



10-minute set-up guide to company communications on Workplace



from
FACEBOOK

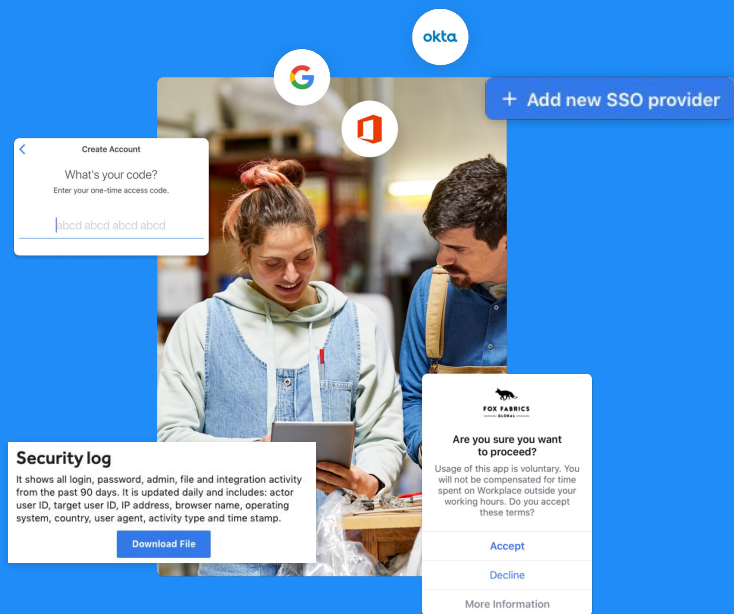
The recent outbreak of Covid-19 has impacted businesses all over the world.

Maintaining open lines of communication with employees is even more important during such periods of uncertainty.

This guide tells you how you can set up your Workplace community in 10 minutes to communicate with your global workforce in real-time, regardless of where they are.



Giving your employees access to Workplace happens in three stages



1. Provision – Create user accounts

- EITHER Connect your Identity Provider (IDP), ie Azure Active Directory
- OR Upload a CSV spreadsheet of all user accounts to create

2. Invite – email user invitations

- Once you push the 'Invite' button for accounts, the user's status becomes 'Invited'. This triggers a customizable email invitation to encourage people to claim their account

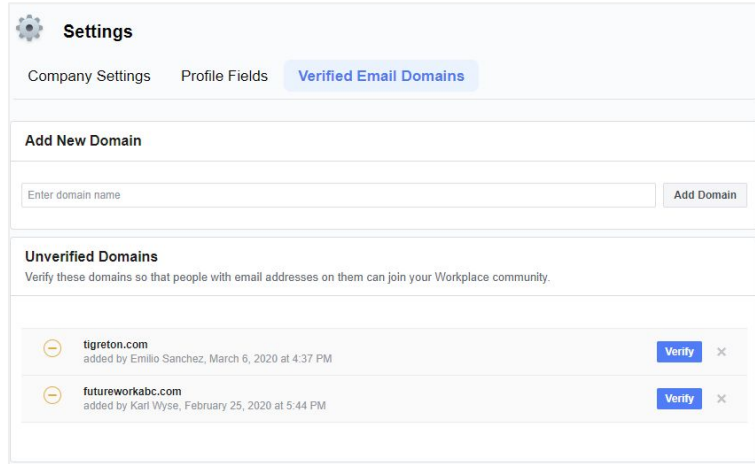
3. Claim – user activates account

- User accepts invite from email, which sets up their Workplace account in the web browser or mobile app (if installed)

Refer to our [Technical Resource Center](#) for more details on setting up your Workplace community

Add your **company domains** to be verified in the Admin Panel. This will allow you to ensure that only your community can invite individuals with email addresses in your domains.

