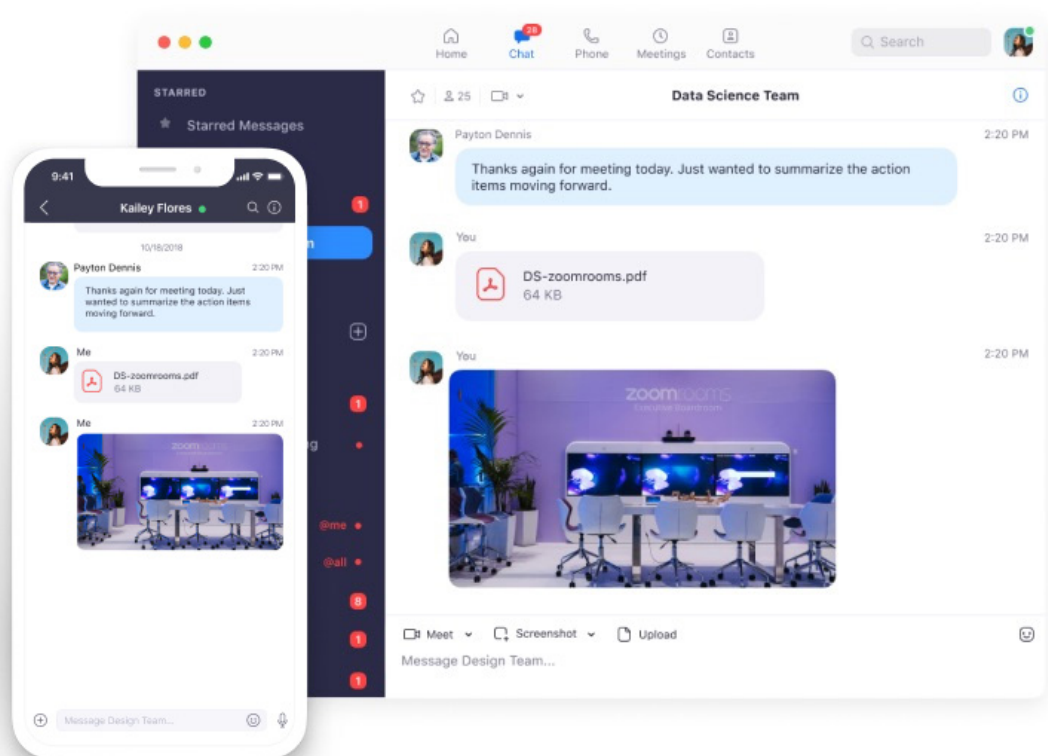
FUJIFILM CodeBlue Australia

info@code-blue.com.au

1300 562 886