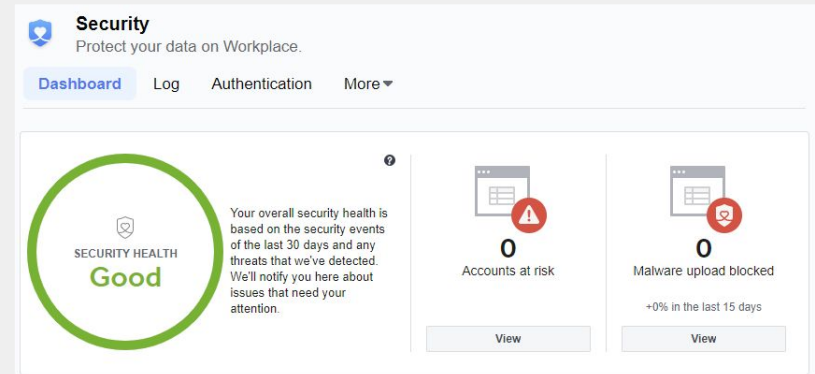
See our [IT Configuration](#) resources for more info



The screenshot shows the 'Settings' page with a gear icon and the title 'Settings'. Below the title are three tabs: 'Company Settings', 'Profile Fields', and 'Verified Email Domains' (which is selected and highlighted in blue). Under the 'Verified Email Domains' tab, there is a section titled 'Add New Domain' with a text input field labeled 'Enter domain name' and a button labeled 'Add Domain'. Below this is a section titled 'Unverified Domains' with a subtitle 'Verify these domains so that people with email addresses on them can join your Workplace community.' There are two entries in this section: 'tigretton.com' added by Emilio Sanchez on March 6, 2020 at 4:37 PM, and 'futureworkabc.com' added by Karl Wyse on February 25, 2020 at 5:44 PM. Each entry has a 'Verify' button and a close icon (X).

Enable **Single Sign-On** if you have this within your organization to make the sign-in process smoother and more familiar to users.

See our [Single Sign-On](#) resources for more info



The screenshot shows the 'Security' dashboard with a shield icon and the title 'Security'. Below the title is the subtitle 'Protect your data on Workplace.' and three tabs: 'Dashboard' (selected and highlighted in blue), 'Log', and 'Authentication'. Below the tabs is a large green circle with a shield icon and the text 'SECURITY HEALTH Good'. To the right of the circle is a message: 'Your overall security health is based on the security events of the last 30 days and any threats that we've detected. We'll notify you here about issues that need your attention.' To the right of the message are two cards. The first card is titled 'Accounts at risk' and shows '0' with a red warning icon. Below it is a 'View' button. The second card is titled 'Malware upload blocked' and shows '0' with a red warning icon. Below it is a 'View' button and a subtitle '+0% in the last 15 days'.

1

Create an all-company announcements group



Create an **open group** for coronavirus related announcements, or leverage an organization-wide group which can be the source of truth for employees. It's important to keep information high-signal and easy to find.

Mark the group as **official**.

Make the group **default** in the Admin Panel (to auto-invite all employees to join).

In Group Settings set posting permissions to **admins only**.

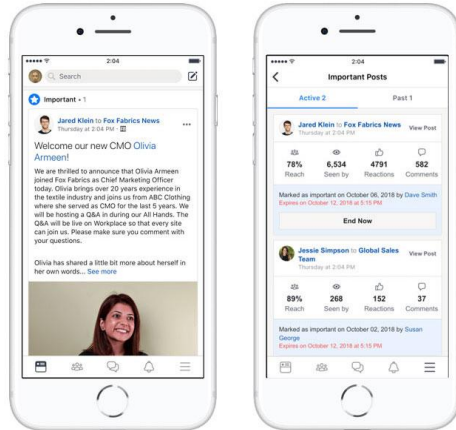
Add executive team and crisis team members as admins so they can post essential information.

Here is more information on [how to create a Group](#)



Mark critical posts as **important** to ensure critical updates surface at the top of everyone's News Feed, and push **notifications** to email inboxes.

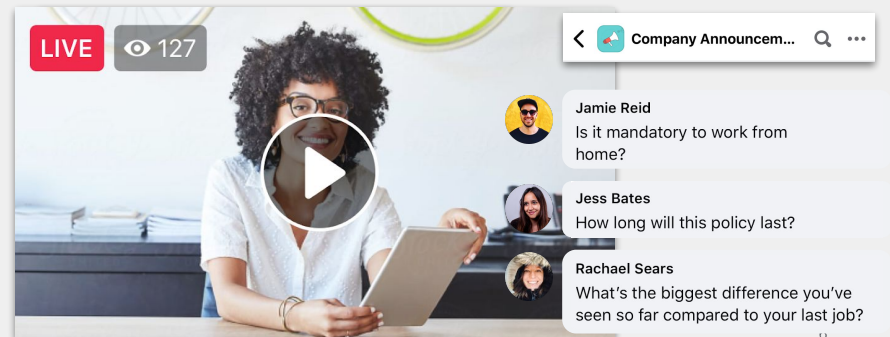
Here is a guide on how to [mark a post as important](#)



Encourage executive and crisis teams to go **live** from their device into the announcements group to deliver updates directly to employees working remotely.

Add **captions** and accompanying **text** to make it accessible to all employees.

Learn more about [going Live](#)



2

Manage the global crisis team communications



Create a **closed or secret group** for the coronavirus crisis team to coordinate the global response between executives and specialist advisers.

Invite all core crisis team members to the group.

You will automatically create a **chat group** for this team to have real-time conversations and share updates with the group.

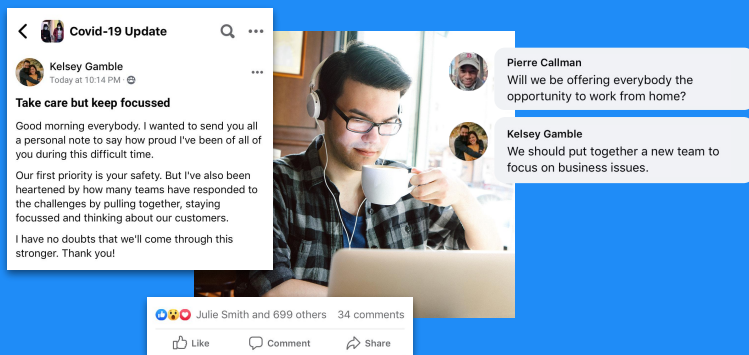
Pin a post to the top of the group detailing key points of contact and responsibility.

Here is more information on [how to create a Group](#)



3

Create a Q&A group to surface and respond to employees' concerns



Create an **open group** to proactively collect questions in a single place so the communications and HR teams can respond to concerns and issues from the global workforce.

Mark the group as **official**.

Make the group **default** in the Admin Panel
(to auto-invite all employees to join)

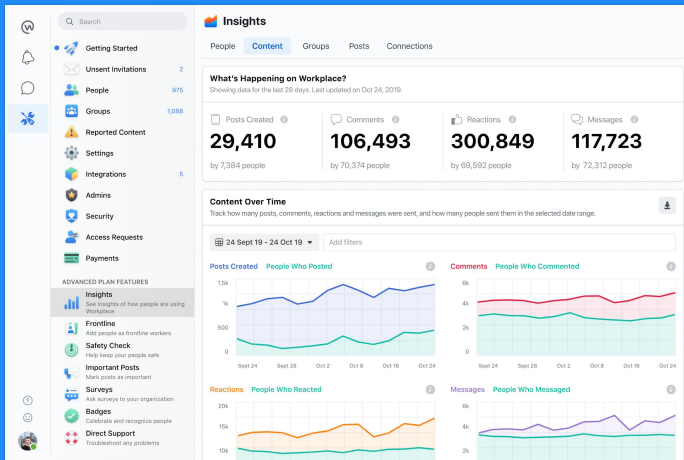
Ensure everyone is able to post into the group by setting the posting permissions to **all**.

Pin key resources, top-line messaging and FAQs to the top of the group so it's easy for employees to find.



4

Take the pulse of the organization



Create a **Survey** containing up to five questions.

- Define questions to understand topics such as recent travel, current location, and general feeling of security
- Send survey to targeted audiences, if required
- Schedule survey to be repeated on regular basis

Full details on creating and sending a survey can be found [here](#)



Question 1

What is your email address

Response

Free Text

Question 2

Have you traveled to Mainland China since 1 February 2020 (business or personal travel)?

Options

☐ Yes
 ☐ No

Question 3

Have you traveled to the Republic of Korea since 1 February 2020 (business or personal travel)?

Options

☐ Korea - Daegu city or Cheongdo county
 ☐ Korea - Not Daegu city or Cheongdo county but travel to another location within Korea
 ☐ None

Further ideas



Regional / local managers FYI group

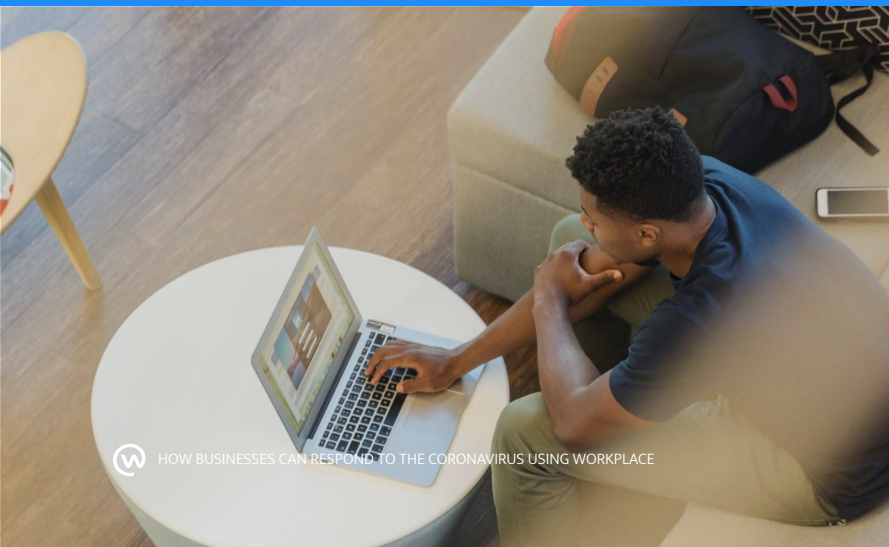
Keeping managers informed is crucial to leveraging their relationships with their teams to maintain trust and transparency through communications.

Create a **closed group** and invite all team leads and managers to join (create a **People Set** to do this more easily).

Educate managers and local leaders on how they can reassure their teams.

Empower managers to help one another, answer questions, share ideas and provide additional resources to disseminate to their teams.

Learn how to create a [People Set](#)



Enable employees to work from home



Video chat can support multiple people in the same call to quickly coordinate crucial updates and briefings.

Encourage managers to create smaller working groups for any projects or teams they are responsible for.

Learn more about creating a [video chat session on Workplace](#)



Setting up Workplace to keep employees working remotely informed and connected



Create groups that organize communications:

- Centralized Announcement group to share critical updates and information from executive leadership team
- Closed working group for the crisis team to collaborate globally
- A real-time Q&A group that all employees can seek help and information for reassurance and safety
- Managers group to keep team leads up-to-date, provide additional resources, and surface issues from local teams

Leverage key Workplace features to ensure communications are delivered:

- **Mark as Important** to highlight the most critical updates
- Use **Live video** to share authentic, real time messages between the whole organization, and between smaller teams

For more resources and information,
go to our [Customer Resource Center](#)

